

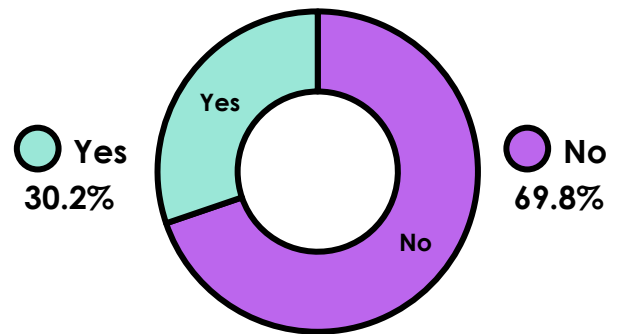
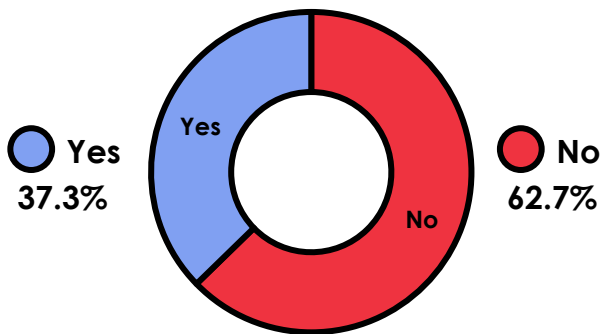


Will cinemas disappear in your lifetime?
(Primary, Secondary & College)
16th – 23rd October 2020

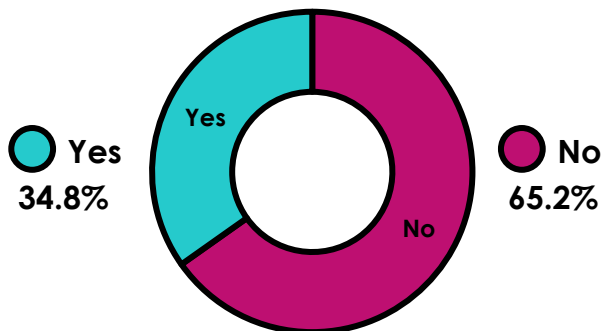
Grand Total

Primary: Yes 37.29%
 No 62.71%

Secondary: Yes 30.23%
 No 69.77%



Secondary 16+ & College:
 Yes 34.79%
 No 65.21%



Primary pupils, Secondary students and College students discussed the question “**Will cinemas disappear in your lifetime?**”.

Both, the majority of all students, voted No, with **62.7% of Primary pupils, 69.8% of Secondary students and 65.2% College voters saying No**, cinemas won't disappear in their lifetime.



Be informed.



Be curious.

