

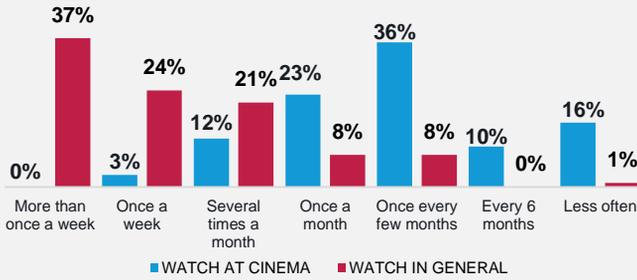
# Deep Dive Results

# Trends in Cinema

In February 2019 we asked our urban community in Northern Ireland all about their views on the latest trends in cinema along with their anticipation ahead of some of 2019's biggest releases. Here's a snapshot of what they told us. For the full results please contact us on 028 9032 2333.



## MOVIE WATCHING FREQUENCY



## MOODS ON MOVIE WATCHING

**(:(**  
**37%**  
 say streaming has changed how they watch movies

**🎬**  
**57%**  
 think watching blockbusters is more enjoyable in the cinema

**💰**  
**34%**  
 don't go to the cinema as often as they'd like because it's expensive

## CINEMA SUBSCRIPTIONS

**★ 43%**  
 Say cinema subscriptions appeal to them

**👁️ 34%**  
 Were not aware of these subscription services

**📍 19%**  
 Would visit a local cinema more if it offered a subscription

**📶 15%**  
 Would prefer to spend money on streaming

## FRANCHISE FACELIFTS

**33%** Think that remaking existing movie franchises is a great way to reinvent the movie and appeal to new audiences



## STREAMING AND ORIGINAL CONTENT

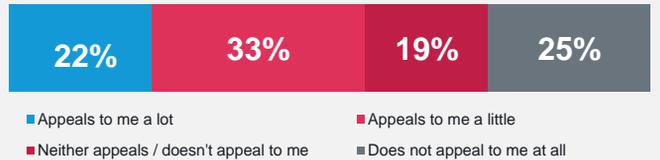
**53%**  
 Say "streaming original movies is convenient but still like the experience of the cinema"

**18%**  
 Since there have been more original movies I have visited the cinema less

**32%**  
 Original movies add more content and makes subscribing to a streaming service better value

## DISNEY LIVE ACTION REMAKES

45% think that upcoming Disney remakes such as The Lion King and Aladdin are a great way for new generations to experience classic movies and stories. Here's how much this trend appeals to Urbanites...



## COMING SOON: ROCKETMAN

**39%** are anticipating the release of the new Elton John biopic, Rocketman

## COMING SOON: MEN IN BLACK

**34%** plan to visit the cinema to watch the Men in Black reboot starring Chris Hemsworth

## COMING SOON: THE LION KING

**48%** are most likely to watch The Lion King at the cinema out of all Disney live action releases