

Loving the cinema: 25 years of passion in Italy

YEARS 1993-2017

CINEMA

A TICKET IN MY POCKET AT LEAST ONCE A YEAR

percentage on the total resident population

49,6% in 2017

52,2% in 2016

49,9% in 2012

48,8% in 2007

49,7% in 2002

47,3% in 1998

40,7% in 1993

Data refers to the previous 12 months and to people aged 6 or over



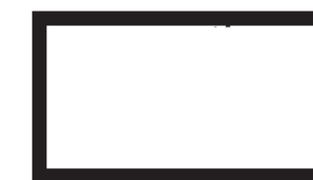
I CHOOSE A SPECIFIC CINEMA BECAUSE OF...



33% films

28% reachability

A TICKET FOR...

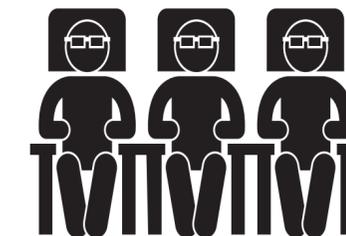


54% comedies

49% action movies



AS A "CINE AMATEUR", I PARTICIPATE IN...



5% cineforum/club

5% film festival

NO CINEMA BECAUSE...



40% I like watching films on TV

18% not present in my area

YEAR 2015