

YouGov SixthSense Survey Results

Sample Size: 2,152 UK adults

Fieldwork:

	Gender		Social Grade		Region								
	Total	Male	Female	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland
Unweighted Base	2152	971	1181	1236	916	530	354	496	187	249	94	194	48
All UK adults	2152	1046	1106	1184	968	514	346	476	200	267	105	181	62

Thinking of things you might have done in your spare time over the past 6 months, how many times have you gone to the cinema?

Once or twice	29%	28%	30%	30%	28%	29%	29%	28%	28%	31%	35%	28%	19%
Three or four times	13%	13%	13%	13%	14%	14%	12%	14%	15%	12%	4%	13%	14%
Five times or more	12%	10%	13%	11%	12%	10%	12%	8%	11%	17%	9%	18%	17%
Not in the past 6 months	18%	19%	17%	18%	18%	19%	16%	20%	13%	16%	20%	21%	20%
Never	28%	30%	27%	28%	29%	28%	30%	30%	34%	24%	31%	19%	30%

You have stated that you have been to the cinema in the past 6 months. Do you tend to go during the week, at the weekend, or both? You may choose one only.

Unweighted Base	1144	477	667	668	476	278	189	245	98	149	46	114	25
All who have visited cinema in past 6 months	1154	536	618	643	511	273	185	240	108	159	51	107	31
During the week	42%	42%	42%	43%	41%	40%	47%	50%	43%	30%	48%	36%	33%
At the weekend	26%	28%	25%	29%	23%	27%	27%	22%	30%	30%	19%	24%	33%
Both	32%	30%	34%	28%	36%	33%	26%	28%	27%	41%	33%	40%	34%

YouGov SixthSense Survey Results

Sample Size: 2,152 UK adults

Fieldwork:

	Age Gender 16+								
Total	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+	
Unweighted Base	2152	117	208	231	415	130	296	286	469
All UK adults	2152	163	260	278	344	155	263	284	405

Thinking of things you might have done in your spare time over the past 6 months, how many times have you gone to the cinema?

Once or twice	29%	28%	39%	26%	20%	28%	35%	36%	23%
Three or four times	13%	26%	17%	12%	6%	22%	17%	13%	7%
Five times or more	12%	20%	15%	6%	5%	29%	16%	11%	6%
Not in the past 6 months	18%	15%	16%	22%	20%	12%	18%	17%	19%
Never	28%	11%	13%	35%	48%	8%	14%	24%	44%

You have stated that you have been to the cinema in the past 6 months. Do you tend to go during the week, at the weekend, or both? You may choose one only.

Unweighted Base	1144	89	145	104	139	104	208	173	182
All who have visited cinema in past 6 months	1154	122	184	121	109	123	178	168	148
During the week	42%	38%	39%	31%	65%	46%	29%	37%	59%
At the weekend	26%	19%	27%	48%	16%	14%	32%	33%	15%
Both	32%	42%	34%	21%	19%	40%	39%	31%	25%

	Gender		Social Grade		Region								
	Total	Male	Female	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland
Unweighted Base	2152	971	1181	1236	916	530	354	496	187	249	94	194	48
All UK adults	2152	1046	1106	1184	968	514	346	476	200	267	105	181	62

Which of the following items, if any, do you normally buy at or bring to the cinema?

	Total	Male	Female	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland
Unweighted Base	1144	477	667	668	476	278	189	245	98	149	46	114	25
All who have visited cinema in past 6 months	1154	536	618	643	511	273	185	240	108	159	51	107	31

Popcorn - salted

Buy it at the cinema	20%	21%	19%	19%	21%	13%	19%	20%	24%	32%	14%	15%	23%
Bring it myself	5%	5%	4%	4%	6%	4%	5%	5%	2%	5%	7%	3%	11%
Neither	76%	74%	77%	77%	73%	83%	76%	75%	74%	62%	79%	82%	66%

