

# GfK Growth from Knowledge



Competition Commission

Cineworld/City Screen Inquiry

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# Presentation Agenda:

- ① Research objectives and approach
- ② The cinemas under investigation
- ③ Customer profile
- ④ What customers did on last visit
- ⑤ Getting to the cinema
- ⑥ Drivers of choice
- ⑦ Diversion
- ⑧ Summary of key findings

# Research objectives and approach

# Research objectives and approach

- Research undertaken to understand the impact of the cinema acquisition on customers of Cineworld and Picturehouse in terms of available substitutes, with price and non-price constraints.
- 10 geographic areas of interest to the CC, covering 14 Cineworld and 11 Picturehouse cinemas.
- Online interviews carried out with customers of the cinemas of interest.
- Customer lists provided by the parties, comprising subscription members and those who had registered online with the cinema.
- Contacts (aged 16+ years) screened to ensure that they had visited the cinemas of interest in the last six months, and had some influence on the decision about where to go on their last visit, and had seen a film/screening.
- Fieldwork undertaken 14 – 23 June, 2013.
- Differences in results between fascia (Cineworld/Picturehouse) and by location (London/Non-London) are statistically significant in almost cases due to the large sample sizes (and therefore are not marked on the charts).

# Checking consistency of diversion results against those who are neither members nor registered online



- In addition to the main online survey, a test was undertaken in two areas to establish whether or not the findings from members and those registered online can be described as representative of all cinema visitors.
- Telephone interviews were carried out among a representative sample of adults aged 16+ years resident in Brighton and Bury St Edmunds. Those who had visited one of the cinemas of interest in the last six months, and who were not either a member of, or registered online with, the cinema were interviewed (same questionnaire).
- Having screened 500 people in each area, the number of interviews with those who had visited and qualified for the survey was as follows:

	Brighton	Bury St Edmunds
Cineworld	146	86
Picturehouse	57	56

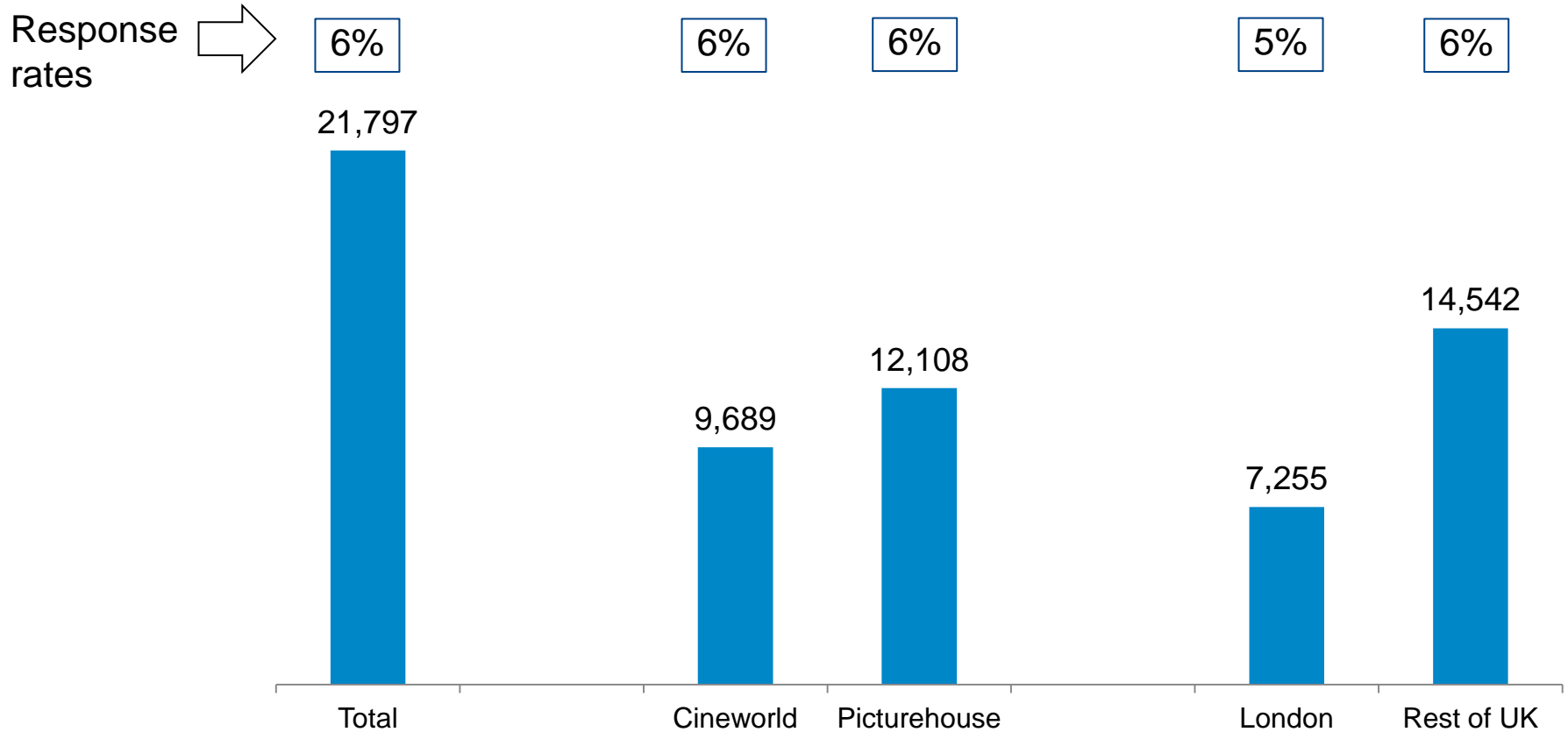
- Fieldwork undertaken 17 – 26 June, 2013.
- The results are similar between the telephone and online surveys:
  - Telephone shows less price diversion to another cinema at the two Cineworld cinemas, but similar ratio of diversion between the merging and other cinemas.

# Cinemas under investigation - map

# The cinemas under investigation



# Online interviews



Note: Just 8% had taken part in similar cinema research (probably previous research by the parties) in the previous six months

Base: All



# Online interviews



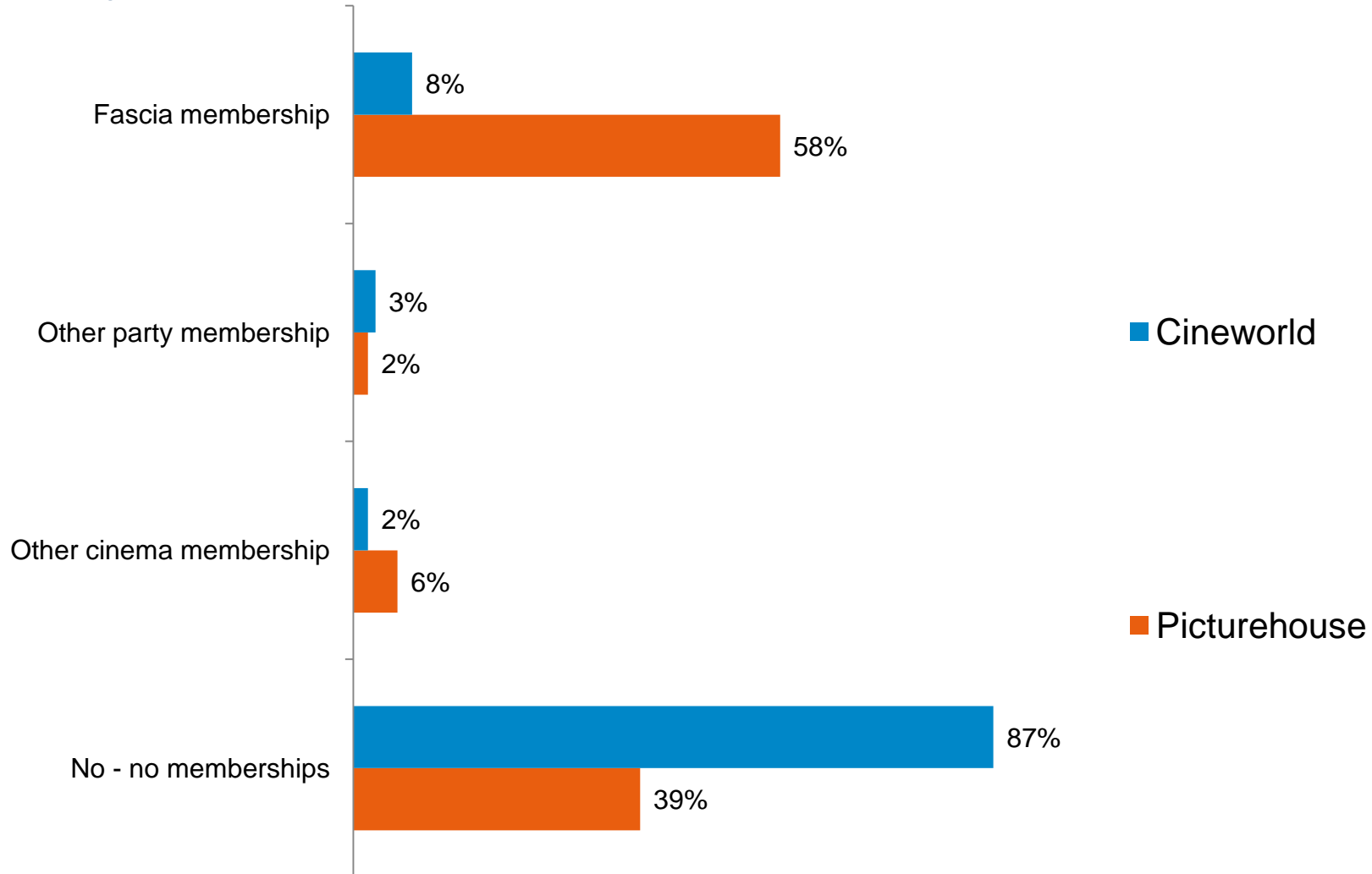
	<u>Contacts supplied</u>	Bouncebacks	Valid emails	Click on	Completed survey	Response rate (%)
Aberdeen – CW Queenslink	10,853	95	10,758	882	541	5
Aberdeen – CW Union Square	17,025	127	16,898	1,359	822	5
Aberdeen – PH	9,617	243	9,374	1,007	475	5
Brighton – CW	15,799	57	15,742	1,377	877	6
Brighton – PH	30,092	189	29,903	3,288	1,713	6
Bury St Edmunds – CW	12,958	66	12,892	1,103	702	5
Bury St Edmunds – PH	6,600	33	6,567	1,050	695	11
Cambridge – CW	14,362	67	14,295	1,531	931	7
Cambridge – PH	29,758	222	29,536	4,323	2,285	8
Edinburgh – CW	21,493	124	21,369	2,244	1,361	6
Edinburgh – PH	19,672	182	19,490	2,472	1,056	5
Southampton – CW	5,295	40	5,255	503	289	5
Southampton – PH	16,316	137	16,179	2,448	1,324	8
Solihull – CW	15,414	58	15,356	1,467	963	6
Stratford – PH	8,513	83	8,430	970	508	6
Clapham – CW Chelsea	3,186	12	3,174	306	145	5
Clapham – CW Fulham Road	5,140	16	5,124	523	222	4
Clapham – CW Wandsworth	17,771	87	17,687	1,694	1,034	6
Clapham – PH	34,280	268	34,102	3,588	1,648	5
Greenwich – CW Bexleyheath	9,511	49	9,462	704	423	4
Greenwich – CW O2	15,932	82	15,850	1,490	826	5
Greenwich – CW West India Quay	9,336	39	9,297	960	553	6
Greenwich – PH	28,041	217	27,824	3,513	1,839	7
Stratford East – CW O2	15,932	82	15,850	1,490	826	5
Stratford East – CW West India Quay	9,336	39	9,297	960	553	6
Stratford East – PH	13,758	349	13,409	1,327	565	4

# Customer profile

# Subscription membership



B3. Some cinemas offer membership schemes that give access to an unlimited or a set number of free films for a fixed subscription fee. Do you belong to any of the following membership subscription schemes?

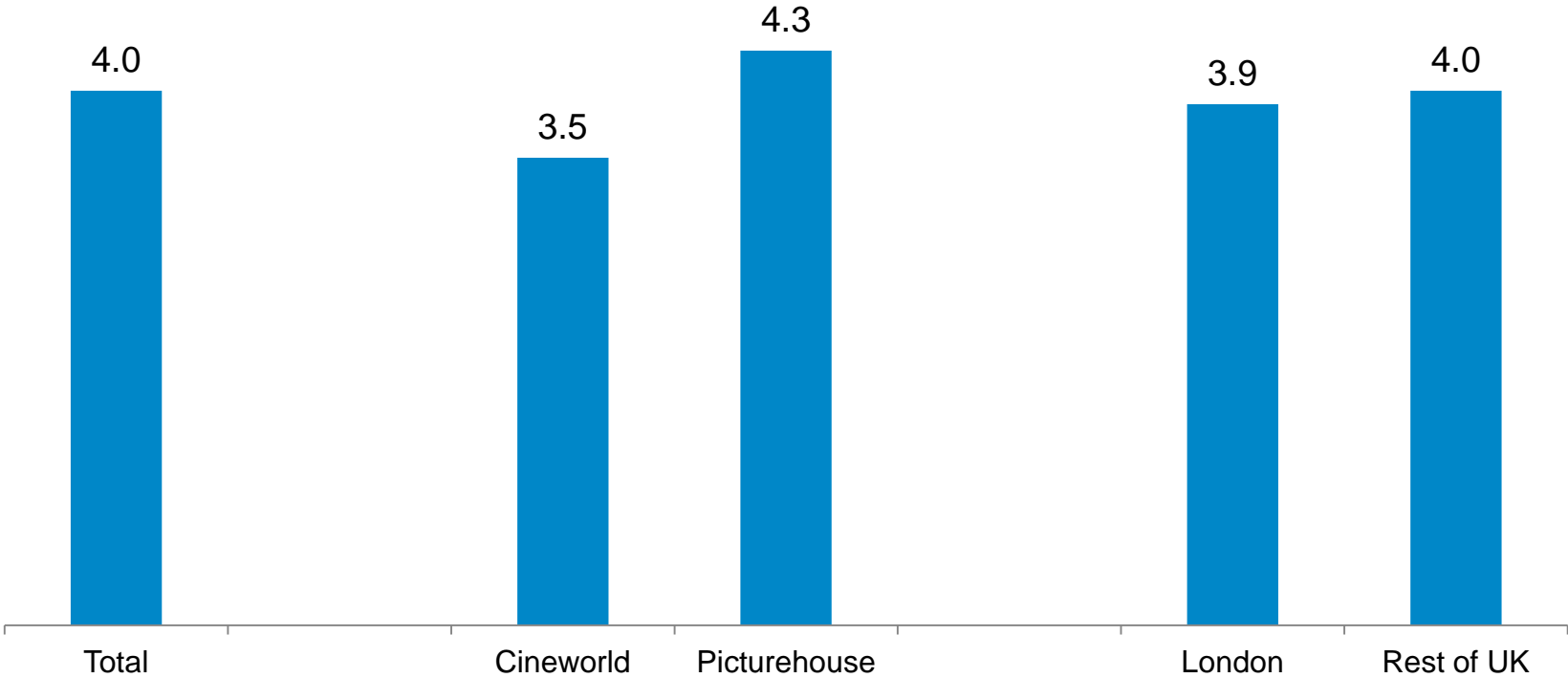


Base: All (Cineworld = 9,689 ; Picturehouse = 12,108)

# Average number of visits to cinema of interest in last six months



B1. How many screenings have you attended at the {cinema of interest} in the last six months



Base: All (Total = 21,797; Cineworld = 9,689; Picturehouse = 12,108; London = 7,255; Rest of UK = 14,542)

# Number of visits to cinema of interest in last six months

B1. How many screenings have you attended at each of these cinemas in the last six months

