

# Cinemagoer 2006

Structures and Development

based on GfK Panels

**April 2007**

## Preamble

Since 15 years the FFA has been publishing its studies of the structure of cinema visits and the development of the visitor behaviour. Since 2004 the data is published in form of a presentation. This presentation is based on the individual panel of the GfK AG, whose results the FFA has purchased exclusively with regard to the film industrial data.

The panel covers 20,000 participants and is representative for the German population starting from 10 years. Not covered by the panel are children under 10 years, foreign citizens as well as persons, which are constantly on journeys or whose mobility is temporarily reduced.

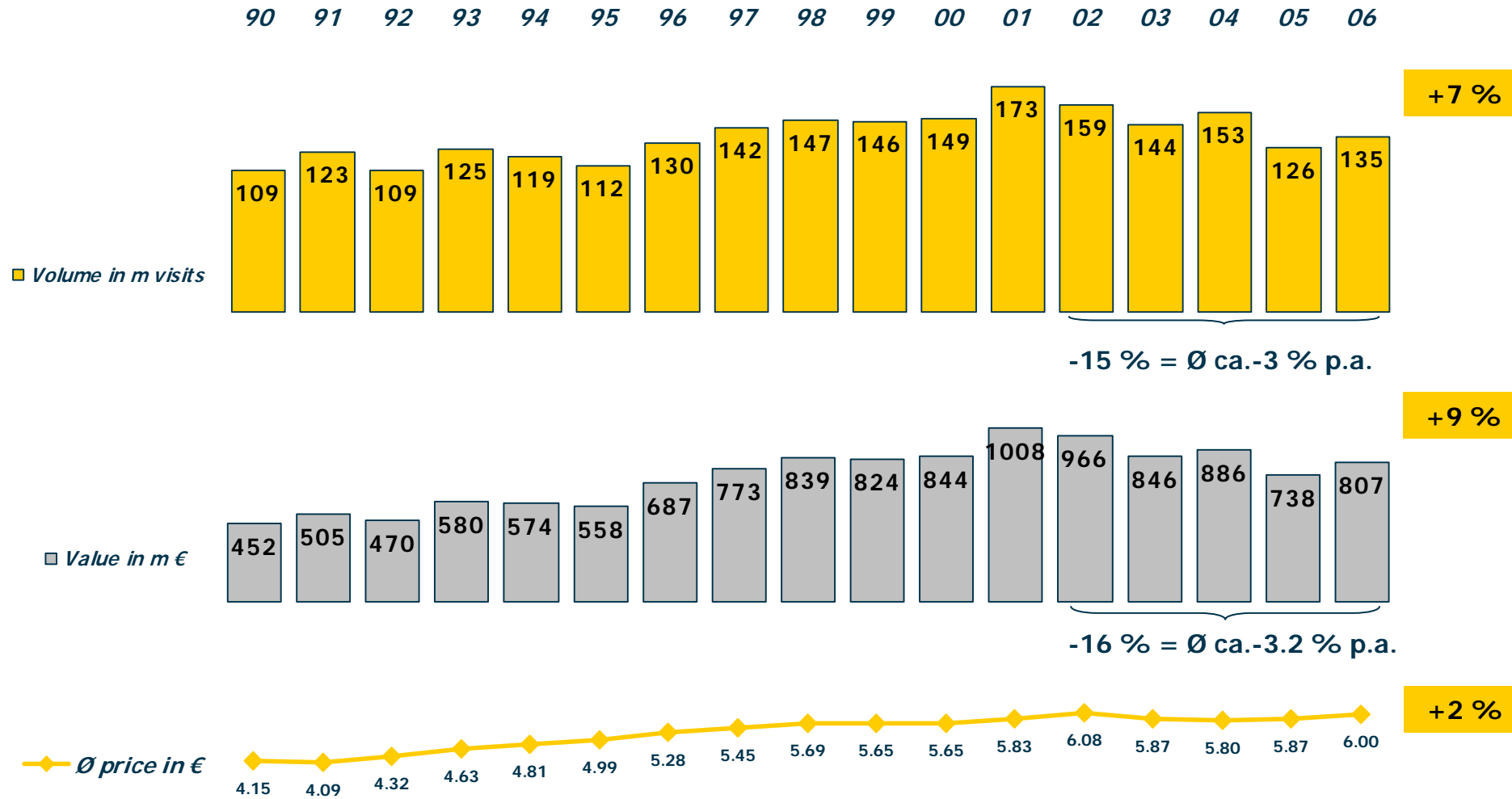
The study represents the general development in the cinema. In addition several analyses take place regarding socio-demographic features as well as an analysis of individual cinema and film specific information, which also focus the German film.

In the appendix the data of the GfK panel were supplemented by qualified estimations of the behaviour of children and foreign visitors.

# Agenda

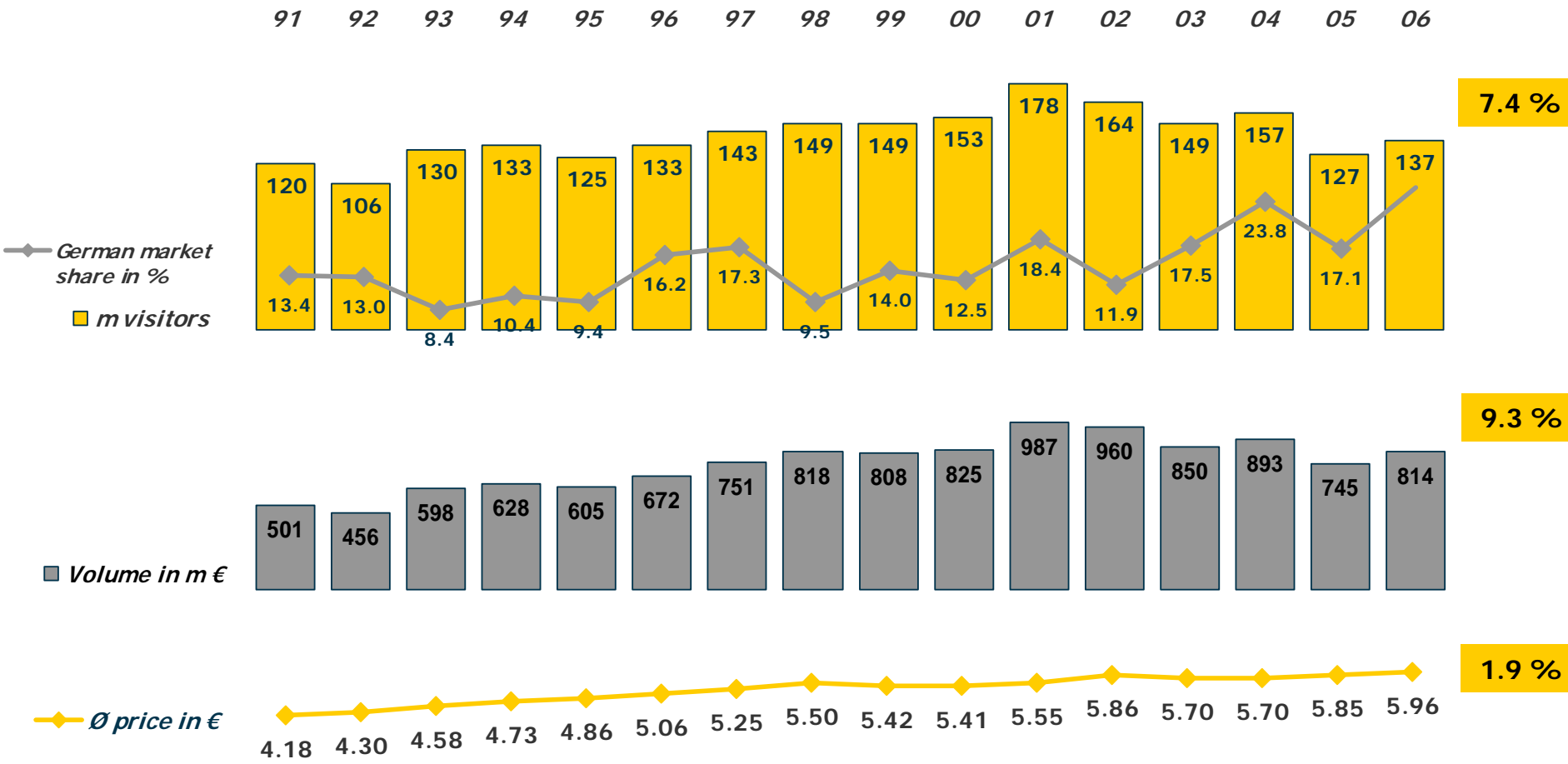
- 1 General Market Development of the Cinema
- 2 Cinemagoer – socio-demographic and cinema specific facts
- 3 Ranges and Intensities
- 4 Cinemagoer – film specific facts
- 5 German film
- 6 Appendix

# General Market Development of the Cinema based on GfK Panels



# General Market Development of the Cinema since 1991

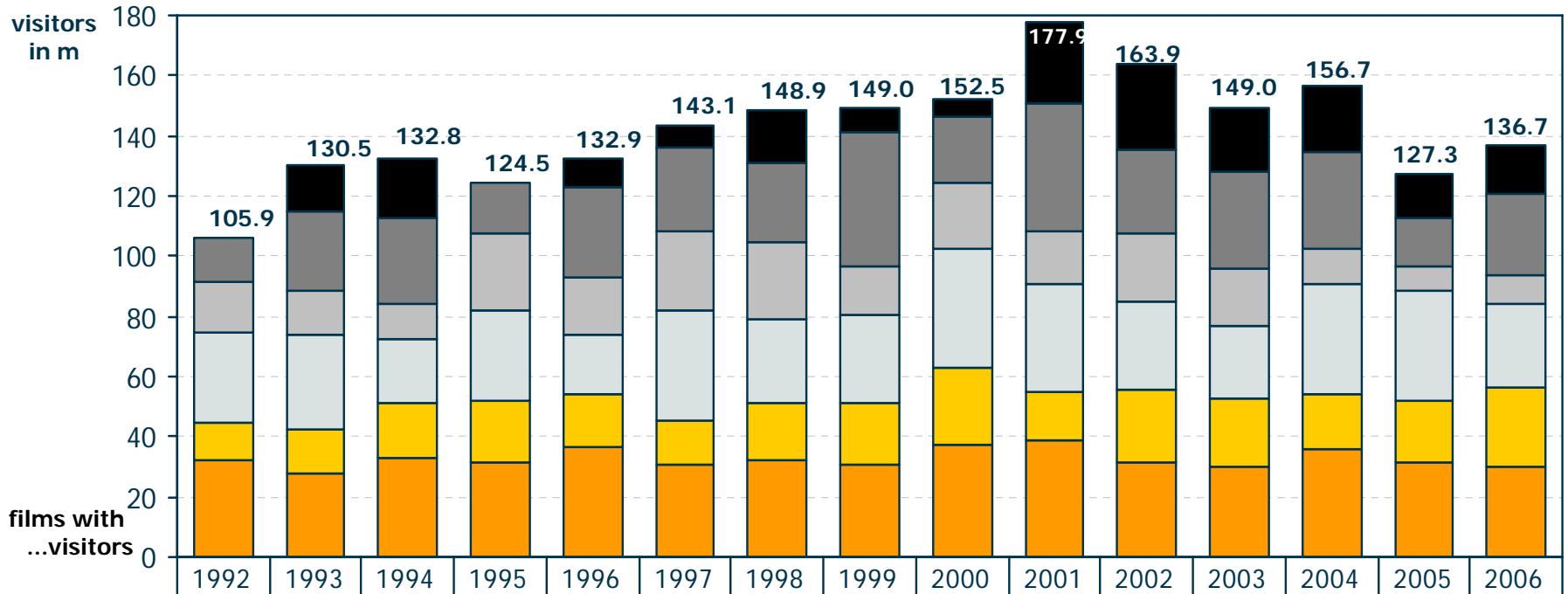
*Basis: report of the cinemas, FFA*



The year 2006 provided an upswing in the cinema business and achieved the highest German market share for the last 16 years.

# General Market Development up to the cinema year 2006

*Key Facts based on FFA*



	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
■ at least 6 m		15.4	19.8		9.6	7.3	18	8	6.1	27.4	28.3	20.7	22.2	14.3	16.1
■ 3-6 m	14.4	26.9	29	17.3	30.3	27.5	26.1	44.4	22.1	42	28	32.3	31.9	16.6	27
■ 2-3 m	17.2	14	11.2	25	19.1	26.4	26.1	16	21.4	17.5	22.7	19.2	11.7	7.5	9.4
■ 1-2 m	29.6	31.4	21.4	30.1	19.9	36.8	27.5	29.5	39.9	36.3	29.5	24.4	36.8	37.3	28.1
■ 0,5-1 m	12.2	14.7	18.6	20.6	17.3	14.5	19.2	20.3	25.4	15.9	23.6	22.2	17.9	20	25.9
■ under 0,5 m	32.5	28.1	32.8	31.5	36.6	30.6	32	30.8	37.5	38.7	31.8	30.2	36.2	31.6	30.2

# General Market Development up to the cinema year 2006

## Key Facts based on FFA

Number of blockbuster movies																
films with ... visitors	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	average 1992-2006
at least 6 m	-	2	3	-	1	1	1	1	1	3	4	3	3	2	2	2
3-6 m	4	7	7	5	8	7	7	11	6	10	6	8	8	4	6	7
2-3 m	7	6	4	10	8	11	11	7	9	7	10	8	5	3	4	7
1-2 m	20	22	15	20	16	26	20	21	27	26	21	17	26	29	21	22
<b>Sum</b>	<b>31</b>	<b>37</b>	<b>29</b>	<b>35</b>	<b>33</b>	<b>45</b>	<b>39</b>	<b>40</b>	<b>43</b>	<b>46</b>	<b>41</b>	<b>36</b>	<b>42</b>	<b>38</b>	<b>33</b>	<b>38</b>
reporting																
0,5 - 1 m	17	20	26	28	25	20	27	30	37	22	32	32	26	29	34	27

Source: FFA

- The cinemagoers love blockbusters. Every third ticket was bought for a Top-10-film.
- 33 films are „visitor millionaires“ and with their roundly 80,6 m visitors account for almost 60 percent of the whole visitors.
- Three German films are under the TOP 10.
- Eight German films are among the 33 films that lured at least one million visitors into the cinema in 2006. In the year 2005 there were seven films.

# General Market Development up to the cinema year 2006

## Key Facts based on FFA

### Average spendings in the cinema

	2001	2002	2003	2004	2005	2006	05/06
average admission price of cinemagoers according to FFA:	5.55 €	5.86 €	5.70 €	5.70 €	5.85 €	5.96 €	1.9%
average admission price of cinemagoers according to GfK*:	5.83 €	6.08 €	5.87 €	5.80 €	5.87 €	6.00 €	2.2%
average spendings per visit for consumption according to GfK*:	1.92 €	1.86 €	2.08 €	2.09 €	2.11 €	2.39 €	13.3%
average total spendings per visit according to GfK*:	7.75 €	7.94 €	7.95 €	7.89 €	7.98 €	8.39 €	5.1%

\*without foreigners and children under 10 years, admission prices and spendings for consumption (incl. VAT)

According to the visitor and turnover statistics of the cinemas for the FFA, the calculated average admission price was 5.96 € in the year 2006. With 2.3 percent the new federal states clearly rose stronger than the old federal states with an average of 1.7 percent.

The ticket price determined by the GfK was 6.00 € and therefore slightly higher, because children under 10 years, which usually get price reduction, were not taken into account here. In the year 2006, hardly 48 percent of all visitors consumed beverages, popcorn & Co. in the cinema.



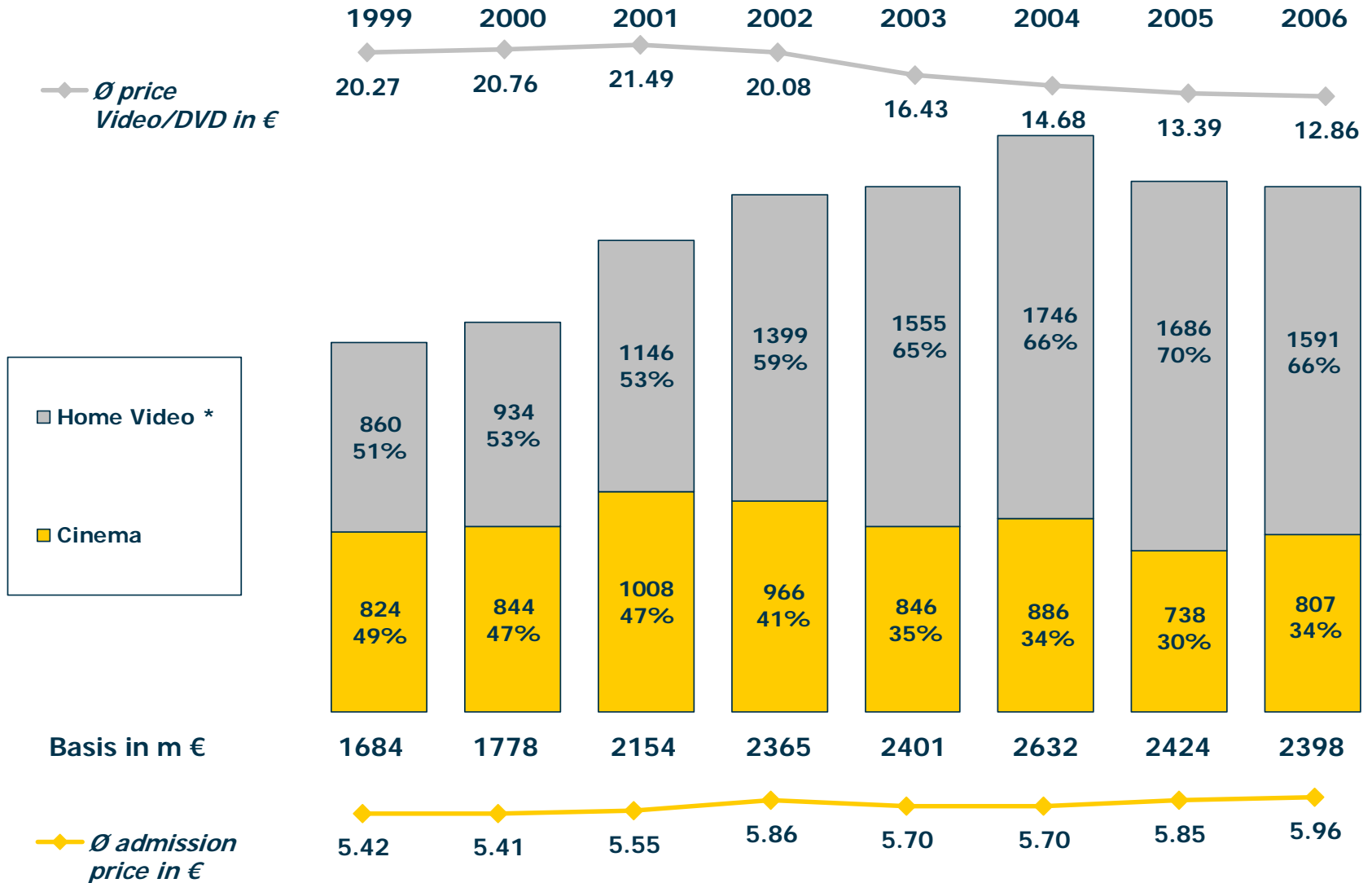
## Key Facts to the general development of the cinema

- The year 2006 shows a growth in visitors of 7.4 percent and a growth in turnover of 9.3 percent.
- The average ticket price was 5.96 Euro.
- The cinemagoers are also attracted to blockbusters in 2006.
- Three German films are among the TOP 10 of the most successful films of the year 2006.
- Eight German productions are visitor millionaires in 2006.

# Home Video vs. Cinema

## General Market Development

Basis: Volume



# Home Video vs. Cinema

## *Interaction between cinema success and DVD sales*

Basis: Volume

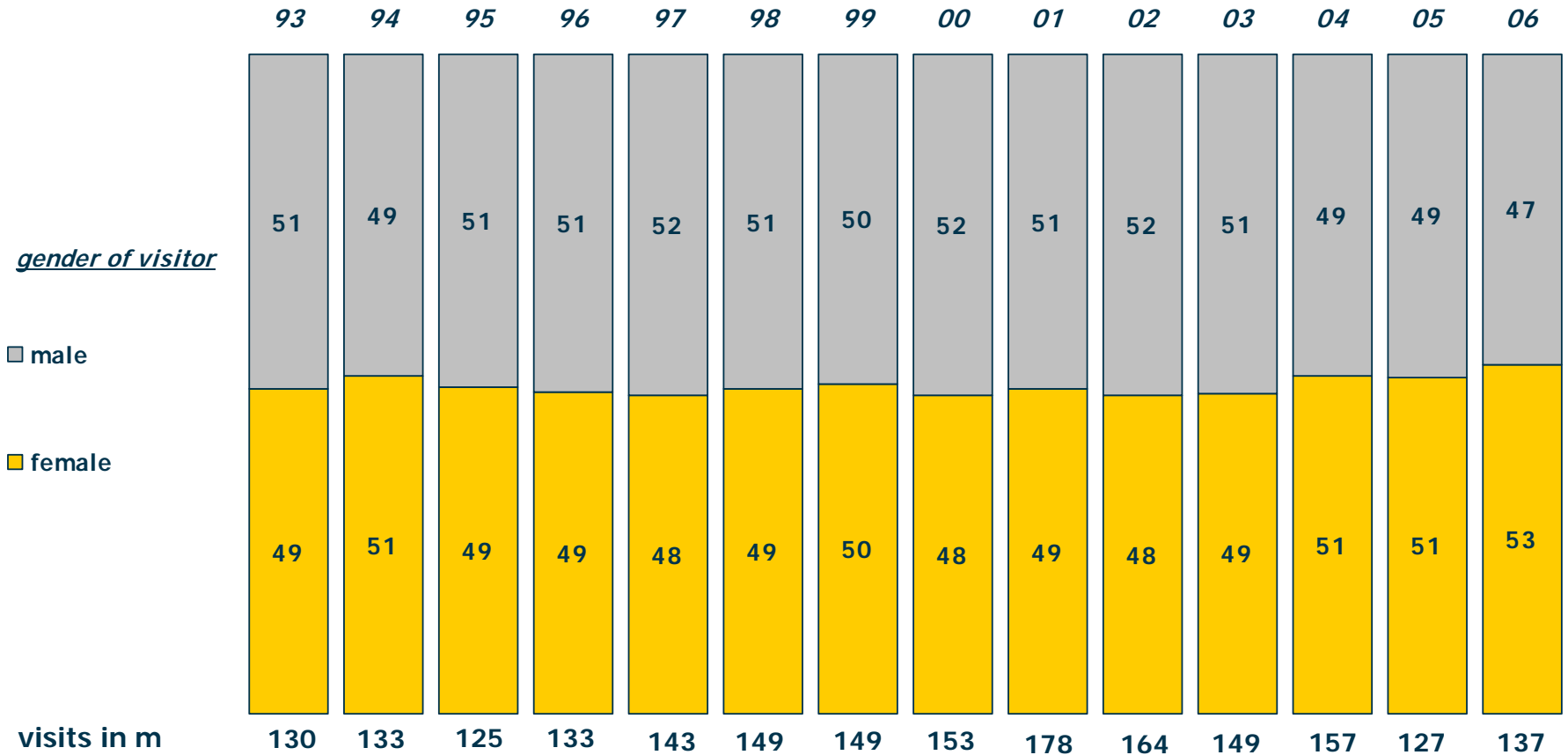
	1st half year 2005	2nd half year 2005	1st half year 2006	2nd half year 2006
<b>Cinema CR in %</b>	-16	-17	9	9
<b>Theatrical DVD CR in %</b>	-5	-23	-17	6

