YouGov / Nationwide

Cinema

Sample Size: 2,221 UK Adults
Fieldwork: 27th - 28th January 2015

	Total	Gender		Age					Social Grade	
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
Which one of the following best describes how often, if at all, you go to the cinema to watch a film?										
Unweighted base	2211	1078	1133	243	271	399	520	778	1252	959
Base: All UK Adults	2211	1063	1148	265	353	393	412	787	1216	995
More often than once a week	1%	1%	1%	1%	1%	0%	1%	0%	1%	0%
Once a week	2%	2%	2%	2%	3%	2%	1%	1%	2%	1%
Once every 2 to 3 weeks	5%	5%	4%	10%	5%	4%	4%	3%	6%	3%
Once a month	8%	8%	8%	10%	12%	10%	7%	5%	8%	7%
Once every 2 to 3 months	20%	19%	20%	29%	27%	22%	16%	14%	23%	16%
Once every 4 to 5 months	7%	6%	9%	7%	11%	10%	8%	4%	8%	6%
Once every 6 months	10%	9%	12%	11%	13%	10%	12%	9%	10%	10%
Once a year	10%	9%	10%	8%	10%	12%	11%	8%	8%	12%
Less often than once a year	21%	22%	21%	11%	14%	17%	24%	29%	22%	21%
Never	15%	18%	13%	5%	5%	10%	16%	26%	12%	20%
Don't know	1%	1%	1%	4%	1%	2%	1%	0%	1%	2%
Which, if any, of the following have you ever done in order to save money at the cinema? (Please select all that apply)										
Unweighted base	1855	885	970	220	257	361	430	587	1097	758
Base: All UK Adults who ever go to the cinema	1844	862	982	243	335	344	342	581	1065	779
Taken food or drink bought elsewhere into the cinema rather than buying it there	65%	57%	71%	81%	75%	67%	67%	50%	64%	66%
Sought money off promotions (e.g. used a discount card, attended discount days, etc.)	46%	43%	49%	59%	56%	49%	43%	35%	49%	42%
Eaten before going to the cinema rather than buying it there	43%	39%	46%	52%	49%	45%	42%	34%	43%	43%
Taken my own 3D glasses to avoid paying for them	23%	22%	23%	41%	31%	25%	21%	10%	23%	22%
Watched a film in 2D instead of a 3D	22%	20%	23%	44%	33%	25%	16%	7%	23%	21%
Attended as a family or group (i.e. for group discounts)	9%	10%	7%	12%	8%	11%	10%	6%	9%	9%
Sneaked into another film showing without paying	2%	2%	1%	3%	3%	2%	2%	1%	1%	3%
None of these	15%	20%	11%	5%	7%	11%	16%	25%	15%	14%
Don't know/ can't recall	2%	2%	2%	1%	1%	1%	2%	3%	1%	2%

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	Region								
	North	Midlands	East	London	South	England	Wales	Scotland	Northern Ireland
Which one of the following best describes how often, if at all, you go to the cinema to watch a film?									
Unweighted base	558	312	193	266	474	1803	135	222	51
Base: All UK Adults	528	354	206	274	491	1853	108	188	62
More often than once a week	1%	0%	1%	1%	-	1%	0%	1%	1%
Once a week	3%	2%	1%	1%	1%	2%	0%	4%	-
Once every 2 to 3 weeks	4%	3%	2%	5%	7%	5%	3%	6%	3%
Once a month	7%	5%	9%	11%	8%	8%	15%	8%	5%
Once every 2 to 3 months	17%	19%	14%	25%	22%	20%	16%	18%	35%
Once every 4 to 5 months	8%	9%	8%	7%	6%	8%	11%	7%	1%
Once every 6 months	11%	10%	13%	11%	10%	11%	10%	8%	10%
Once a year	7%	7%	10%	12%	11%	9%	14%	13%	7%
Less often than once a year	22%	24%	28%	14%	18%	21%	19%	25%	29%
Never	18%	20%	12%	11%	17%	17%	11%	11%	5%
Don't know	1%	1%	2%	1%	1%	1%	0%	0%	5%
Which, if any, of the following have you ever done in order to save money at the cinema? (Please select all that apply)									
Unweighted base	455	251	162	234	398	1500	114	196	*45*
Base: All UK Adults who ever go to the cinema	426	277	176	240	407	1526	96	166	*56*
Taken food or drink bought elsewhere into the cinema rather than buying it there	71%	59%	57%	65%	62%	64%	69%	69%	*69%*
Sought money off promotions (e.g. used a discount card, attended discount days, etc.)	46%	46%	44%	49%	47%	46%	52%	43%	*35%*
Eaten before going to the cinema rather than buying it there	41%	46%	34%	43%	43%	42%	40%	51%	*36%*
Taken my own 3D glasses to avoid paying for them	22%	22%	31%	22%	18%	22%	22%	29%	*16%*
Watched a film in 2D instead of a 3D	22%	21%	25%	23%	20%	22%	18%	28%	*4%*
Attended as a family or group (i.e. for group discounts)	10%	9%	8%	11%	7%	9%	5%	9%	*8%*
Sneaked into another film showing without paying	2%	1%	1%	2%	2%	2%	1%	3%	*3%*
None of these	12%	15%	18%	14%	16%	15%	11%	14%	*23%*
Don't know/ can't recall	2%	3%	1%	2%	2%	2%	0%	1%	*1%*

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