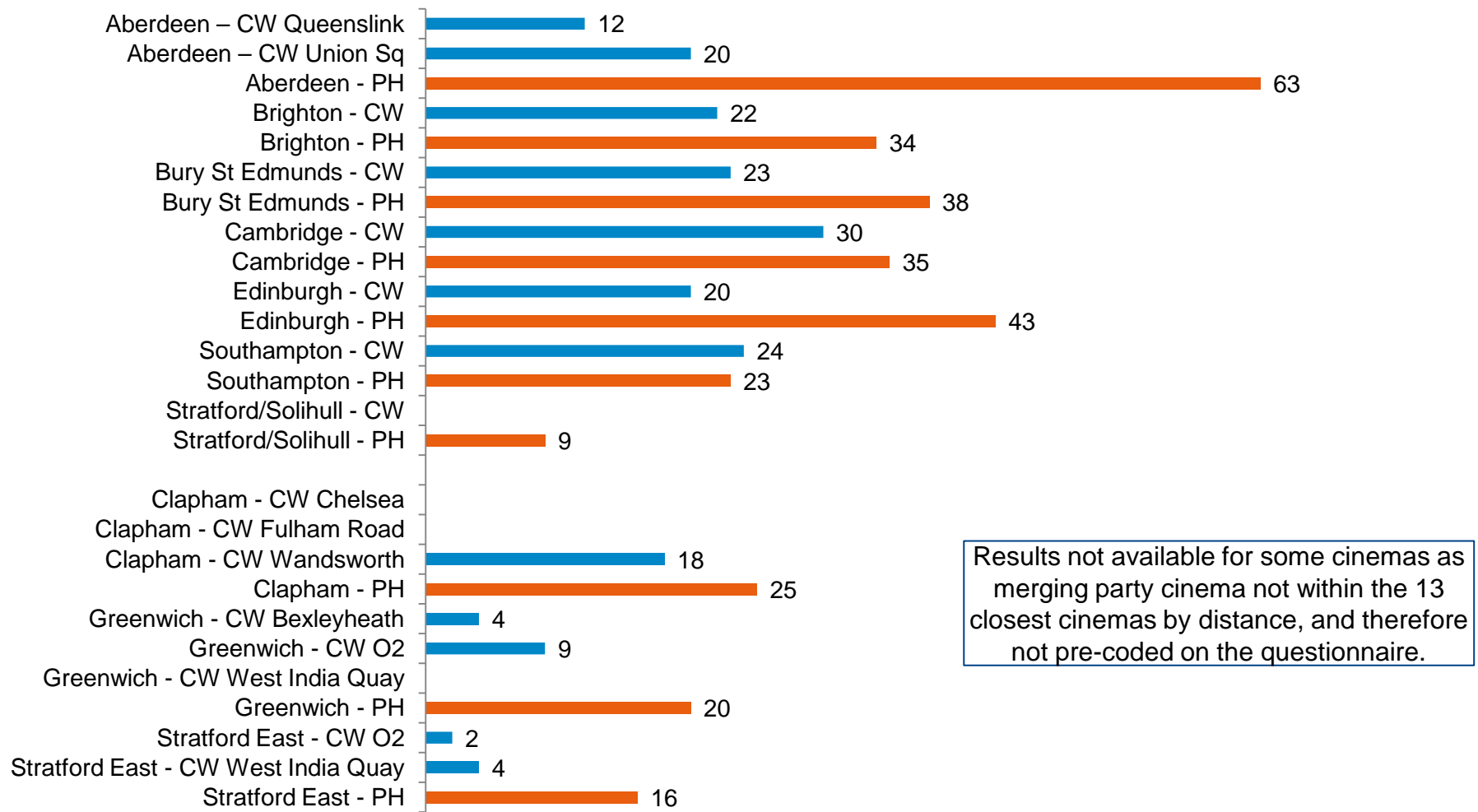


<u>Base: All</u>	<u>Base</u>	<u>%</u>	<u>1-2</u>	<u>3-4</u>	<u>5-6</u>	<u>7-12</u>	<u>More than 12</u>	<u>Average</u>
Aberdeen – CW Queenslink	541	%	55	32	11	2	0	2.7
Aberdeen – CW Union Square	822	%	43	35	17	4	1	3.4
Aberdeen – PH	<b>475</b>	%	<b>32</b>	<b>34</b>	<b>20</b>	<b>11</b>	<b>3</b>	<b>4.5</b>
Brighton – CW	877	%	54	32	11	2	1	2.8
Brighton – PH	<b>1713</b>	%	<b>28</b>	<b>27</b>	<b>19</b>	<b>20</b>	<b>6</b>	<b>5.3</b>
Bury St Edmunds – CW	702	%	44	35	16	4	1	3.3
Bury St Edmunds – PH	<b>695</b>	%	<b>28</b>	<b>36</b>	<b>24</b>	<b>9</b>	<b>2</b>	<b>4.4</b>
Cambridge – CW	931	%	47	32	15	4	2	3.6
Cambridge – PH	<b>2287</b>	%	<b>32</b>	<b>33</b>	<b>22</b>	<b>10</b>	<b>4</b>	<b>4.5</b>
Edinburgh – CW	1361	%	41	31	18	6	4	4.2
Edinburgh – PH	<b>1056</b>	%	<b>43</b>	<b>32</b>	<b>16</b>	<b>6</b>	<b>3</b>	<b>3.8</b>
Southampton – CW	289	%	57	29	11	2	1	2.8
Southampton – PH	<b>1324</b>	%	<b>36</b>	<b>33</b>	<b>19</b>	<b>8</b>	<b>4</b>	<b>4.3</b>
Stratford/Solihull – CW	963	%	41	38	16	4	1	3.4
Stratford/Solihull – PH	<b>508</b>	%	<b>42</b>	<b>35</b>	<b>15</b>	<b>6</b>	<b>2</b>	<b>3.7</b>
Clapham – CW Chelsea	145	%	66	21	10	1	1	2.3
Clapham – CW Fulham Road	222	%	56	30	9	4	1	2.9
Clapham – CW Wandsworth	1034	%	38	35	18	5	3	4.0
Clapham – PH	<b>1648</b>	%	<b>45</b>	<b>33</b>	<b>17</b>	<b>5</b>	<b>1</b>	<b>3.5</b>
Greenwich – CW Bexleyheath	423	%	49	32	13	4	2	3.5
Greenwich – CW O2	827	%	45	29	16	6	3	3.8
Greenwich – CW West India	553	%	42	35	16	5	2	3.2
Greenwich – PH	<b>1839</b>	%	<b>35</b>	<b>33</b>	<b>19</b>	<b>9</b>	<b>4</b>	<b>4.4</b>
Stratford East – CW O2	827	%	45	29	16	6	2	3.8
Stratford East – CW West India	553	%	42	35	16	5	2	3.2
Stratford East – PH	<b>566</b>	%	<b>39</b>	<b>28</b>	<b>19</b>	<b>9</b>	<b>4</b>	<b>4.6</b>

# % visited other party cinema in same location in last six months



## A1 Which if any of the following cinemas have you been to in the last 6 months?



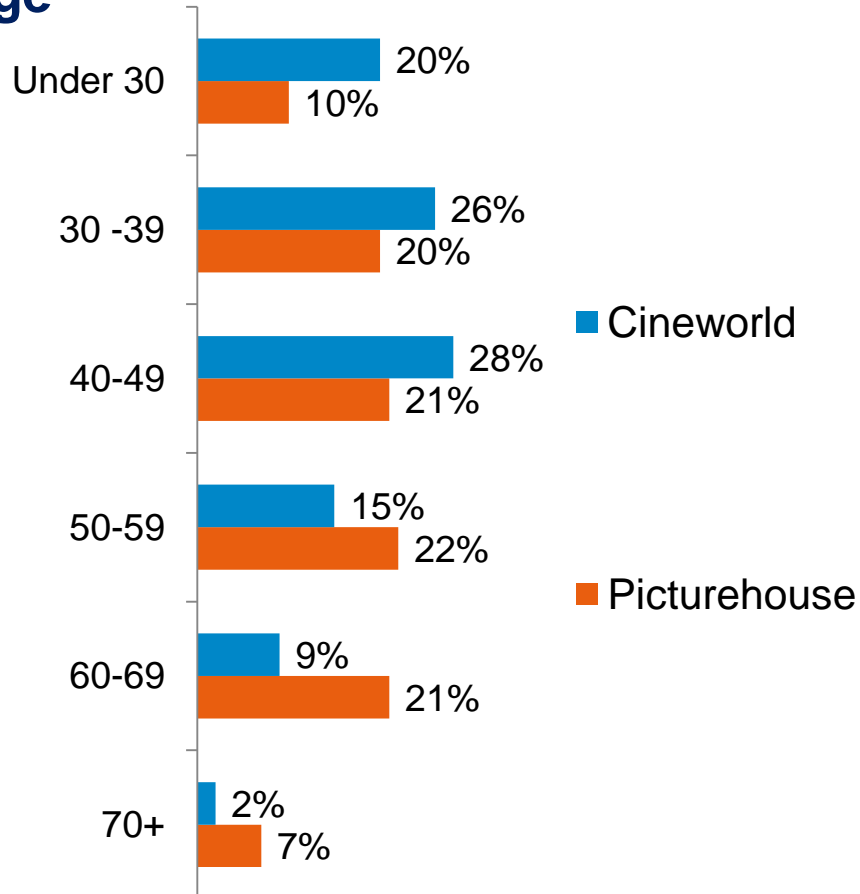
Results not available for some cinemas as merging party cinema not within the 13 closest cinemas by distance, and therefore not pre-coded on the questionnaire.

# Demographic Profile

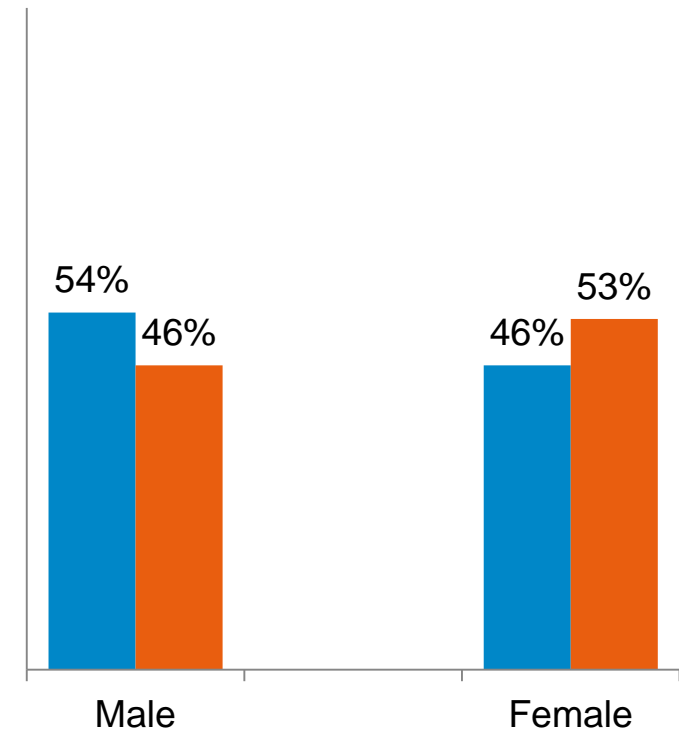
A2. What age are you?

A3. Gender

## Age



## Gender



Base: All (Cineworld = 9,689 ; Picturehouse = 12,108)

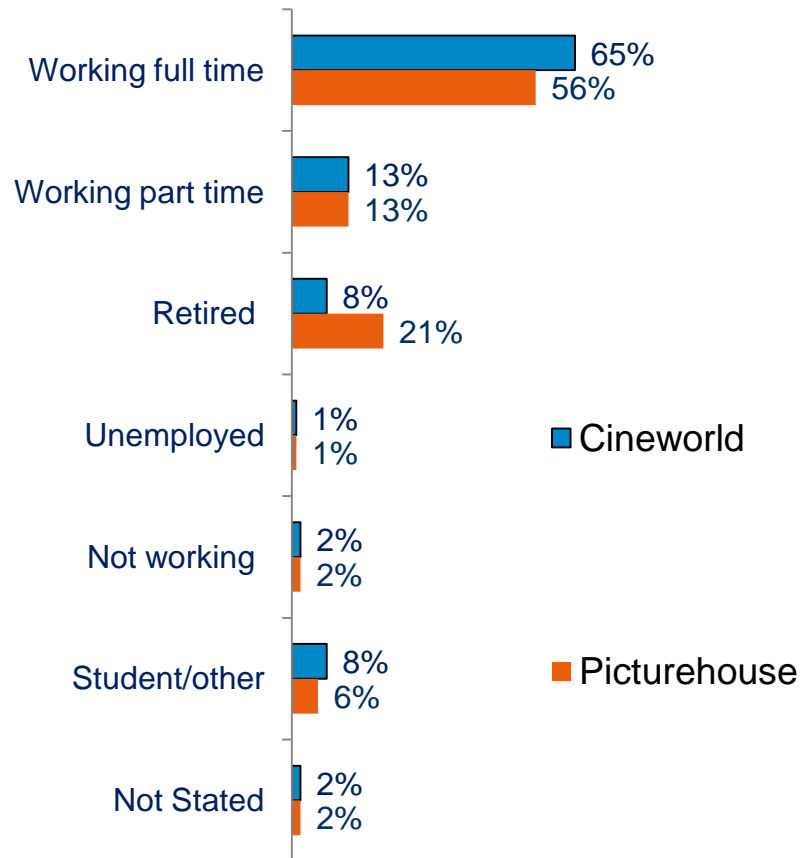


# Demographic Profile

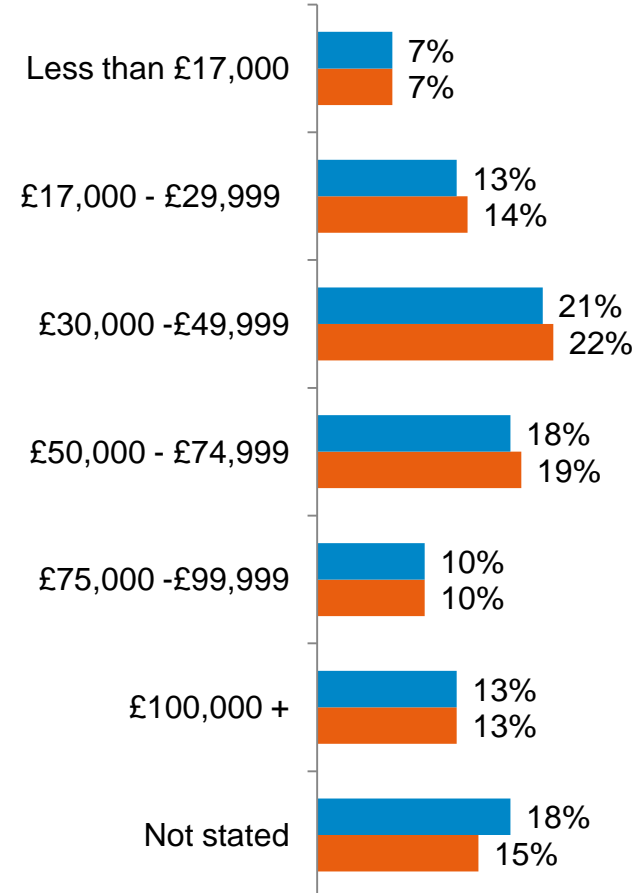
E1. Which of the following best describes your working status?

E3. What is your total annual family household income before taxes?

## Working Status



## Income



Base: All (Cineworld = 9,689 ; Picturehouse = 12,108)



## Key differences by cinema

- Profile differences noted within London against the rest of the UK
  - Visitors to London cinemas tended to be younger, more likely to be in full-time employment and male (compared with outside London):
    - Particularly true at Cineworld 02 and Cineworld West India Quay
  - Income levels markedly higher at certain London cinemas:
    - Cineworld in Chelsea
    - Cineworld in Fulham Road
    - Picturehouse in Clapham

# What customers did on last visit

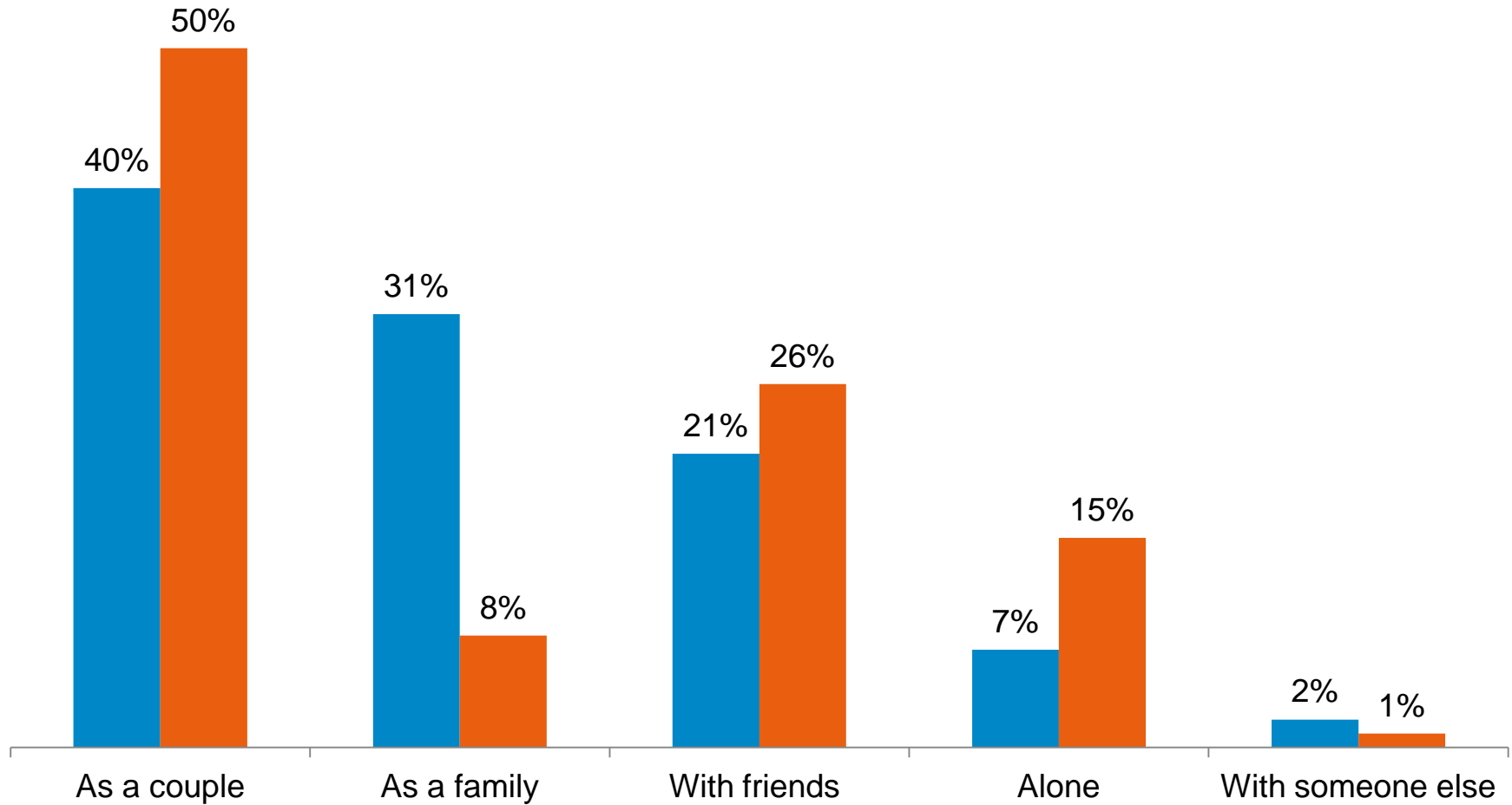
# Group composition



A4. Did you visit the cinema...