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# Gender of visitors

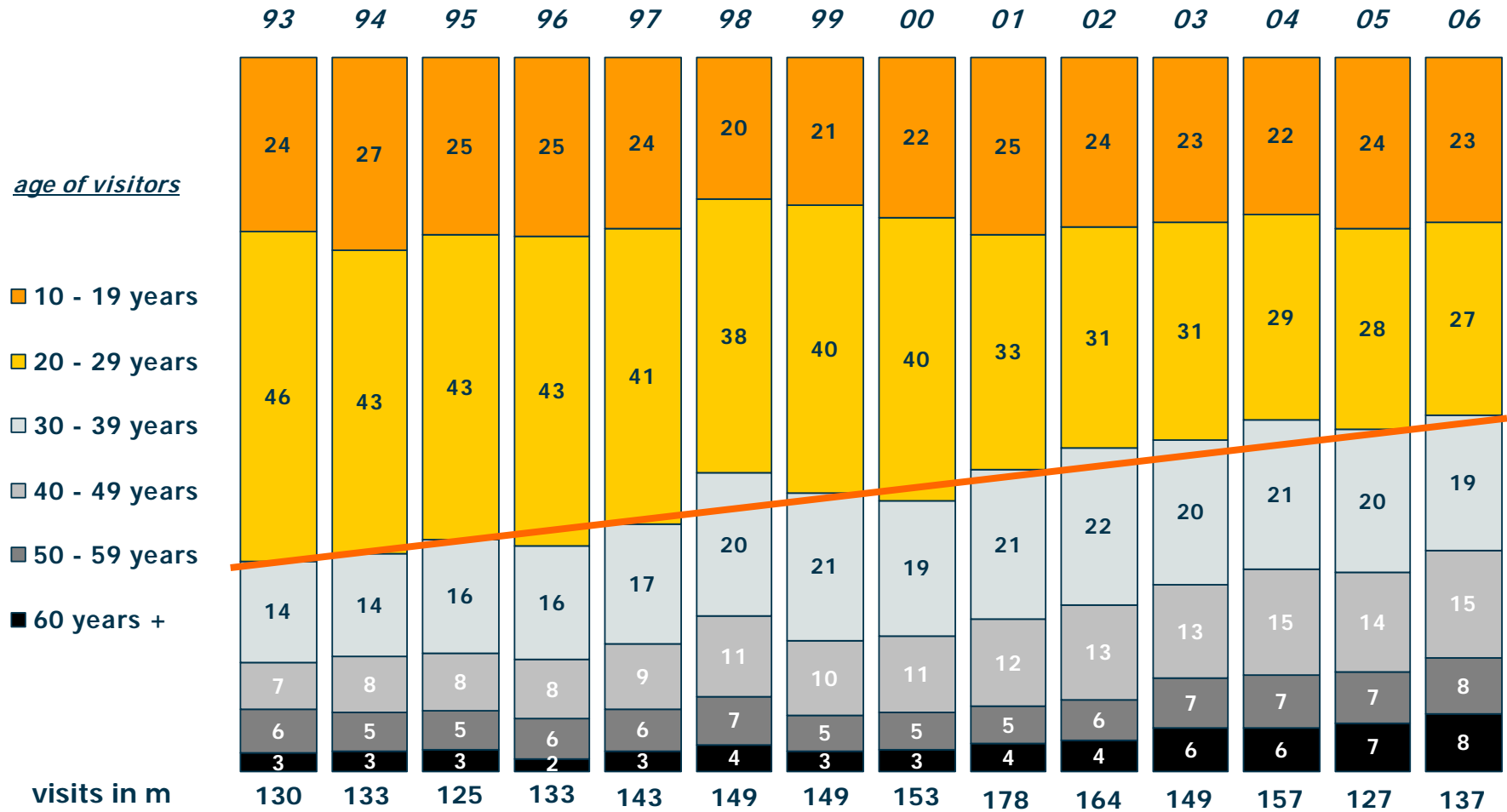
Basis: visits (in %)



A balanced picture of the cinemagoer structure with a slight tendency to female visitors

# Age of visitors

Basis: visits (in %)



**Clear increase of the older visitor groups**

# Gain and loss

Basis: visits

*Change 2005 vs. 2006*

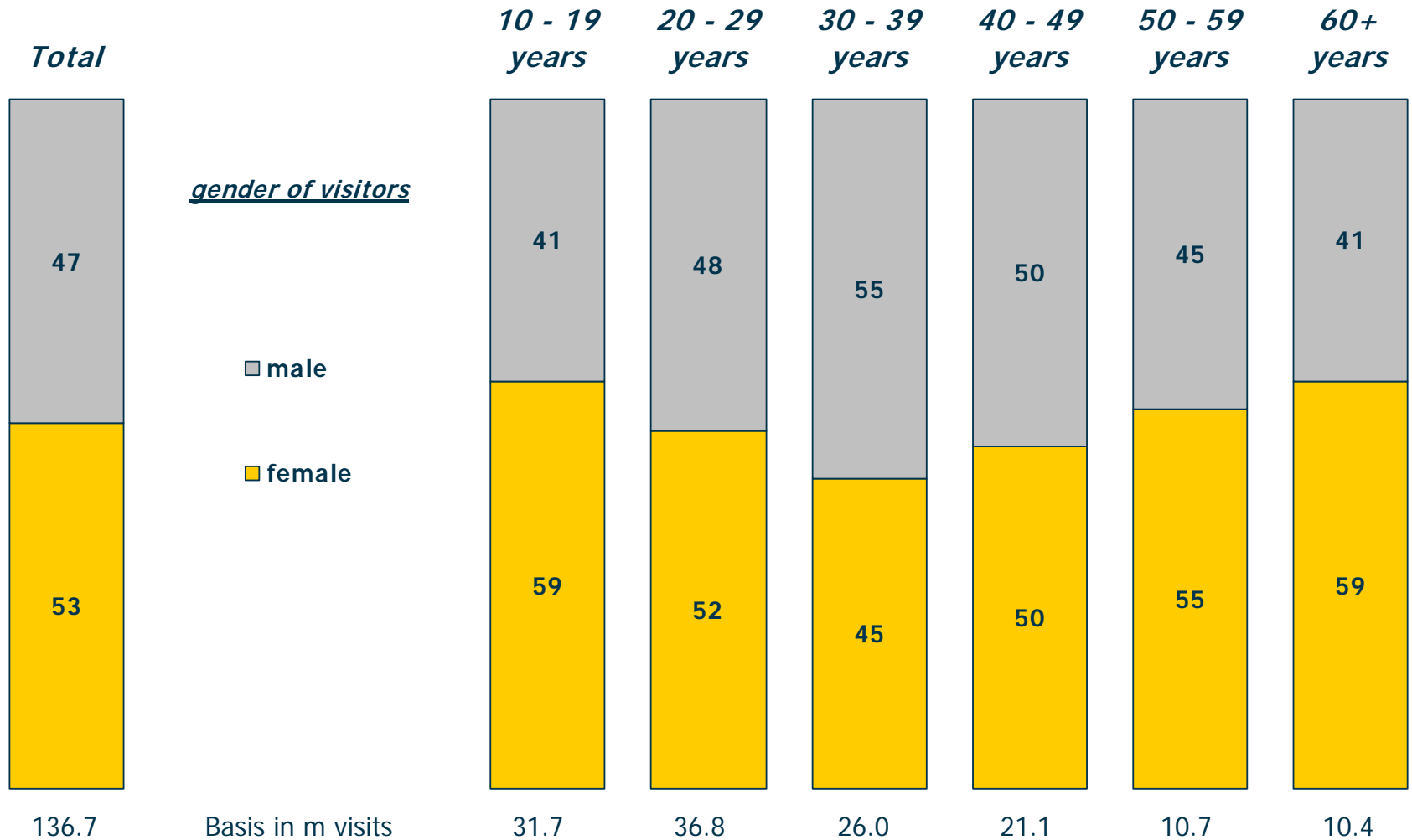
*m visits*  
2005      2006

	Change 2005 vs. 2006	2005	2006
Total	7%	127.3	136.7
male	3%	62.4	64.3
female	12%	64.9	72.4
10 - 19 years	4%	30.6	31.7
20 - 29 years	3%	35.6	36.8
30 - 39 years	2%	25.5	26.0
40 - 49 years	19%	17.8	21.1
50 - 59 years	18%	9.1	10.7
60 years +	20%	8.7	10.4

# Analysis of the age - 2006

## by age and gender of visitors

Basis: visits (in %)

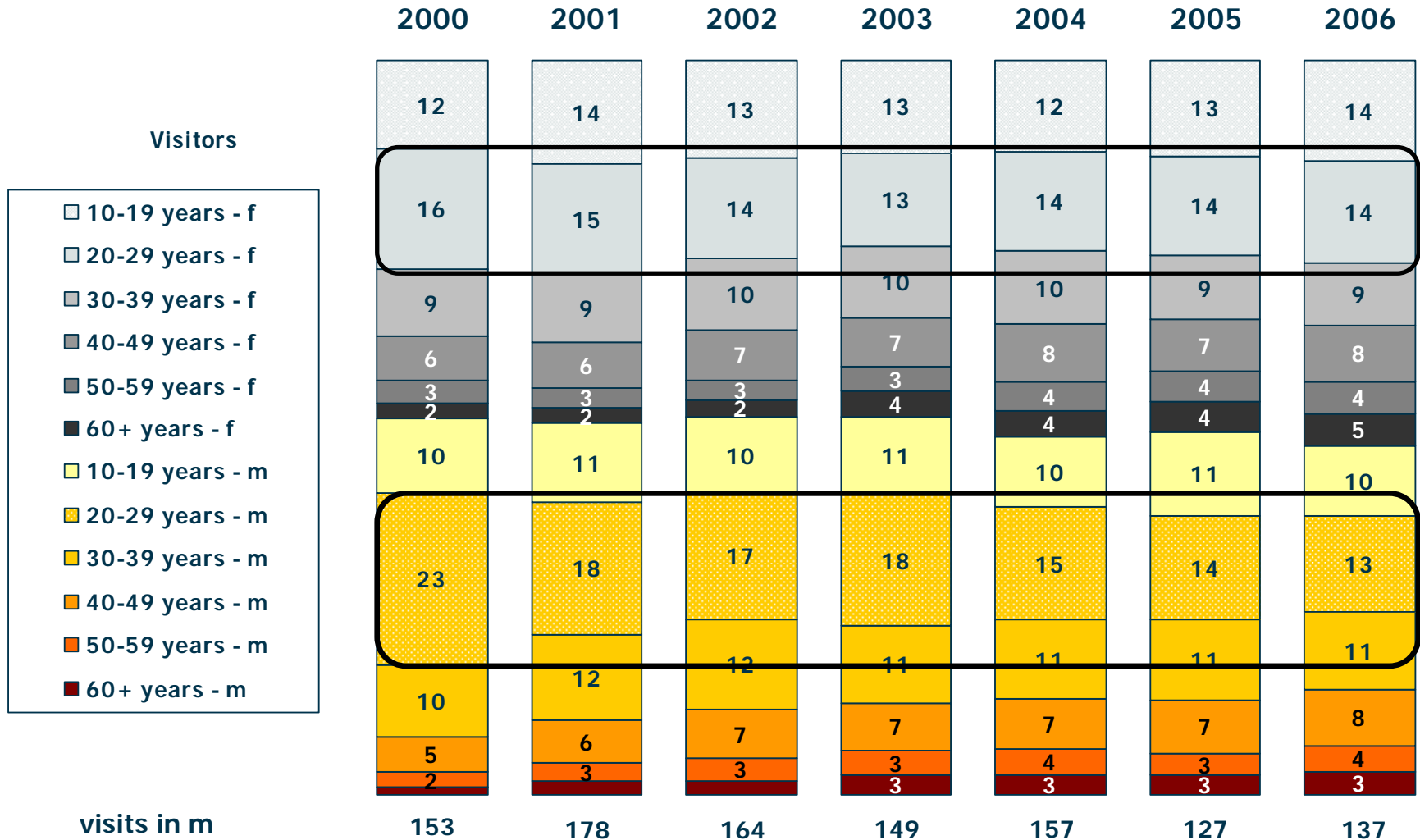




# Analysis of the age - 2000 until 2006

## by age and gender of visitors

Basis: visits (in %)



# Development of the visitor age

*by number of visitors based on GfK-Panel*

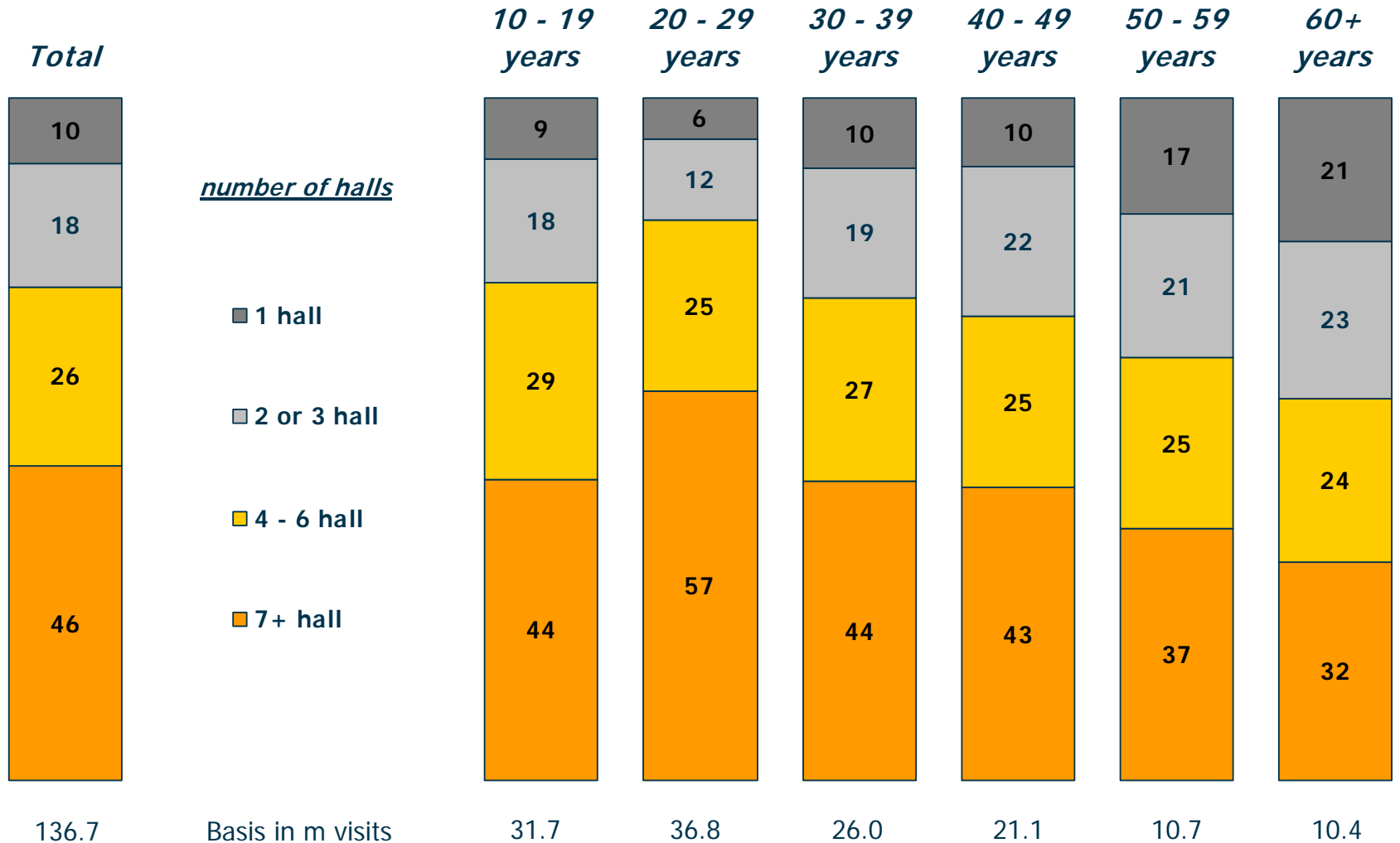
Basis: visits (in m)

	1997	2006	2015*	2015 vs. 2006 in %
10 - 19 years	33	31	28	-10
20 - 29 years	60	36	37	2
30 - 39 years	24	26	23	-10
40 - 49 years	13	21	18	-13
50 years +	12	21	24	16
<b>Total</b>	<b>142</b>	<b>135</b>	<b>130</b>	<b>-3</b>

\* Projection based on the expected population development (sources: Federal Statistical Office)

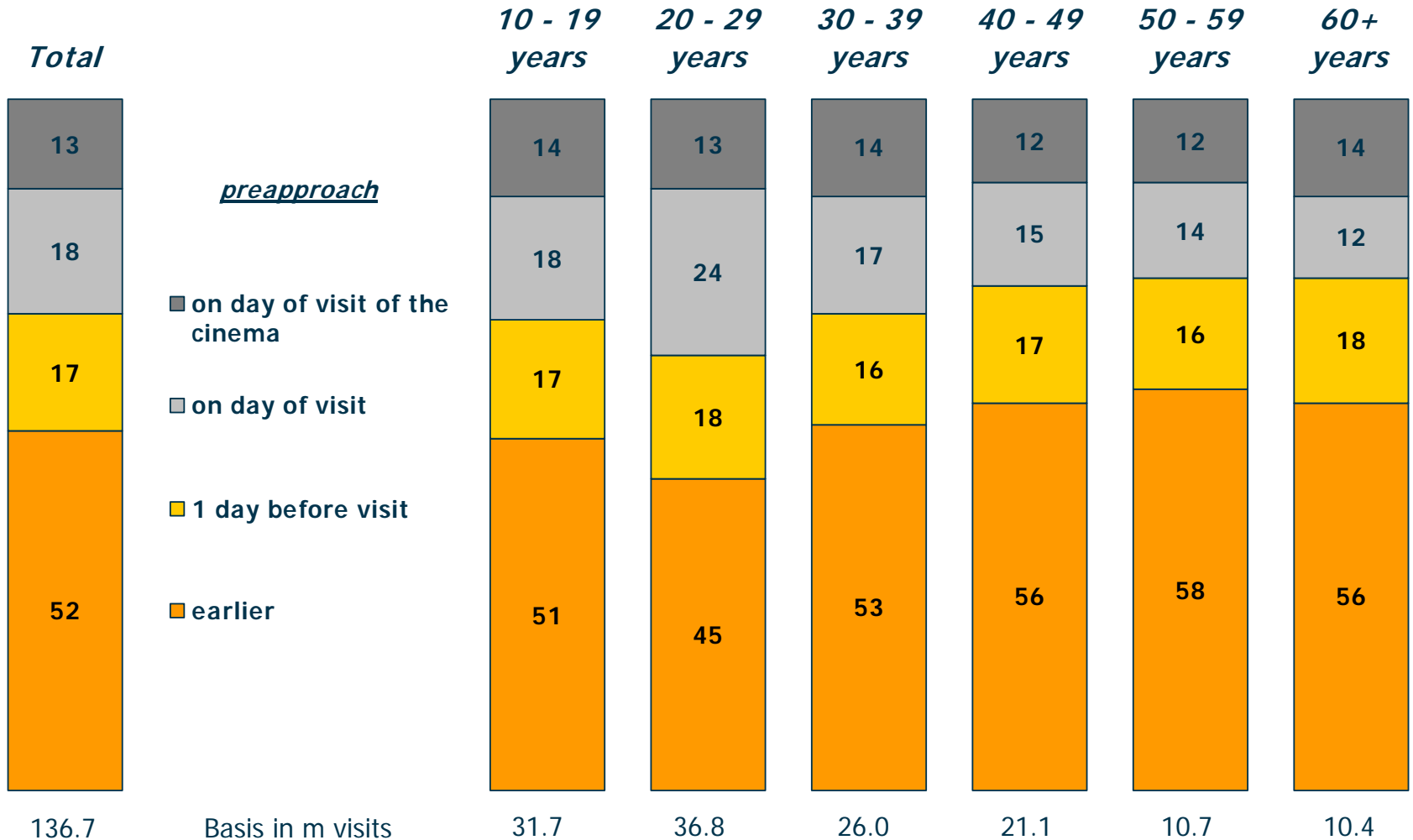
# Analysis of the age by number of halls

Basis: visits (in %)



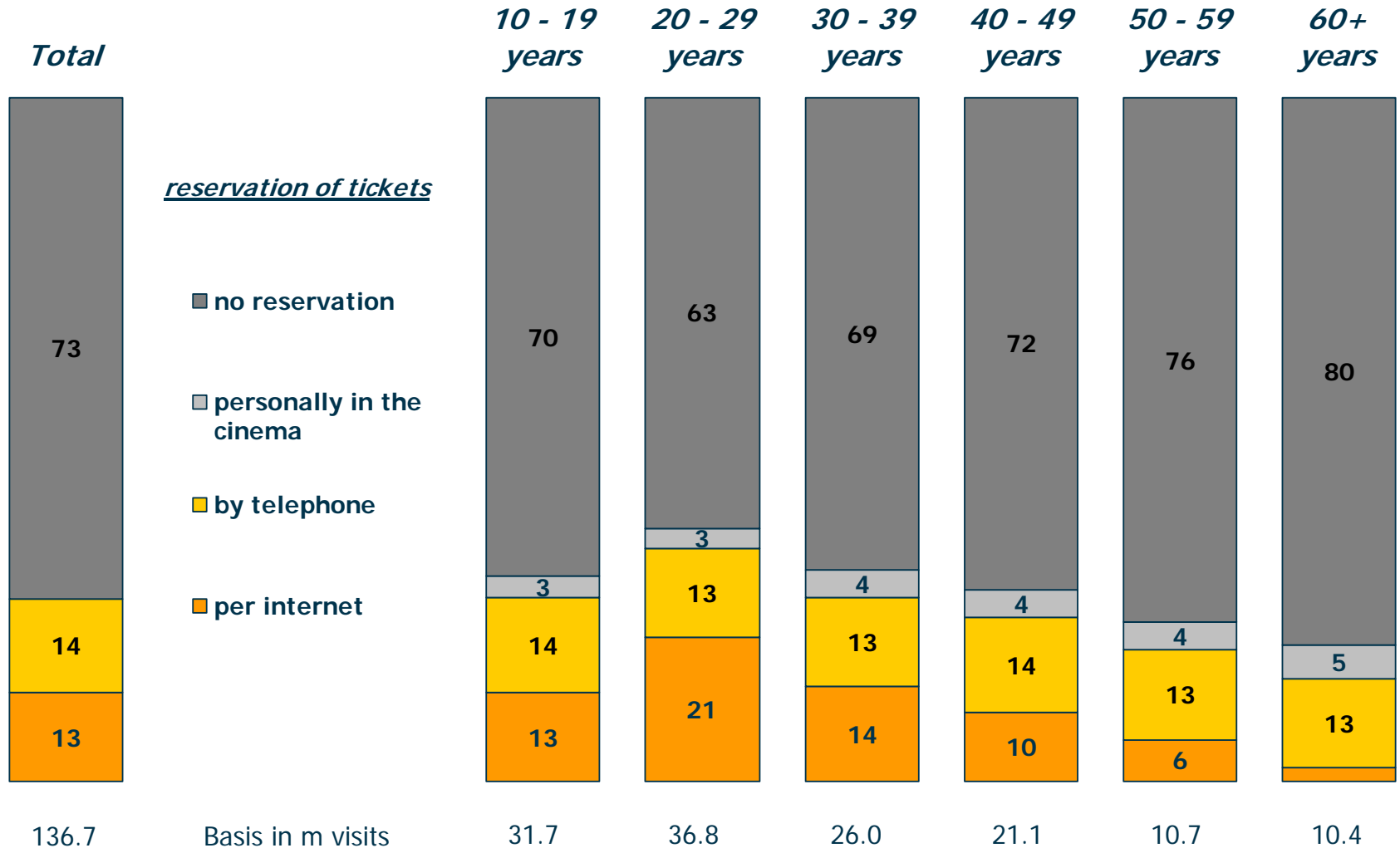
# Analysis of the age by planning of the cinema visit

Basis: visits (in %)



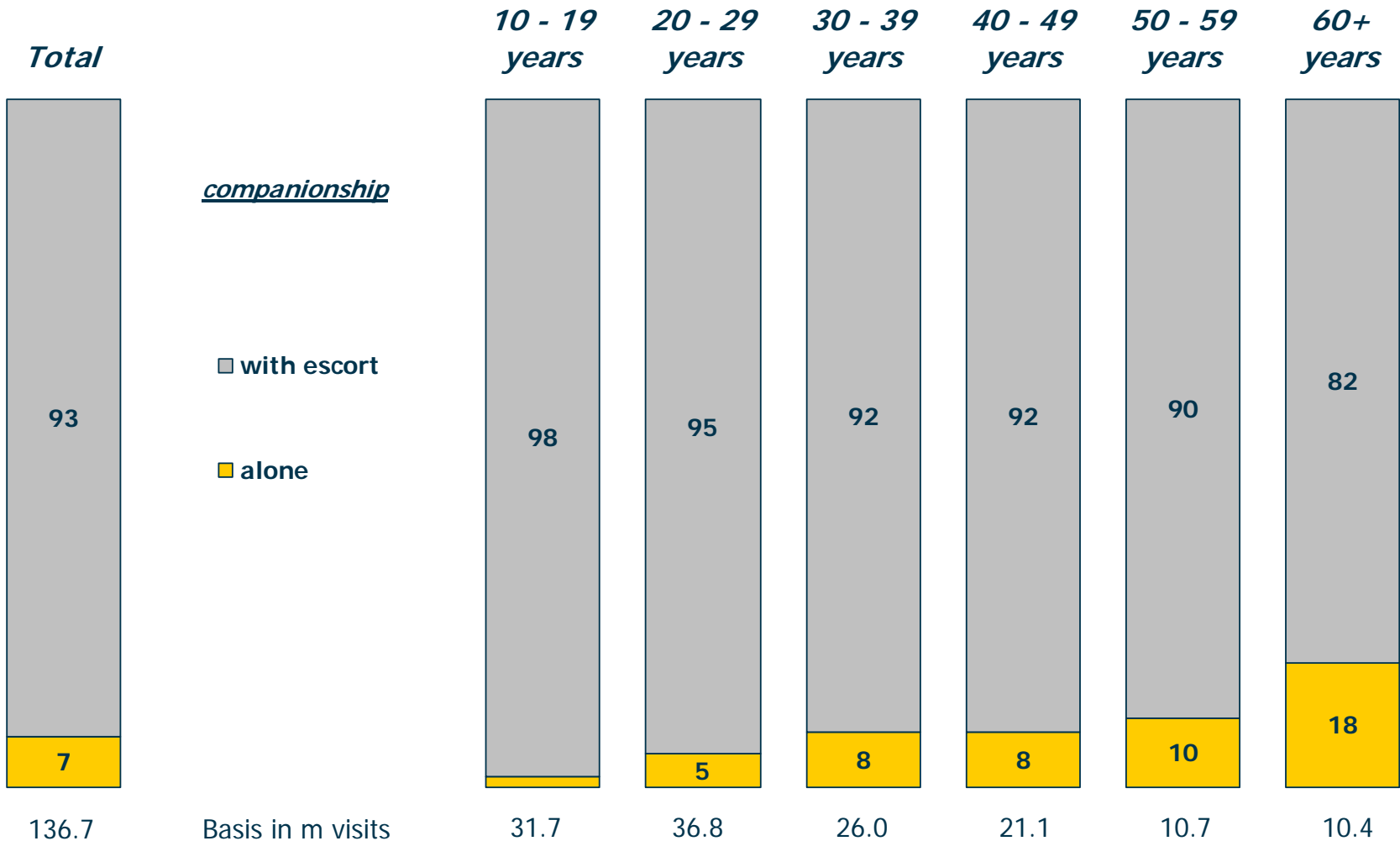
# Analysis of the age by reservation of tickets

