

Cinema Trends

AMPS Universe (Adult Poulation in '000)

	Jul00- Jun01(2001A)	Jan- Dec2001(2001B)	Jul01- Jun02(2002A)	Jan- Dec2002(2002B)	Jul02- Jul03(2003A)	Jan- Dec2003(2003B)	Jul03- Jun04(2004)	Jan-Jun04+Mar- Sep05(2005)	Mar-Sep05+Feb- Jul06(2006)	Feb-Jun06+Feb- Jun07(2007)	
	29 013	29 007	29 583	29 583	29 773	29 773	30 310	30 656	30 903	31 109	
Cinema										0	
Ever										17366	55.8
Up to 7 days										612	2
Up to 14 days	3.2	3.1	2.9	2.7	2.7	2.8	2.7	3.1	3.5	1082	3.5
Up to 4 weeks	5.5	5.5	5.1	4.9	4.8	5.1	5	5.2	5.7	1814	5.8
Up to 6 weeks	6.6	6.4	5.9	5.7	5.5	5.9	5.8	6	6.5	2064	6.6
Up to 8 weeks	7.9	7.2	6.7	6.5	6.1	6.5	6.6	6.8	7.3	2304	7.4
Up to 3 months	10.6	9.7	8.8	8.6	8.3	8.8	8.6	8.7	9.6	3119	10
Up to 5 months	-	11.1	9.9	9.9	9.8	10.3	10.1	10.4	11.1	3627	11.7
Up to 6 months	-	-	12	12.2	12.2	12.6	12.5	12.7	13.1	4305	13.8
Up to 12 months	-	17	16.5	16.9	17.1	17.5	17	16.8	16.8	5455	17.5
Avg 4wk Attendance Over P12M	-	-	5.7	5.9	5.9	6.2	6.3	6.5	7.1	2375	7.6