■ Cineworld

■ Picturehouse

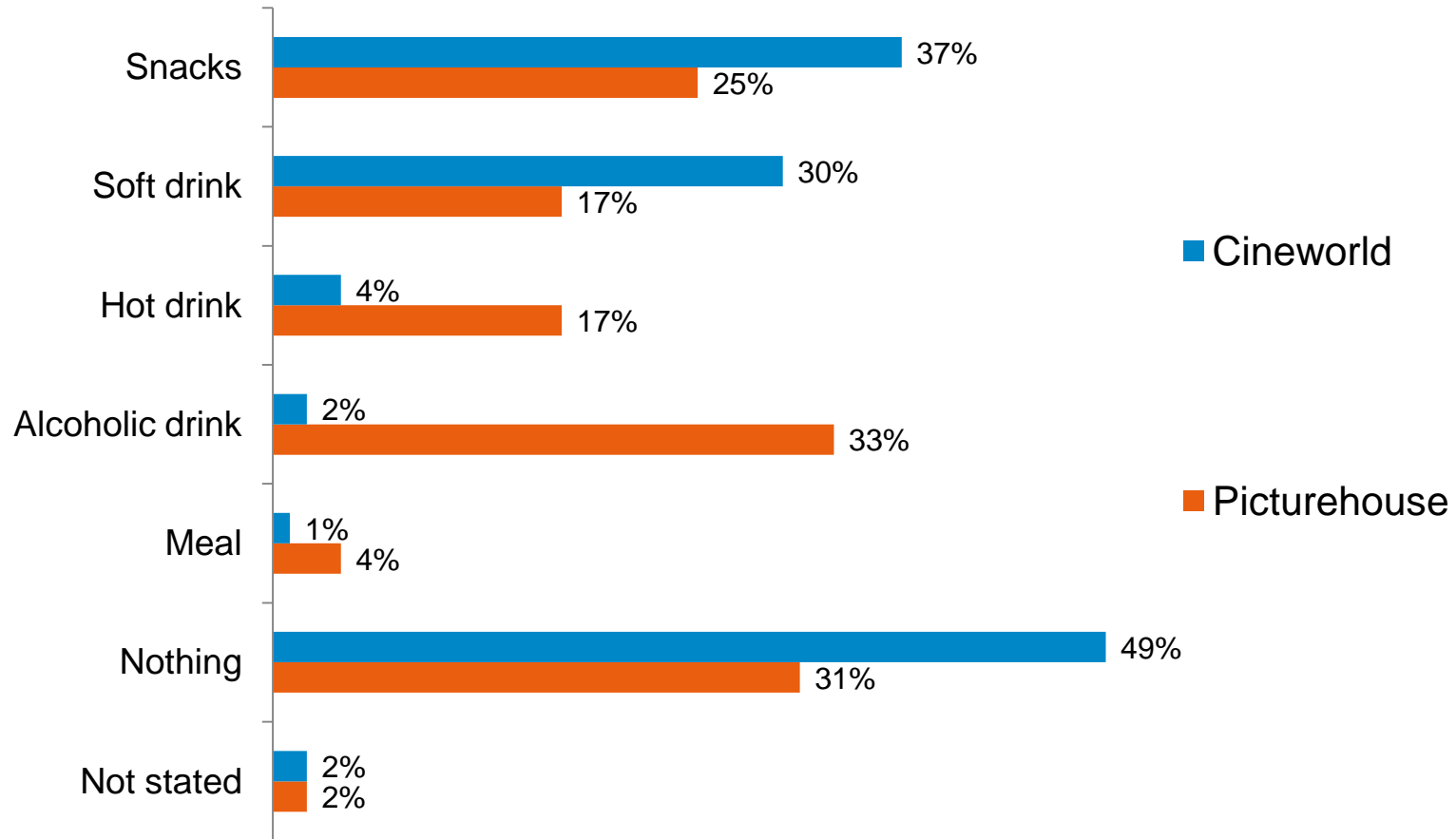


Base: All (Cineworld = 9,689 ; Picturehouse = 12,108)

# Refreshments bought (for yourself)



C5. Did you buy any food or drink at the cinema for yourself?

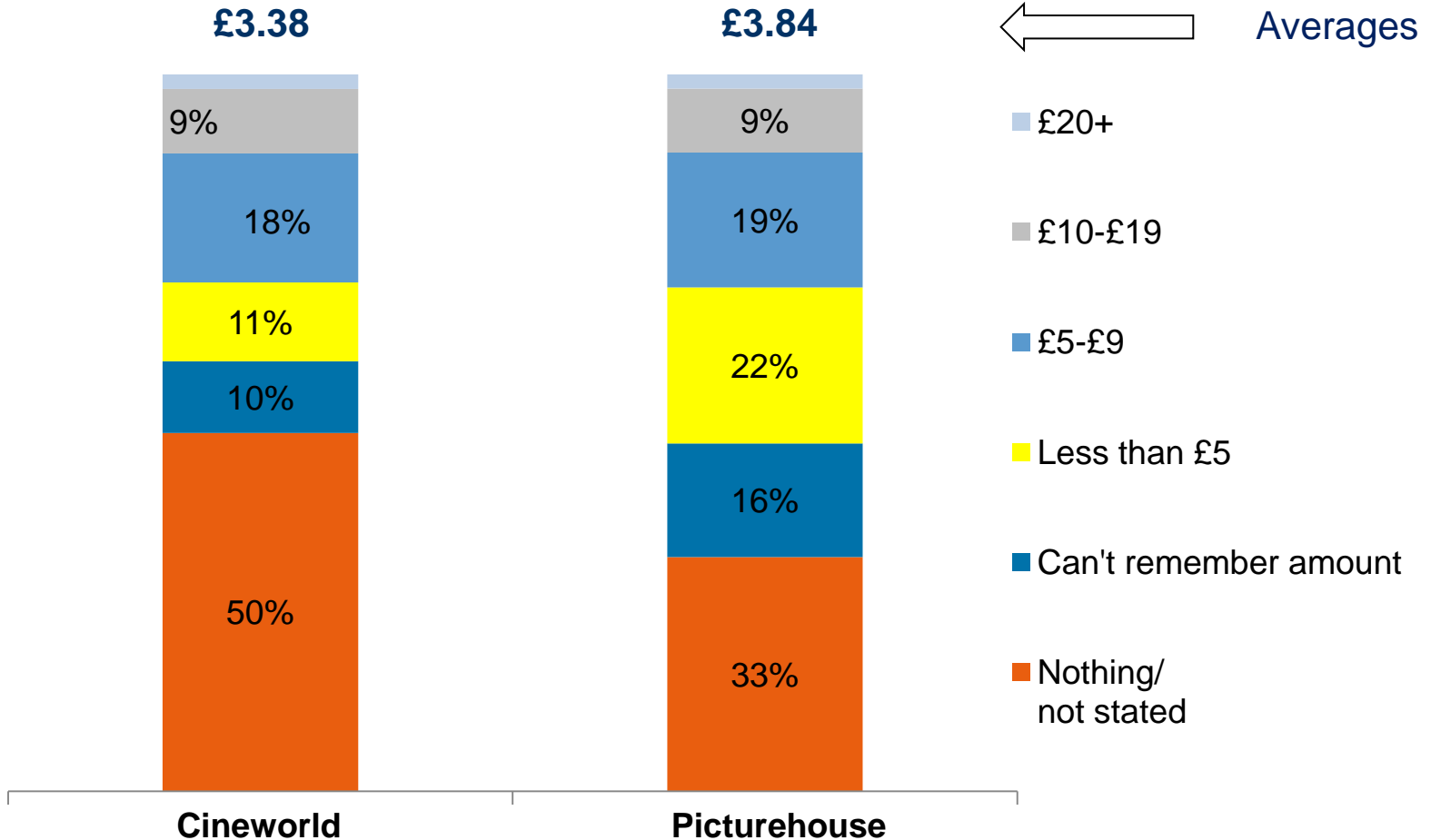


Base: All (Cineworld = 9,689 ; Picturehouse = 12,108)

# Amount spent on refreshments (for yourself)



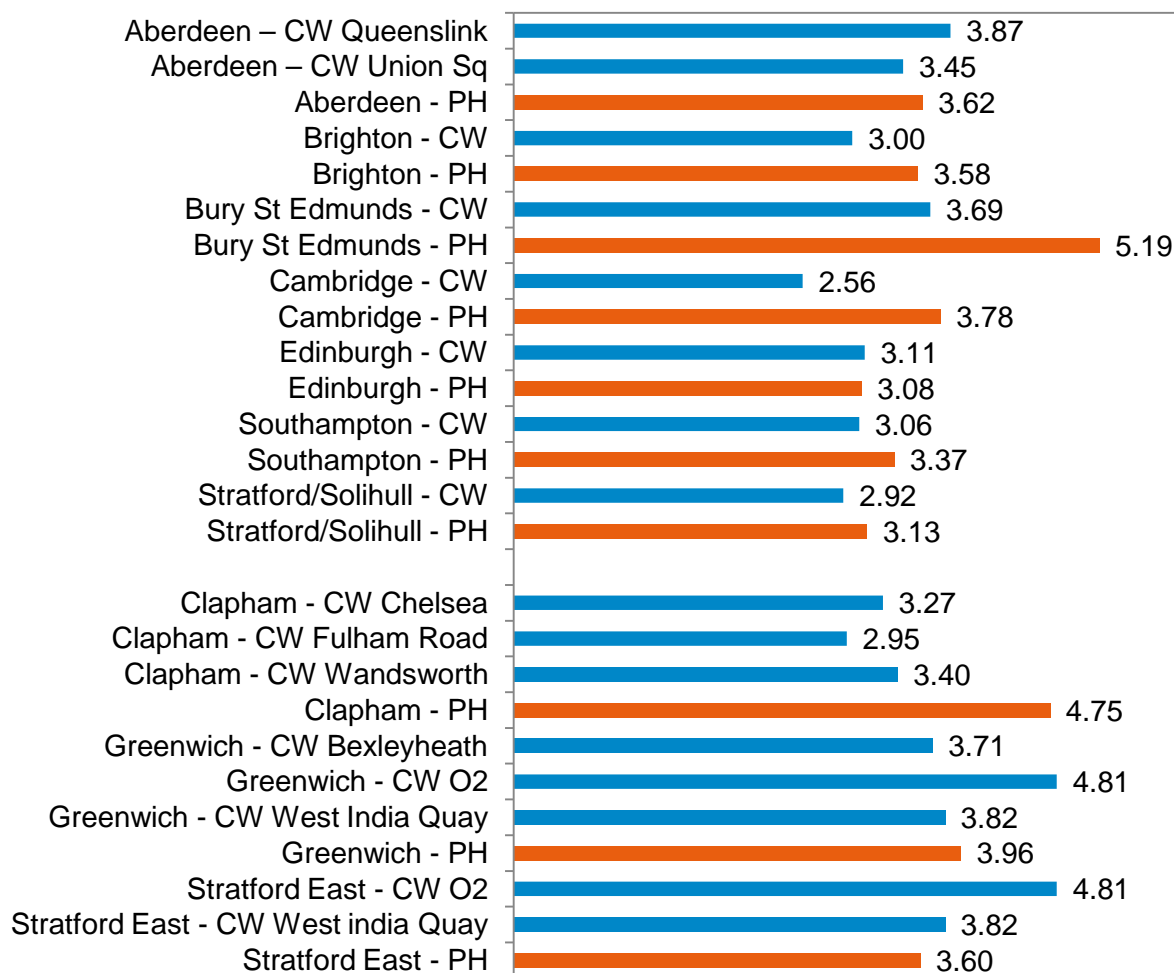
C6. And how much did you spend on food and drink for yourself?



Base: All (Cineworld = 9,689 ; Picturehouse = 12,108)

# Average spend on refreshments (for yourself)

## C6. And how much did you spend on food and drink for yourself?



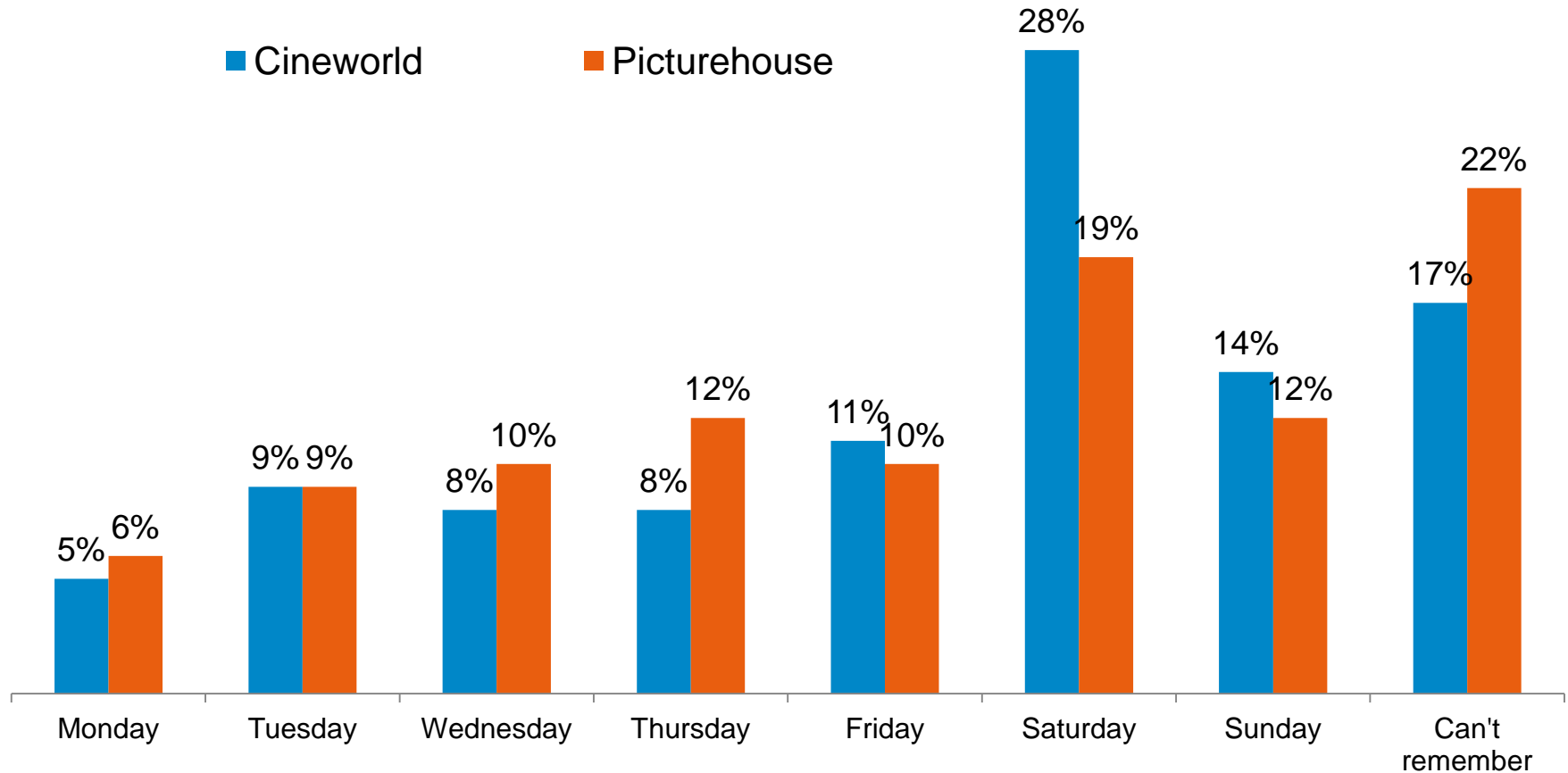
Base: All (Aberdeen CW Queenslink = 541, Aberdeen CW Union Sq. = 822, Aberdeen PH = 475, Brighton CW = 877, Brighton PH = 1713, Bury SE CW = 702, Bury SE PH = 695, Cambridge CW = 931, Cambridge PH = 2285, Edinburgh CW = 1361, Edinburgh PH = 1056, Southampton CW = 289, Southampton PH = 1324, Stratford/Solihull CW = 963, Stratford/Solihull PH = 508, Clapham CW Chelsea = 145, Clapham CW Fulham = 222, Clapham CW Wandsworth = 1034, Clapham PH = 1648, Greenwich CW Bexleyheath = 423, CW O2 = 826, CW West India Quay = 553, Greenwich PH = 1839, Stratford East PH = 565)

# Getting to the cinema (last visit)

# Day of the week visited cinema



C1. On what day of the week did you go?