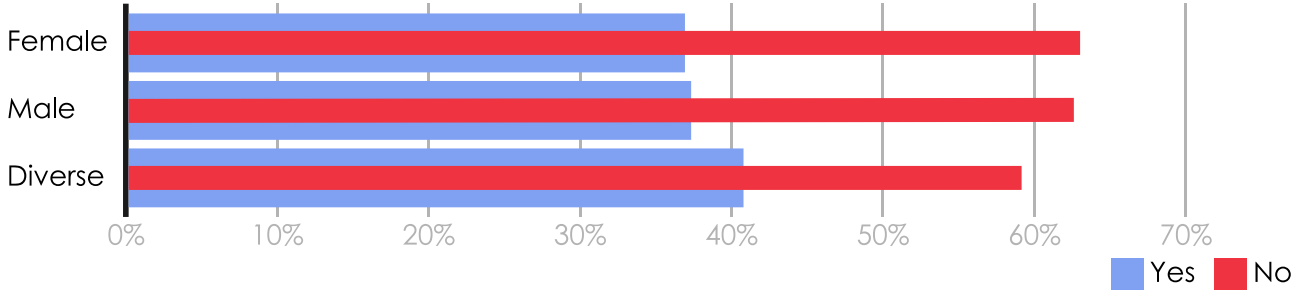


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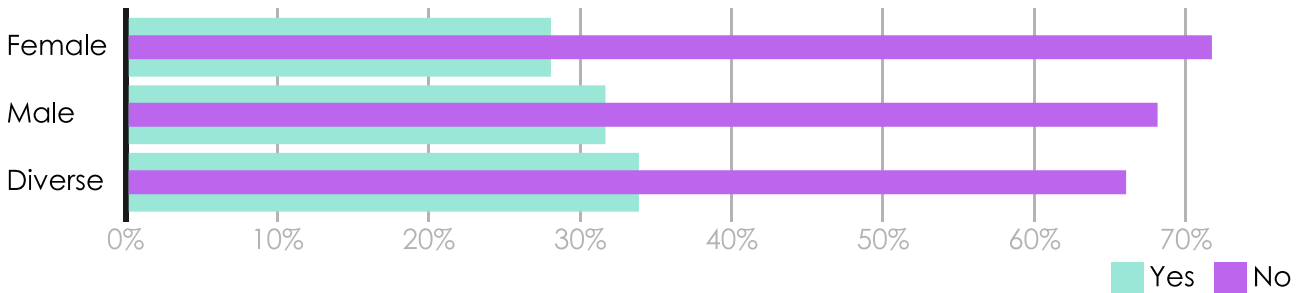


Gender

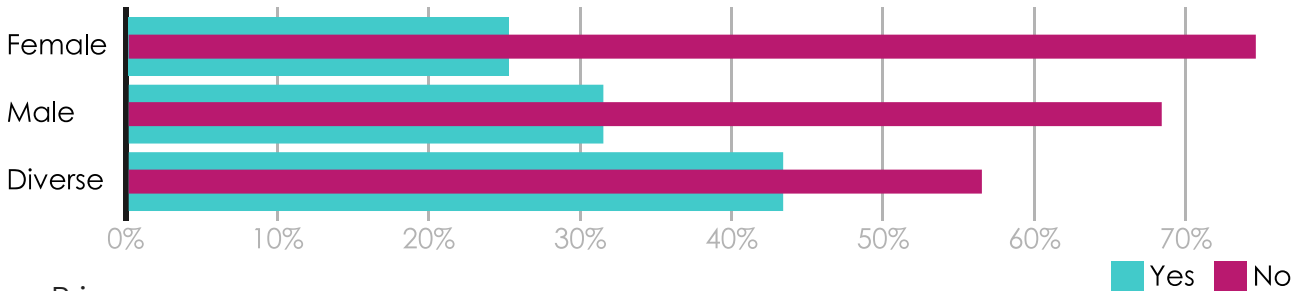
Primary



Secondary



Secondary 16+ & College



Primary:

	Yes	No
Female	36.97%	63.03%
Male	37.39%	62.61%
Diverse*	40.82%	59.18%

Secondary:

	Yes	No
Female	28.13%	71.87%
Male	31.74%	68.26%
Diverse*	33.91%	66.09%

Secondary 16+ & College:

	Yes	No
Female	25.29%	74.71%
Male	31.53%	68.47%
Diverse*	43.38%	56.62%

Across Primary, Secondary and Colleges, **female students had the biggest percentage of No Votes.**

In **Primary schools**, the overall difference between genders was the smallest with only **0.4% fewer males** and **3.8% fewer Diverse pupils** voting No compared to females.

In Colleges this difference was the most significant, with **6.2% fewer males** and **18.1% fewer diverse students** voting No, compared to female voters.

*Votes collected as "Diverse" include students that identify as gender diverse, as well as students that wish not to disclose or were not able to specify their gender.



