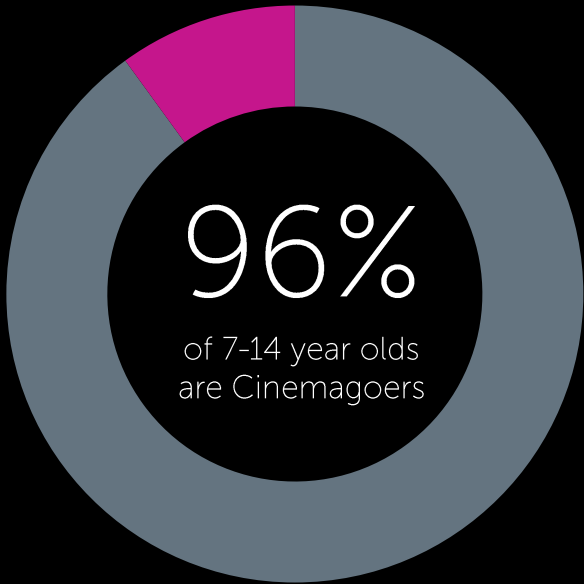


7-14 Year Olds

Go to the Cinema

PEARL
& DEAN



2/3
12-19 year olds are
Light TV Viewers

45%
go at least
least once
a month

87%
generally go
with a
parent*

3.1 M
Admissions per year

That's
20%
of all
admissions

All 7-14s



SPIDER-MAN
ACROSS THE SPIDER-VERSE
PART ONE



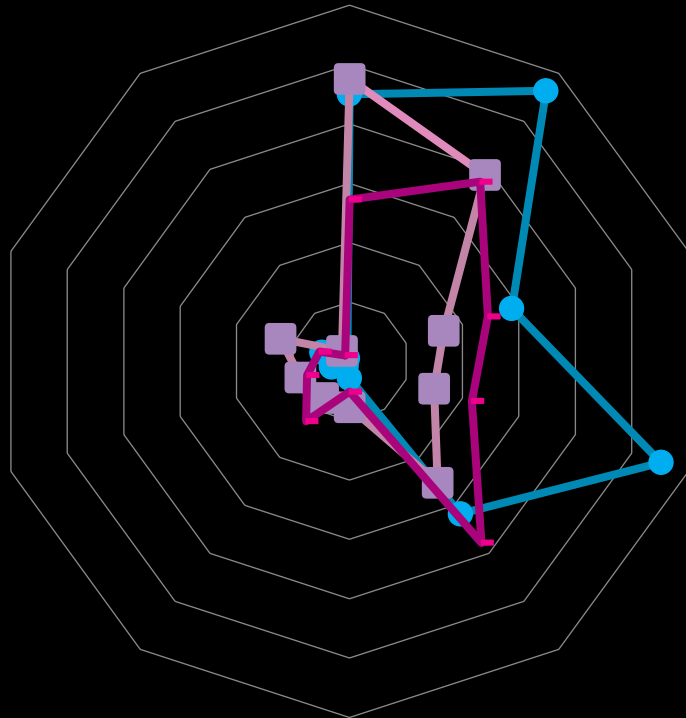
They like
humour, both
animation & live
action, especially
with songs!



Disney
THE LITTLE
MERMAID



Frame of Mind Consuming Media 7-14 Year Olds



● Sitting in the cinema ■ Watching TV ▲ Using the internet

7-14s
responses
re. Frame
of Mind in
the
cinema...

Relaxed
65%
More

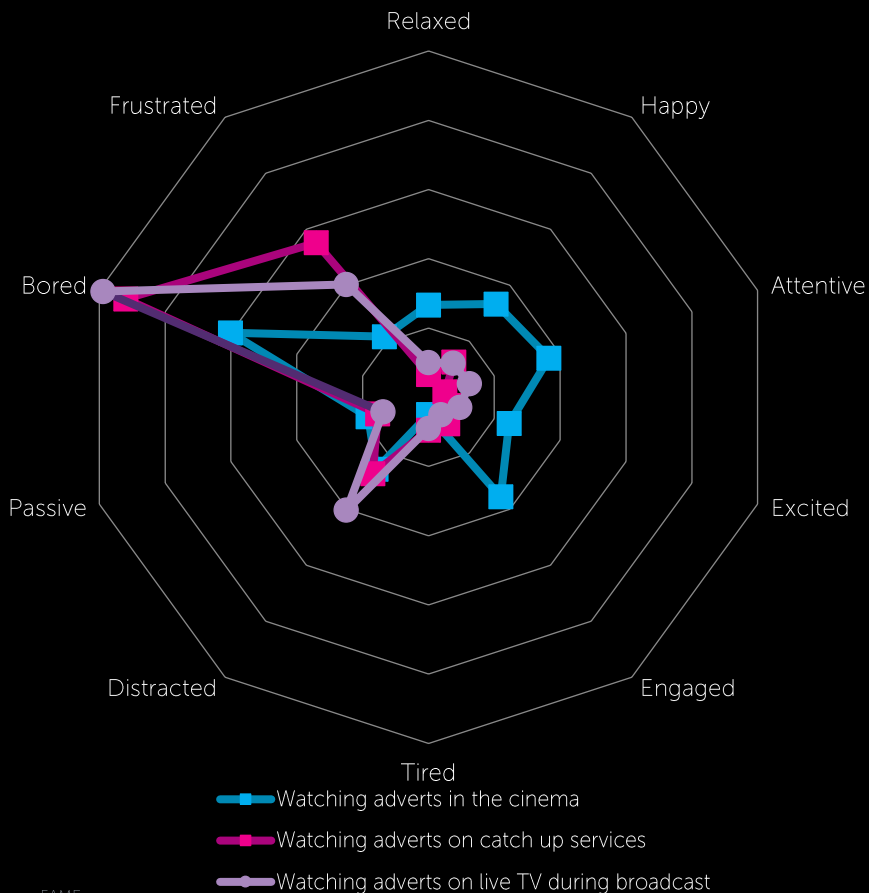
Attentive
17%
More

Happy
51%
More

Excited
3x
More

...than 7-14s
responses re.
browsing the
internet

Frame of Mind Watching Ads 7 - 14 Year Olds



7-14 responses re. watching ads in cinema...

Excited
3x
More

Engaged
6x
More

Attentive
3x
More

Happy
51%
More

Excited
3x
More

...than 7-14 responses re. watching ads on TV

CINEMA IS 7-14 YEAR OLDS' FAVOURITE ACTIVITY

CINEMA 80%

SPORT/
EXERCISING
74%

SURFING THE
INTERNET
65%

EATING
FAST FOOD
65%

SHOPPING
51%