

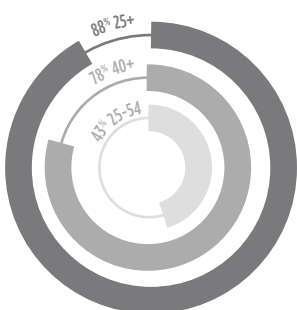
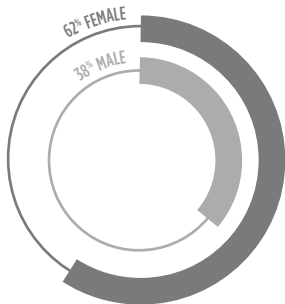


# Discerning Dramas

Hidden Figures February

## Dramas deliver quality and valuable audiences

### Profile



### Movies are a passion point

- > 83% rate movies as a top source of entertainment
- > 90% agree cinema is best place to see a movie
- > 85% agree a trip to the movies provides escape from day to day life

### Cinema delivers an affluent audience

- > 32% have household income of \$100K+
- > 20% have household income of \$120K+

Source: CineTAM PLUS