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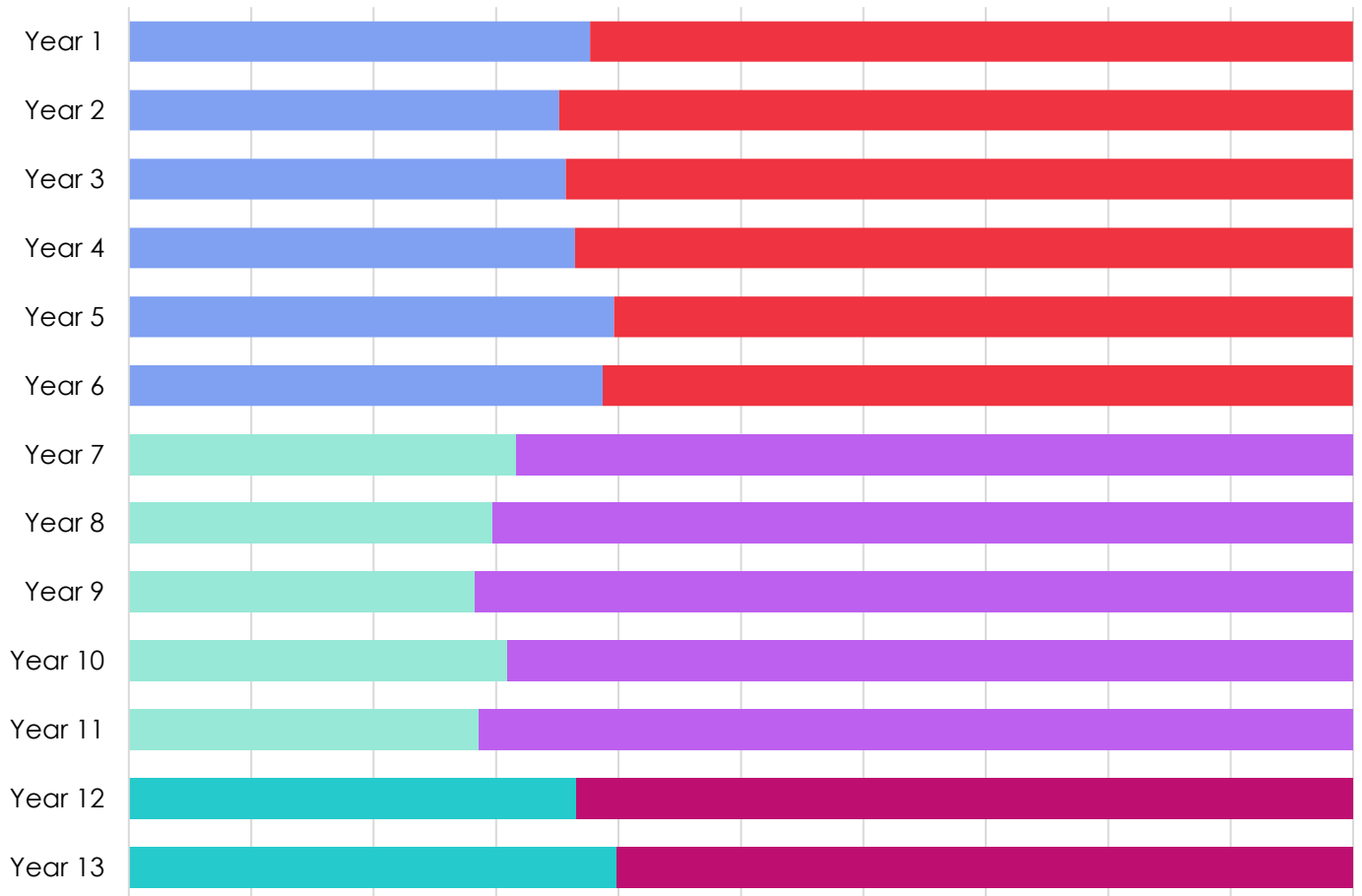


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Age

Year Group	Yes	No
1	37.69%	62.31%
2	35.16%	64.84%
3	35.70%	64.30%
4	36.45%	63.55%
5	39.63%	60.37%
6	38.70%	61.30%
7	31.67%	68.33%
8	29.76%	70.24%
9	28.26%	71.74%
10	30.98%	69.02%
11	28.65%	71.35%
12	36.60%	63.40%
13	39.91%	60.09%



