

New Zealand Youth

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).

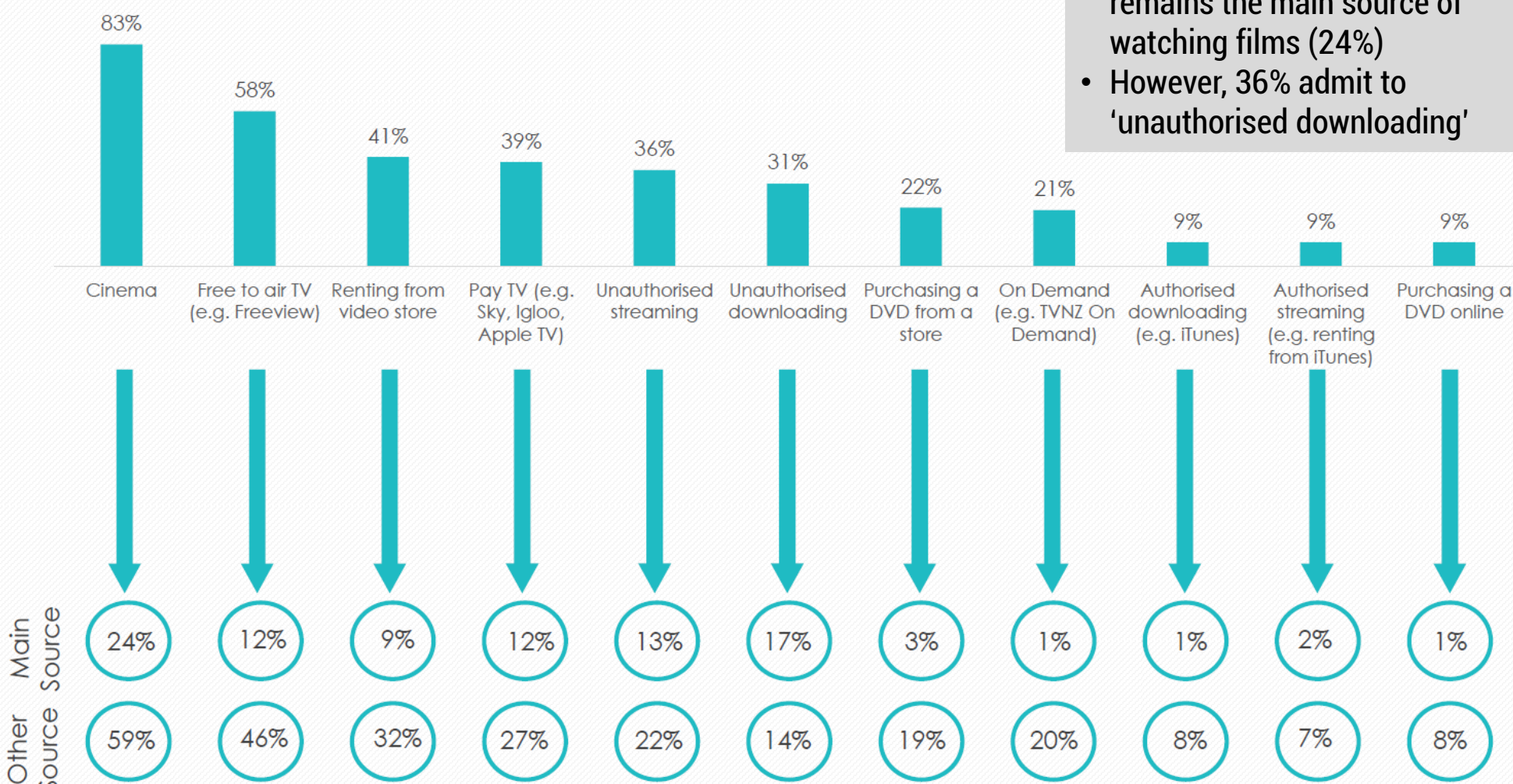
15-29 year olds were the core audience for *What We Do in the Shadows*. One in four 15-29 year olds claimed to have seen the film at the cinema.

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



FILM

Sources for Watching Films



- 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'