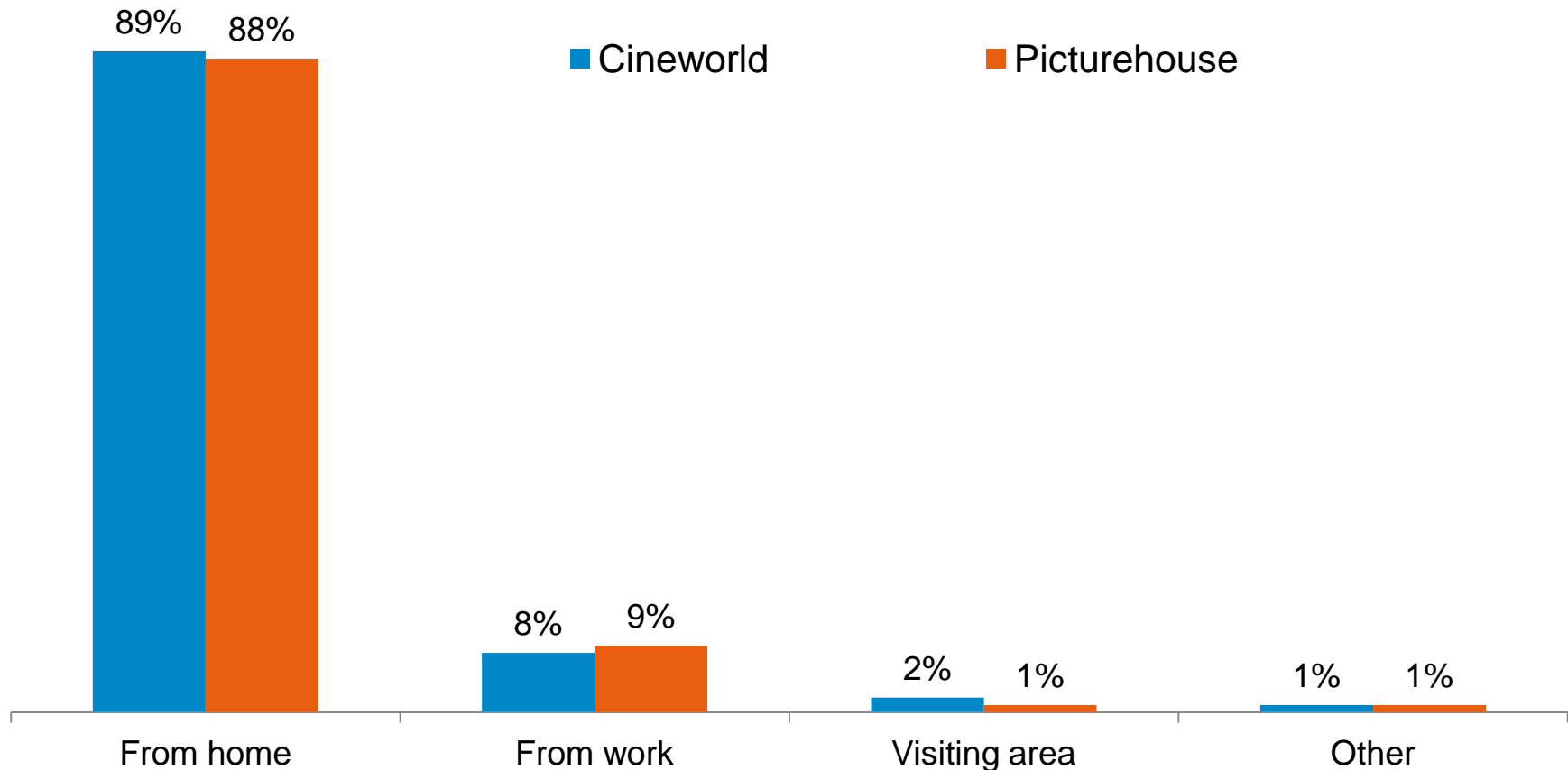
50% of Cineworld visitors (those answering) went on a Saturday/Sunday c.f. 40% of Picturehouse

Base: All (Cineworld = 9,689 ; Picturehouse = 12,108)



## Where did people travel from

C2. Did you travel to the cinema from your home or workplace in the local area, or were you visiting the area on a trip away?

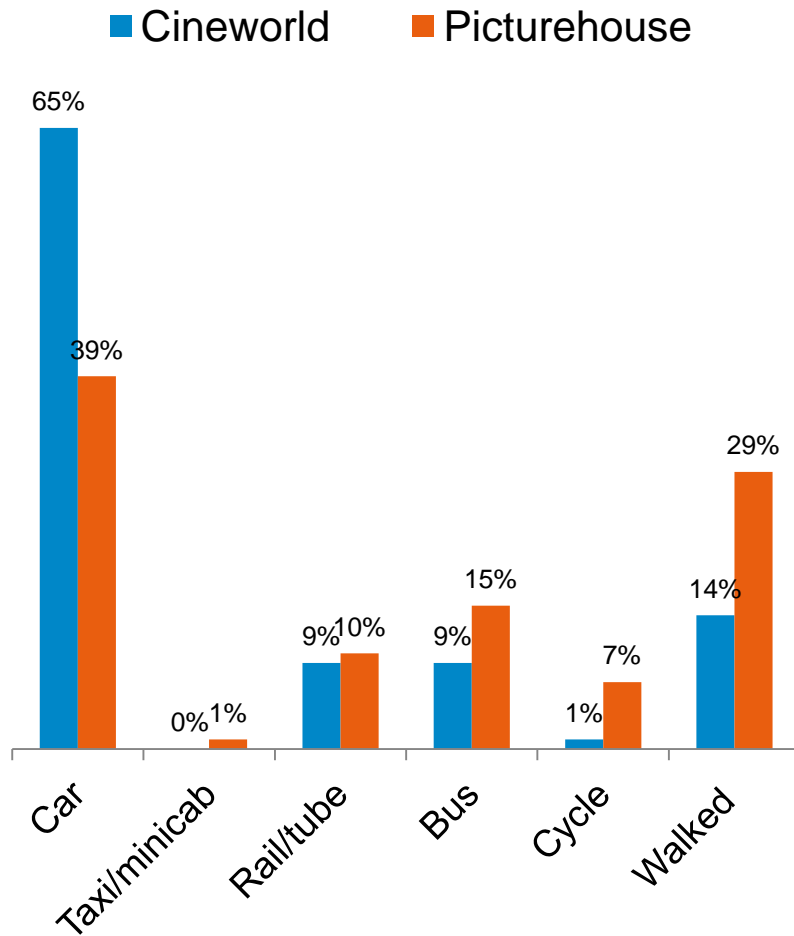


Base: All (Cineworld = 9,689 ; Picturehouse = 12,108)

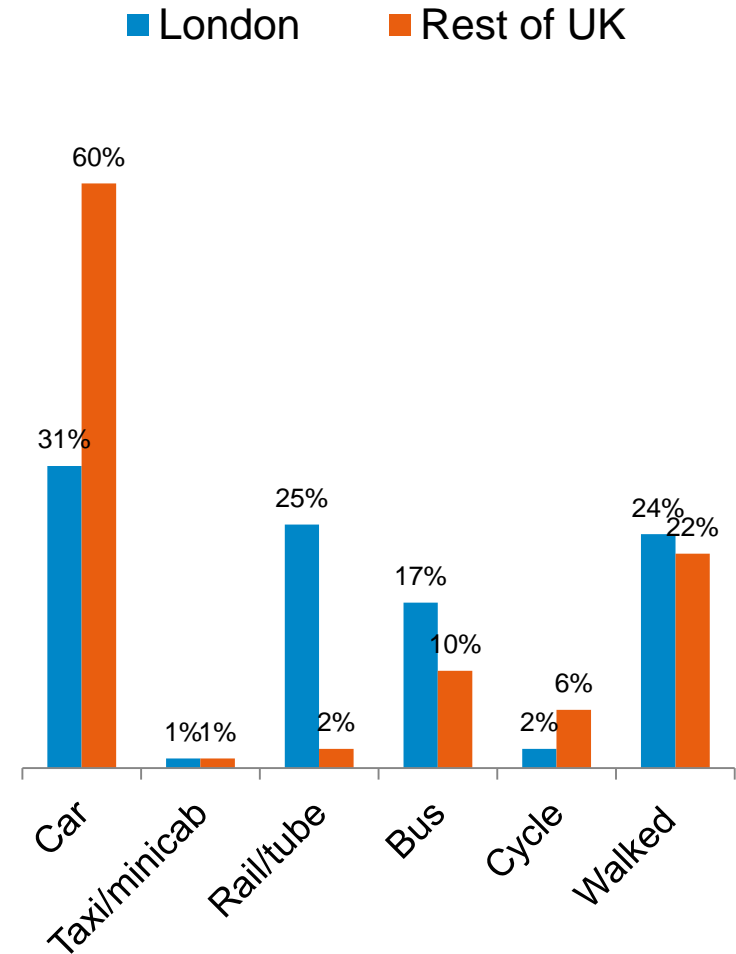
# Mode of transport used



## C3. How did you travel to the cinema?



Base: All (Cineworld = 9,689 ; Picturehouse = 12,108)

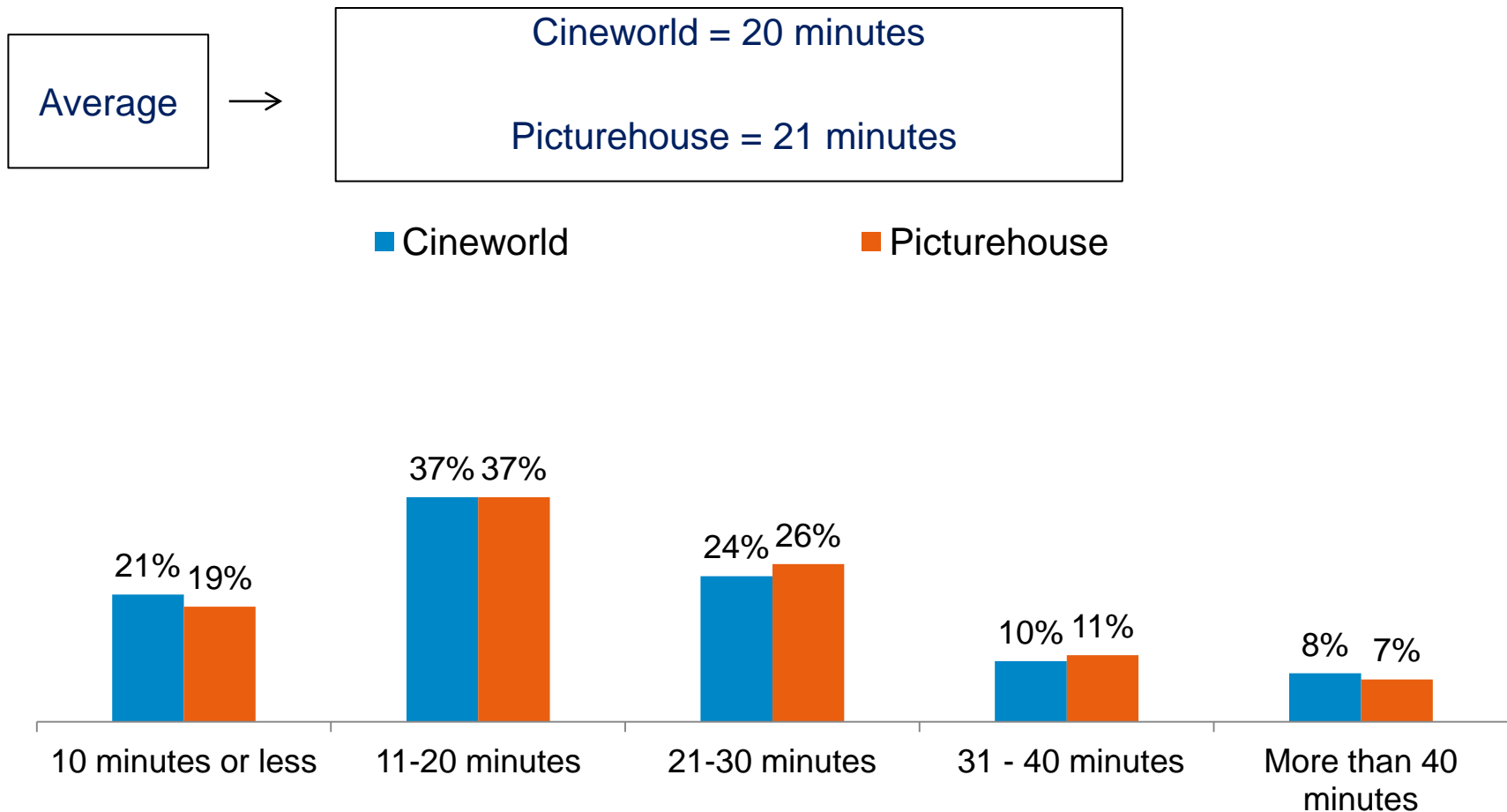


Base: All (London = 7,255 ; Rest of UK = 15,542)

# Journey time to the cinema



C4. How long did the journey take from your home or other place of departure (e.g. office)?

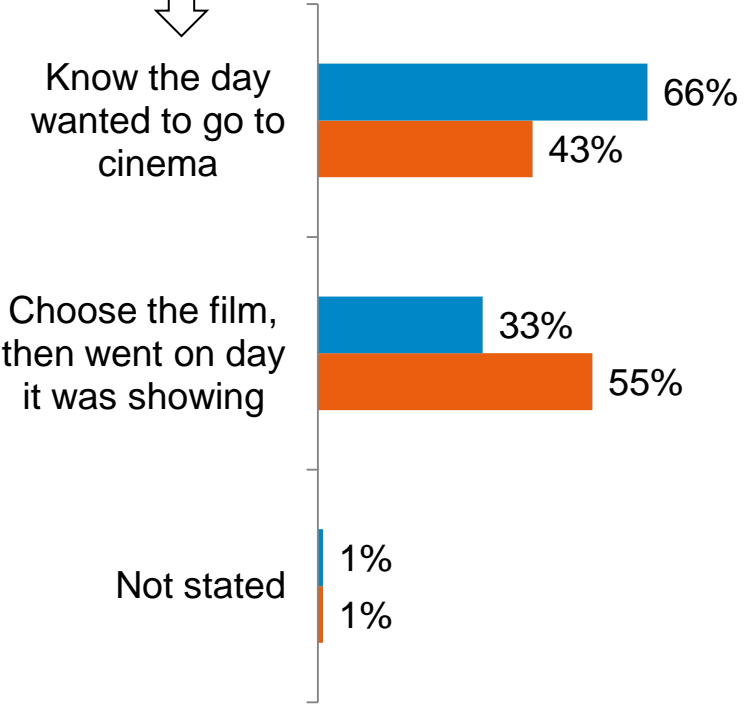
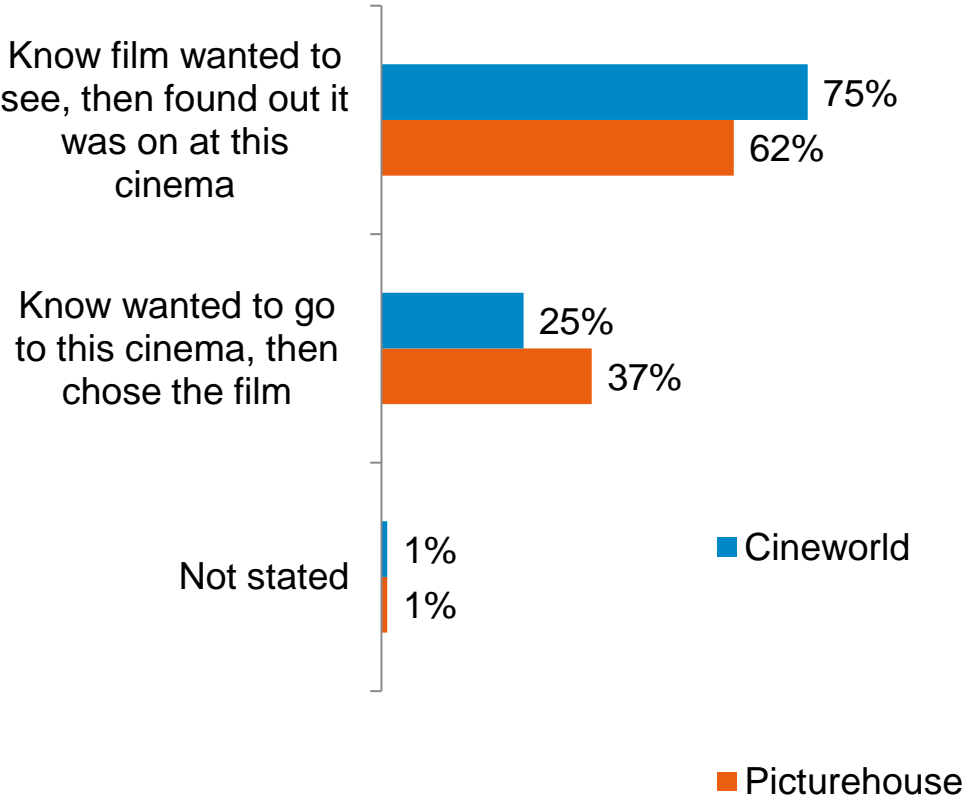


Base: All (Cineworld = 9,689 ; Picturehouse = 12,108)

# Choice of cinema and visit day

C8/C9. When you made the decision to go to the {cinema of interest} did you .....?