Basis: visits (in %)

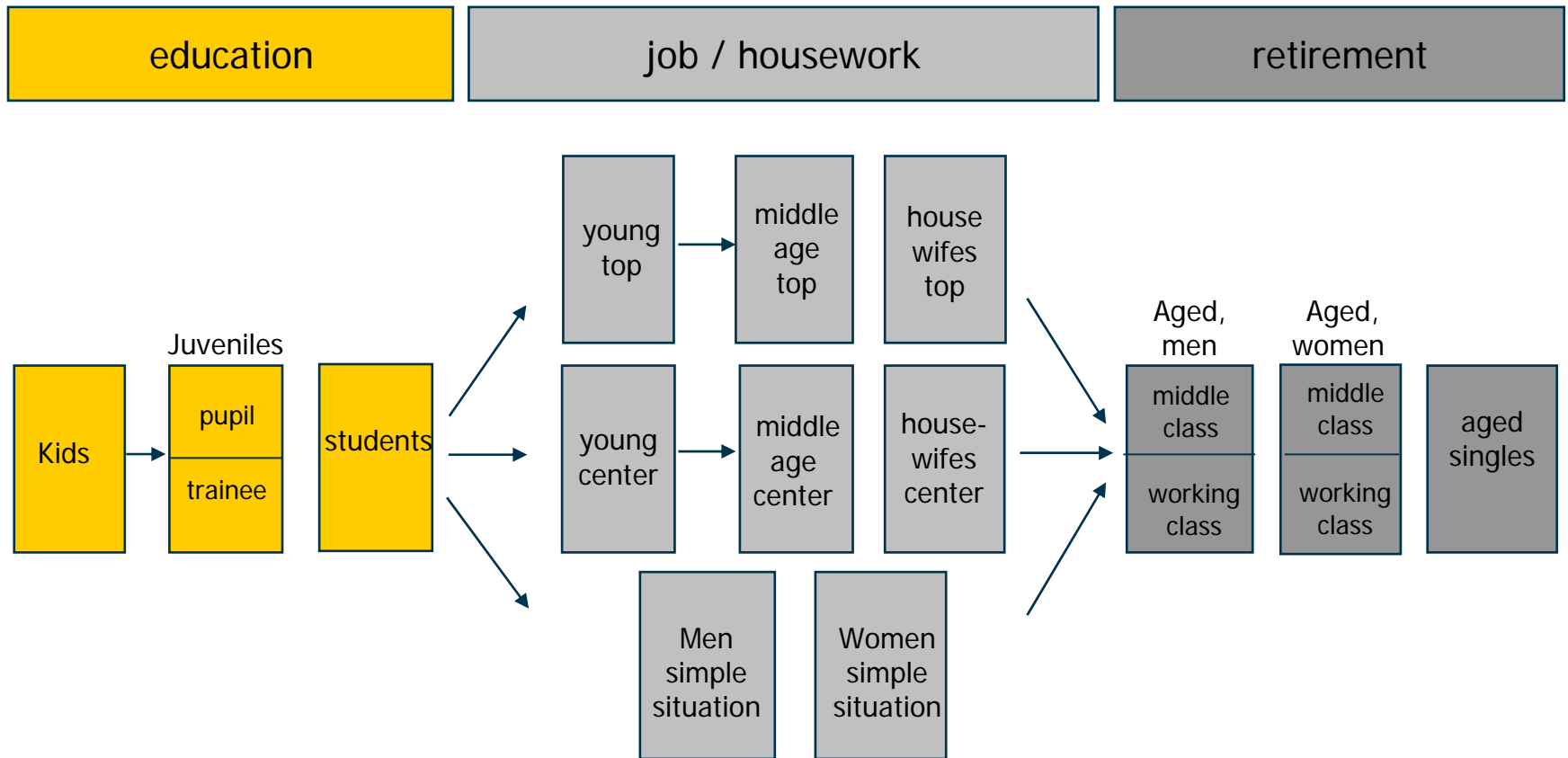


# Analysis of the age by companionship

Basis: visits (in %)

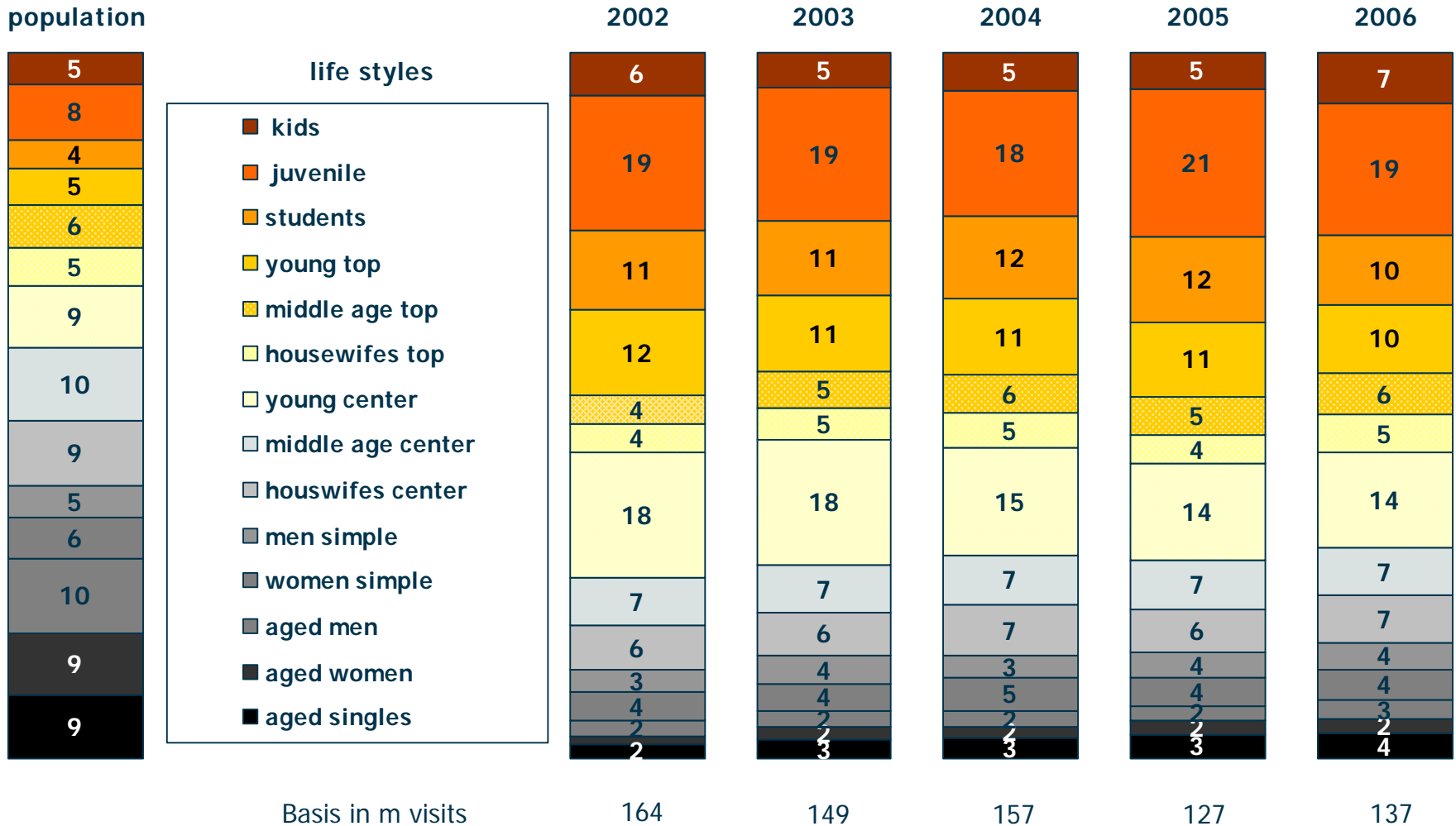


# Biographical life styles



# Biographical life styles *visit to the cinema*

Basis: visits (in %)

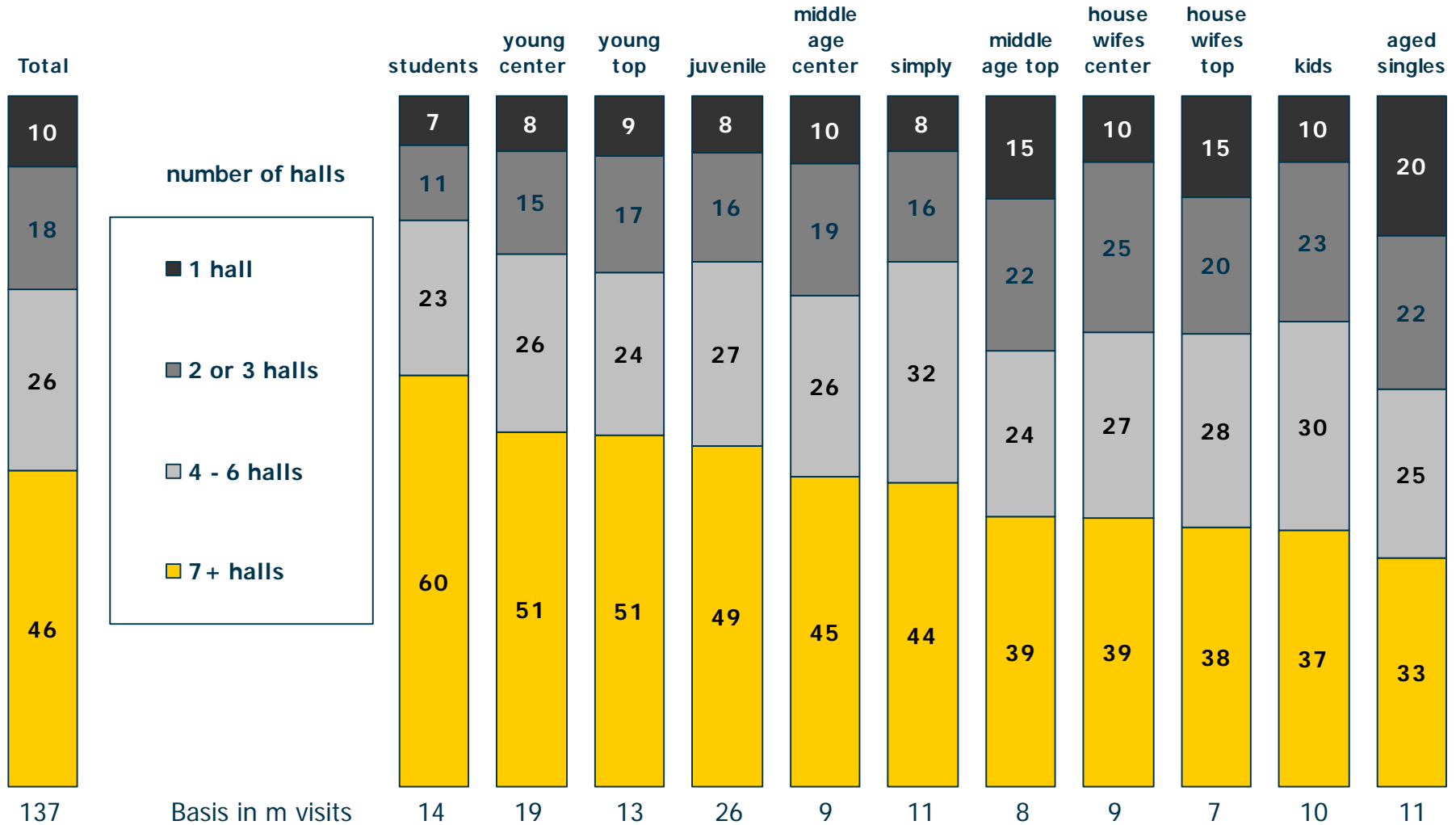




# Biographical life styles

## by number of halls

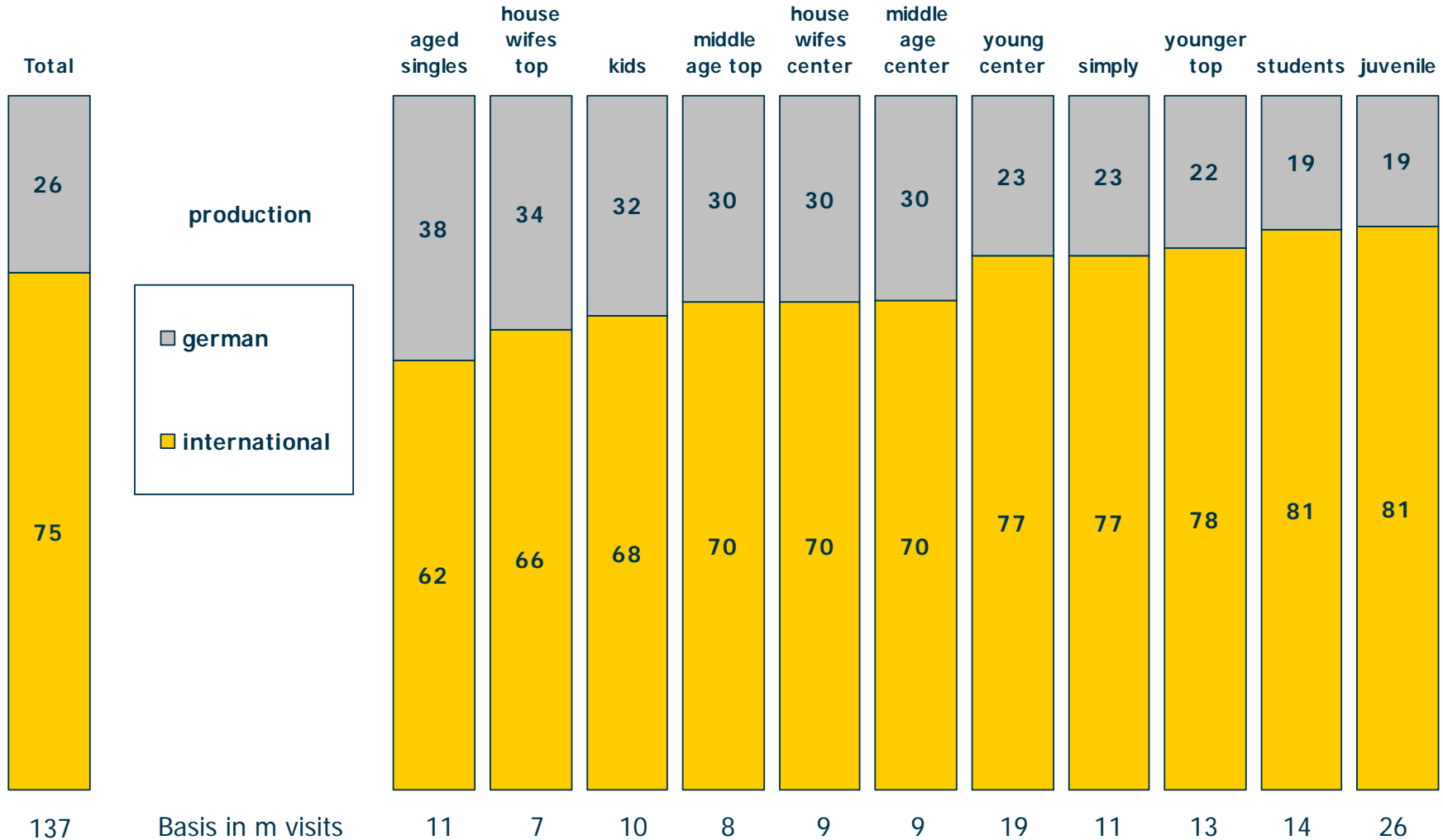
Basis: visits (in %)



# Biographical life styles

## *German vs. international production*

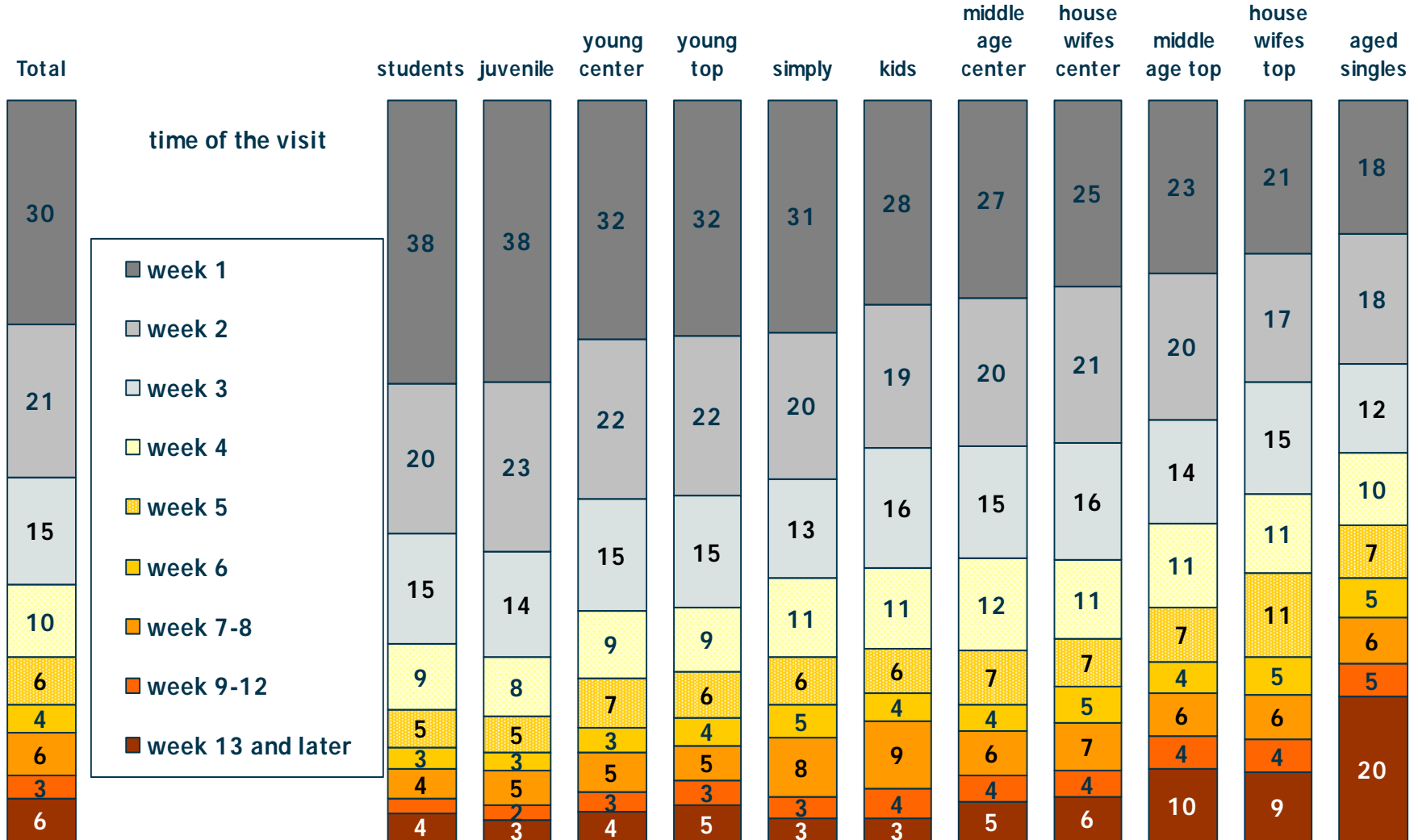
Basis: visits (in %)



# Biographical life styles

## *time of the visit*

Basis: visits (in %)



## Key Facts to the cinemagoer

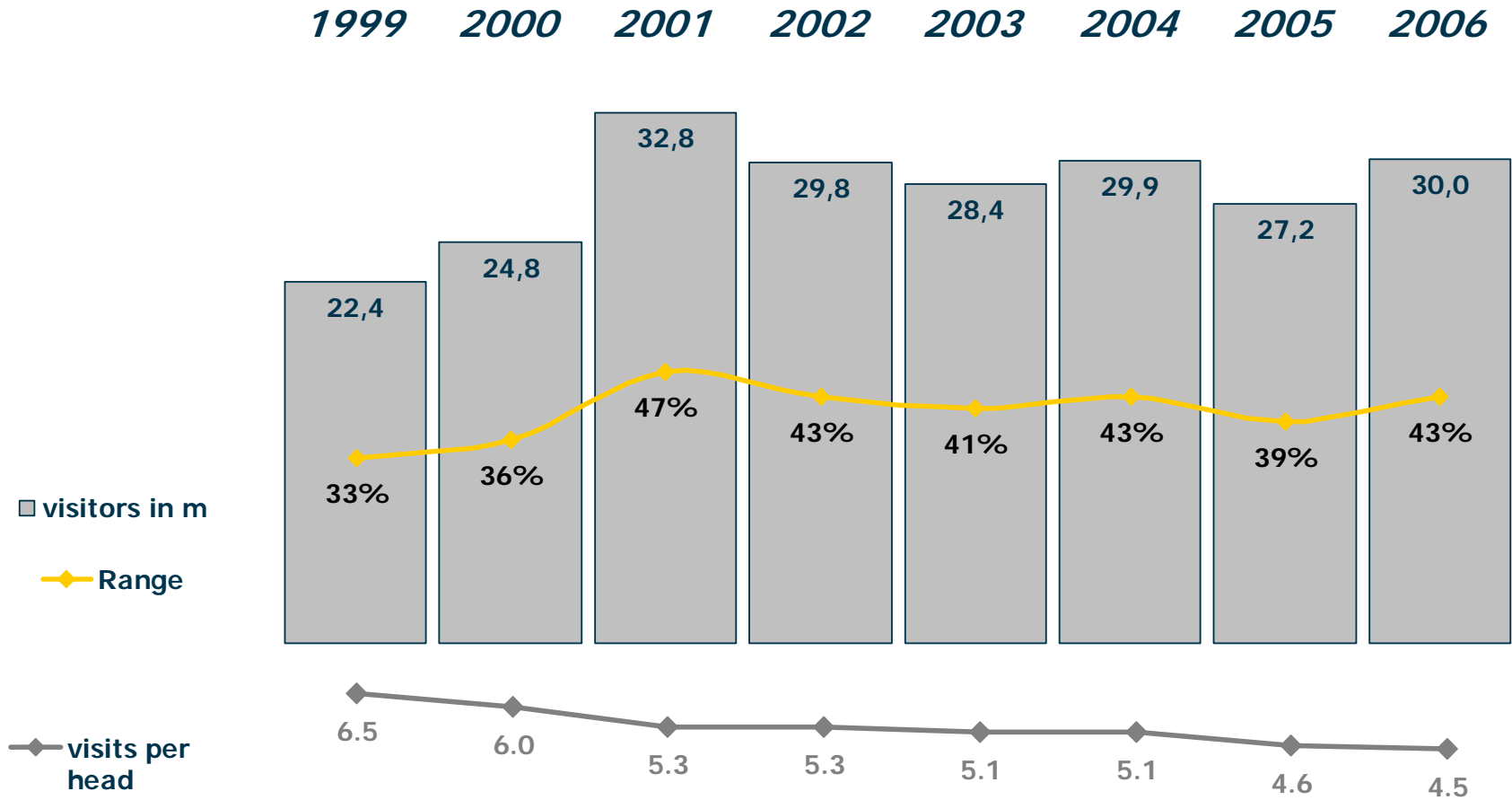
### *socio-demographic and cinema specific facts*

- **Almost one fifth of the cinemagoers are teenagers.**
- **The share of older cinemagoers further rose in 2006. Therewith the trend of the past years continued.**
- **The relation of the gender still remains balanced with an easy tendency towards female cinemagoers (53 percent).**
- **Only in the age group 30 - 39 years men visited cinemas more frequently than women. On the other hand women prefer cinema visits in the age groups 10-19 years and 60+ (59 percent visitor share per age group).**
- **Ten years ago the younger age groups more frequently visited cinemas than today. In the year 2006, only 60 percent of the visitor level of 1997 was reached.**
- **The younger age groups more frequently use the ticket reservation. Every fifth (21 percent) of the 20 to 29 year olds makes a reservation via the Internet.**

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# Development of ranges and visits per head 1999 until 2006

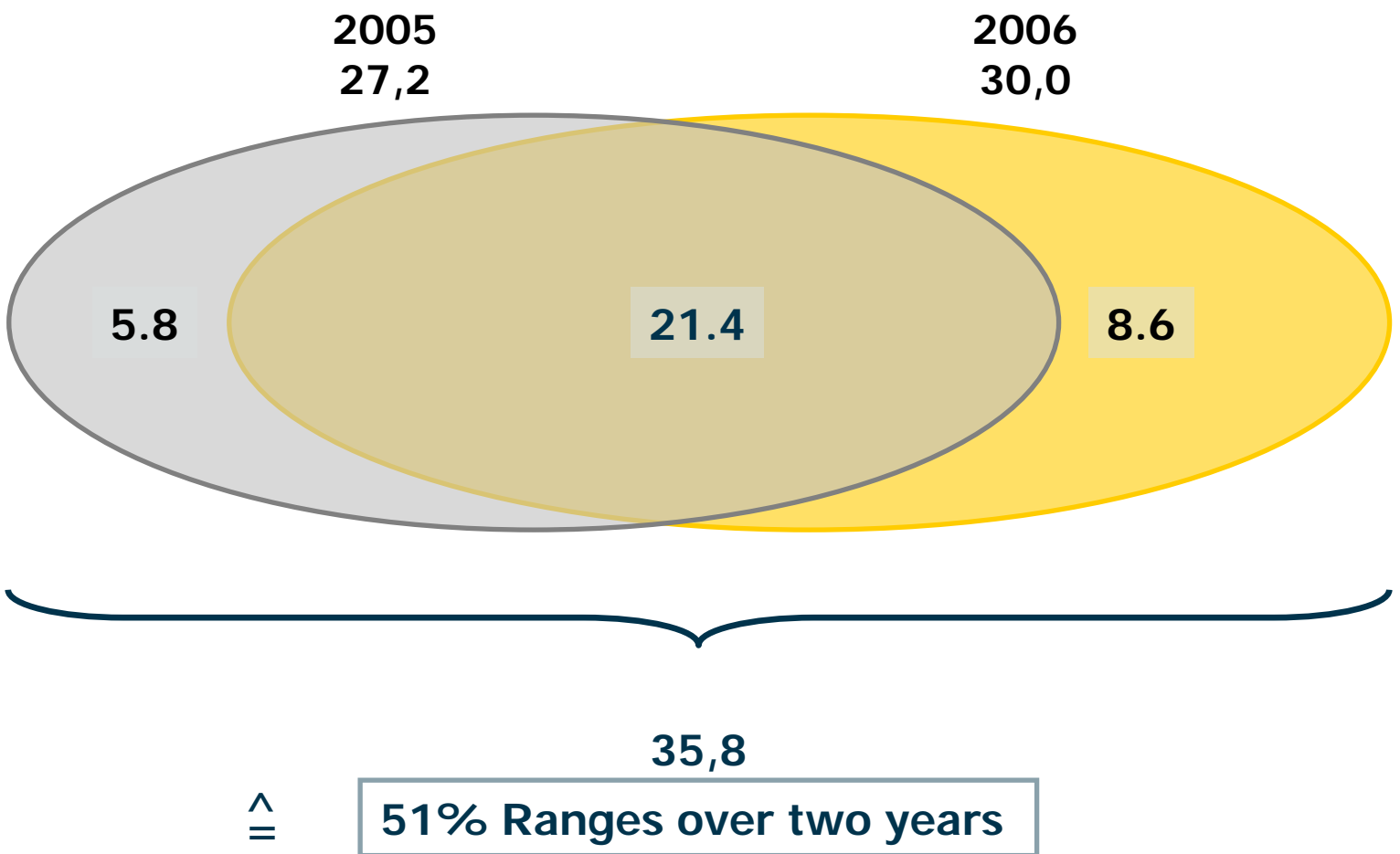


The visitor range is again situated in the upper level and only lies under the record year 2001.