Popcorn - sweet

Buy it at the cinema	33%	35%	32%	32%	35%	38%	35%	30%	29%	39%	32%	26%	31%
Bring it myself	6%	5%	7%	5%	7%	6%	7%	6%	7%	5%	14%	2%	6%
Neither	61%	61%	60%	63%	58%	56%	58%	64%	63%	56%	55%	72%	62%

Crisps

Buy it at the cinema	4%	4%	3%	3%	5%	4%	3%	3%	3%	7%	-	3%	-
Bring it myself	12%	13%	11%	10%	14%	10%	13%	6%	14%	18%	24%	13%	10%
Neither	84%	83%	86%	87%	80%	86%	84%	91%	83%	75%	76%	84%	90%

Nachos

Buy it at the cinema	12%	13%	11%	12%	13%	14%	11%	9%	9%	15%	11%	19%	13%
Bring it myself	1%	2%	1%	0%	2%	2%	-	2%	-	1%	6%	1%	-
Neither	87%	85%	88%	88%	85%	85%	89%	90%	91%	84%	82%	80%	87%

Hot dog

Buy it at the cinema	11%	13%	9%	10%	12%	12%	9%	7%	9%	14%	12%	17%	4%
Bring it myself	0%	1%	0%	0%	1%	1%	-	0%	-	1%	2%	-	-
Neither	89%	87%	91%	90%	88%	87%	91%	93%	91%	85%	87%	83%	96%

Ice cream

Buy it at the cinema	30%	30%	30%	30%	29%	28%	29%	25%	32%	36%	33%	31%	33%
Bring it myself	1%	1%	1%	0%	2%	1%	1%	1%	1%	-	-	1%	-
Neither	70%	69%	70%	70%	69%	71%	70%	74%	68%	64%	67%	68%	67%

	Age Gender 16+								
	Total	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+
Unweighted Base	2152	117	208	231	415	130	296	286	469
All UK adults	2152	163	260	278	344	155	263	284	405

Which of the following items, if any, do you normally buy at or bring to the cinema?

	Total	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+
Unweighted Base	1144	89	145	104	139	104	208	173	182
All who have visited cinema in past 6 months	1154	122	184	121	109	123	178	168	148

Popcorn - salted

Buy it at the cinema	20%	30%	22%	23%	10%	20%	25%	16%	13%
Bring it myself	5%	9%	6%	3%	1%	5%	2%	6%	4%
Neither	76%	61%	72%	74%	89%	75%	73%	78%	84%

Popcorn - sweet

Buy it at the cinema	33%	47%	40%	34%	14%	36%	46%	30%	16%
Bring it myself	6%	6%	3%	4%	5%	8%	6%	9%	6%
Neither	61%	47%	57%	62%	81%	56%	48%	61%	78%

Crisps

Buy it at the cinema	4%	8%	6%	3%	1%	5%	4%	2%	2%
Bring it myself	12%	18%	17%	11%	4%	18%	13%	9%	6%
Neither	84%	74%	78%	86%	96%	77%	83%	89%	92%

Nachos

Buy it at the cinema	12%	12%	19%	16%	2%	17%	19%	8%	1%
Bring it myself	1%	2%	3%	1%	-	1%	1%	1%	1%
Neither	87%	86%	78%	83%	98%	82%	81%	91%	98%

Hot dog

Buy it at the cinema	11%	9%	20%	13%	6%	12%	13%	9%	2%
Bring it myself	0%	1%	1%	1%	-	1%	-	-	1%
Neither	89%	90%	80%	87%	94%	87%	87%	91%	97%

Ice cream

Buy it at the cinema	30%	28%	31%	32%	27%	25%	34%	24%	34%
Bring it myself	1%	3%	-	1%	1%	2%	-	1%	-
Neither	70%	69%	69%	67%	72%	73%	66%	75%	66%

	Gender		Social Grade		Region								
	Total	Male	Female	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland
Unweighted Base	2152	971	1181	1236	916	530	354	496	187	249	94	194	48
All UK adults	2152	1046	1106	1184	968	514	346	476	200	267	105	181	62