Those visiting a cinema in London more likely to know the day wanted to visit (62% c.f. 49% in Rest of UK)



Base: All (Cineworld = 9,689 ; Picturehouse = 12,108)

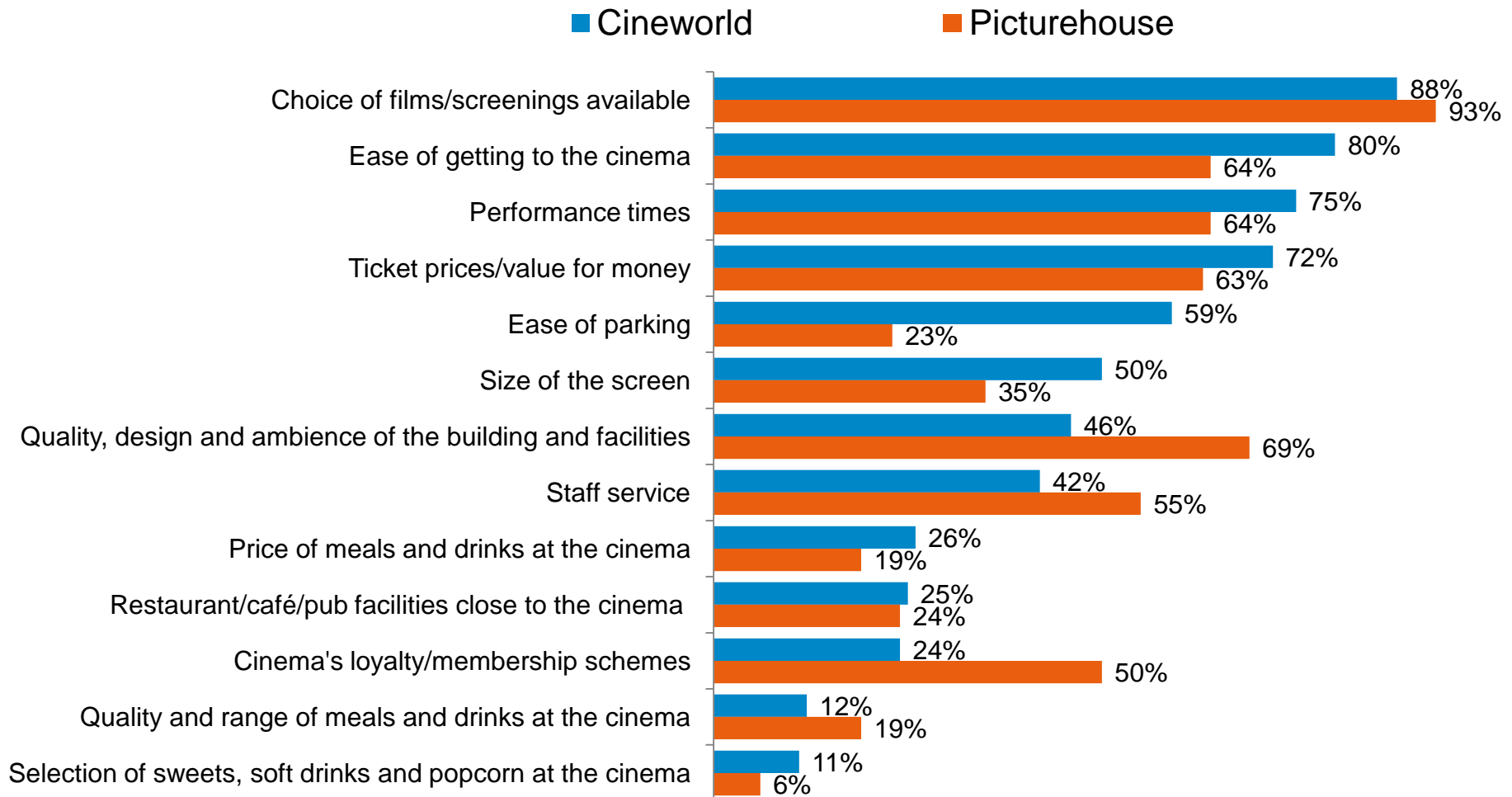
# Drivers of choice

# Reasons for cinema choice (prompted)

- % indicating essential/very important



B2. Below you will see a list of features, and for each one I'd like you to tell me how important it is as a reason for you choosing to visit the <cinema of interest>, rather than any other cinema.



Base: All (Cineworld = 9,689 ; Picturehouse = 12,108)

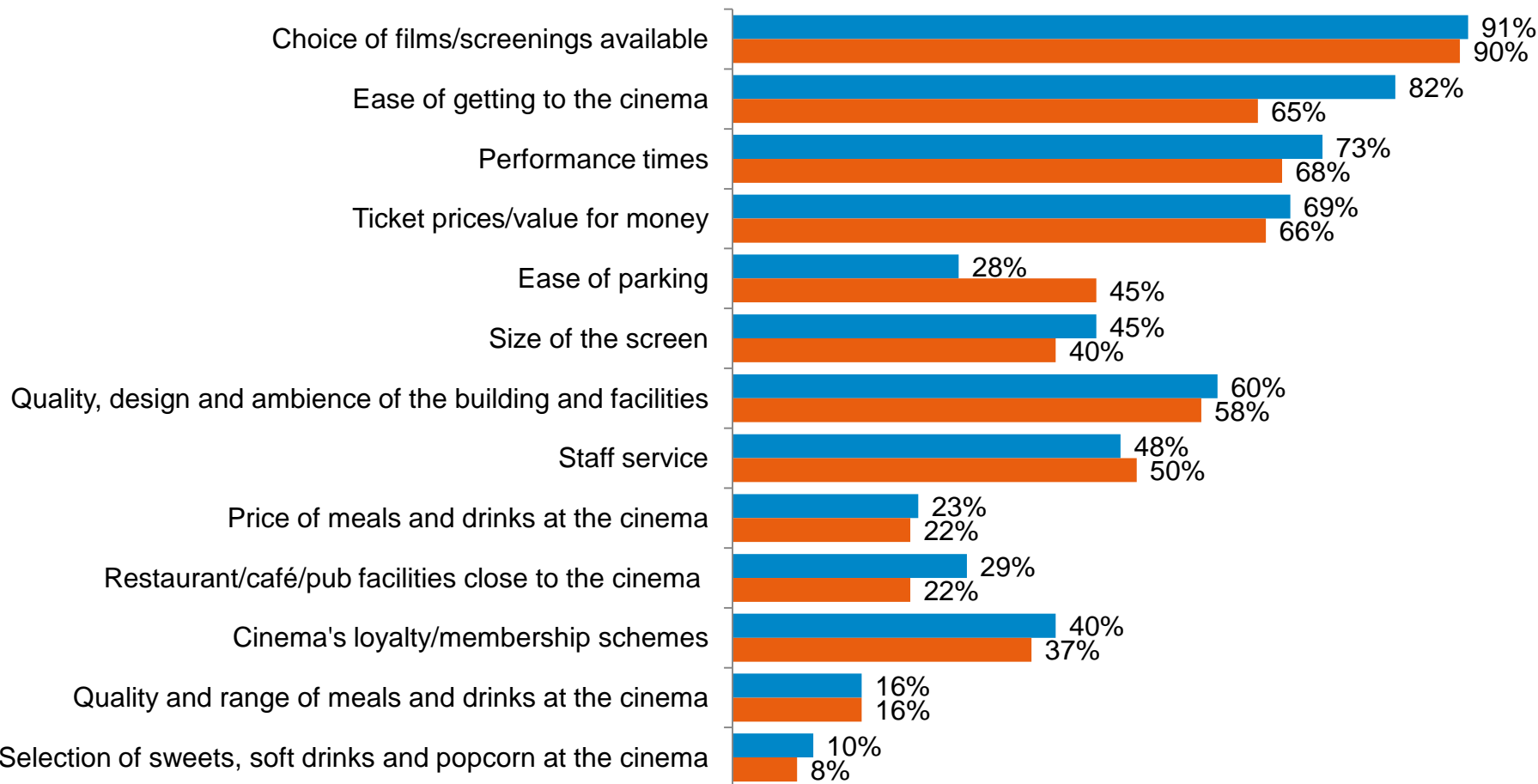
# Reasons for cinema choice (prompted)

- % indicating essential/very important



B2. Below you will see a list of features, and for each one I'd you to tell me how important it is as a reason for you choosing to visit the <cinema of interest>, rather than any other cinema.

■ London      ■ Rest of UK

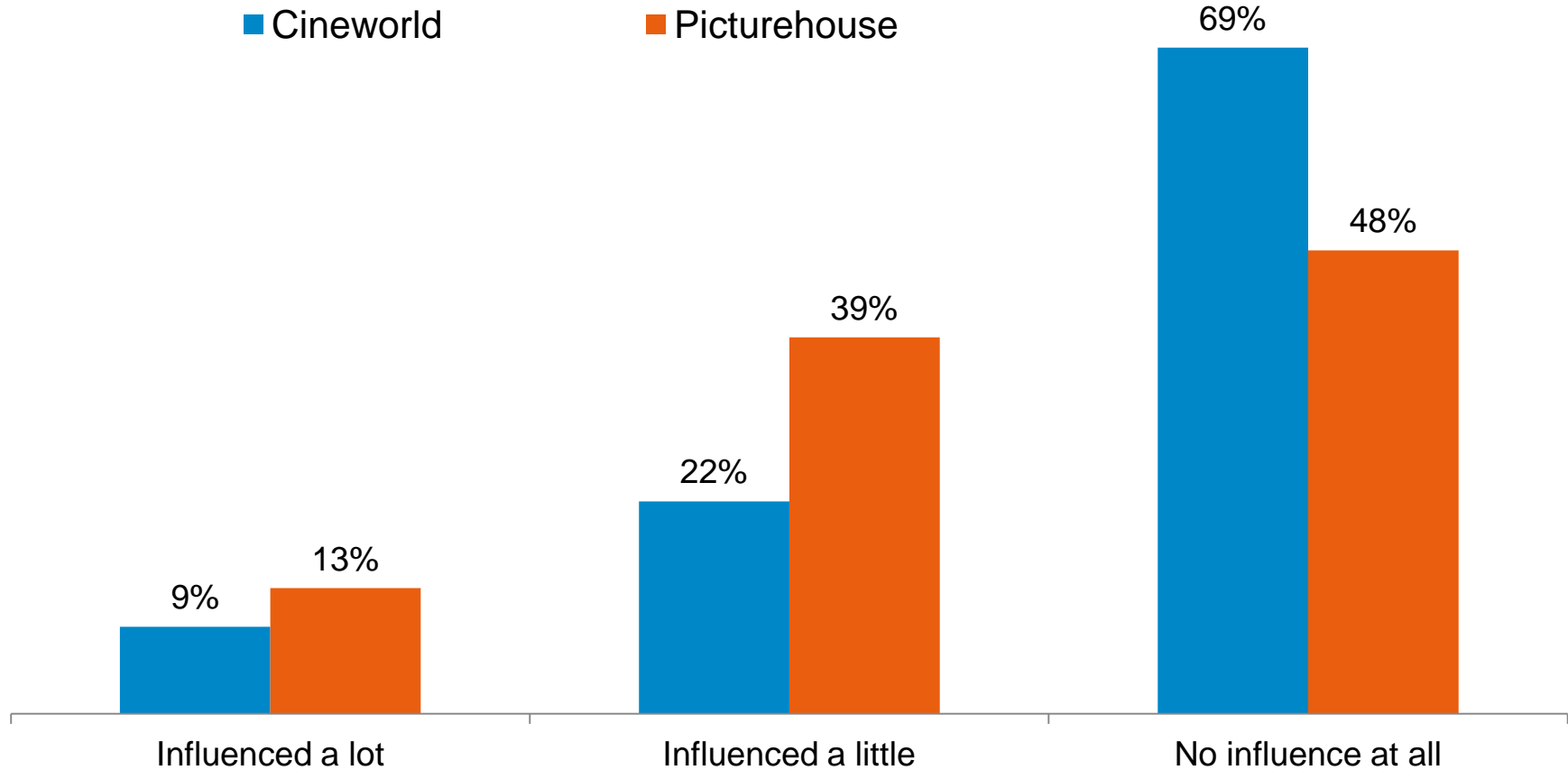


Base: All (London = 7255, Rest of UK = 14,542)

# Influence of refreshments on choice of cinema



C7. Did the price, range and quality of food and drink at <cinema of interest> influence your choice of cinema to visit?



Base: All (Cineworld = 9,689 ; Picturehouse = 12,108)



# Diversion

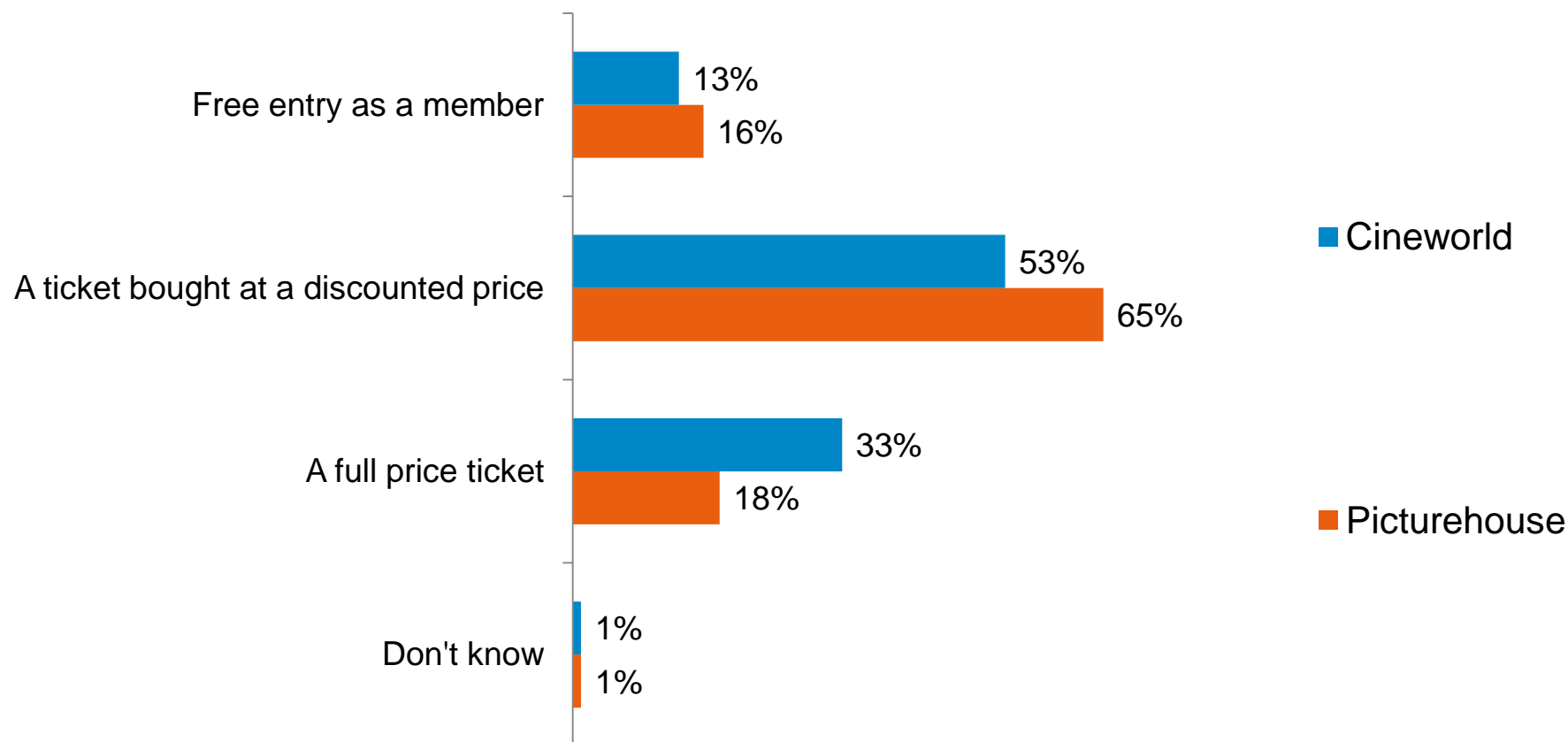
# Diversion Analysis

- The diversion section of the questionnaire varied according to whether the last cinema visit was with free entry as a member, or with a paid for ticket (bought at either a discounted or full price)
  - Members with free entry asked about what they would have done at the time of paying for their most recent subscription
  - Others asked about what they would have done on their last cinema visit
- The results in this section of the presentation are based on data weighted by the number of times the respondent had visited the cinema of interest in the last six months. This provides the diversion profile on an **admissions** basis.
- Respondents were asked what they would have done if:
  - Prices had increased by an amount equivalent to 5% at all the fascia cinemas
  - All fascia cinemas had been closed
  - The question order was rotated between interviews, and analysis showed no differences in results due to order effect
- If a respondent indicated they would have gone to another cinema, they were shown a list of the 13 closest cinemas, plus three “other” options (Other Cineworld, Other Picturehouse and Other), and asked which they would have gone to instead.

# Whether last visit was free entry as a member or bought with a ticket



D1. On the last occasion you visited the {cinema of interest} did you have free entry as a member, a ticket bought at a discounted price, or a full price ticket?