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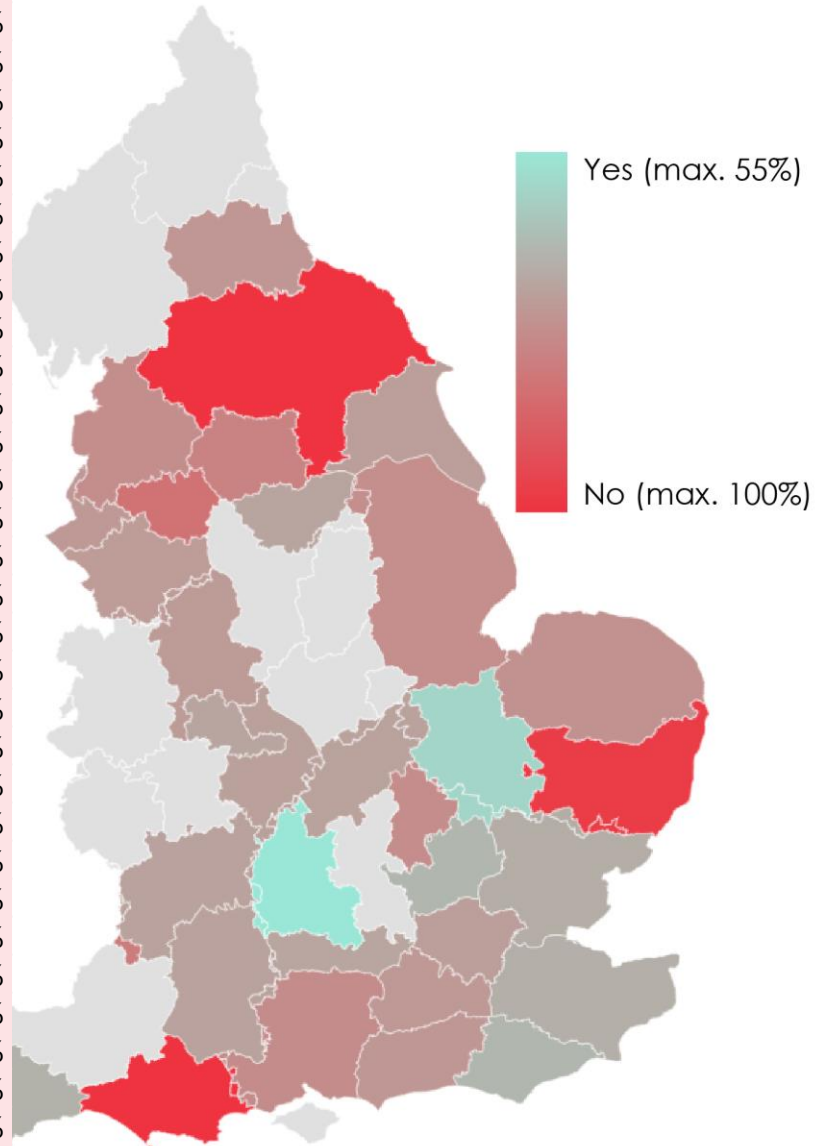
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Office Address: Unit LMLF 2.4, The Leather Market,
Weston Street, London Bridge, SE1 3ER



Location

Primary, Secondary & College Total:

	Yes	No
Oxfordshire	54.55%	45.45%
Cambridgeshire	48.98%	51.02%
Greater London	43.53%	56.47%
Hertfordshire	39.78%	60.22%
East Sussex	39.60%	60.40%
Devon	38.46%	61.54%
Kent	37.80%	62.20%
Essex	37.19%	62.81%
Berkshire	34.85%	65.15%
West Midlands	34.61%	65.39%
South Yorkshire	34.46%	65.54%
Wiltshire	34.00%	66.00%
Gloucestershire	33.96%	66.04%
Northamptonshire	33.71%	66.29%
Warwickshire	33.26%	66.74%
East Riding of Yorkshire	32.87%	67.13%
Staffordshire	31.88%	68.12%
Cheshire	31.71%	68.29%
Surrey	31.04%	68.96%
Merseyside	31.01%	68.99%
London	30.77%	69.23%
West Sussex	30.57%	69.43%
Durham	30.45%	69.55%
Norfolk	28.92%	71.08%
Lincolnshire	27.84%	72.16%
Lancashire	27.70%	72.30%
Hampshire	27.43%	72.57%
Bedfordshire	27.19%	72.81%
West Yorkshire	24.15%	75.85%
North Yorkshire	22.66%	77.34%
Bristol	22.34%	77.66%
Greater Manchester	19.27%	80.73%
Suffolk	2.90%	97.10%
Cleveland	0.00%	100%
Dorset	0.00%	100%



