New Zealand youth, otherwise known as the Millennials or Gen Y, are a key audience for our films.

15-29 year olds are 50% more likely to be frequent cinemagoers (go 8 or more times a year).

15-29 year olds were the core audience for *What We Do in the Shadows*. One in four 15-29 year olds claimed to have seen the film at the cinema.

Colmar Brunton Cinema Survey, December 2014     Base: Adults 15+ (1,074)

### Sources for Watching Films

- **Cinema**: 83%
- **Free to air TV (e.g. Freeview)**: 58%
- **Renting from video store**: 41%
- **Pay TV (e.g. Sky, Igo, Apple TV)**: 39%
- **Unauthorised streaming**: 36%
- **Unauthorised downloading**: 31%
- **Purchasing a DVD from a store**: 22%
- **On Demand (e.g. TVNZ On Demand)**: 21%
- **Authorised downloading (e.g. iTunes)**: 9%
- **Authorised streaming (e.g. renting from iTunes)**: 9%
- **Purchasing a DVD online**: 9%

- 83% of 16-29 year olds claim to go to the cinema and cinema remains the main source of watching films (24%)
- However, 36% admit to ‘unauthorised downloading’

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1. Colmar Brunton ‘You Say’ Youth Online Survey, August 2014     Base: 16-29 Year Olds (267)