# Visitor migration

*Cinema 2005 to 2006*

Basis: visitors in m



# Visitor migration

## *Profile of the immigrants*

**Consumers, who went at least once to the cinema in the year 2006,  
but not in the previous year...**

... are significantly often to be found in the following demographic groups:

- households with kids
- multi-person household
- aged target groups (40+) and young kids (10-15 years)
- women
- rural regions (up to 20.000 inhabitants)

... distinguish themselves through the following visitor behaviour:

- they above-averagely see thrillers, mysteries, documentations and child films
- they rather go into smaller and middle-sized cinemas (2-6 halls)
- they more often use the weekend
- they plan the cinema visit long-term
- their attention is above-averagely drawn by advertising and reports (television, print) and recommendations
- they are rather price insensitive (Ø price lies 25 cent above that of loyal visitors and they spend more for concession)
- The reason for visit was mainly the wish of the escort and the film being a hot topic



# Visitor migration

## TOP-titles 2006

Basis: visits (in %)

loyal cinemagoer	visitor share
------------------	---------------

Ice Age II	5.7%
Fluch der Karibik II	5.7%
The Da Vinci Code	4.9%
Das Parfum	4.6%
Casino Royale	3.7%
Deutschland - Ein Sommermärchen	2.6%
Ab durch die Hecke	2.2%
Der Teufel trägt Prada	2.1%
7 Zwerge II	2.0%
X-Men - Der letzte Widerstand	1.6%

**35.1%**

cinema immigrants	visitor share
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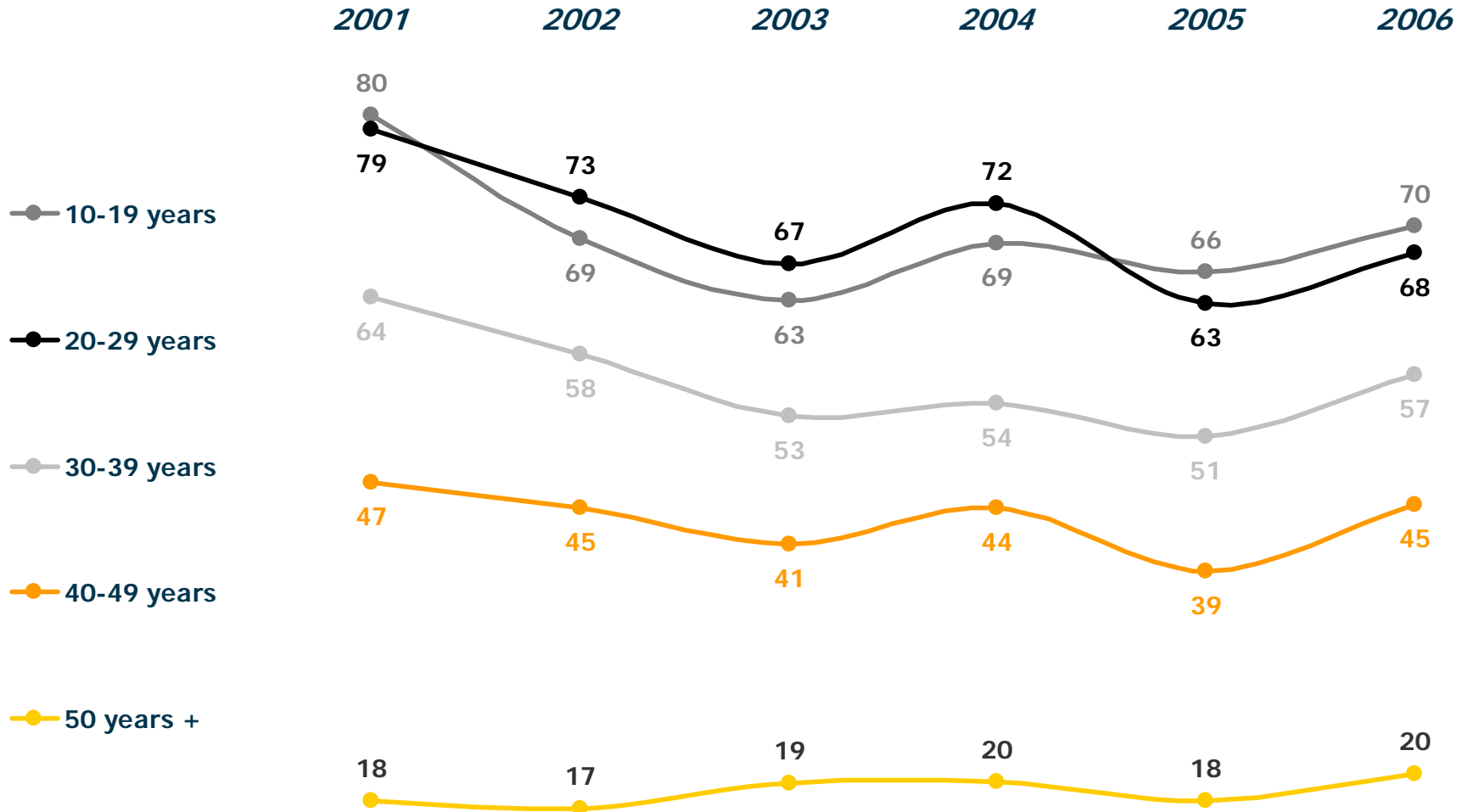
Das Parfum	7.6%
Ice Age II	6.6%
The Da Vinci Code	6.4%
Fluch der Karibik II	6.1%
Deutschland - Ein Sommermärchen	5.6%
Casino Royale	4.8%
7 Zwerge II	3.5%
Der Teufel trägt Prada	2.4%
Wer früher stirbt ist länger tot	2.2%
Die Chroniken von Narnia	2.0%

**47.2%**

# Development of visitor range

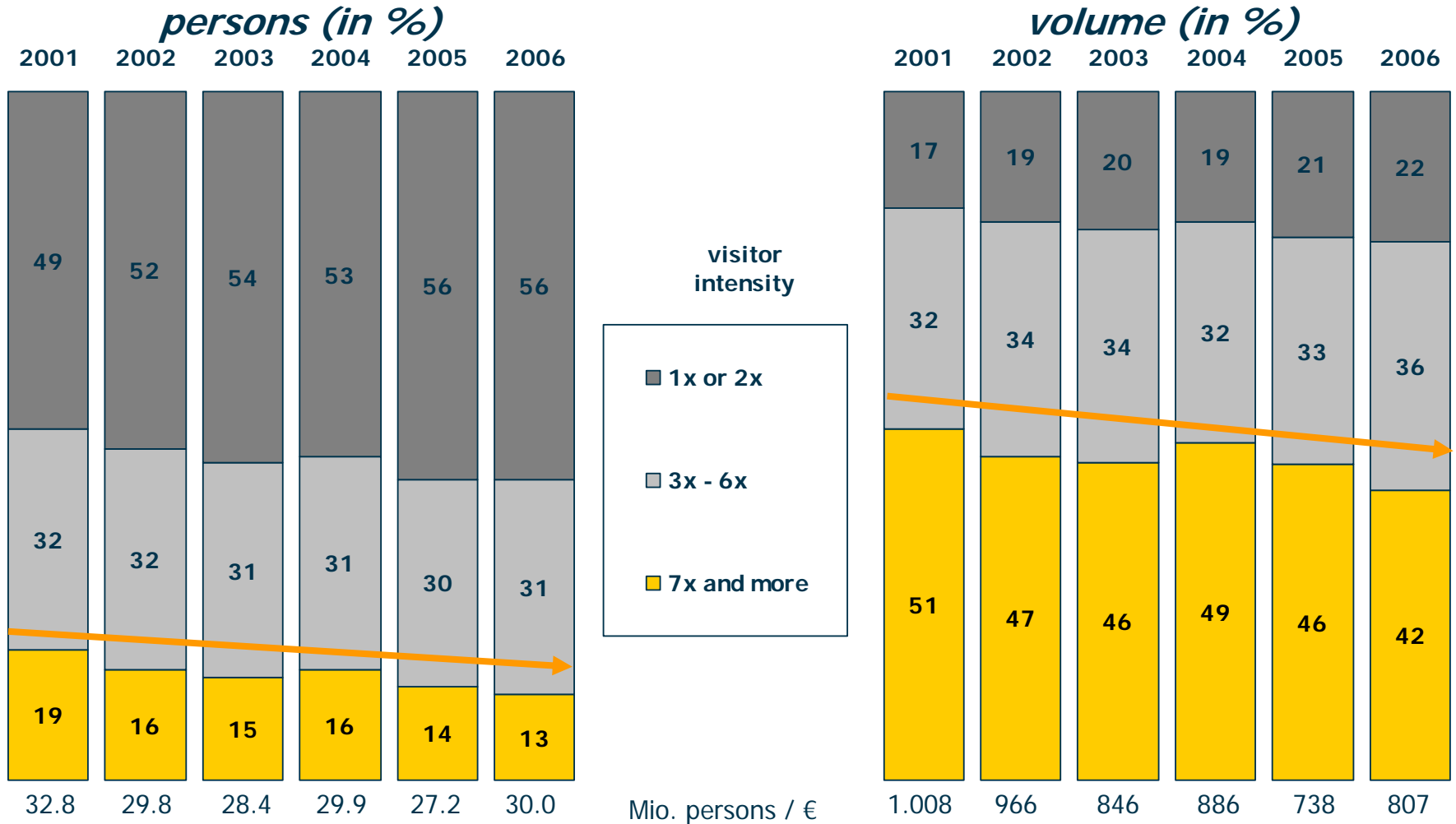
*by age groups*

Basis: visitors (in %)



# Development of intensity

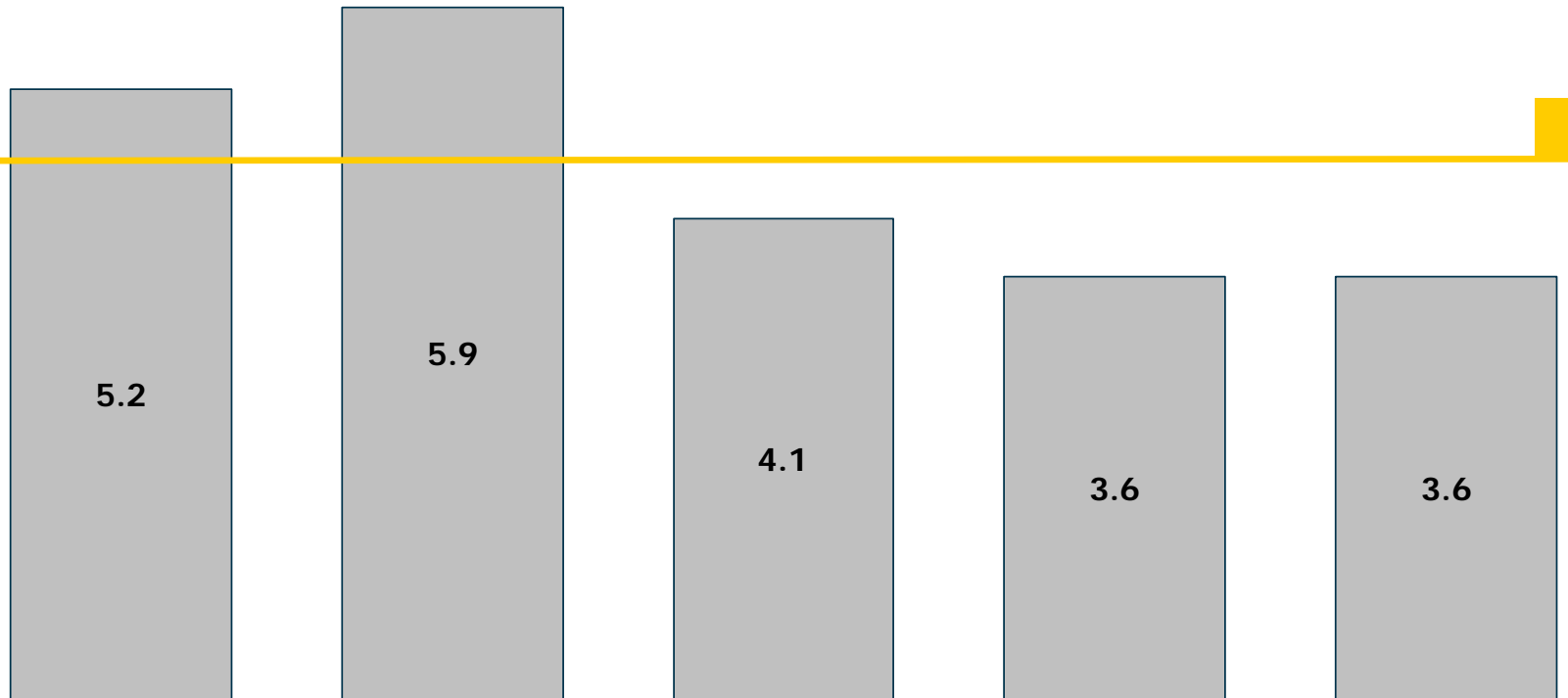
2000-2006 (visits and volume based on GfK-Panel)



**Further decrease of intensive cinemagoers**

# Average visitor intensity *cinema 2006*

*to 19 years    20 - 29 years    30 - 39 years    40 - 49 years    50 years +*



Ø 4.6

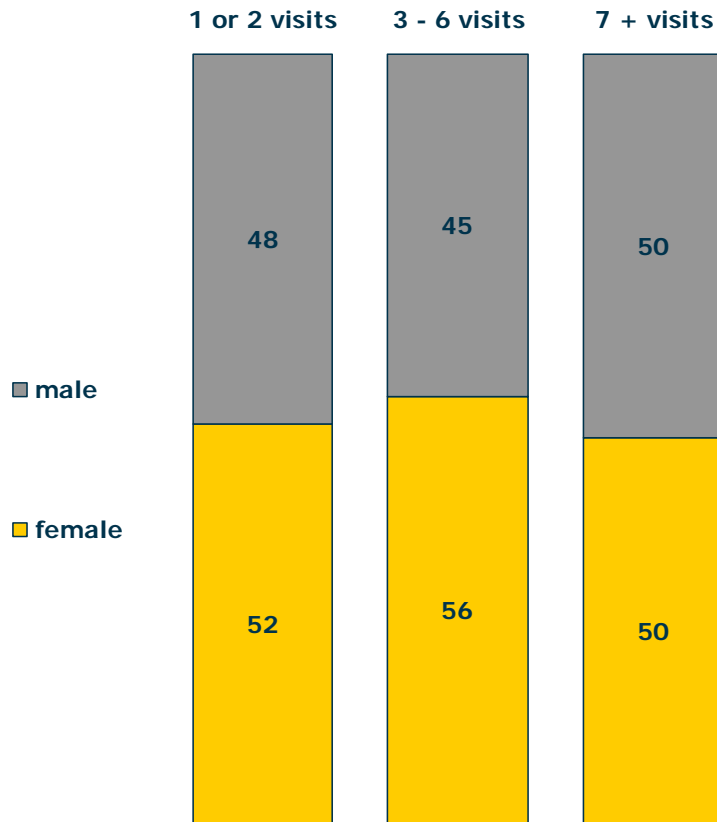
The visitor intensity clearly decreases with increasing age.

# Intensity – gender and age groups

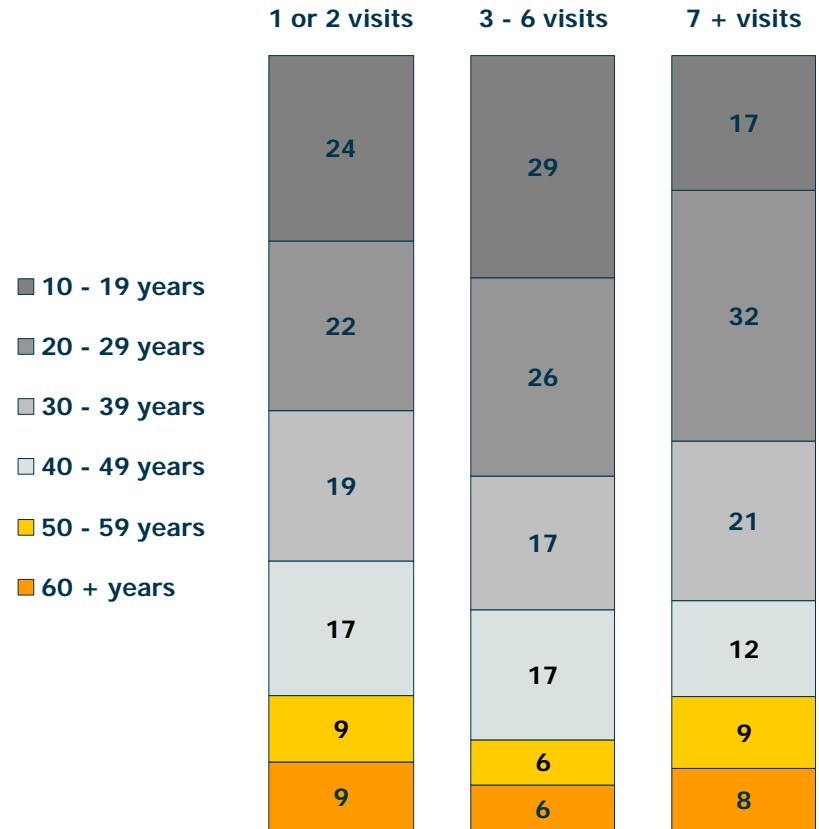
*Basis: persons (in %)*

2006

*Gender of visitors*



*Age of visitors*



## Key Facts of ranges and intensities

- With 43 percent in the last year the cinema range is parallel to 2002 and 2004 again situated in a higher level, which is only overbid in the year 2001 (47 percent).
- The ranges rose within every age group. The 30-39 year olds as well as the 40-49 years olds gained the highest increase with 6 percent each compared to the previous year.
- Averagely the cinemagoer visits the cinema 4.5 times per year.
- Since 2001 the share of so-called „intensive“ cinemagoers is still decreasing perceptibly. In 2006 the share was only 13 percent.
- Generally, the frequency of cinema visits decreases with increasing age.
- The most active cinemagoers are 20-29 years old. One third of this age group (32 percent) goes to the cinema seven times per year and more.

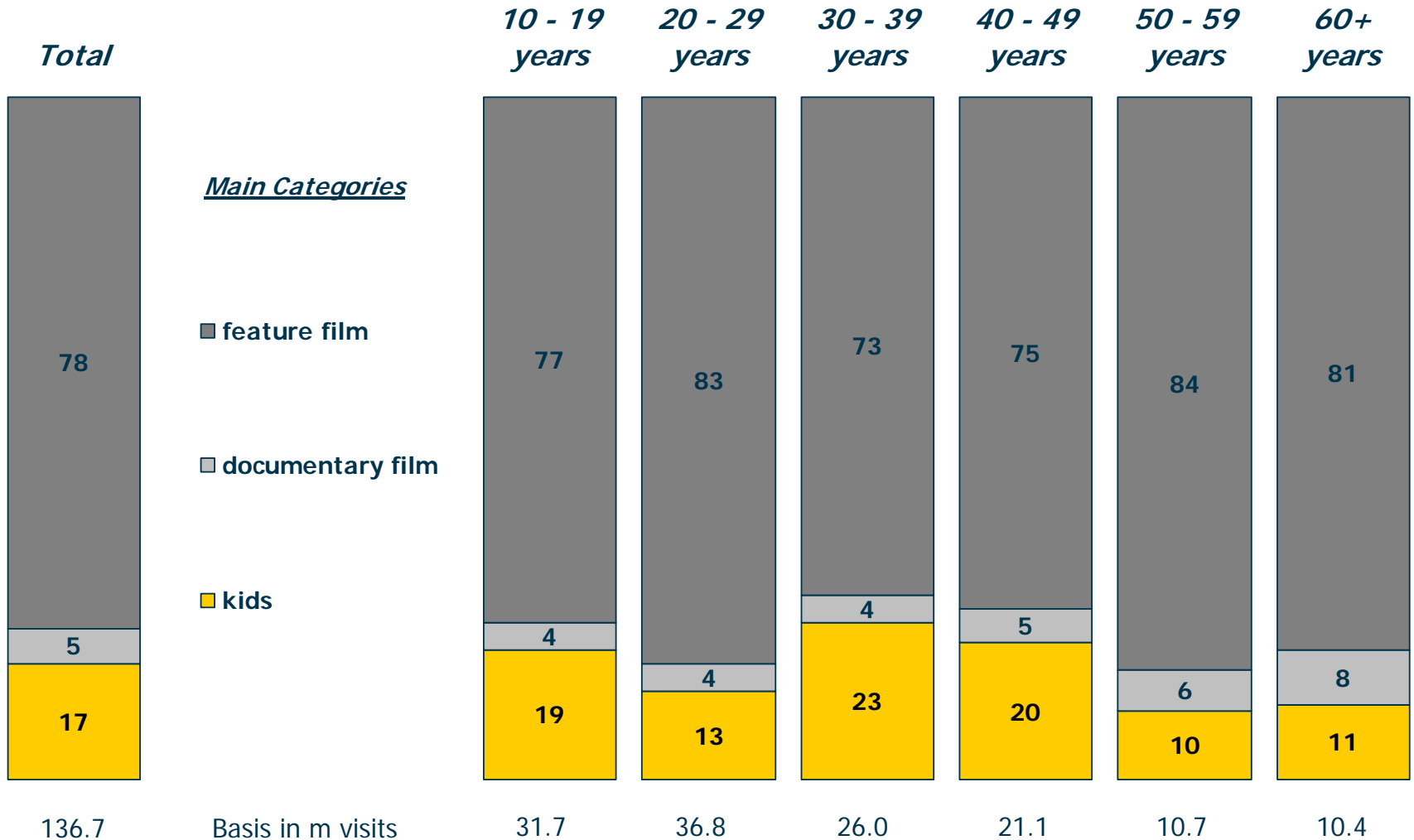
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# Analysis of age groups