Chocolate bar

Buy it at the cinema	9%	9%	8%	7%	10%	8%	7%	9%	8%	14%	2%	8%	9%
Bring it myself	23%	21%	25%	21%	26%	23%	25%	20%	20%	22%	46%	20%	17%
Neither	69%	70%	68%	72%	64%	69%	68%	71%	71%	64%	52%	71%	74%

Sweets (eg. Haribo, M&Ms)

Buy it at the cinema	18%	20%	16%	17%	20%	18%	15%	18%	17%	22%	9%	22%	26%
Bring it myself	34%	31%	37%	34%	34%	34%	37%	35%	29%	27%	58%	31%	28%
Neither	48%	49%	47%	49%	46%	48%	47%	48%	53%	51%	33%	47%	46%

Fizzy drink

Buy it at the cinema	36%	38%	34%	34%	39%	41%	40%	30%	31%	43%	20%	33%	40%
Bring it myself	19%	20%	19%	17%	22%	17%	19%	17%	21%	18%	37%	21%	14%
Neither	45%	42%	47%	50%	38%	41%	41%	52%	49%	39%	43%	47%	46%

Mineral water - fizzy or still

Buy it at the cinema	11%	11%	10%	11%	10%	8%	12%	10%	6%	19%	4%	5%	39%
Bring it myself	25%	18%	31%	24%	25%	17%	20%	25%	32%	26%	51%	33%	9%
Neither	65%	72%	59%	64%	66%	76%	69%	65%	62%	54%	45%	62%	53%

Which of the following apply to you? Please choose all that apply.

	Unweighted Base	1144	477	667	668	476	278	189	245	98	149	46	114	25
All who have visited cinema in past 6 months		1154	536	618	643	511	273	185	240	108	159	51	107	31
I have taken advantage of Orange Wednesdays	37%	38%	36%	35%	39%	34%	45%	43%	28%	35%	54%	31%	6%	
I have paid for a premier seat at the cinema	22%	22%	22%	24%	20%	20%	22%	22%	22%	21%	25%	33%	10%	
I have membership to a film club that gives me points (eg. Odeon Premiere Club)	3%	3%	4%	4%	3%	2%	4%	4%	3%	3%	4%	8%	-	
I have membership to a film club that gives me unrestricted access for one annual fee (eg. Cineworld's Unlimited Card)	3%	4%	3%	2%	4%	4%	2%	2%	4%	3%	4%	7%	-	
I have been to a parent and baby screening	1%	2%	1%	1%	2%	3%	1%	2%	-	-	3%	1%	-	
None of these	45%	45%	46%	44%	47%	51%	40%	40%	52%	50%	26%	38%	84%	

	Age Gender 16+								
	Total	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+
Unweighted Base	2152	117	208	231	415	130	296	286	469
All UK adults	2152	163	260	278	344	155	263	284	405

Chocolate bar

Buy it at the cinema	9%	16%	8%	9%	6%	9%	6%	9%	9%
Bring it myself	23%	25%	22%	20%	15%	33%	23%	25%	18%
Neither	69%	58%	70%	72%	79%	58%	71%	66%	73%

Sweets (eg. Haribo, M&Ms)

Buy it at the cinema	18%	25%	22%	19%	13%	22%	19%	17%	8%
Bring it myself	34%	32%	34%	31%	24%	43%	34%	37%	34%
Neither	48%	43%	44%	50%	63%	35%	47%	46%	58%

Fizzy drink

Buy it at the cinema	36%	43%	46%	40%	18%	41%	50%	32%	12%
Bring it myself	19%	30%	22%	15%	9%	27%	18%	20%	11%
Neither	45%	26%	32%	45%	73%	32%	33%	48%	77%

Mineral water - fizzy or still

Buy it at the cinema	11%	12%	12%	11%	7%	7%	12%	12%	9%
Bring it myself	25%	22%	15%	14%	22%	37%	27%	29%	32%
Neither	65%	67%	73%	75%	71%	56%	61%	59%	59%

Which of the following apply to you? Please choose all that apply.

