

# YouGov Results - Films and Streaming

Sample Size: 1639 Adults in GB  
Fieldwork: 3rd - 4th March 2020



	Gender		Age				Social Grade		Region					
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1639</b>	797	842	179	683	395	382	934	705	197	551	356	395	141
<b>Unweighted Sample</b>	<b>1639</b>	720	919	147	676	407	409	966	673	204	528	345	407	155
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## How frequently, if at all, do you watch films, either at home or in a cinema?

Very frequently	<b>16</b>	17	15	21	19	18	7	17	15	16	16	16	16	17
Fairly frequently	<b>36</b>	39	34	34	38	39	31	37	35	36	38	32	38	37
Not very frequently	<b>29</b>	27	31	26	26	30	34	30	28	30	30	31	26	26
Rarely	<b>12</b>	10	14	11	10	8	21	12	12	11	11	13	13	14
Never	<b>3</b>	4	3	2	2	3	7	2	5	1	4	4	3	5
Don't know	<b>3</b>	4	3	6	5	1	1	2	5	6	2	4	4	1

## Thinking about when films you are interested in watching are released, which of the following, if any, are you most likely to do?

[Asked to those who said they watch films very or fairly frequently; n=866]

See the film in a cinema	<b>36</b>	35	37	47	35	36	30	40	29	47	34	35	35	35
Wait, and watch the film using an online streaming service	<b>41</b>	40	43	48	49	37	25	41	43	33	41	46	43	38
Wait and watch the film using a DVD, Blu-ray, or other physical media	<b>17</b>	19	15	1	14	20	30	14	21	15	20	11	15	21
None of the above	<b>4</b>	5	4	2	1	6	13	3	6	2	3	7	6	3
Don't know	<b>2</b>	2	2	2	1	2	2	2	1	2	2	1	1	3

## Why do you prefer to see films in the cinema, rather than use streaming or physical media? Please select all that apply.

[Asked to those who are most likely to watch films in the cinema; n=314]

I prefer the viewing experience at the cinema	<b>67</b>	68	65	77	68	56	70	70	60	69	66	56	70	81
I like going to the cinema with others as a social occasion	<b>55</b>	51	59	65	57	49	46	56	51	39	60	48	65	46
I can see the film as soon as it's released	<b>40</b>	47	34	53	36	41	39	45	31	39	42	29	47	43
I only pay for the films I want to see, not a subscription	<b>21</b>	21	21	10	18	23	37	22	20	19	23	16	24	17
I don't usually watch films more than once	<b>18</b>	16	19	20	15	17	25	17	19	17	13	25	20	15
I have an existing cinema membership and don't want to pay for something else	<b>4</b>	4	5	2	2	8	7	6	2	5	6	5	2	4
I cannot use streaming services to see films	<b>2</b>	1	2	0	2	2	4	2	1	4	2	1	2	0
I don't have a television to use at home	<b>1</b>	1	2	2	1	0	4	1	1	4	1	0	1	0
Other reasons [See Tab 1]	<b>2</b>	3	1	0	4	1	0	2	2	0	0	3	6	0
Don't know	<b>1</b>	0	1	4	0	0	0	0	1	4	0	0	0	0

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<b>Weighted Sample</b>	<b>1639</b>	<b>797</b>	<b>842</b>	<b>179</b>	<b>683</b>	<b>395</b>	<b>382</b>	<b>934</b>	<b>705</b>	<b>197</b>	<b>551</b>	<b>356</b>	<b>395</b>	<b>141</b>
<b>Unweighted Sample</b>	<b>1639</b>	<b>720</b>	<b>919</b>	<b>147</b>	<b>676</b>	<b>407</b>	<b>409</b>	<b>966</b>	<b>673</b>	<b>204</b>	<b>528</b>	<b>345</b>	<b>407</b>	<b>155</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Why do you prefer to watch films on streaming services, rather than in the cinema or using physical media? Please select all that apply.**

[Asked to those who are most likely to watch films on streaming media; n=360]

Streaming services are cheaper	<b>53</b>	52	53	51	58	49	36	53	51	63	56	51	45	50
I can see the film whenever I want after it is available	<b>52</b>	52	52	51	51	51	61	51	53	65	51	41	62	41
I prefer the viewing experience in my own home	<b>40</b>	38	42	48	32	47	60	40	41	25	37	40	48	45
I have an existing subscription to a streaming service and don't want to pay for something else	<b>36</b>	37	34	35	33	42	34	36	36	43	37	30	39	26
I can see the film as many times as I want after it is available	<b>35</b>	39	31	34	35	37	32	34	36	41	26	37	42	38
I like watching films with others at home	<b>30</b>	32	28	29	32	28	25	30	30	45	28	29	32	23
Streaming services have wider selections of films	<b>29</b>	35	23	28	31	24	28	30	27	43	27	24	30	31
I cannot easily get to a cinema	<b>15</b>	12	19	10	13	18	25	16	15	10	17	14	14	21
I can use streaming services on the go	<b>12</b>	13	11	29	9	13	9	14	10	13	10	17	11	13
Other reasons [See Tab 2]	<b>7</b>	6	8	0	9	7	7	8	6	7	6	10	6	8
Don't know	<b>1</b>	2	0	0	1	2	0	0	2	0	0	0	4	0

**Why do you prefer to watch films on DVD or Blu-ray, rather than in the cinema or using online streaming? Please select all that apply.**

[Asked to those who are most likely to watch films on DVD or Blu-ray; n=142]

I can see the film whenever I want after it is available	<b>56</b>	60	52	0	50	69	51	64	49	67	60	56	53	44
I prefer the viewing experience in my own home	<b>53</b>	55	50	0	53	58	49	51	55	56	48	51	63	54
I can see the film as many times as I want after it is available	<b>48</b>	53	40	0	48	48	47	50	46	43	50	29	54	55
I like watching films with others at home	<b>30</b>	34	25	0	41	16	32	28	32	33	28	30	40	15
I do not have a subscription to a streaming service and don't want to pay for something else	<b>28</b>	31	26	0	22	41	24	25	32	24	26	20	34	40
I cannot easily get to a cinema	<b>19</b>	16	22	0	10	20	28	21	17	13	22	18	9	33
Streaming services do not have the films I like	<b>5</b>	6	3	0	7	5	2	6	4	0	3	0	5	17
Streaming services are not available in my area	<b>1</b>	1	1	0	3	0	0	0	2	3	1	0	0	0
Other reasons [See Tab 3]	<b>13</b>	15	11	0	13	14	14	7	19	5	18	14	7	17
Don't know	<b>1</b>	0	3	100	2	0	0	1	1	5	0	0	3	0