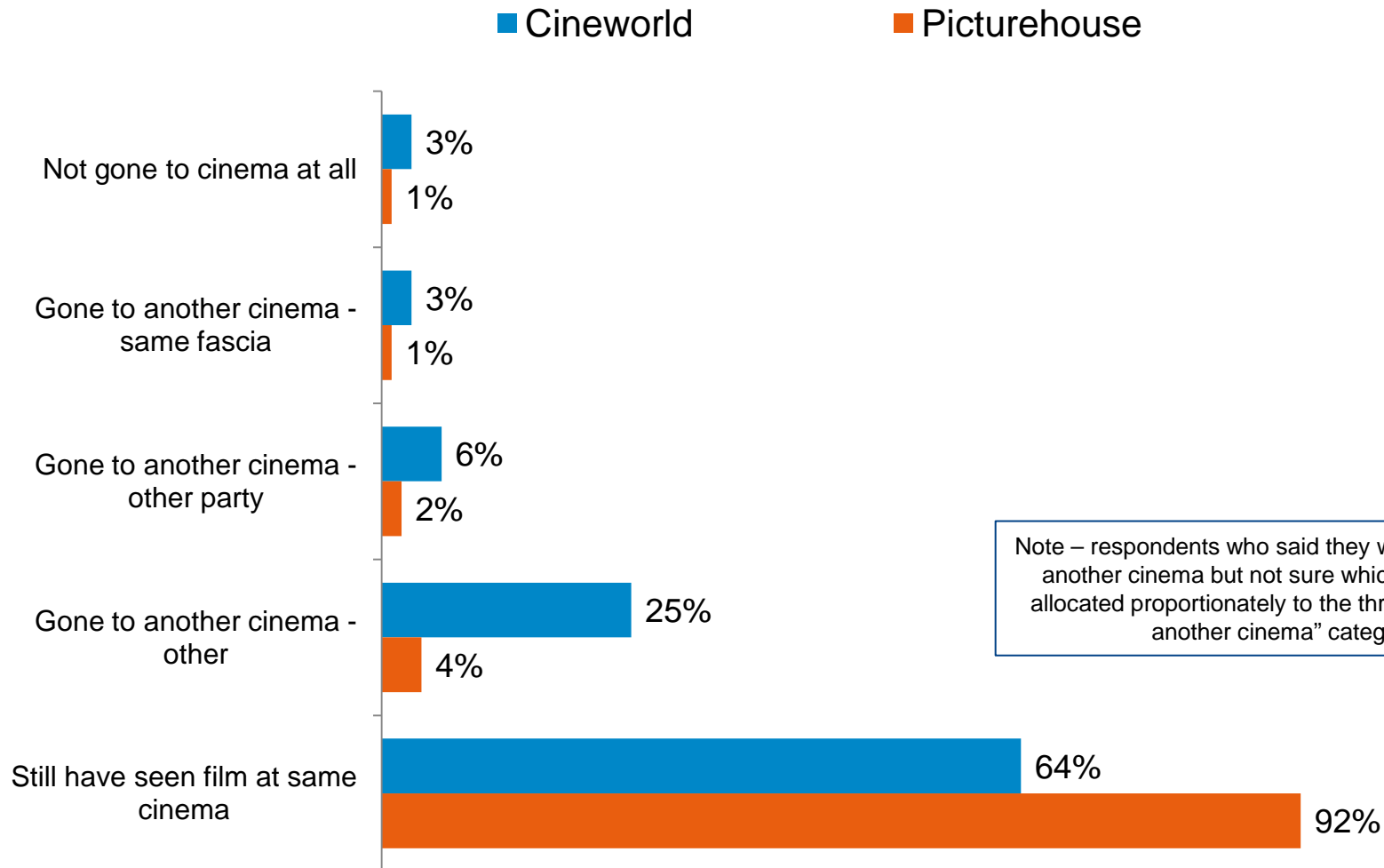


Base: All (Cineworld = 33,973 ; Picturehouse = 52,266)

# What would have done if cinema prices had gone up by 5% - those who bought a ticket



D2/D3. Suppose you had known beforehand that tickets at all {Cineworld/Picturehouse} cinemas had gone up by (amount equivalent to 5%), and the price at all other cinemas had stayed the same. Would you have ...



Base: Admissions from those whose last visit was NOT free entry as a member (Cineworld = 25,667, Picturehouse = 40,027)

# Confidence intervals

– when looking at diversion results by individual cinema



Confidence intervals are a measure of reliability around a survey estimate. The smaller the margin of error, the more confident you can be about the reliability of your survey estimate.

The diversion analysis is based on data weighted by admissions, so those visitors who visit frequently contribute more to the overall result. When weighting is involved the standard confidence interval formula is amended to reflect the impact on the margin of error. To accommodate this impact, the value used for the sample size is instead the Effective sample size.

The diversion results by individual cinema therefore show two base sizes in the tables: 1) the frequency weighted admissions base and; 2) the Effective sample size.

The next chart shows the confidence limits on the survey estimates at different effective sample sizes. Great care needs to be taken when effective sample sizes are <50.

# Confidence Intervals



This chart shows the upper and lower limits on a survey estimate when tested for significance at the 95% level. So, for example, with an effective sample size of 400 admissions, and a survey estimate of 20%, the actual figure will be in the 16.1% – 23.9% range (95 times out of 100).

Effective base	%	Confidence Interval	Lower	Upper
50	2	3.9	0	5.9
50	5	6.0	0	11.0
50	10	8.3	1.7	18.3
50	20	11.1	8.9	31.1
50	30	12.7	17.3	42.7
50	40	13.6	26.4	53.6
50	50	13.9	36.1	63.9
100	2	2.7	0	4.7
100	5	4.3	0	9.3
100	10	5.9	4.1	15.9
100	20	7.8	12.2	27.8
100	30	9.0	21.0	39.0
100	40	9.6	30.4	49.6
100	50	9.8	40.2	59.8
200	2	1.9	0.1	3.9
200	5	3.0	2.0	8.0
200	10	4.2	5.8	14.2
200	20	5.5	14.5	25.5
200	30	6.4	23.6	36.4
200	40	6.8	33.2	46.8
200	50	6.9	43.1	56.9

Effective base	%	Confidence Interval	Lower	Upper
300	2	1.6	0.4	3.6
300	5	2.5	2.5	7.5
300	10	3.4	6.6	13.4
300	20	4.5	15.5	24.5
300	30	5.2	24.8	35.2
300	40	5.5	34.5	45.5
300	50	5.7	44.3	55.7
400	2	1.4	0.6	3.4
400	5	2.1	2.9	7.1
400	10	2.9	7.1	12.9
400	20	3.9	16.1	23.9
400	30	4.5	25.5	34.5
400	40	4.8	35.2	44.8
400	50	4.9	45.1	54.9
500	2	1.2	0.8	3.2
500	5	1.9	3.1	6.9
500	10	2.6	7.4	12.6
500	20	3.5	16.5	23.5
500	30	4.0	26.0	34.0
500	40	4.3	35.7	44.3
500	50	4.4	45.6	54.4

Effective base	%	Confidence Interval	Lower	Upper
600	2	1.1	0.9	3.1
600	5	1.7	3.3	6.7
600	10	2.4	7.6	12.4
600	20	3.2	16.8	23.2
600	30	3.7	26.3	33.7
600	40	3.9	36.1	43.9
600	50	4.0	46.0	54.0
750	2	1.0	1.0	3.0
750	5	1.6	3.4	6.6
750	10	2.2	7.8	12.2
750	20	2.9	17.1	22.9
750	30	3.3	26.7	33.3
750	40	3.5	36.5	43.5
750	50	3.6	46.4	53.6
1000	2	0.9	1.1	2.9
1000	5	1.4	3.6	6.4
1000	10	1.9	8.1	11.9
1000	20	2.5	17.5	22.5
1000	30	2.8	27.2	32.8
1000	40	3.0	37.0	43.0
1000	50	3.1	46.9	53.1

# What would have done if cinema prices had gone up by 5%

- those who bought a ticket

D2/D3. Suppose you had known beforehand that tickets at all {Cineworld/Picturehouse} cinemas had gone up by (amount equivalent to 5%), and the price at all other cinemas had stayed the same. Would you have ...

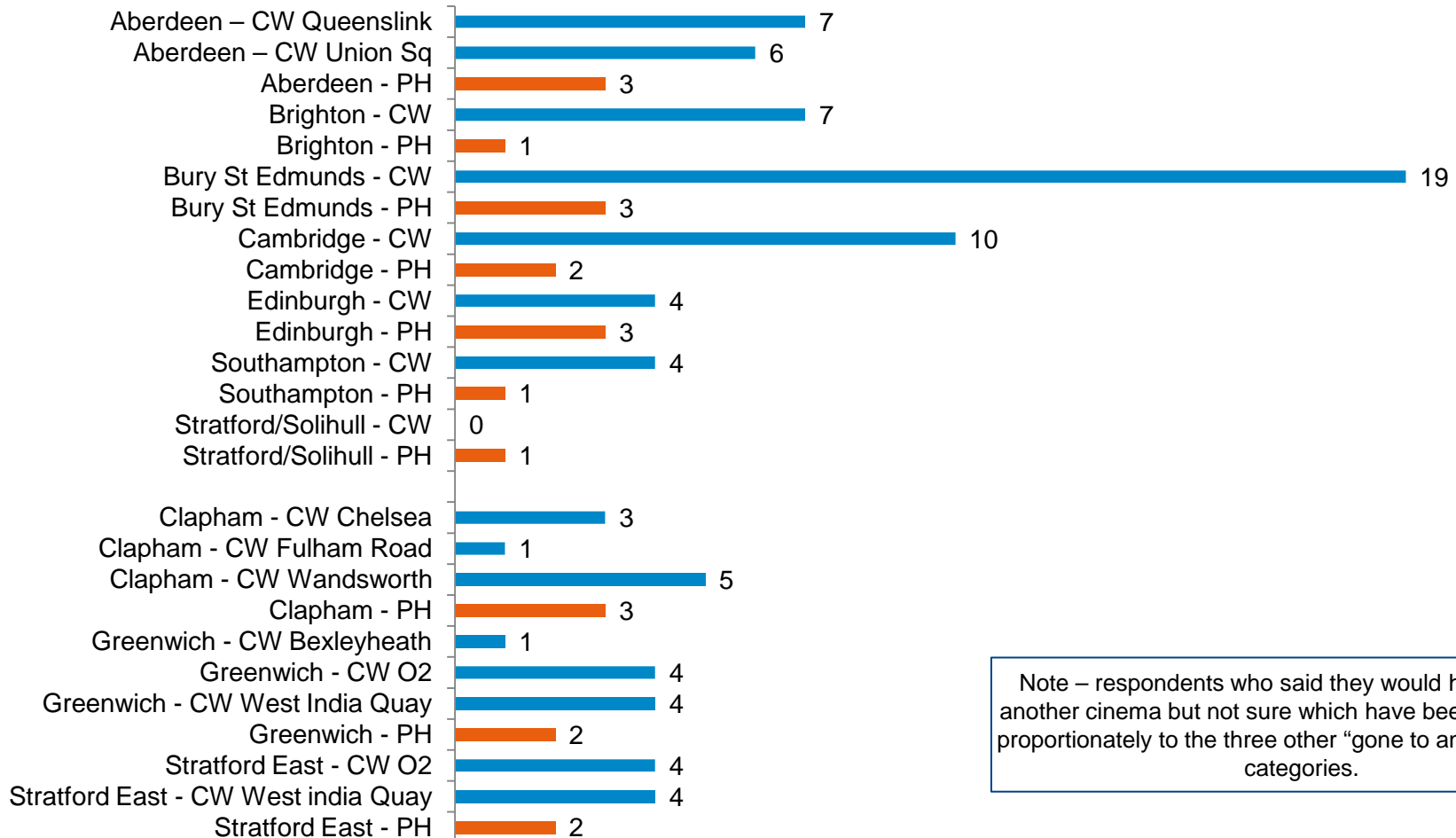


<u>Base: Admissions from those whose last visit was NOT free entry as a member</u>	<u>Base</u>	<u>Effective base</u>		<u>Not gone to cinema</u>	<u>Gone to another cinema</u>			<u>Same cinema</u>
					<u>Same fascia</u>	<u>Other party</u>	<u>Other cinema</u>	
Aberdeen – CW Queenslink	1,242	346	%	2	9	7	16	66
Aberdeen – CW Union Square	2,179	484	%	1	7	6	24	62
Aberdeen – PH	1,706	193	%	0	0	3	1	96
Brighton – CW	2,072	517	%	2	1	7	30	61
Brighton – PH	6,933	720	%	1	1	1	3	94
Bury St Edmunds – CW	1,853	417	%	4	3	19	11	63
Bury St Edmunds – PH	2,458	327	%	2	0	3	0	95
Cambridge – CW	2,453	322	%	3	2	10	27	59
Cambridge – PH	7,969	947	%	1	0	2	3	94
Edinburgh – CW	3,953	677	%	2	0	4	25	70
Edinburgh – PH	3,012	388	%	1	0	3	8	88
Southampton – CW	671	145	%	4	0	4	30	63
Southampton – PH	4,357	498	%	1	0	1	3	95
Stratford/Solihull – CW	2,807	596	%	5	0	0	20	74
Stratford/Solihull – PH	1,462	211	%	1	0	1	6	92
Clapham – CW Chelsea	305	65	%	0	1	3	25	71
Clapham – CW Fulham Road	541	112	%	1	10	1	19	69
Clapham – CW Wandsworth	2,977	560	%	4	1	5	27	63
Clapham – PH	4,094	647	%	3	4	3	3	87
Greenwich – CW Bexleyheath	1,117	218	%	4	2	1	34	59
Greenwich – CW O2	2,099	327	%	3	3	4	38	51
Greenwich – CW West India Quay	1,398	309	%	3	7	4	22	64
Greenwich – PH	6,078	706	%	1	0	2	6	90
Stratford East – CW O2	2,099	327	%	3	3	4	38	51
Stratford East – CW West India Quay	1,398	309	%	3	7	4	22	64
Stratford East – PH	1,958	188	%	1	1	2	7	89

# % would have gone to other party cinema if prices gone up by 5% - those who bought a ticket



## D3. Which cinema would you have gone to instead?



Note – respondents who said they would have gone to another cinema but not sure which have been re-allocated proportionately to the three other “gone to another cinema” categories.

Base: Admissions from those whose last visit was not free entry as a member

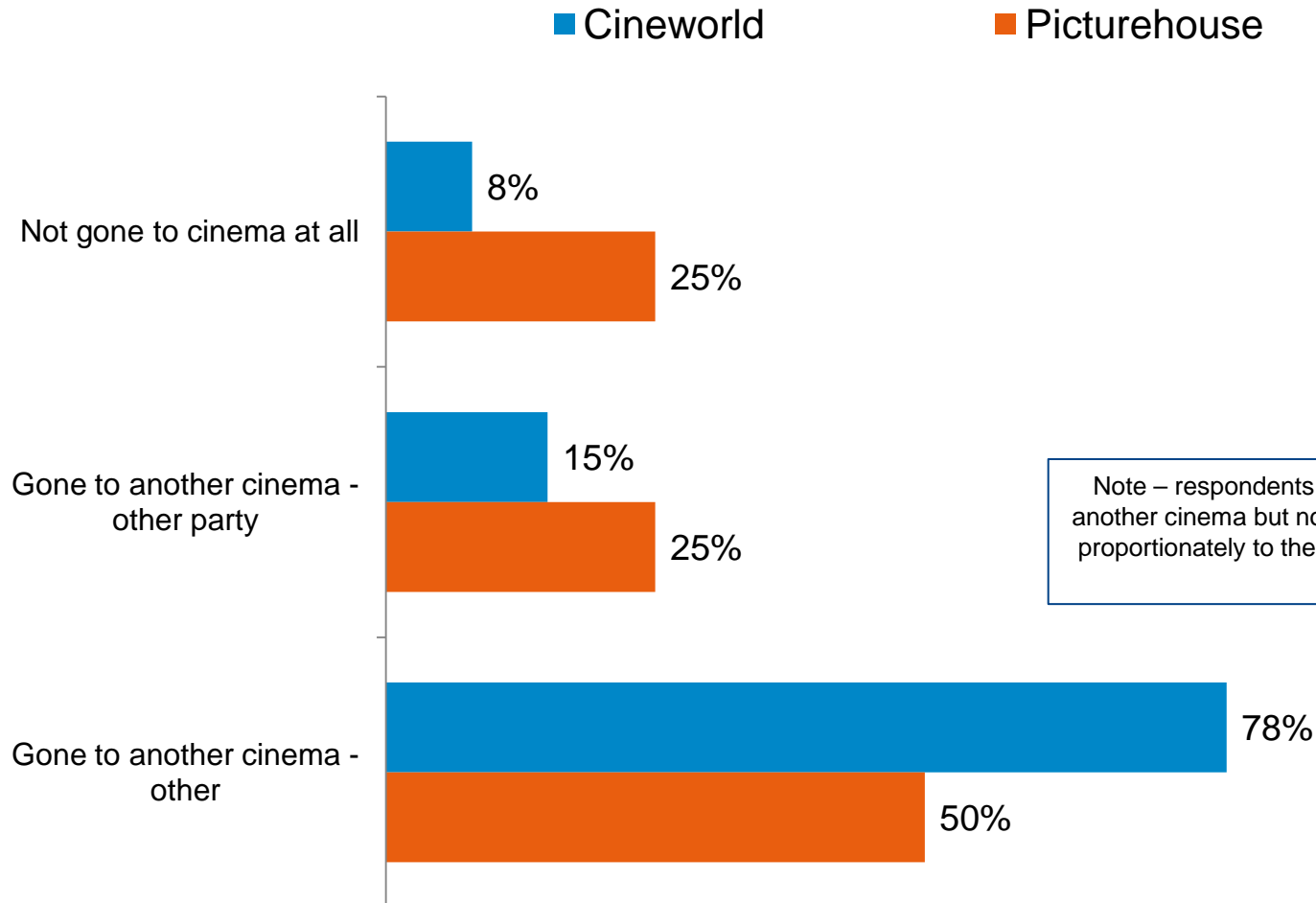
(Aberdeen CW Queenslink = 1242, Aberdeen CW Union Sq. = 2179, Aberdeen PH = 1706 , Brighton CW = 2072, Brighton PH = 6933 , Bury SE CW = 1853, Bury SE PH = 2458, Cambridge CW = 2453 , Cambridge PH = 7969, Edinburgh CW = 3953, Edinburgh PH = 3012, Southampton CW = 671, Southampton PH = 4357, Stratford/Solihull CW = 2807, Stratford/Solihull PH = 1462, Clapham CW Chelsea = 305, Clapham CW Fulham = 541, Clapham CW Wandsworth = 2977, Clapham PH = 4094, Greenwich CW Bexleyheath = 1117 , CW O2 = 2099 , CW West India Quay = 1398, Greenwich PH = 6078, Stratford East PH = 1958 )



# What would have done if all fascia cinemas had closed - those who bought a ticket



D6/D7. Suppose you had known beforehand that all {Cineworld/Picturehouse} cinemas had been closed for refurbishment for one year. Would you have ...



