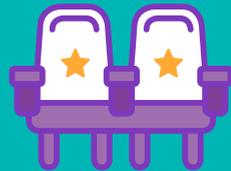


INTO FILM

FILM LOVERS OF THE FUTURE

THE IMPACT OF INTO FILM ON THE NEXT
GENERATION OF CINEMA AUDIENCES



CINEMA-GOING IS THRIVING AMONGST INTO FILM CLUB MEMBERS

CLUB MEMBERS ARE YOUNG PEOPLE, AGED 5–19

10 EXTRA FILMS A YEAR!

Club members watch **more films over the course of a year** than non-members



2x



Club members are twice as likely as non-members **to visit the cinema once a week**

84%



of club leaders say club membership has **motivated young people to go to the cinema**

SOURCES: Into Film Festival Young Peoples Survey, Into Film (2017)
Into Film Panel and Control Research waves 1 to 5, Childwise (2016-7)
Into Film Annual Club Leader Survey (2017)

INTO FILM CLUBS FEED YOUNG PEOPLE'S PASSION FOR CINEMA

AND OPEN THEIR MINDS TO
A BROADER RANGE OF FILMS

66

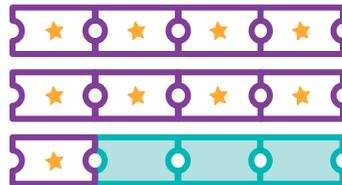
Going to the cinema is completely different. The sound is better, it's a big screen – that's why it's worth it to go and see it and pay for it.

STUDENT AT THE INTO
FILM FESTIVAL

99

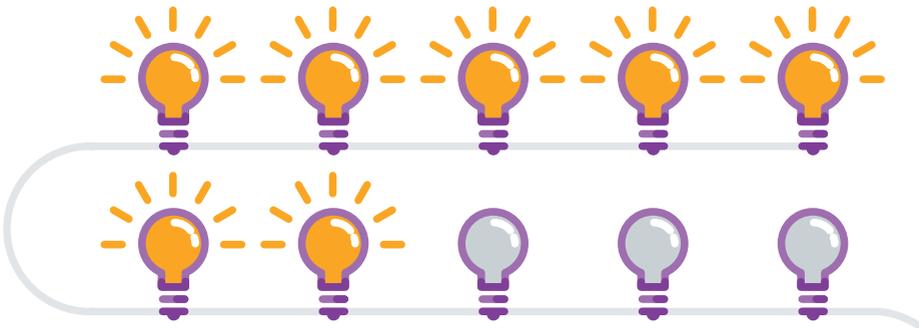


Club members are **four times more likely to spend £10 on a cinema ticket** compared to non-members



74% of young people who attended the Into Film Festival say **it has made them more likely to go to the cinema**

Over half of young people who attended the Into Film Festival say **the festival has encouraged them to watch a broader range of films at the cinema**



72% of young people who attended the Into Film Festival agree **the festival has inspired them to watch more films**



Club members are more likely than non-members to say it's **their passion for film that has driven their increase in cinema-going**

INTO FILM FOSTERS A POSITIVE ATTITUDE TOWARDS THE FILM INDUSTRY

“

Seeing the film today really makes me want to go to the cinema more because you get to see the visual effects and everything that goes into the film.

”

STUDENT AT THE INTO FILM FESTIVAL



Club members are twice as likely to strongly agree **'I respect the British Film Industry'** compared to non-members

FILMS ARE
PRECIOUS AND
I CARE ABOUT
THEM!

1 in 3 club members strongly agree with this statement, compared to 1 in 9 of non-members

WHAT WE DO

INTO FILM PUTS FILM AT THE HEART OF CHILDREN AND YOUNG PEOPLE'S EDUCATIONAL, CULTURAL AND PERSONAL DEVELOPMENT

More than half of UK schools engage with our programme of Into Film Clubs, special cinema screenings, and resources and training to support classroom teaching. Alongside rich online content for young audiences, this provides 5–19 year olds with inspiring opportunities to learn about and make films, and develop a passion for cinema.

WATCHING FILMS

- **The Into Film Festival** – over 400,000 young attendees in 2017
- **Into Film Clubs** – an estimated 250,000 members across the UK
- **Year-round screenings and events** – at cinemas across the UK

ENGAGING WITH FILM

- **Reviewing films** – over 25,000 reviews by young people
- **Filmmaking** – 1,000 films made by young people
- **Visiting our digital channels** – almost 450,000 visits last year
- **Taking part in our Young Reporters Programme** – young people get to attend red carpet events and film junkets
- **Using Into Film teaching resources** – almost 200,000 downloaded by educators last year



For more information
on our work email
flora.menzies@intofilm.org

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Into Film is a trading name of Film Nation UK.
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