



Family Movies

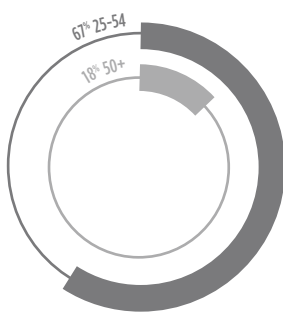
The Secret Life of Pets September

Cinema cuts through with Family Audiences

They are more than twice as likely to notice Cinema ads than TV ads and over three times more likely to notice Cinema ads than Online ads

Profile

Age profile (14+)



Cinema connects with families by reaching parents and children in a shared premium environment

- > **94%** look forward to going to the movies as a family
- > **93%** rate a trip to the movies a great way to spend family time together
- > Family movies provide a key holiday event - **86%** go to the movies in school holidays
- > **1 in 4** parents say they enjoy the movie as much as the kids!

Family audiences are big spenders

- > They typically do a large grocery shop each week, spending **36%** more than the average moviegoer on groceries each week
- > **1 in 3** shop directly after the movies

Source: CineTAM PLUS