	Unweighted Base	1144	89	145	104	139	104	208	173	182
All who have visited cinema in past 6 months		1154	122	184	121	109	123	178	168	148
I have taken advantage of Orange Wednesdays	37%		55%	44%	22%	24%	56%	44%	27%	20%
I have paid for a premier seat at the cinema	22%		17%	24%	26%	21%	20%	27%	24%	16%
I have membership to a film club that gives me points (eg. Odeon Premiere Club)	3%		2%	5%	4%	1%	4%	5%	2%	3%
I have membership to a film club that gives me unrestricted access for one annual fee (eg. Cineworld's Unlimited Card)	3%		3%	7%	-	3%	5%	3%	0%	2%
I have been to a parent and baby screening	1%		1%	2%	3%	-	-	4%	1%	-
None of these	45%		38%	34%	55%	57%	34%	37%	52%	61%

	Gender		Social Grade		Region								
	Total	Male	Female	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland
Unweighted Base	2152	971	1181	1236	916	530	354	496	187	249	94	194	48
All UK adults	2152	1046	1106	1184	968	514	346	476	200	267	105	181	62

Which of these statements about the cinema do you agree with, if any?

	Unweighted Base	1144	477	667	668	476	278	189	245	98	149	46	114	25
	All who have visited cinema in past 6 months	1154	536	618	643	511	273	185	240	108	159	51	107	31
There's not enough choice these days at the cinema	14%	15%	13%	12%	16%	15%	14%	14%	15%	19%	-	12%	11%	
I try to see 3D films as often as possible	11%	13%	10%	9%	14%	12%	13%	10%	9%	14%	13%	6%	9%	
The cinema is too noisy – prefer it to be quiet when watching a film	19%	21%	16%	19%	18%	19%	18%	16%	20%	21%	11%	20%	27%	
If films were to come out on DVD more quickly, I'd go to the cinema less often	13%	12%	13%	10%	16%	12%	13%	11%	13%	17%	7%	9%	23%	
You can't beat watching a film on the big screen	61%	61%	61%	65%	56%	62%	56%	59%	61%	63%	69%	65%	64%	
I would gladly pay more for a more premium experience, e.g. upmarket food, comfy seats, etc	13%	15%	11%	14%	11%	11%	11%	12%	19%	11%	7%	20%	14%	
Going to the cinema has become too expensive	50%	45%	53%	48%	52%	51%	55%	50%	50%	50%	49%	38%	39%	
Films are a great way to escape the problems of the modern world	27%	26%	29%	28%	27%	25%	23%	29%	26%	32%	26%	32%	35%	
None of these	5%	4%	5%	4%	5%	4%	5%	7%	5%	3%	4%	7%	-	

	Age Gender 16+								
	Total	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+
Unweighted Base	2152	117	208	231	415	130	296	286	469
All UK adults	2152	163	260	278	344	155	263	284	405

Which of these statements about the cinema do you agree with, if any?

	Unweighted Base	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+
	1144	89	145	104	139	104	208	173	182
All who have visited cinema in past 6 months	1154	122	184	121	109	123	178	168	148
There's not enough choice these days at the cinema	14%	23%	14%	10%	13%	16%	14%	10%	13%
I try to see 3D films as often as possible	11%	19%	14%	12%	6%	13%	10%	10%	7%
The cinema is too noisy – prefer it to be quiet when watching a film	19%	19%	23%	24%	17%	19%	15%	14%	19%
If films were to come out on DVD more quickly, I'd go to the cinema less often	13%	16%	11%	12%	9%	25%	14%	10%	6%
You can't beat watching a film on the big screen	61%	49%	57%	66%	74%	61%	59%	62%	62%
I would gladly pay more for a more premium experience, e.g. upmarket food, comfy seats, etc	13%	12%	17%	18%	11%	4%	10%	13%	16%
Going to the cinema has become too expensive	50%	55%	53%	45%	22%	68%	68%	48%	30%
Films are a great way to escape the problems of the modern world	27%	23%	30%	19%	28%	31%	27%	30%	29%
None of these	5%	2%	5%	4%	6%	3%	5%	3%	9%