*Genres: feature, documentary- and kids film*

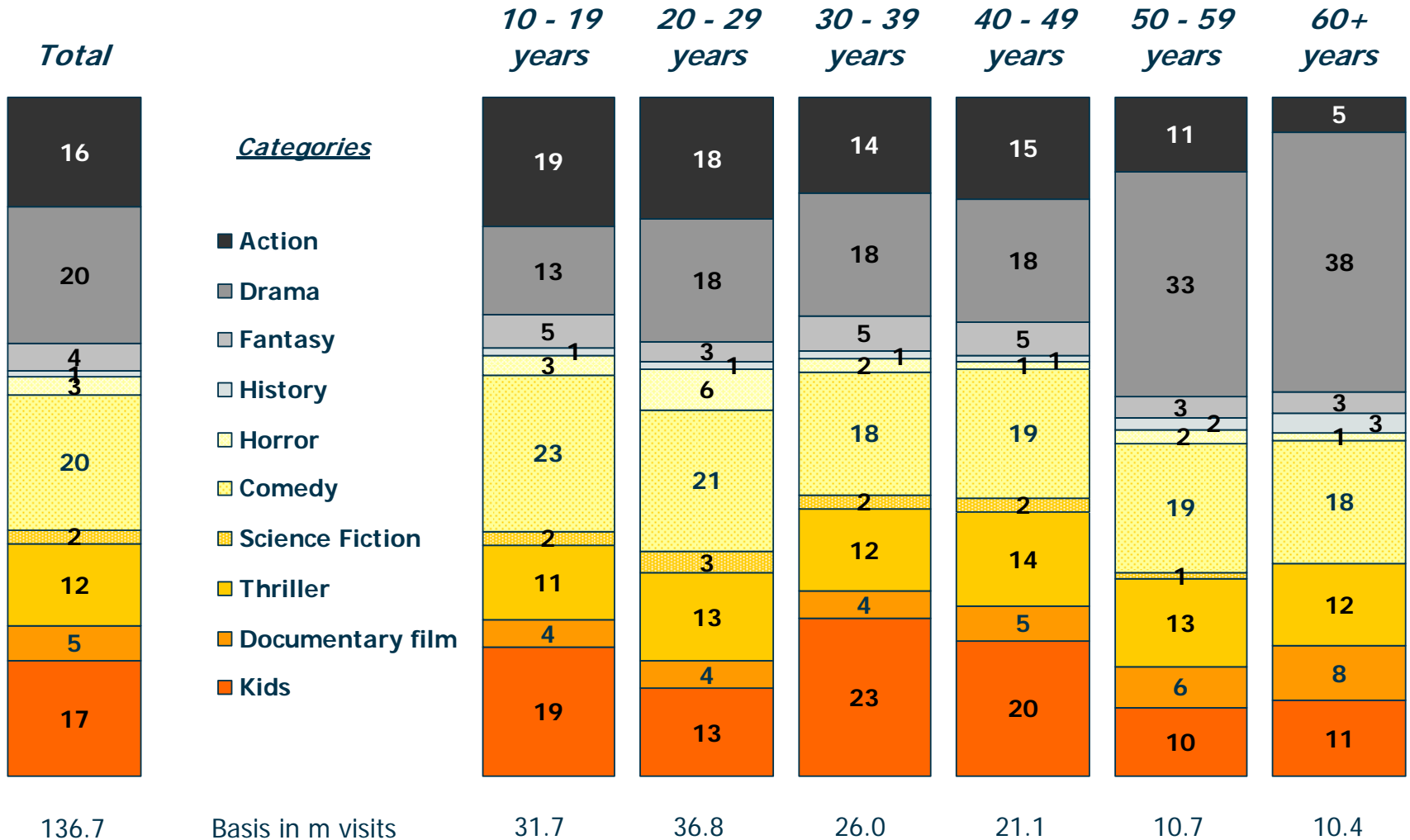
Basis: visits (in %)





# Analysis of age by categories

Basis: visits (in %)

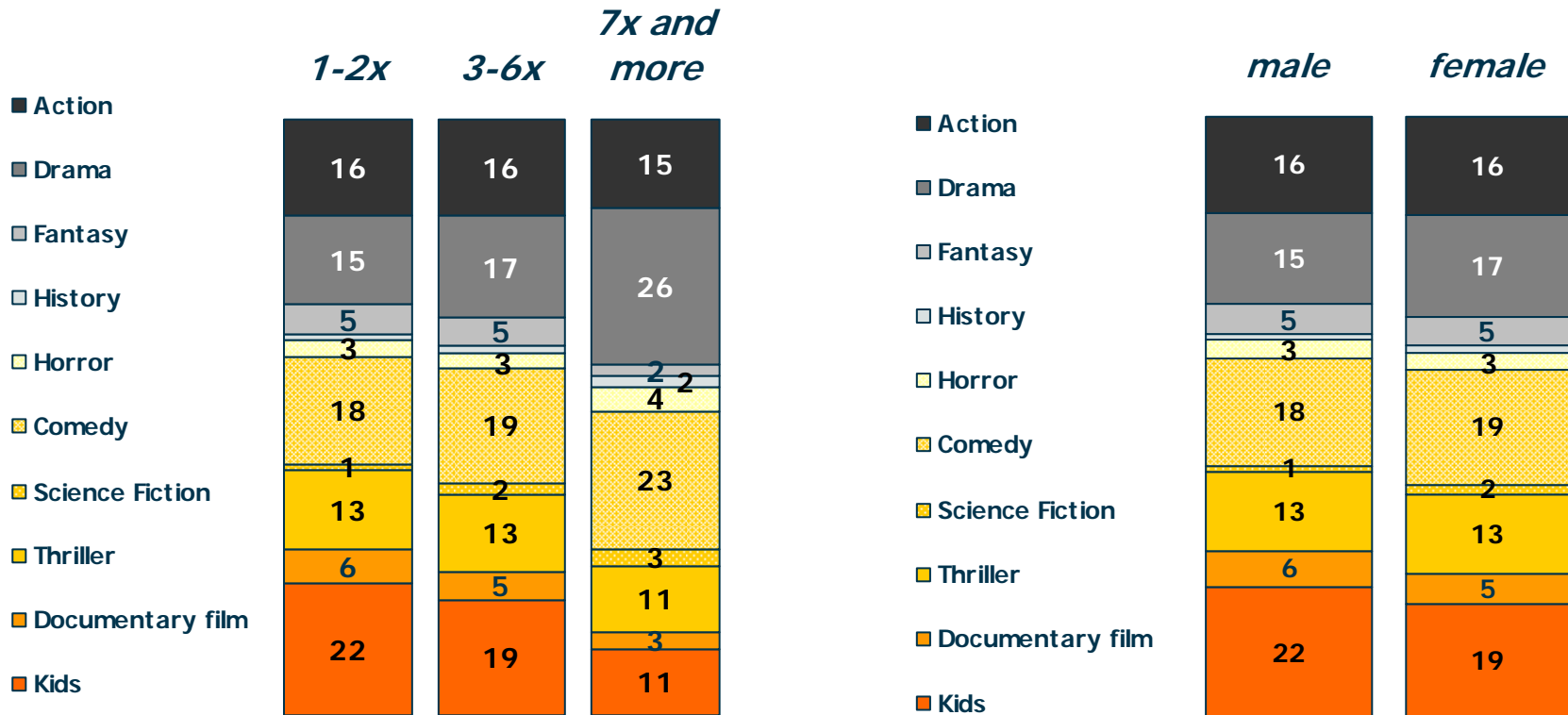


# Intensity – Categories and share of German films

*Basis: persons (in %)*

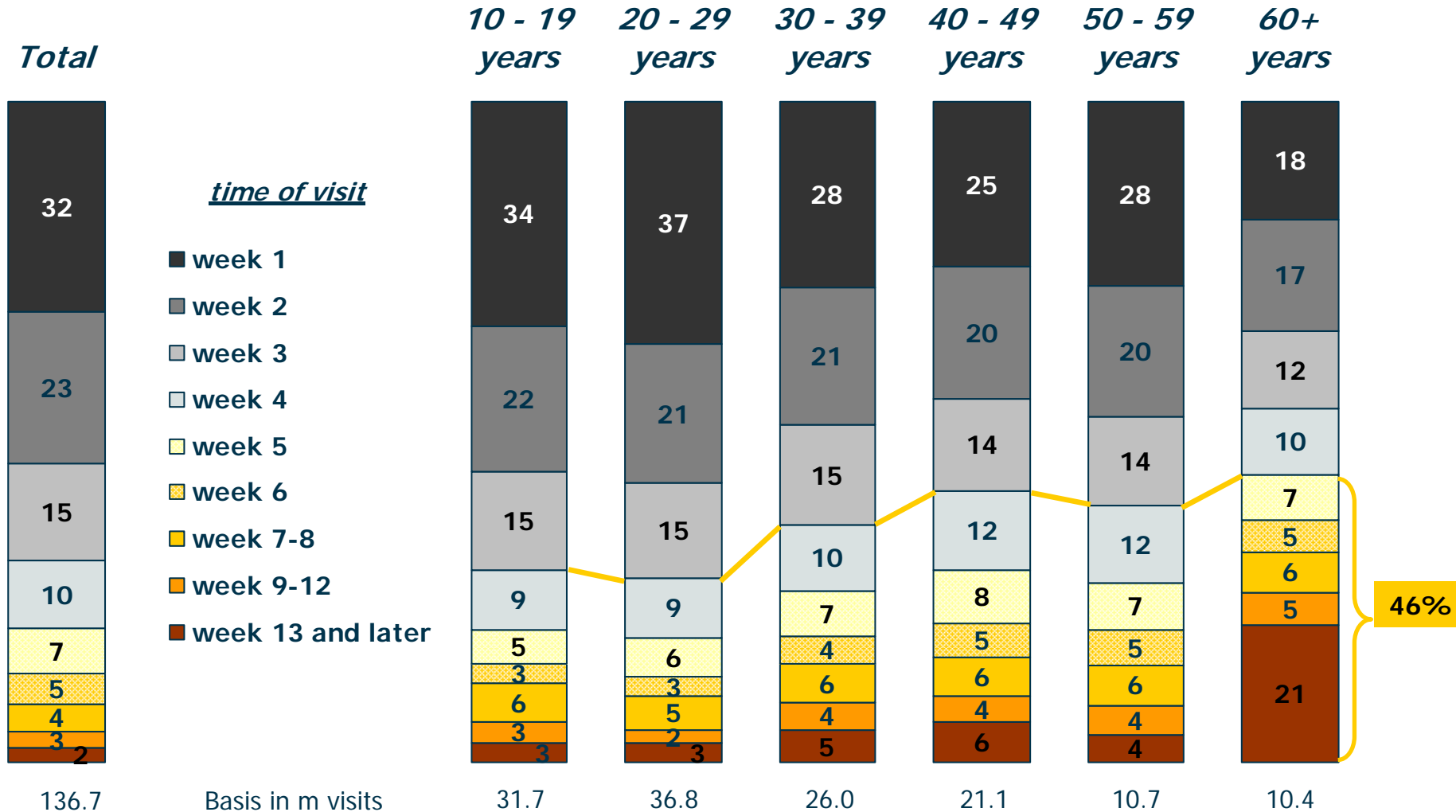
Jan-Dec 2006

## Categories



# Analysis of visitor age by time of visit

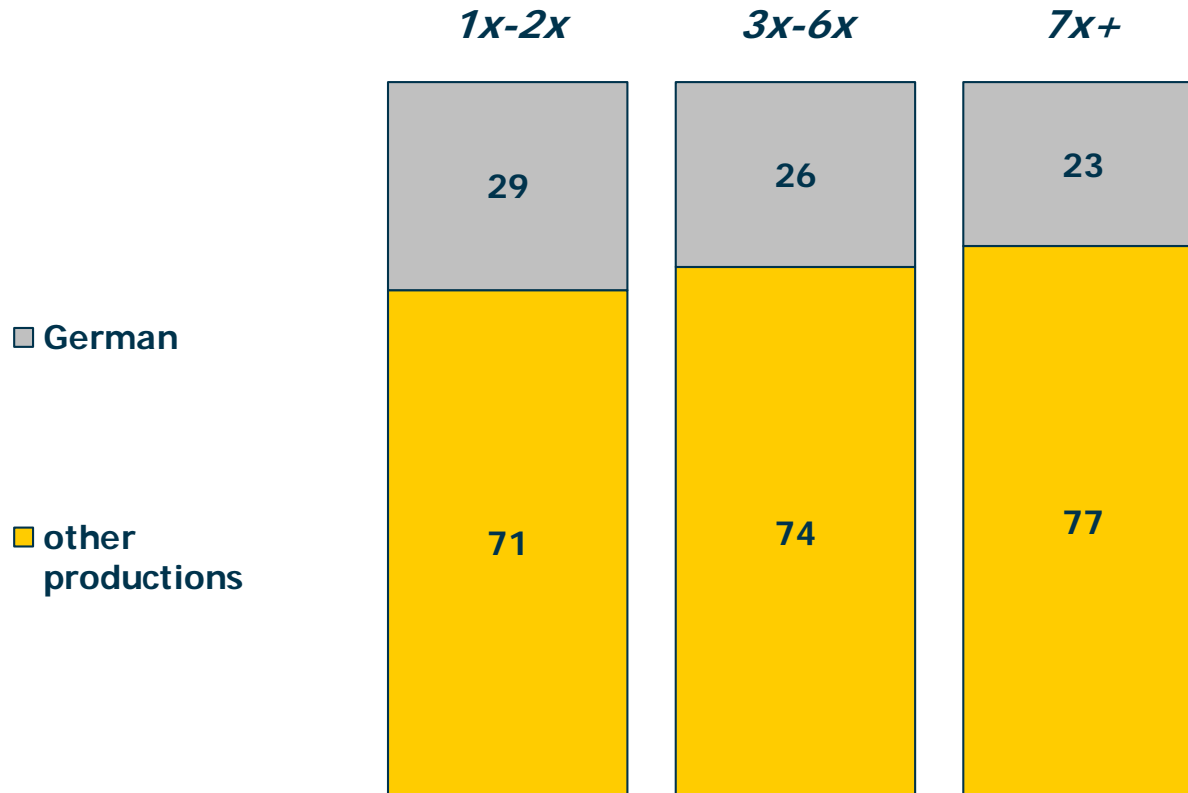
Basis: visits (in %) – year 2006



# Intensity – share of German films

*Basis: persons (in %)*

Jan-Dec 2006



# Top 10 titles

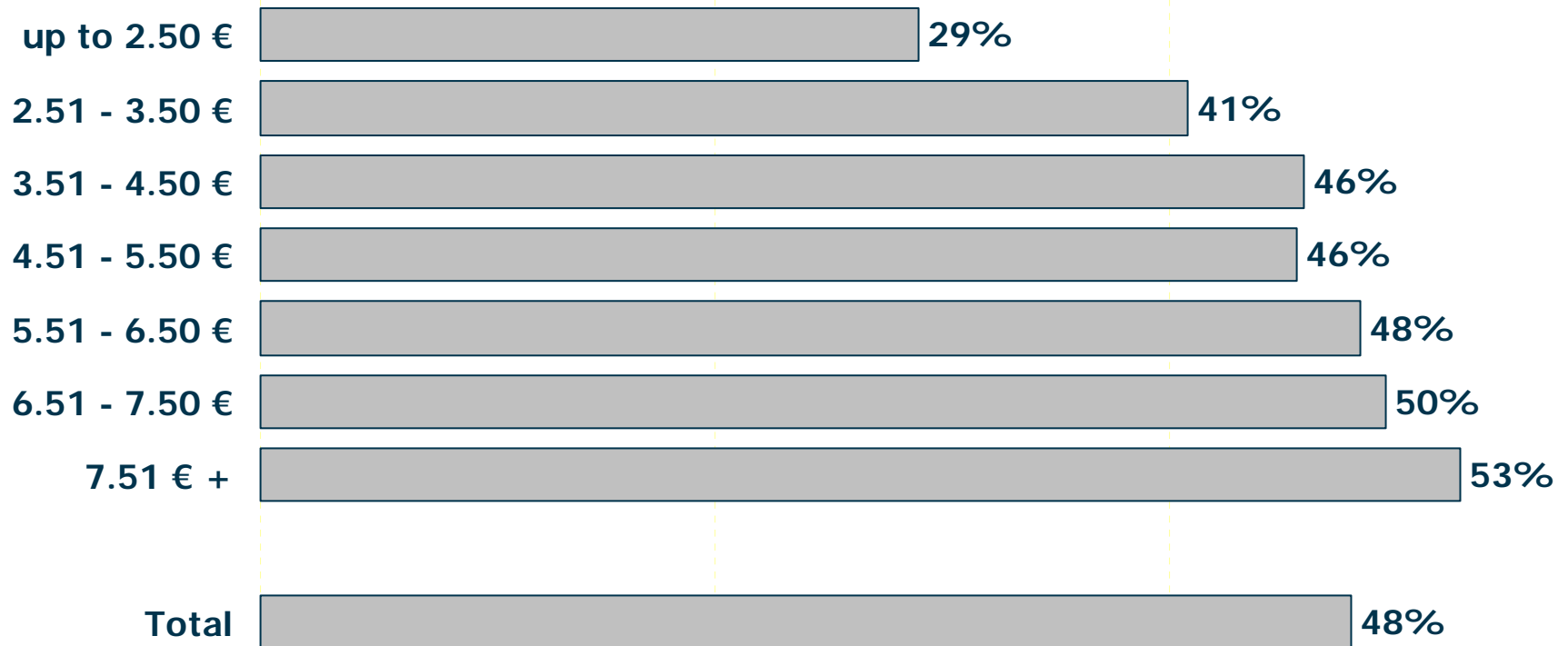
*by Age*

Basis: visits (in %)

10 - 19 years	20 - 29 years	30 - 39 years	40 - 49 years	50+ years
Fluch der Karibik II	Ice Age II	Ice Age II	Ice Age II	Das Parfum
Ice Age II	Fluch der Karibik II	Fluch der Karibik II	Fluch der Karibik II	Das Leben der Anderen
The Da Vinci Code	The Da Vinci Code	Das Parfum	Das Parfum	The Da Vinci Code
Das Parfum	Das Parfum	The Da Vinci Code	The Da Vinci Code	Der Teufel trägt Prada
Casino Royale	Casino Royale	Casino Royale	Casino Royale	Deutschland - Ein Sommermärchen
7 Zwerge II	Deutschland - Ein Sommermärchen	Deutschland - Ein Sommermärchen	7 Zwerge II	Casino Royale
Deutschland - Ein Sommermärchen	Ab durch die Hecke	7 Zwerge II	Deutschland - Ein Sommermärchen	Ice Age II
Ab durch die Hecke	Der Teufel trägt Prada	Ab durch die Hecke	Ab durch die Hecke	Wie im Himmel
Scary Movie IV	X-Men - Der letzte Widerstand	Cars	Der Teufel trägt Prada	Walk the Line
Die wilden Kerle III	Saw II	Hui Buh	Hui Buh	Fluch der Karibik II

## Consumption by level of ticket price 2006

Basis: Persons (in %)



**With the increase of the ticket price, the average expenditures for consumption increase. The number of the visitors, who spend money on consumption, increases with an increase of the ticket price.  
→ A low ticket price doesn't lead to higher spendings.**

# Consumption by number of halls

Basis: Persons (in %)



Cinemas with 2-3 halls are most successful with customer advertisement in the concession area.

## Consumption by weekdays

Basis: Persons (in %)

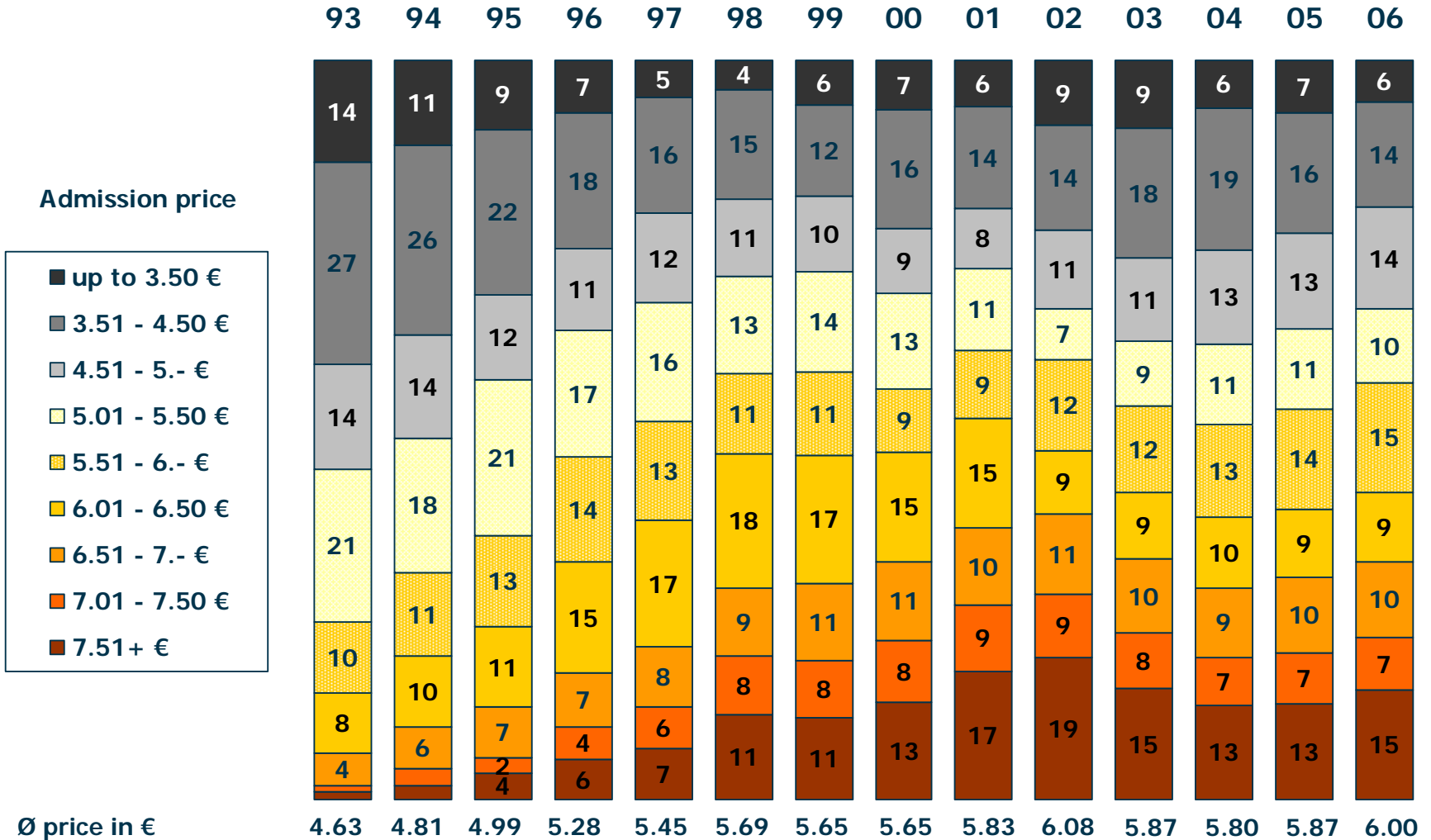


The low ticket price on Tuesday doesn't encourage higher expenditures for consumption; on the opposite, only the fewest cinemagoers visit the Concession cash desk on this day. On weekends, the expenditures for consumption rise, especially on Sundays.