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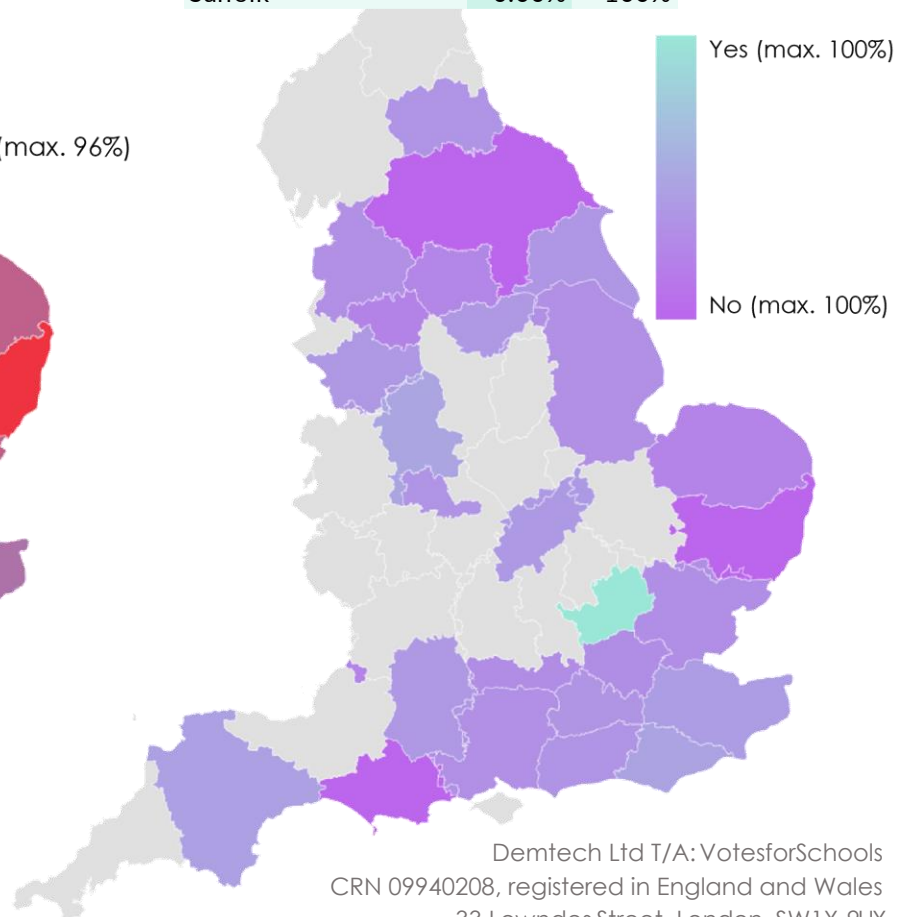
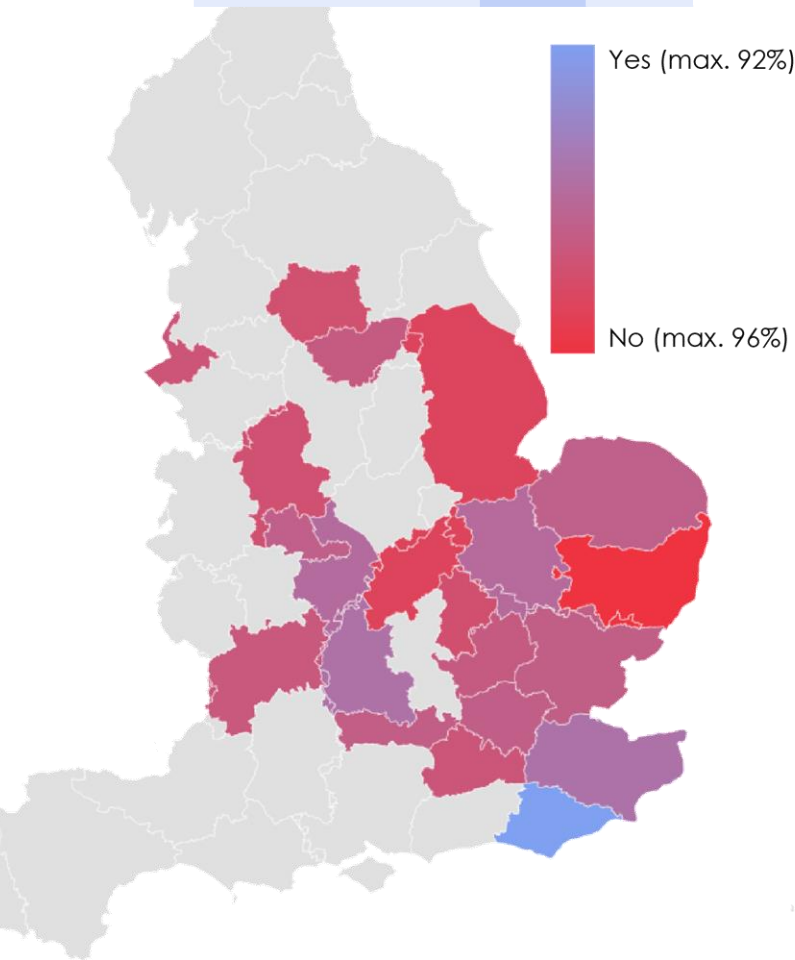


Primary:

	Yes	No
East Sussex	91.67%	8.33%
Kent	55.56%	44.44%
Oxfordshire	54.55%	45.45%
North Yorkshire	50.00%	50.00%
Warwickshire	50.00%	50.00%
Cambridgeshire	48.98%	51.02%
Greater London	43.49%	56.51%
Norfolk	40.56%	59.44%
West Midlands	39.92%	60.08%
Essex	38.89%	61.11%
Berkshire	38.65%	61.35%
London	37.82%	62.18%
South Yorkshire	36.11%	63.89%
Hertfordshire	36.05%	63.95%
Gloucestershire	33.96%	66.04%
Surrey	31.83%	68.17%
Merseyside	31.01%	68.99%
Staffordshire	28.02%	71.98%
West Yorkshire	27.68%	72.32%
Bedfordshire	27.19%	72.81%
Lincolnshire	18.18%	81.82%
Northamptonshire	17.24%	82.76%
Suffolk	3.51%	96.49%

Secondary:

	Yes	No
Greater London	100%	0.00%
Hertfordshire	85.71%	14.29%
Staffordshire	41.92%	58.08%
East Sussex	40.83%	59.17%
Devon	38.46%	61.54%
Kent	36.57%	63.43%
Northamptonshire	34.83%	65.17%
Wiltshire	34.00%	66.00%
South Yorkshire	33.88%	66.12%
Cheshire	33.33%	66.67%
East Riding of Yorkshire	32.87%	67.13%
Surrey	31.25%	68.75%
West Midlands	30.57%	69.43%
West Sussex	30.57%	69.43%
Durham	30.45%	69.55%
Hampshire	28.19%	71.81%
Lincolnshire	28.00%	72.00%
Lancashire	27.76%	72.24%
Essex	27.17%	72.83%
London	26.49%	73.51%
Berkshire	25.67%	74.33%
North Yorkshire	22.51%	77.49%
West Yorkshire	21.98%	78.02%
Norfolk	19.78%	80.22%
Bristol	19.74%	80.26%
Greater Manchester	19.27%	80.73%
Cleveland	0.00%	100%
Dorset	0.00%	100%
Suffolk	0.00%	100%



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Students' Comments

"Cinemas are pretty **boring** as it is. Also, **other people ruin it** whereas doing it from home on streaming services makes it much **more convenient**."

Secondary School, East Sussex

"Cinemas are **being hit hard by the pandemic** and it is not very likely they will recover."

Secondary School, West Midlands

"**Streaming services** are constantly improving; cinemas are **out of date** and need to go."

Secondary School, East Sussex

"People can now purchase **new releases on TV cheaper** than what it would be when going to the cinema."

Secondary School, West Midlands

"More people will want to **watch from the comfort of their own homes**."

Secondary School, West Midlands

"During Lockdown we have learnt that **we do not need to go to the cinemas** and can watch a **relaxing movie at home** and it is nicer as you **don't have the distraction** of other people talking."

Primary School, Greater London

"Cinemas should close because we have **streaming services** and I think there's **no point of going to cinemas** because it's fun but you're **wasting money** just for one film."

Primary School, Hertfordshire

"**Because of COVID19** they will close most cinemas. People will **get used to watching films at home**."

Primary School, Essex

"With the **age of new technology** future generations won't appreciate the experience as much as others do and **won't see the value in cinemas** as they have Netflix and YouTube etc."

College, Bristol



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"Cinemas provide an **experience**, rather than just a film. **Watching a film at home doesn't have quite the same effect** as watching it in a cinema."

Secondary School, West Midlands

"Nothing will beat the aroma of being in the cinema where can you **get better popcorn?**"

Secondary School, Lancashire

"Watching a movie at home is **not the same as a trip to the cinema.**"

Secondary School, West Midlands

"Cinemas are **popular with everyone**, young or old. Our generation enjoys going to the cinema, as it seems **more exciting than just watching films at home**. Cinemas provide **many fond memories** for the current generation, so I'm sure we will let the next generation experience them as well."

Secondary School, West Midlands

"I **won't let them** disappear."

Secondary School, East Sussex

"I love going to the cinema and **the atmosphere is extraordinary.**"

Secondary School, Berkshire

"Netflix is quite popular, but cinemas are just as popular plus **the food there is good!**"

Primary School, Essex

"**Loads of people love the cinema** (including me!!!) and I don't think they would let it become extinct!"

Primary School, Greater London

"Cinemas will never disappear in my lifetime or anybody else's lifetime because **the Cinema is a magical place.**"

Primary School, Essex

"Cinemas can offer an **experience that cannot be had at home**. The industry will reduce in size however, I think the **social aspect is what will keep it around** as well as **unique cinema experiences** such as open air and thematic cinemas."

College, Bristol



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