Base: Admissions from those whose last visit was NOT free entry as a member (Cineworld = 27,584, Picturehouse = 37,837)

# What would have done if all fascia cinemas were closed

## – those who bought a ticket



D6/D7. Suppose you had known beforehand that all {Cineworld/Picturehouse} cinemas had been closed for refurbishment for one year. Would you have ...

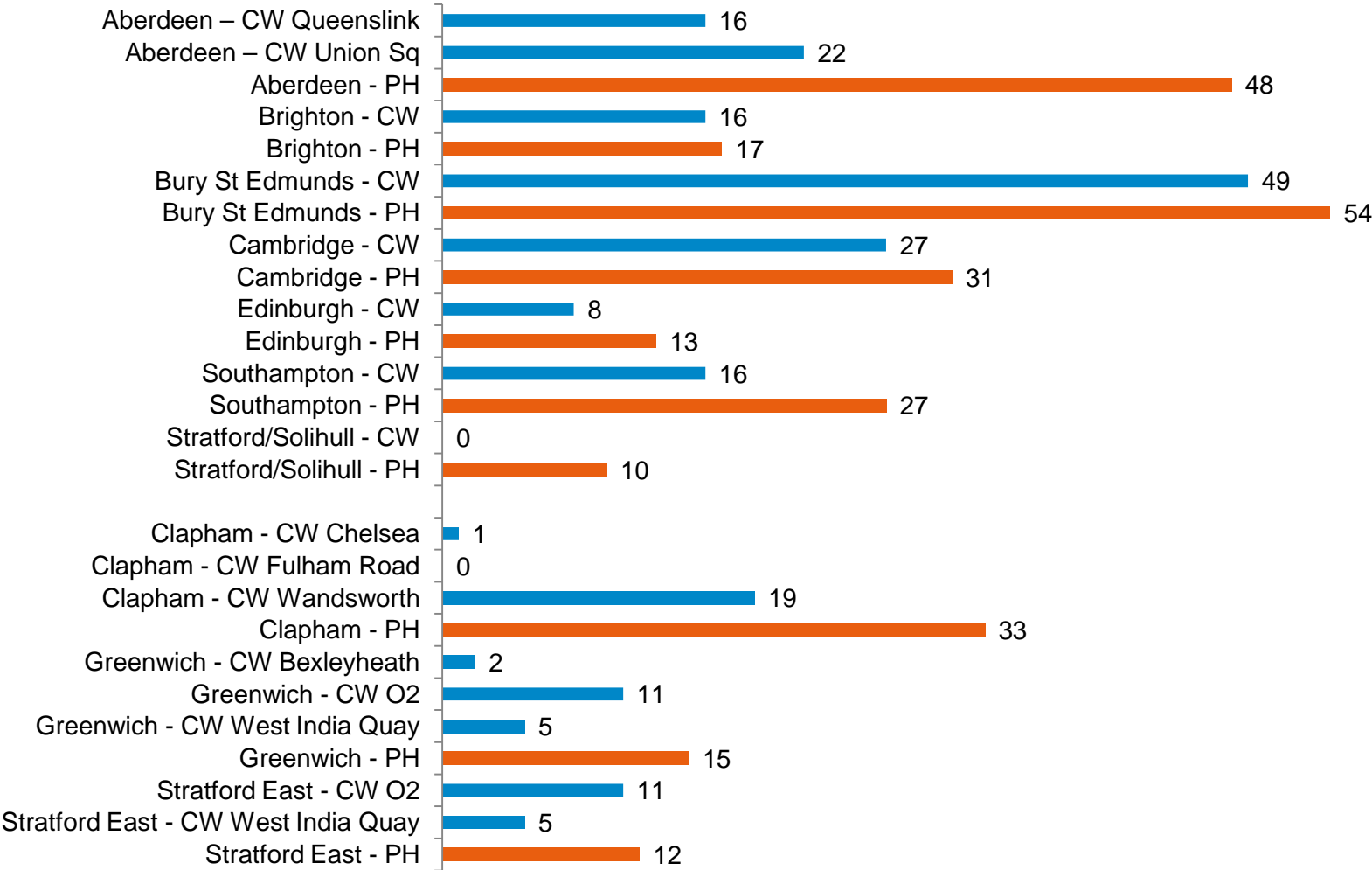
<u>Base: Those whose last visit was NOT free entry as a member</u>	<u>Base</u>	<u>Effective base</u>	<u>%</u>	<u>Not gone to cinema</u>	<u>Gone to another cinema</u>	
					<b>Other party</b>	<b>Other cinema</b>
Aberdeen – CW Queenslink	1,270	357	%	10	16	75
Aberdeen – CW Union Square	2,352	522	%	5	22	73
Aberdeen – PH	1,553	180	%	35	48	17
Brighton – CW	2,210	551	%	8	16	76
Brighton – PH	6,485	670	%	28	17	55
Bury St Edmunds – CW	2,014	443	%	16	49	35
Bury St Edmunds – PH	2,123	293	%	40	54	6
Cambridge – CW	2,726	374	%	6	27	66
Cambridge – PH	7,320	869	%	36	31	33
Edinburgh – CW	4,336	742	%	3	8	89
Edinburgh – PH	3,064	396	%	8	13	79
Southampton – CW	720	160	%	8	16	77
Southampton – PH	4,014	449	%	24	27	50
Stratford/Solihull – CW	2,833	604	%	18	0	82
Stratford/Solihull – PH	1,449	221	%	28	10	62
Clapham – CW Chelsea	308	68	%	3	1	96
Clapham – CW Fulham Road	581	126	%	3	0	97
Clapham – CW Wandsworth	3,234	595	%	6	19	75
Clapham – PH	4,085	665	%	15	33	52
Greenwich – CW Bexleyheath	1,196	236	%	11	2	88
Greenwich – CW O2	2,268	354	%	6	11	83
Greenwich – CW West India	1,536	327	%	6	5	89
Greenwich – PH	5,828	664	%	20	15	65
Stratford East – CW O2	2,268	354	%	6	11	83
Stratford East – CW West India	1,536	327	%	6	5	89
Stratford East – PH	1,916	190	%	12	12	76

# % would have gone to other party cinema if all fascia cinemas had closed

## - those who bought a ticket



### D7. Which cinema would you have gone to instead?

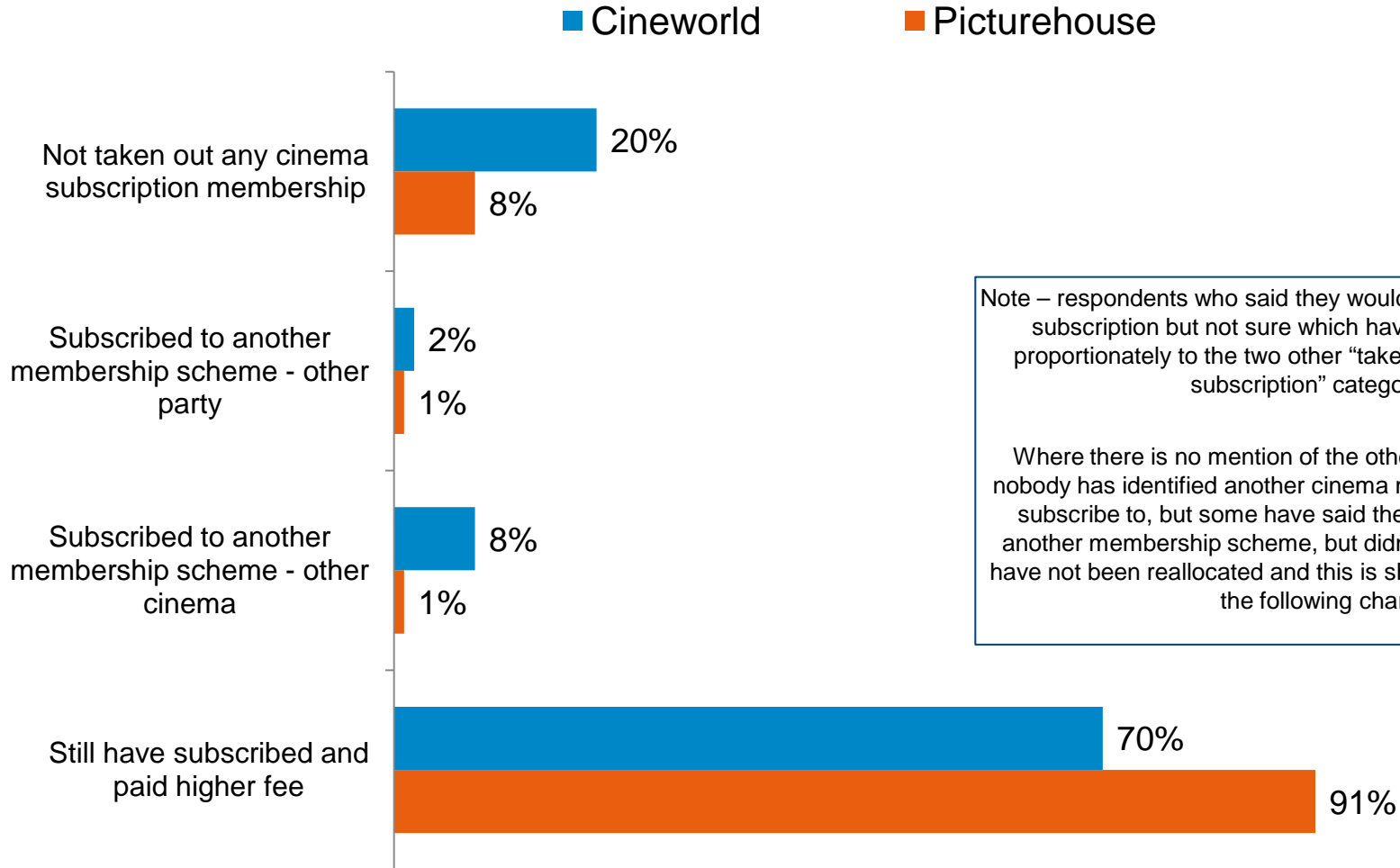


Base: Admissions from those whose last visit was not free entry as a member  
 (Aberdeen CW Queenslink = 1242, Aberdeen CW Union Sq. = 2179, Aberdeen PH = 1706 , Brighton CW = 2072, Brighton PH = 6933 , Bury SE CW = 1853, Bury SE PH = 2458, Cambridge CW = 2453 , Cambridge PH = 7969, Edinburgh CW = 3953, Edinburgh PH = 3012, Southampton CW = 671, Southampton PH = 4357, Stratford/Solihull CW = 2807, Stratford/Solihull PH = 1462, Clapham CW Chelsea = 305, Clapham CW Fulham = 541, Clapham CW Wandsworth = 2977, Clapham PH = 4094, Greenwich CW Bexleyheath = 1117 , CW O2 = 2099 , CW West India Quay = 1398, Greenwich PH = 6078, Stratford East PH = 1958 )

# What would have done if subscription membership price had gone up by 5%



D4/5. Thinking about the last time you came to pay your subscription, suppose the price had gone up by 5%. Would you have ...



Note – respondents who said they would have taken out another subscription but not sure which have been re-allocated proportionately to the two other “taken out another cinema subscription” categories.

Where there is no mention of the other two categories (i.e. nobody has identified another cinema membership they would subscribe to, but some have said they would subscribe to another membership scheme, but didn't know which) figures have not been reallocated and this is shown with an asterisk in the following chart.

Base: Admissions from those whose last visit was free entry as a member (Cineworld = 3,512 Picturehouse = 6,278)

# What would have done if subscription membership price had gone up by 5%



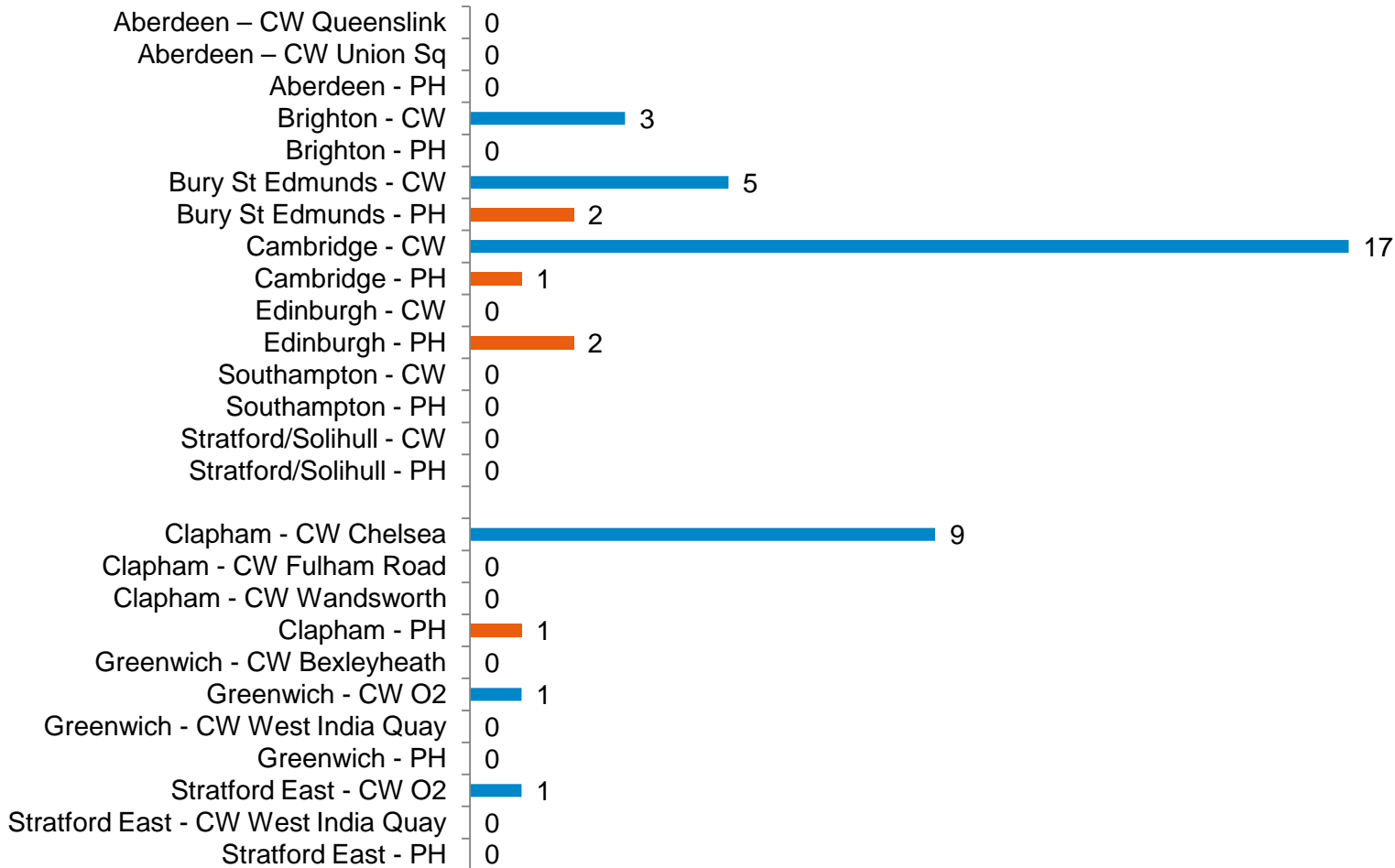
D4/5. Thinking about the last time you came to pay your subscription, suppose the price had gone up by 5%. Would you have ...