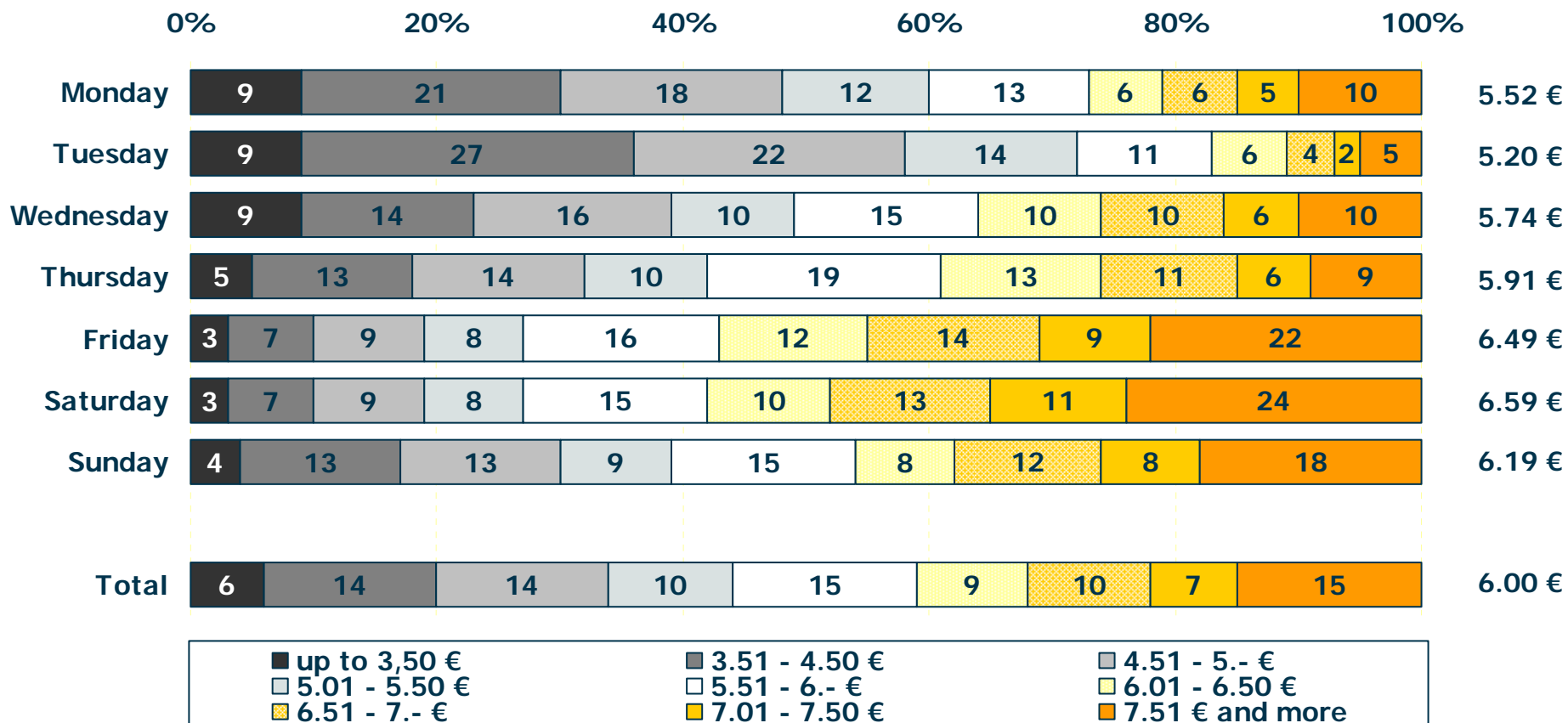
# Ticket Price

Basis: visits (in %)



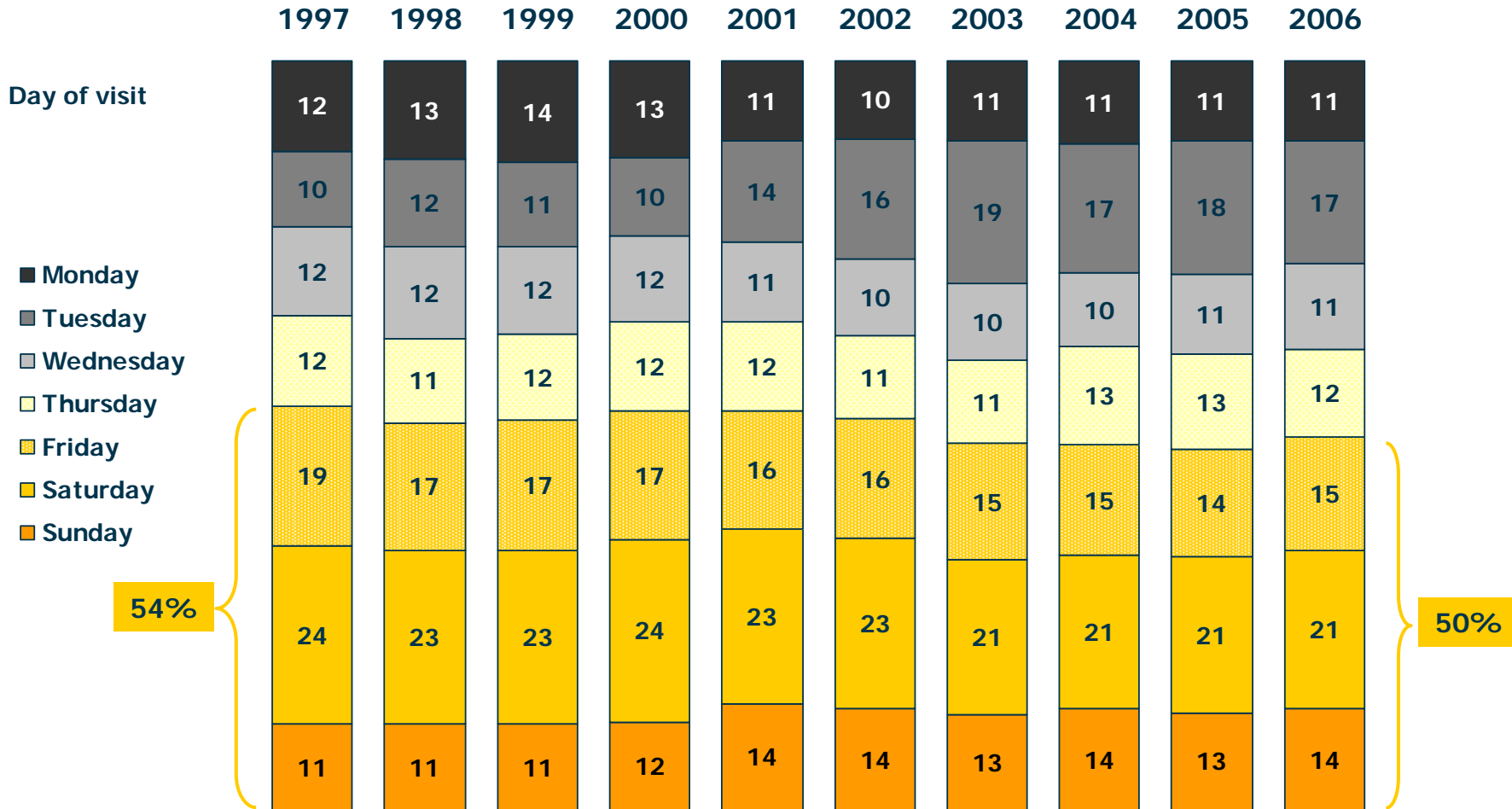
# Ticket prices by weekdays

Basis: visits (in %)



# Weekday Cinema

Basis: visits (in %)



Half of the visits are on the weekends

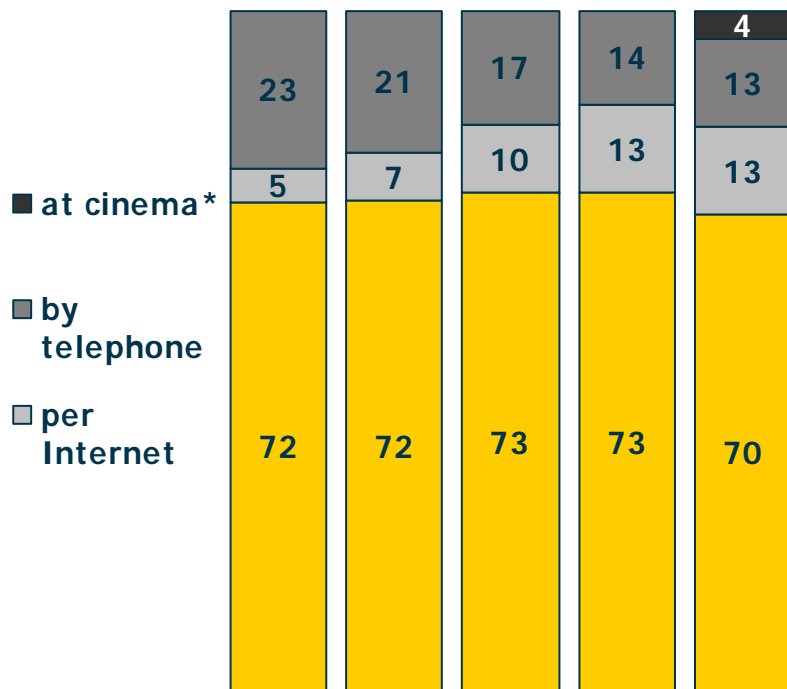
# Ticket reservation and preapproach

## Cinema

Basis: visits (in %)

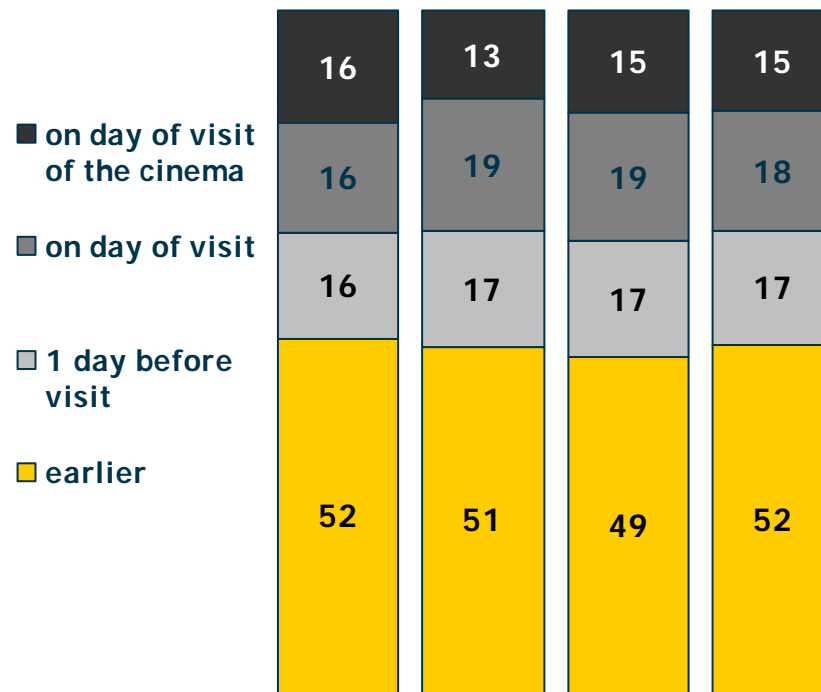
### Ticket Reservation

2002 2003 2004 2005 2006



### Preapproach

2003 2004 2005 2006



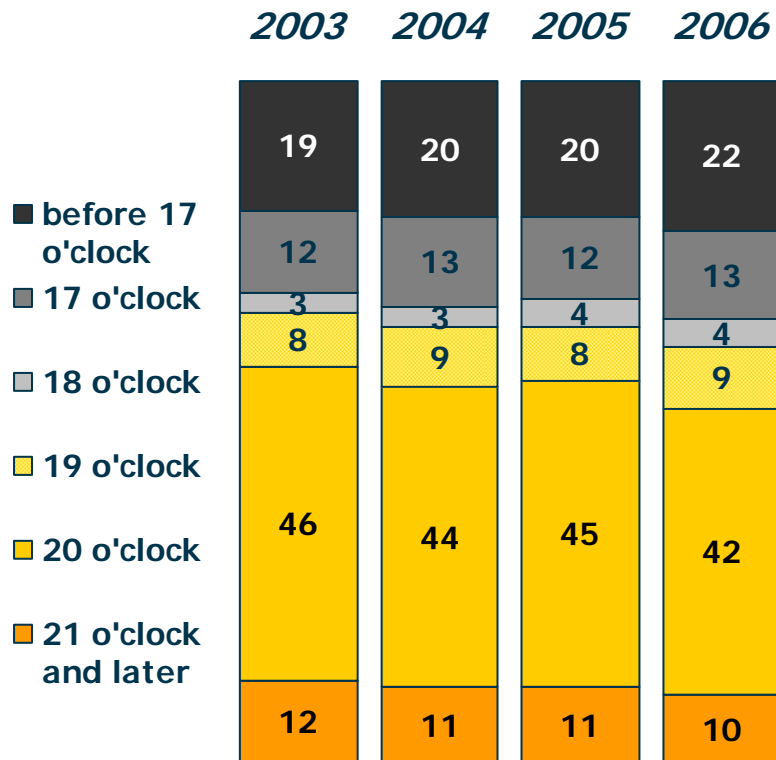
One third of the visits are decided on the day of visit

# Film start and escort

## Time series

Basis: visits (in %)

*Film start*



*Companionship*

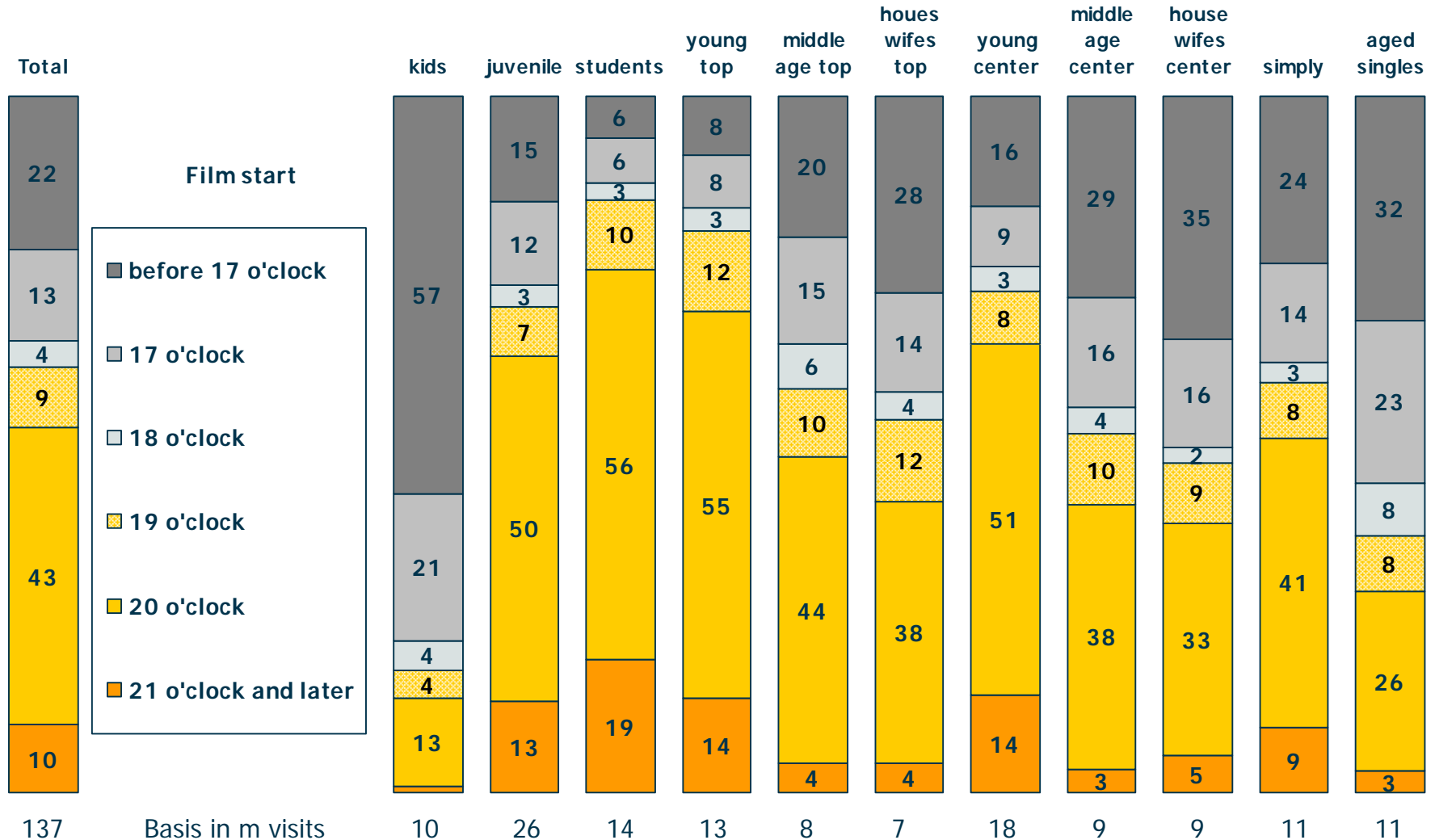


One mainly goes to the cinema with an escort

# Film start

## Biographical life styles

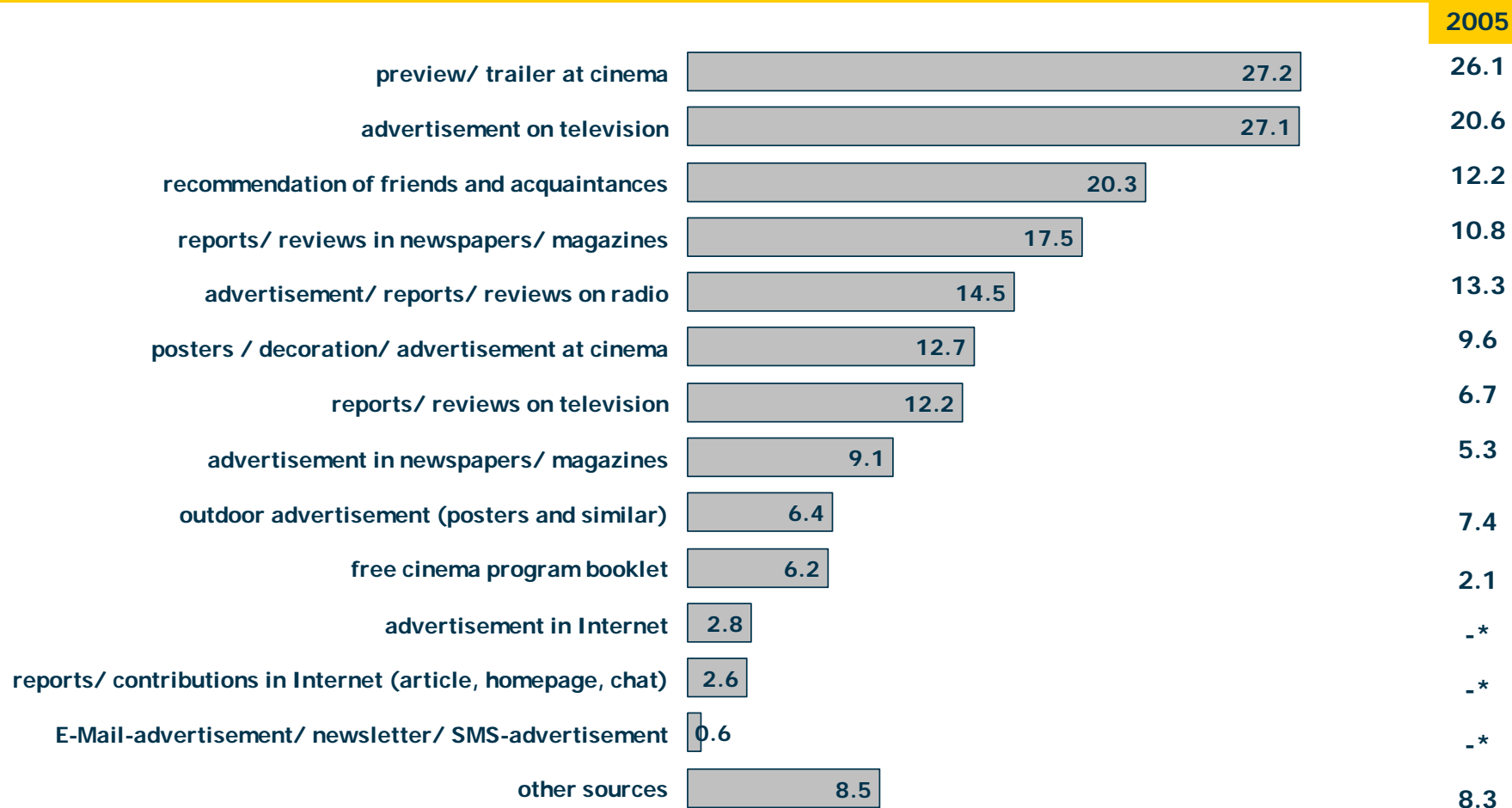
Basis: visits (in %)



## Sources of Awareness

2006

Basis: visits (in %)



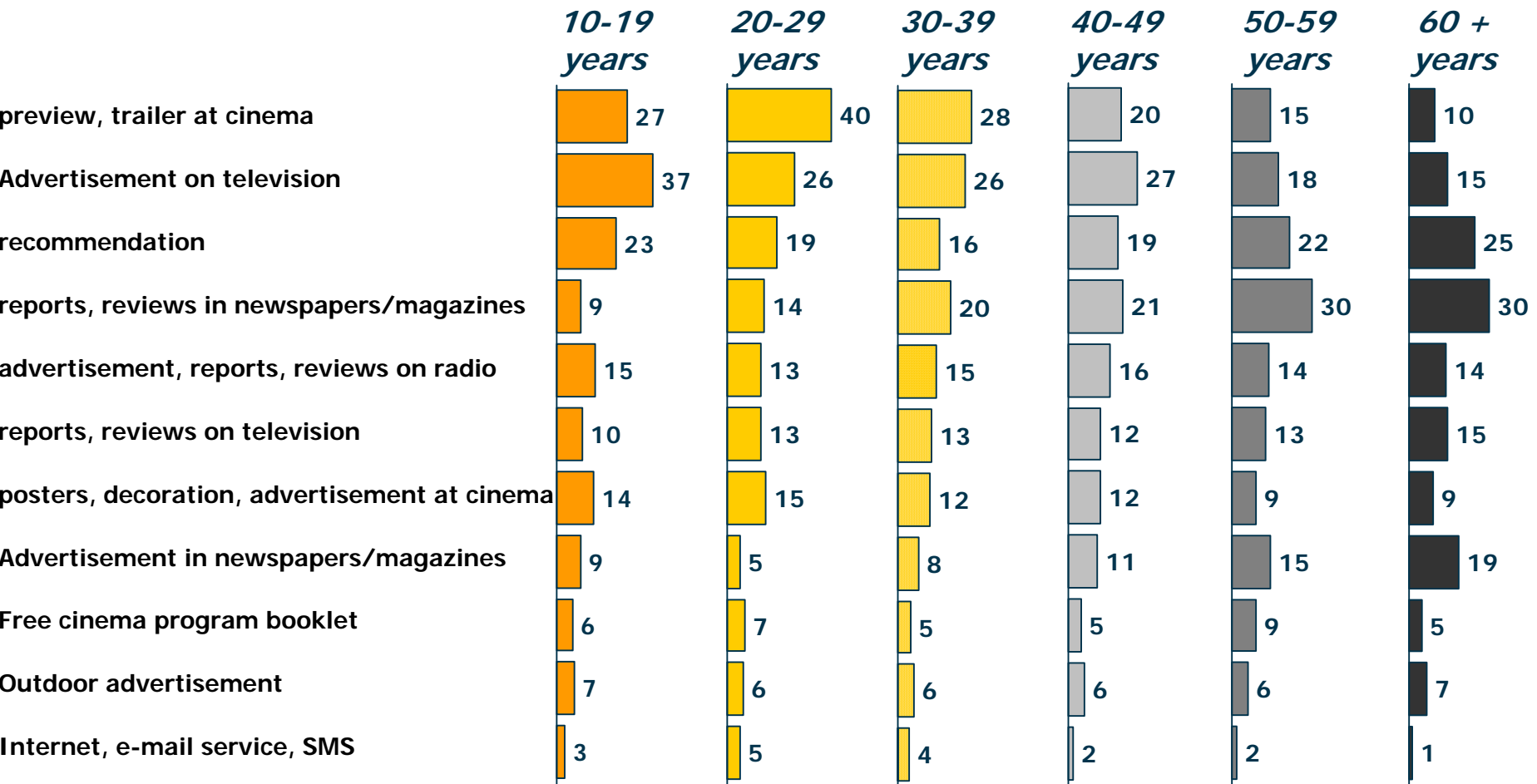
\_\* new since 2006

**Previews, trailers, advertisements on TV and recommendations are the most important sources of awareness for the cinema visit**

# Sources of Awareness

## Age groups

Basis: visits (%), multiple answers were permitted





# Sources of Awareness

## Cinema - TOP 4 German films

Basis: visits (in %) – 2006

Total		Das Parfum - Die Geschichte eines Mörders	Deutschland. Ein Sommer- märchen	7 Zwerge - Der Wald ist nicht genug	Die Wilden kerle 3
27	preview/ trailer at cinema	22.7	11.7	22.3	13.0
27	advertisement on television	23.9	<b>36.4</b>	<b>51.9</b>	<b>34.3</b>
20	recommendation	20.7	19.3	14.1	<b>32.4</b>
18	reports, reviews at newspapers, magazines	<b>24.7</b>	16.4	5.9	6.1
15	advertisement, reports, reviews on radio	<b>24.9</b>	<b>30.8</b>	18.1	14.1
13	posters, decoration, advertisement at cinema	9.5	6.6	12.3	10.9
12	reports, reviews on television	<b>23.3</b>	<b>30.7</b>	12.3	6.1
9	advertisement in newspapers, magazines	8.7	7.0	11.3	13.7
8	other sources	11.6	7.7	7.0	11.3
6	free program booklet	1.3	0.7	2.9	5.3
6	outdoor advertisement	3.7	4.3	9.5	3.0
6	Internet, e-mail service, SMS	1.6	3.1	3.3	3.1

# Sources of Awareness

## Cinema TOP 4 - international films (excl. German films)

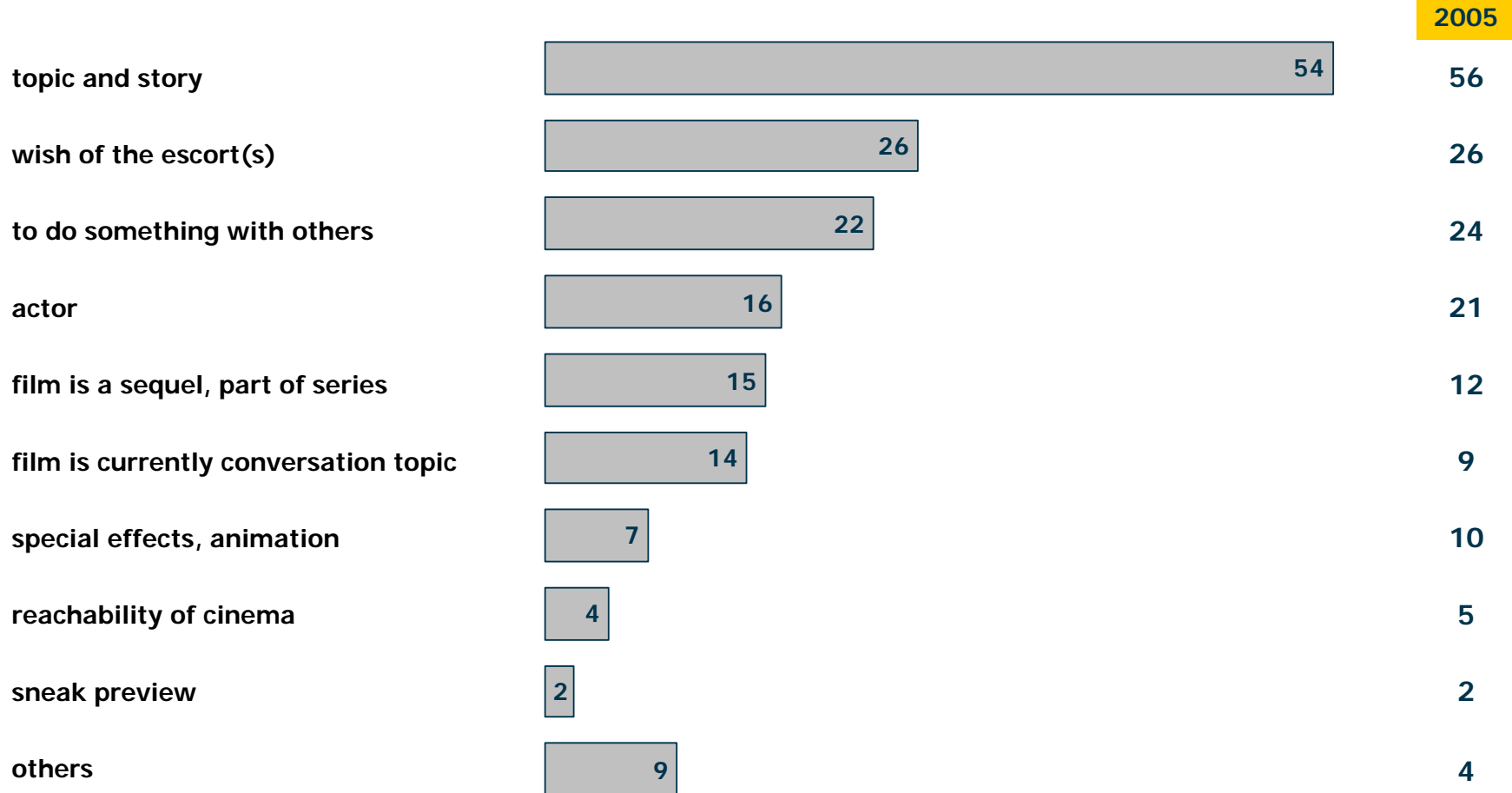
Basis: visits (in %) – 2006

Total		Ice Age 2 - Jetzt taut's	Pirates of the Caribbean - Fluch der Karibik 2	The Da Vinci Code - Sakrileg	Casino Royale
27	preview/ trailer at cinema	34.6	34.6	23.6	23.2
27	advertisement on television	46.1	37.1	29.1	36.9
20	recommendation	19.3	19.5	18.4	16.6
18	reports, reviews at newspapers, magazines	7.9	12.0	20.0	22.7
15	advertisement, reports, reviews on radio	17.0	16.9	21.9	26.8
13	posters, decoration, advertisement at cinema	12.2	11.1	7.5	7.6
12	reports, reviews at television	5.2	12.4	28.6	19.7
9	advertisement in newspapers, magazines	9.8	10.8	7.0	7.2
8	other sources	7.4	10.0	13.5	6.0
6	free program booklet	3.0	2.8	1.7	2.0
6	outdoor advertisement	7.4	7.8	5.0	5.5
6	Internet, e-mail service, SMS	4.0	3.8	3.1	4.5

# Reason for visit

## *2006 in comparison to 2005*

Basis: visits (in %)

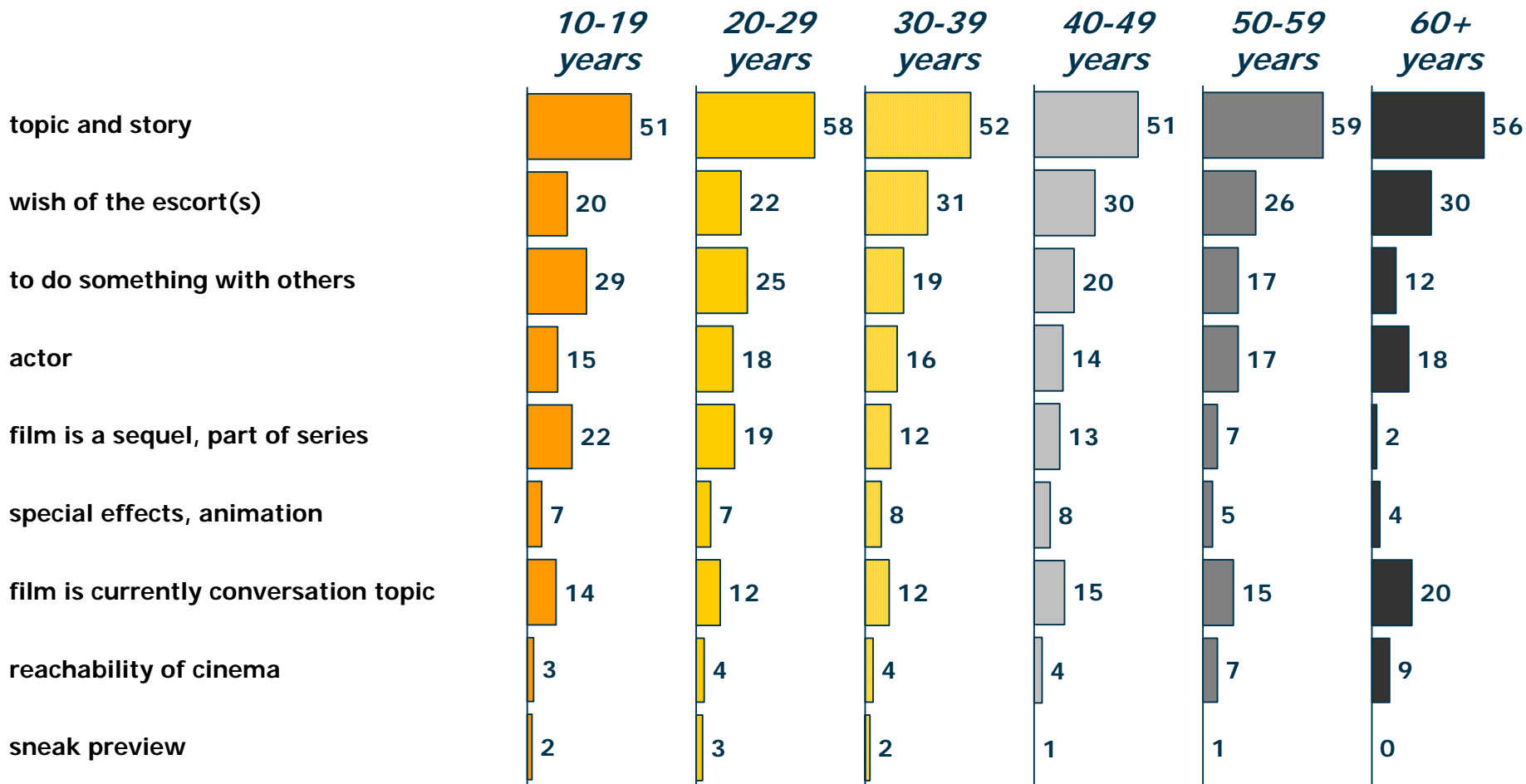


**Topic and story are the most important reasons for the visit of the cinema**

# Reason of the visit

## Age groups

Basis: persons (%)

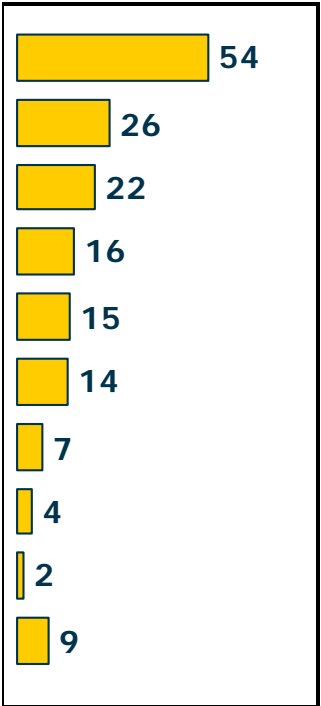


# Reason of the visit

## *Cinema - Top 4 of German films*

Basis: visits (in %) – 2006

Total



topic and story  
 wish of the escort(s)  
 to do something with others  
 actor  
 film is a sequel, part of series  
 special effects, animation  
 film is currently conversation topic  
 reachability of cinema  
 sneak preview  
 others

Das Parfum - Die Geschichte eines Mörders

Deutschland ein Sommermärchen

7 Zwerge - Der Wald ist nicht genug

Die Wilden Kerle 3

73.9  
 21.2  
 15.9  
 3.5  
 0.0  
 0.9  
 36.1  
 3.5  
 0.4  
 17.3

75.6  
 17.2  
 10.4  
 10.4  
 0.6  
 0.2  
 45.7  
 1.7  
 0.3  
 6.3

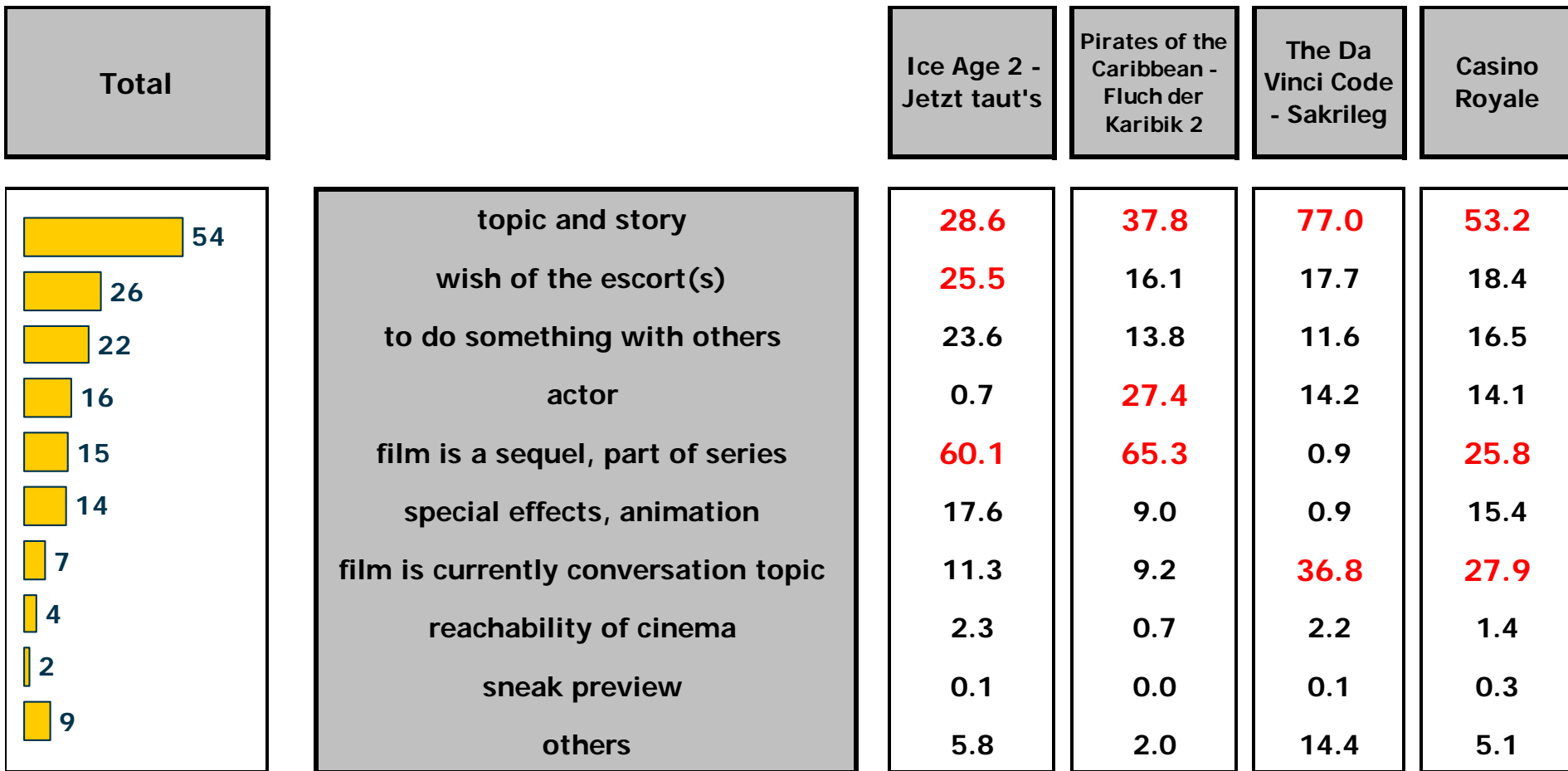
21.0  
 28.3  
 23.1  
 26.5  
 48.8  
 2.4  
 11.3  
 4.1  
 0.2  
 6.4

21.2  
 48.1  
 14.7  
 6.9  
 45.2  
 0.3  
 10.5  
 1.8  
 0.2  
 5.7

# Reason of the visit

## *Cinema - Top 4 of international films*

Basis: visits (in %) – 2006



## Key Facts of cinemagoer

### *film specific*

- The main reason why people to go to the cinema are dramas, comedies and kids films in the year 2006.
- The interest in the German film increases with the age.
- In cinemas with higher ticket prices, the level of consumption was proportionately higher in 2006. Cinemas with 2-3 halls averagely had the most visitors at the „Concession“ cash desks.
- Half of all cinema visits in 2006 took place on the weekend.
- With the advertisement on television, previews and trailers were the best sources of awareness (27 percent). After that, the recommendation of friends, acquaintances and relatives follow with 20 percent.
- The most frequently named reason for a visit is „topic and story“ with 54 percent. The reasons „wish of escort“ and „to do something with others“ follow.

# Agenda

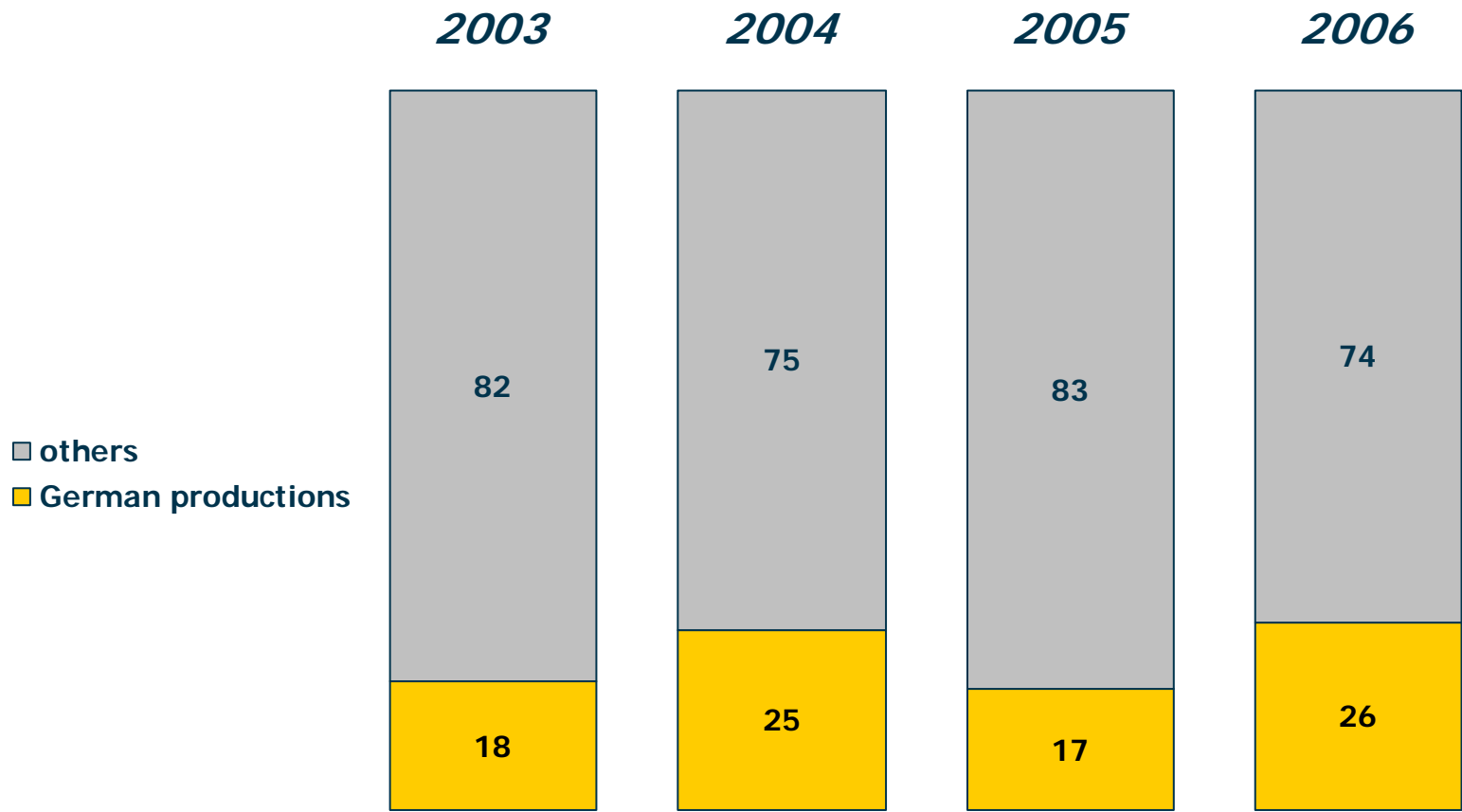
- 1 General Market Development of the Cinema
- 2 Cinemagoer – socio-demographic and cinema specific facts
- 3 Ranges and Intensities
- 4 Cinemagoer – film specific facts
- 5 German film
- 6 Appendix



# Market development

## Cinema

Basis: visits (in %)



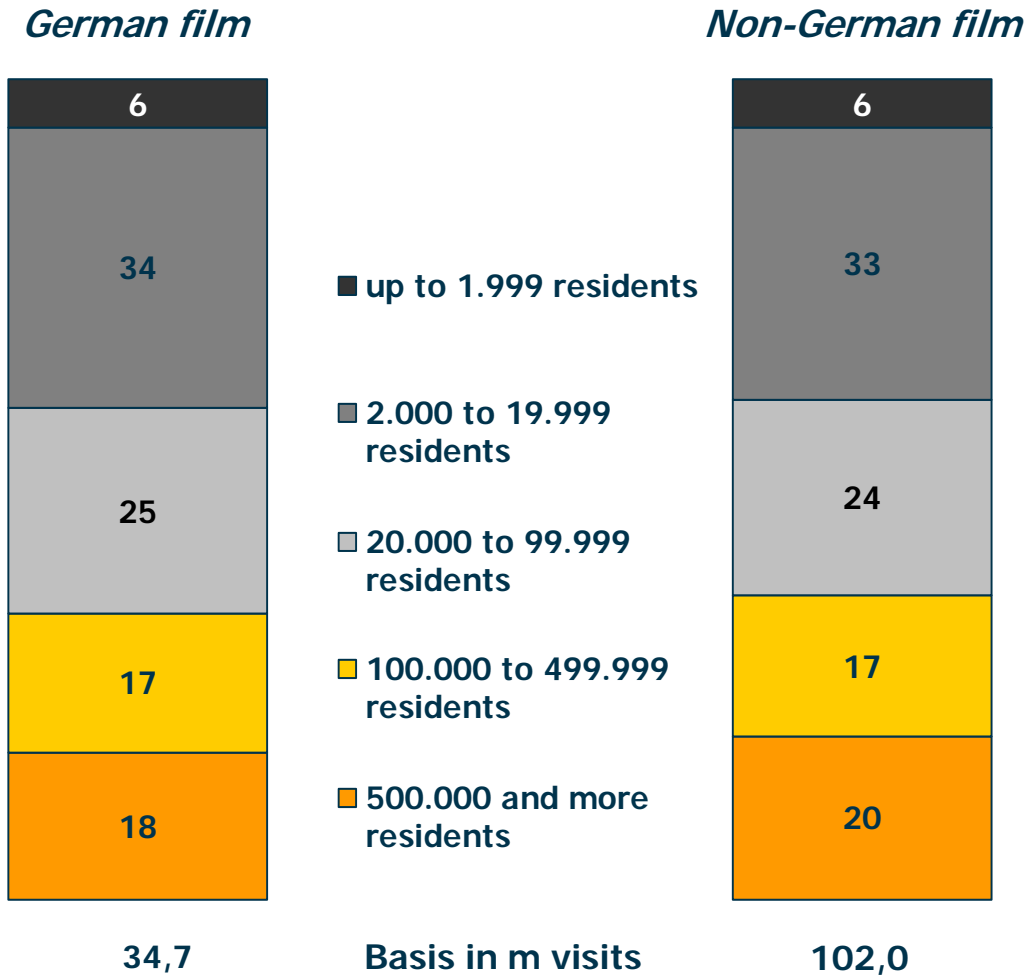
# Market development

		2004	2005	2006	06 vs. 05 in %
German Productions	visits in m	38.2	22.0	34.4	56
	Boxoffice in m €	220.0	124.1	203.2	64
Others	visits in m	114.5	103.7	100.2	-3
	Boxoffice in m €	665.8	613.8	604.0	-2
Total market	visits in m	152.7	125.7	134.5	7
	Boxoffice in m €	885.9	737.9	807.2	9

# Analysis of German films

*by city size*

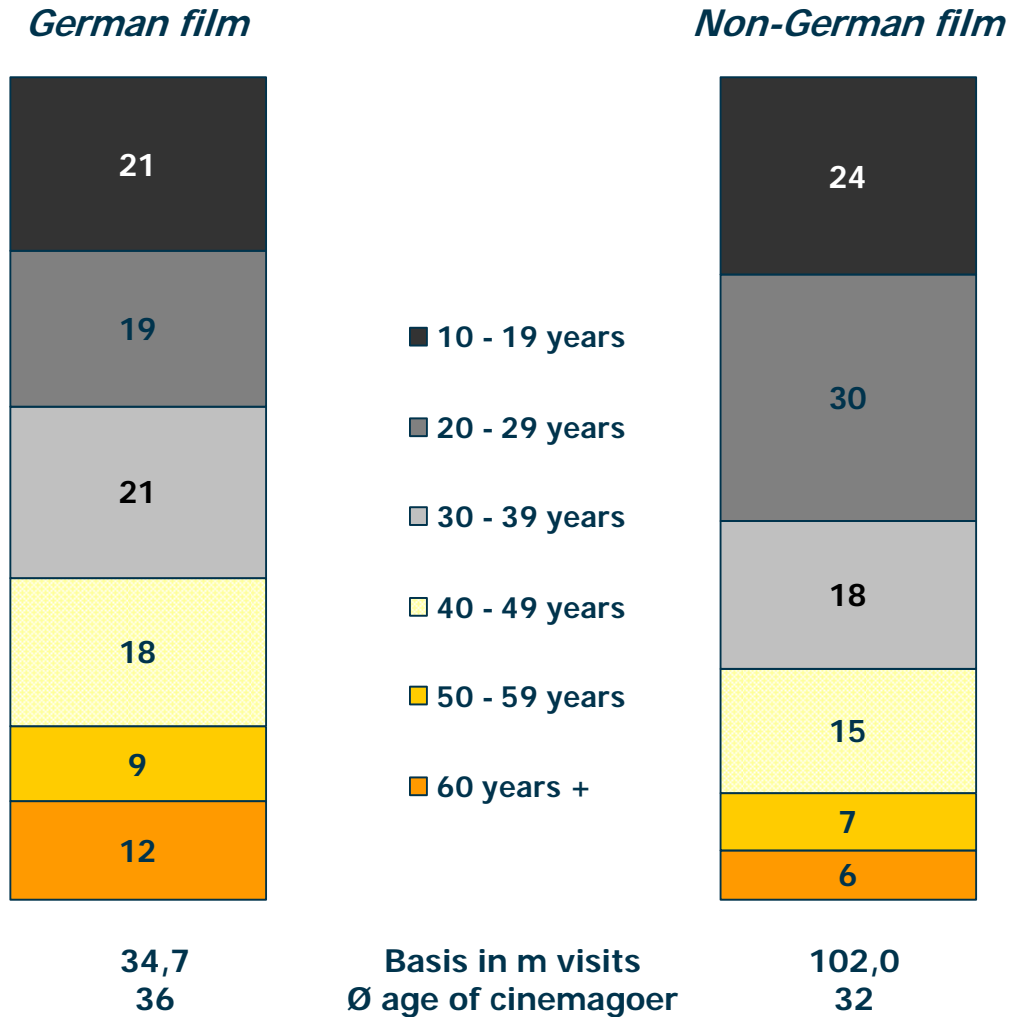
Basis: visits (in %)