<u>Base: Admissions from those whose last visit was free entry as a member</u>	<u>Base</u>	<u>Effective base</u>	<u>%</u>	<u>Not taken out any membership</u>	<u>Subscribed to another membership scheme</u>		<u>Still taken out membership</u>
					Other party	Other cinema	
Aberdeen – CW Queenslink	47	6	%	9	0	13	79
Aberdeen – CW Union Square	178	17	%	34	0	4	62
Aberdeen – PH	278	32	%	2	0	0	98
Brighton – CW*	89	4	%	8	3	3	87
Brighton – PH	920	127	%	8	0	1	90
Bury St Edmunds – CW*	150	9	%	32	*	*	59
Bury St Edmunds – PH	342	79	%	6	2	0	92
Cambridge – CW	352	14	%	19	17	0	64
Cambridge – PH	1,261	185	%	8	1	0	91
Edinburgh – CW	1,017	37	%	14	0	9	76
Edinburgh – PH	448	59	%	8	2	1	88
Southampton – CW	35	3	%	0	0	0	100
Southampton – PH	808	106	%	7	0	0	93
Stratford/Solihull – CW	80	5	%	20	0	0	80
Stratford/Solihull – PH	177	25	%	1	0	0	99
Clapham – CW Chelsea*	33	6	%	55	*	*	27
Clapham – CW Fulham Road	42	4	%	7	0	0	93
Clapham – CW Wandsworth	405	24	%	20	0	16	65
Clapham – PH	744	137	%	12	1	1	85
Greenwich – CW Bexleyheath	178	6	%	12	0	0	88
Greenwich – CW O2	578	39	%	21	1	13	65
Greenwich – CW West India Quay	328	24	%	33	0	8	59
Greenwich – PH	974	159	%	11	0	1	88
Stratford East – CW O2	578	39	%	21	1	13	65
Stratford East – CW West India Quay	328	24	%	33	0	8	59
Stratford East – PH	326	29	%	4	0	1	95

# % would have subscribed to membership scheme of other party if price gone up by 5%



## D5. Which other cinema membership scheme would you have joined instead?



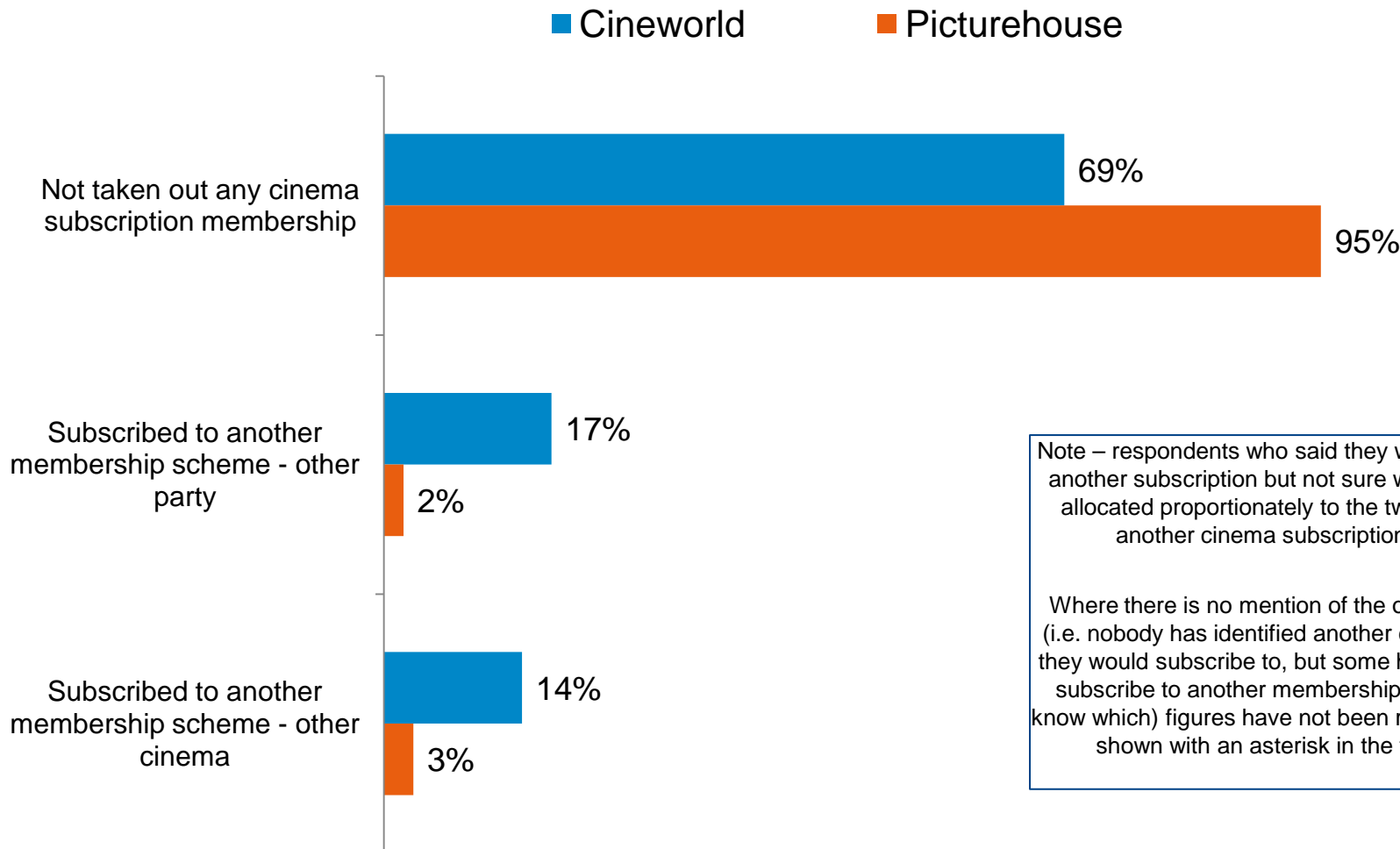
Base: Admissions from those whose last visit was free entry as a member

(Aberdeen CW Queenslink = 47, Aberdeen CW Union Sq. = 178, Aberdeen PH = 278, Brighton CW = 89, Brighton PH = 920, Bury SE CW = 150, Bury SE PH = 342, Cambridge CW = 352, Cambridge PH = 1261, Edinburgh CW = 1017, Edinburgh PH = 448, Southampton CW = 35, Southampton PH = 808, Stratford/Solihull CW = 80, Stratford/Solihull PH = 177, Clapham CW Chelsea = 33, Clapham CW Fulham = 42, Clapham CW Wandsworth = 405, Clapham PH = 744, Greenwich CW Bexleyheath = 178, CW O2 = 578, CW West India Quay = 328, Greenwich PH = 974, Stratford East PH = 326)

# What would have done with membership subscription if all fascia cinemas had closed



D8/D9. Thinking back to the last time you came to pay your subscription, suppose you had known beforehand that all {Cineworld/Picturehouse} cinemas had been closed for refurbishment for one year. Would you have ...



Note – respondents who said they would have taken out another subscription but not sure which have been re-allocated proportionately to the two other “taken out another cinema subscription” categories.

Where there is no mention of the other two categories (i.e. nobody has identified another cinema membership they would subscribe to, but some have said they would subscribe to another membership scheme, but didn't know which) figures have not been reallocated and this is shown with an asterisk in the following chart.

Base: Admissions from those whose last visit was free entry as a member (Cineworld = 3,482 Picturehouse = 6,546)

# What would have done with subscription membership if all fascia cinemas had closed



D8/D9. Thinking back to the last time you came to pay your subscription, suppose you had known beforehand that all {Cineworld/Picturehouse} cinemas had been closed for refurbishment for one year. Would you have ...

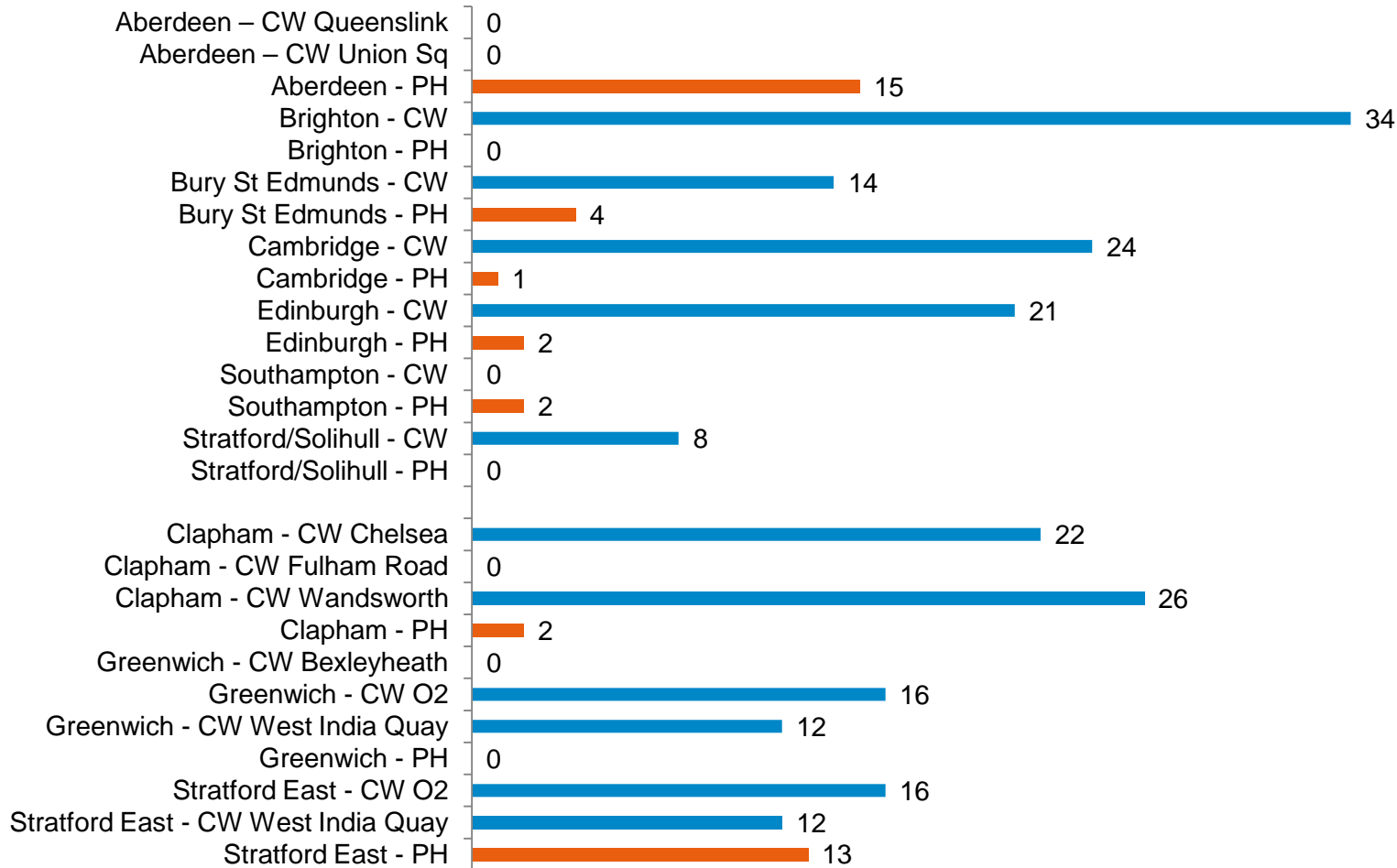
<u>Base: Admissions from those whose last visit was free entry as a member</u>	<u>Base</u>	<u>Effective base</u>	<u>%</u>	<u>Not taken out any membership</u>	<u>Subscribed to another cinema membership scheme</u>	
					Other party	Other cinema
Aberdeen – CW Queenslink	66	10	%	80	0	20
Aberdeen – CW Union Square	162	15	%	100	0	0
Aberdeen – PH	252	32	%	85	15	0
Brighton – CW	105	6	%	45	34	22
Brighton – PH	1,081	158	%	98	0	2
Bury St Edmunds – CW	150	10	%	86	14	0
Bury St Edmunds – PH	411	93	%	96	4	0
Cambridge – CW	355	10	%	75	24	1
Cambridge – PH	1,366	209	%	98	1	1
Edinburgh – CW	898	33	%	63	21	16
Edinburgh – PH	430	59	%	75	2	23
Southampton – CW	35	3	%	100	0	0
Southampton – PH	791	141	%	97	2	1
Stratford/Solihull – CW*	110	7	%	84	*	*
Stratford/Solihull – PH	201	30	%	98	0	1
Clapham – CW Chelsea*	21	4	%	57	*	*
Clapham – CW Fulham Road	40	3	%	100	0	0
Clapham – CW Wandsworth	558	32	%	70	26	5
Clapham – PH	789	154	%	94	2	4
Greenwich – CW Bexleyheath	184	7	%	74	0	26
Greenwich – CW O2	513	38	%	58	16	27
Greenwich – CW West India	285	23	%	62	12	26
Greenwich – PH	1,008	171	%	98	0	2
Stratford East – CW O2	513	38	%	58	16	27
Stratford East – CW West India	285	23	%	62	12	26
Stratford East – PH	217	26	%	92	3	5



# % would have subscribed to membership scheme of other party if fascia cinema had closed



## D9. Which other cinema membership scheme would you have joined instead?



Base: Admissions from those whose last visit was free entry as a member

(Aberdeen CW Queenslink = 47, Aberdeen CW Union Sq. = 178, Aberdeen PH = 278, Brighton CW = 89, Brighton PH = 920, Bury SE CW = 150, Bury SE PH = 342, Cambridge CW = 352, Cambridge PH = 1261, Edinburgh CW = 1017, Edinburgh PH = 448, Southampton CW = 35, Southampton PH = 808, Stratford/Solihull CW = 80, Stratford/Solihull PH = 177, Clapham CW Chelsea = 33, Clapham CW Fulham = 42, Clapham CW Wandsworth = 405, Clapham PH = 744, Greenwich CW Bexleyheath = 178, CW O2 = 578, CW West India Quay = 328, Greenwich PH = 974, Stratford East PH = 326)

# Summary

## Summary of Key Findings (1)

- Over half (58%) of Picturehouse visitors were subscription members, but only a few Cineworld visitors (8%). The Picturehouse age profile was markedly older, with a half aged 50+ years compared with a quarter of Cineworld visitors.
- The types of refreshments purchased at each cinema varied. Alcoholic drinks were bought by more Picturehouse visitors (one in three), whereas soft drinks and snacks were consumed more often by Cineworld visitors. The average spend on refreshments was higher among Picturehouse visitors, but did not vary markedly across individual cinema.
- The choice of films/screenings available was the most important driver of cinema choice. However, the quality, design and ambience of the building and facilities, and the cinema's loyalty/membership scheme, were much more important considerations for Picturehouse visitors. On the other hand, the ease of getting to the cinema, ease of parking, performance times and value for money were more important to Cineworld visitors.

## Summary of Key Findings (2)

- With a 5% increase in the price of tickets across all fascia cinemas, Picturehouse (paid for) admissions were much more likely to have stayed at the same cinema (92%) compared with Cineworld admissions (64%). Diversion to the other party cinema among Picturehouse admissions was 2%, among Cineworld admissions 6%.
  - Diversion to the other party cinema was highest at Bury St Edmunds Cineworld and Cambridge Cineworld.
- In the scenario of a 5% increase in the subscription membership price, 91% of all Picturehouse member admissions would have stayed with the same cinema, compared with 70% of Cineworld member admissions. Very few of either would have diverted to the other party membership scheme (as most would not have taken out a cinema subscription membership in the event of a 5% price increase).

# Appendix

- Comparison of online and telephone results

# What would have done if cinema prices had gone up by 5%

- those who bought a ticket

D2/D3. Suppose you had known beforehand that tickets at all {Cineworld/Picturehouse} cinemas had gone up by (amount equivalent to 5%), and the price at all other cinemas had stayed the same. Would you have ...



<u>Base: Admissions from those whose last visit was NOT free entry as a member</u>	<u>Base</u>		Not gone to cinema	Gone to another cinema			Same cinema
				Same fascia	Other party	Other cinema	
<b>ONLINE</b>							
Brighton – CW	2,072	%	2	1	7	30	61
Brighton – PH	6,933	%	1	1	1	3	94
Bury St Edmunds – CW	1,853	%	4	3	19	11	63
Bury St Edmunds – PH	2,458	%	2	0	3	0	95
<b>TELEPHONE</b>							
Brighton – CW	324	%	1	0	5	13	81
Brighton – PH	143	%	0	9	3	2	86
Bury St Edmunds – CW	284	%	8	0	8	2	81
Bury St Edmunds – PH	106	%	0	0	4	1	95

# What would have done if all fascia cinemas were closed

## – those who bought a ticket



D6/D7. Suppose you had known beforehand that all {Cineworld/Picturehouse} cinemas had been closed for refurbishment for one year. Would you have ...

<u>Base: Those whose last visit was NOT free entry as a member</u>	<u>Base</u>	<u>%</u>	<b>Not gone to cinema</b>	<b>Gone to another cinema</b>	
				<b>Other party</b>	<b>Other cinema</b>
<b>ONLINE</b>					
<b>Brighton – CW</b>	2,210	%	8	16	76
<b>Brighton – PH</b>	6,485	%	28	17	55
<b>Bury St Edmunds – CW</b>	2,014	%	16	49	35
<b>Bury St Edmunds – PH</b>	2,123	%	40	54	6
<b>TELEPHONE</b>					
<b>Brighton – CW</b>	311	%	17	15	68
<b>Brighton – PH</b>	141	%	11	25	64
<b>Bury St Edmunds – CW</b>	279	%	22	70	9
<b>Bury St Edmunds – PH</b>	97	%	15	79	5