# Analysis of German films

*by age groups*

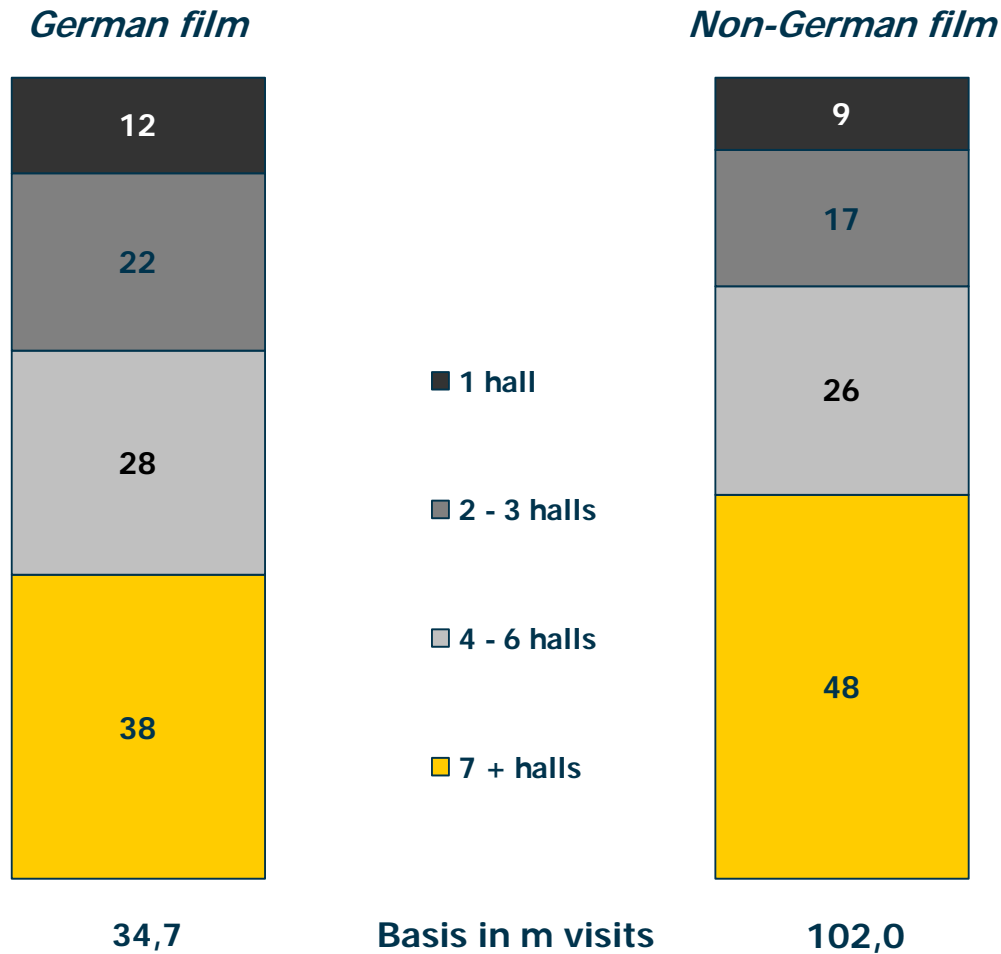
Basis: visits (in %)



# Analysis of German films

*by number of halls*

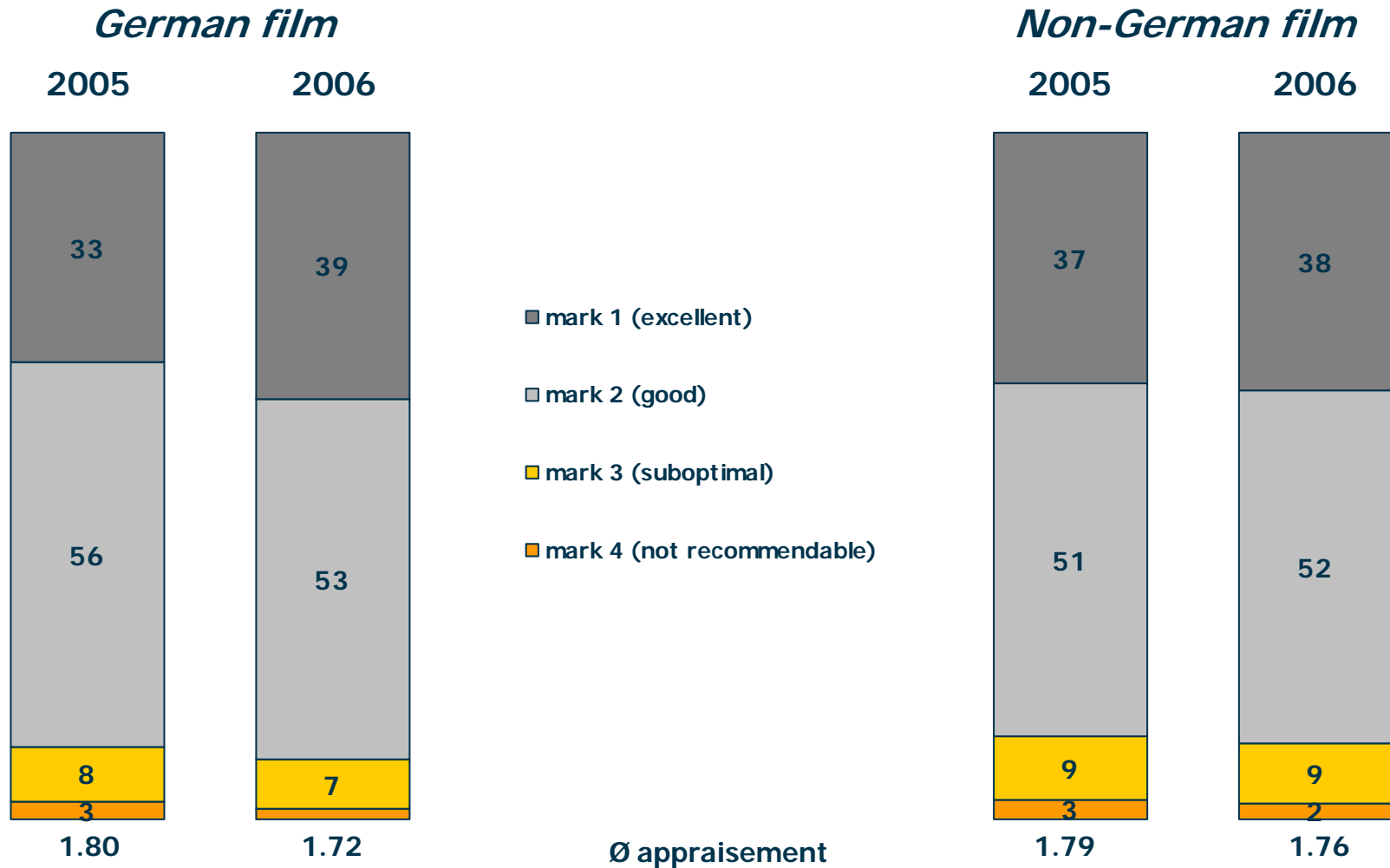
Basis: visits (in %)



# Analysis of German films

*by appraisal*

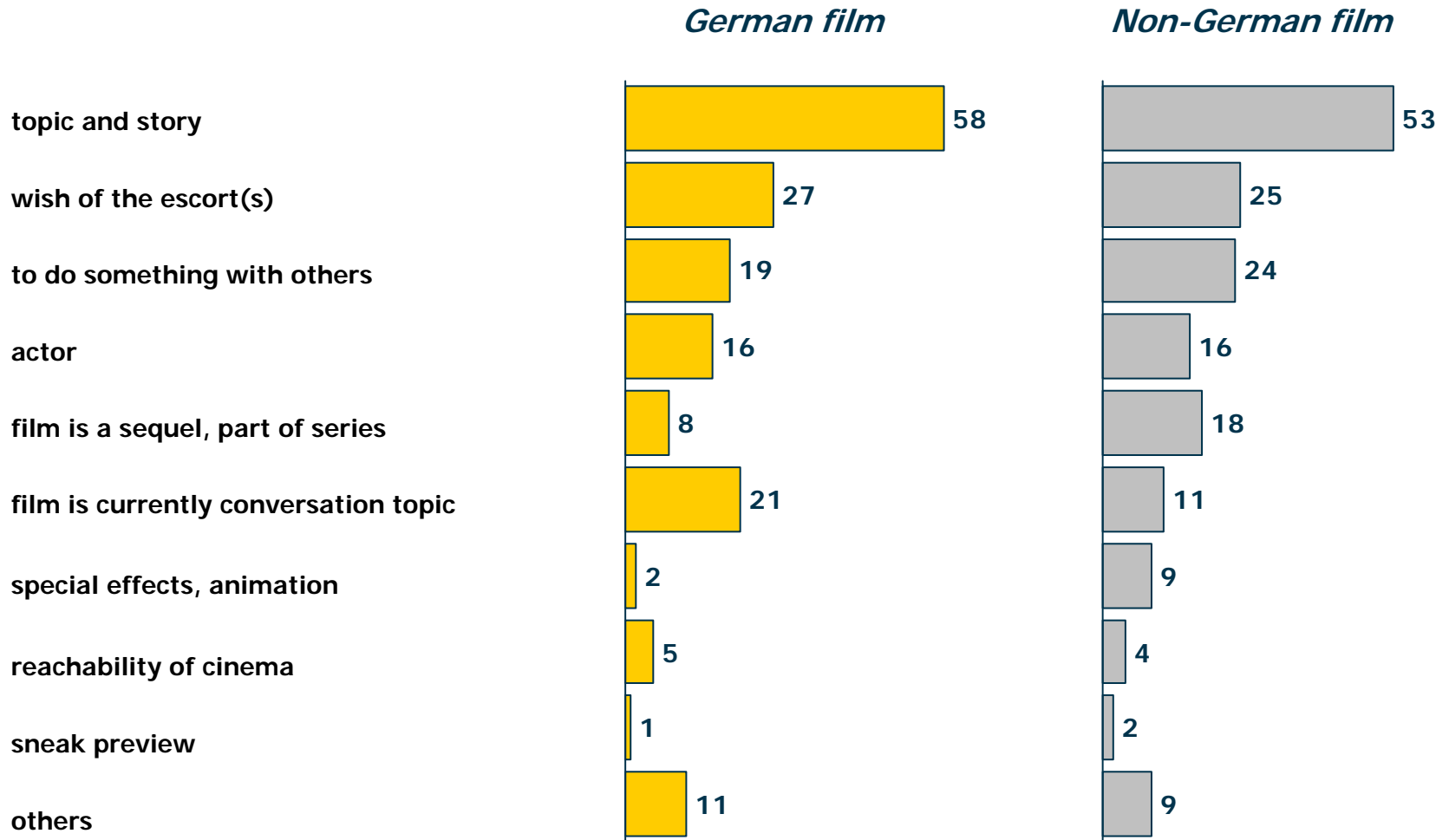
Basis: visits (in %)



# Analysis of German films

## *reason to see the film*

Basis: visits (in %)



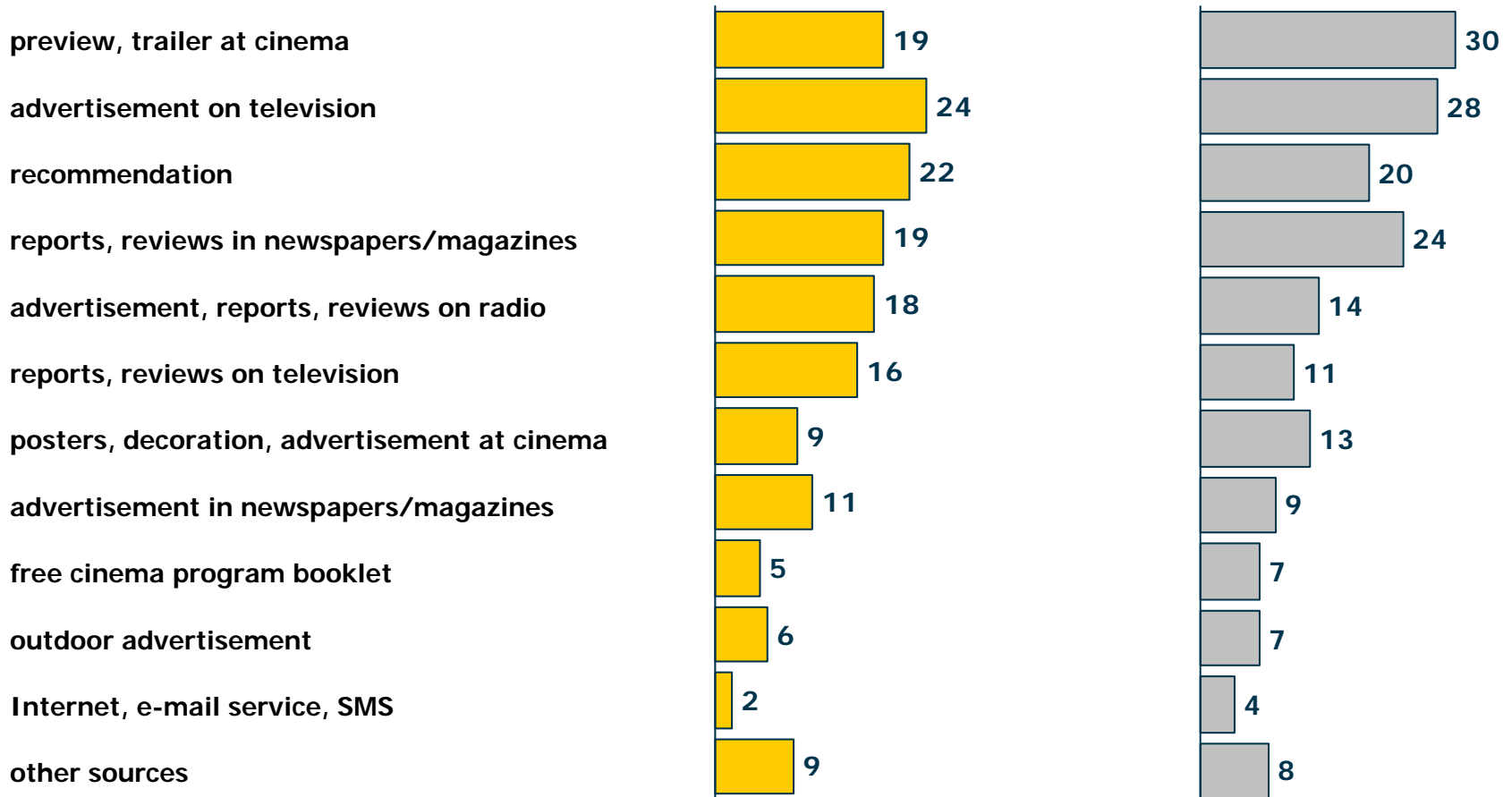
# Analysis of German films

## Sources of Awareness

Basis: visits (in %)

*German film*

*Non-German film*





## Key Facts of German Films

- In 2006 German films gained a market share of 25.8 percent. This is the highest share since the start of the data collection.
- In the comparison to 2005, the German film gained 56 percent of the cinema visits. The remaining productions suffered a slight loss of 3 percent.
- Advertisement on television as well as the recommendation of the personal environment helped mainly the German film to recruit cinemagoers in 2006.
- For the remaining productions "Previews and Trailers" were named as the most important sources of awareness.

# Agenda

- 1 General Market Development of the Cinema
- 2 Cinemagoer – socio-demographic and cinema specific facts
- 3 Ranges and Intensities
- 4 Cinemagoer – film specific facts
- 5 German film
- 6 Appendix

# Tickets by age groups

## *Development*

1993 - 2006

Germans...	m tickets													
	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
up to 10 years	6,4	11,2	9,4	5,9	8,5	8,4	10,1	9,2	7,1	7,2	6,1	7,1	6,4	6,5
10 - 15 years	6,9	8,4	6,8	6,5	7,3	8,2	10,1	9,0	15,8	13,9	11,3	12,3	10,1	12,4
16 - 19 years	19,9	21,2	19,7	21,7	20,9	16,4	15,4	19,9	18,4	19,7	18,5	17,4	16,6	14,8
20 - 24 years	30,5	28,4	25,2	29,4	30,0	29,4	30,2	30,1	27,6	26,7	25,2	25,1	17,8	18,9
25 - 29 years	21,5	18,0	19,0	20,5	20,4	20,2	20,5	21,3	19,0	17,3	14,2	14,1	12,5	12,8
30 - 39 years	15,6	15,7	15,9	17,9	20,0	24,7	25,4	24,7	36,9	31,2	26,1	28,2	21,7	22,3
40 - 49 years	7,2	8,6	8,1	9,2	11,0	14,1	12,9	13,7	20,9	19,0	16,9	20,0	15,4	18,1
50 - 59 years	6,8	5,9	5,6	6,3	7,1	8,5	6,2	6,7	8,2	8,1	8,8	10,0	7,8	9,1
60 + years	2,8	3,0	3,2	2,0	3,4	4,6	3,5	4,0	7,5	6,1	8,0	8,3	7,5	8,9
sum	117,6	120,4	112,9	119,4	128,6	134,5	134,3	138,6	161,4	149,1	135,2	142,7	115,7	123,8
reporting:														
foreigners	12,9	12,4	11,6	13,6	14,6	14,3	14,6	13,9	16,3	14,8	13,8	14,0	11,6	12,9
Total population	130,5	132,8	124,5	133,0	143,2	148,8	148,9	152,5	177,7	163,9	149,0	156,7	127,3	136,7

# Tickets by gender

## *Development*

1993 - 2006

Germans up to 10 years	m tickets													
	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
male	56,5	53,3	52,1	58,2	62,0	64,1	62,2	66,4	84,1	73,1	66,3	66,1	53,1	55,1
female	54,7	55,9	51,4	55,2	58,0	62,1	62,0	63,0	70,4	68,8	62,7	69,5	56,2	62,1
sum	111,2	109,2	103,5	113,4	120,1	126,2	124,2	129,4	154,5	141,9	129,1	135,6	109,3	117,2
reporting:														
German children under 10 years	6,4	11,2	9,4	5,9	8,5	8,4	10,1	9,2	7,1	7,2	6,1	7,1	6,4	6,5
foreigners	12,9	12,4	11,6	13,6	14,6	14,3	14,6	13,9	16,3	14,8	13,8	14,0	11,6	12,9
<b>Total population</b>	130,5	132,8	124,5	132,9	143,1	148,9	149,0	152,5	177,9	163,9	149,0	156,7	127,3	136,7

# Tickets by city size

## *Development*

1993 - 2006

Germans from 10 yrs in cities with...	m tickets													
	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
up to 20.000. residents	36,5	38,8	36,7	40,3	42,1	44,1	40,8	44,8	60,2	56,8	50,0	51,8	44,0	48,6
20.000 – 100.000 residents	30,2	28,2	26,7	28,8	31,8	30,4	29,2	30,8	37,0	32,2	30,5	34,6	28,3	30,6
100.000 – 500.000 residents	24,2	22,7	21,6	24,6	26,2	28,8	29,2	27,9	29,4	27,0	24,1	24,2	20,0	20,7
at least 500.000 residents	20,3	19,4	18,5	19,7	20,0	22,9	25,0	25,9	27,8	25,9	24,5	25,0	23,4	23,9
<b>Sum</b>	111,2	109,2	103,5	113,4	120,1	126,2	124,2	129,4	154,4	141,9	129,1	135,6	115,7	123,8
reporting:														
German children under 10 years	6,4	11,2	9,4	5,9	8,5	8,4	10,1	9,2	7,1	7,2	6,1	7,1	6,4	6,5
foreigners	12,9	12,4	11,6	13,6	14,6	14,3	14,6	13,9	16,3	14,8	13,8	14,0	11,6	12,9
<b>Total population</b>	130,5	132,8	124,5	132,9	143,1	148,9	149,0	152,5	177,9	163,9	149,0	156,7	127,3	136,7

# Tickets for occupation groups

## *Development*

1993 - 2006

	m tickets													
	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
<b>Germans</b>														
<b>Kids under 10 yrs</b>	6,4	11,2	9,4	5,9	8,5	8,4	10,1	9,2	7,1	7,2	6,1	7,1	6,4	6,5
<b>Pupils, students</b>	45,1	45,6	43,8	43,1	48,5	43,2	41,4	42,7	46,4	43,9	38,1	40,6	36,9	35,9
<b>Apprentice</b>	14,2	12,6	11,2	12,2	11,5	7,9	8,1	11,0	8,4	7,9	6,7	7,9	8,6	7,3
<b>Worker</b>	6,6	5,8	5,3	7,7	7,1	9,3	9,1	9,4	14,7	11,8	8,9	8,9	6,9	7,5
<b>Employee</b>	25,1	24,8	24,7	28,7	29,1	38,4	40,9	43,5	53,0	50,4	46,8	48,3	38,9	40,1
<b>Official</b>	7,1	6,6	6,0	7,7	7,0	7,9	6,5	6,8	9,7	8,5	7,5	8,0	6,0	6,0
<b>Self-employed</b>	1,1	1,6	1,8	2,5	2,3	4,0	3,1	2,8	4,8	4,2	4,0	4,2	4,5	4,5
<b>Housewife</b>	5,3	5,1	3,9	4,5	6,3	6,3	5,2	5,0	5,2	4,1	4,2	3,2	2,7	3,3
<b>Pensioner etc.</b>	6,8	6,9	6,7	7,0	8,4	9,2	10,0	8,1	12,4	11,2	12,7	14,5	11,2	12,7
<b>Sum</b>	117,7	120,4	112,9	119,3	128,5	134,6	134,4	138,6	161,6	149,1	135,2	142,7	115,7	123,8
<b>reporting:</b>														
<b>foreigners</b>	12,9	12,4	11,6	13,6	14,6	14,3	14,6	13,9	16,3	14,8	13,8	14,0	11,6	12,9
<b>Total population</b>	130,6	132,8	124,5	132,9	143,1	148,9	149,0	152,5	177,9	163,9	149,0	156,7	127,3	136,7

# Ticket by size of household

## *Development*

1993 - 2006

Germans from 10 yrs in households with...	m tickets													
	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
<b>1 person</b>	28,2	26,9	25,4	29,5	30,9	32,3	33,9	33,8	35,2	31,1	27,8	31,4	28,0	26,5
<b>2 persons</b>	14,4	13,6	15,9	19,4	21,5	24,0	25,8	24,0	31,6	29,3	29,2	30,8	24,8	27,2
<b>3 persons</b>	24,1	25,2	22,5	24,2	25,2	25,5	22,6	25,4	30,6	28,3	26,0	28,1	23,3	26,1
<b>4 persons</b>	30,9	31,0	28,8	29,6	31,1	32,3	31,2	34,2	42,9	39,8	35,8	32,8	30,1	33,5
<b>5 persons and more</b>	13,7	12,5	10,8	10,7	11,4	12,1	10,8	12,0	14,2	13,5	10,2	12,5	9,6	10,4
<b>Sum</b>	111,2	109,2	103,5	113,4	120,1	126,2	124,2	129,4	154,5	141,9	129,1	135,6	115,7	123,8
<b>reporting:</b>														
<b>German children under 10 years</b>	6,4	11,2	9,4	5,9	8,5	8,4	10,1	9,2	7,1	7,2	6,1	7,1	6,4	6,5
<b>foreigners</b>	12,9	12,4	11,6	13,6	14,6	14,3	14,6	13,9	16,3	14,8	13,8	14,0	11,6	12,9
<b>Total population</b>	130,5	132,8	124,5	132,9	143,1	148,9	149,0	152,5	177,9	163,9	149,0	156,7	127,3	136,7

# Tickets by household net income

## *Development*

1993 - 2006

Germans from 10 yrs in households with...	m tickets													
	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
under 750 €*	17,3	15,5	14,3	15,6	17,9	15,7	13,1	12,0	11,4	7,0	6,5	7,2	6,4	6,4
750 - 1499 €*	25,7	23,9	22,0	26,5	26,4	29,8	28,5	30,4	29,7	22,0	20,8	24,5	19,8	21,0
1500 - 2249 €*	36,2	32,6	32,0	33,7	36,0	37,9	37,2	37,2	45,0	36,6	33,0	33,8	29,0	31,1
2250 €and more*	32,1	37,1	35,2	37,6	39,8	42,8	45,5	49,7	68,3	76,4	68,7	70,0	54,1	65,2
<b>Sum</b>	111,3	109,1	103,5	113,4	120,1	126,2	124,3	129,3	154,4	141,9	129,1	135,6	109,3	123,8
<b>reporting:</b>														
<b>German children under 10 years</b>	6,4	11,2	9,4	5,9	8,5	8,4	10,1	9,2	7,1	7,2	6,1	7,1	6,4	6,5
<b>foreigners</b>	12,9	12,4	11,6	13,6	14,6	14,3	14,6	13,9	16,3	14,8	13,8	14,0	11,6	12,9
<b>Total population</b>	130,5	132,8	124,5	132,9	143,1	148,9	149,0	152,5	177,9	163,9	149,0	156,7	127,3	136,7



If you would like to have further details on the demography of the cinemagoers resp. cinema specific characteristics please feel free to contact us:

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**Große Präsidentenstraße 9**  
**10178 Berlin**

Tel.: 030 / 27 577 – 0

Fax: 030 / 27 577 - 111

E-Mail: [presse@ffa.de](mailto:presse@ffa.de)

**Further information and statistics at**

**[www.ffa.de](http://www.ffa.de)**