


A diverse group of people, including an older man with a white beard and a woman in a patterned sweater, are laughing heartily in a theater. The scene is lit with warm, golden light, creating a joyful and inclusive atmosphere.

HKADC Behavioural Study on Arts Participants - Individual Art Form (Film Arts)



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Notes to readers

- For simplicity, “2018-2019” denotes the 2 years before the outbreak of COVID-19 and “2020” denotes the period during the pandemic from Jan 2020 to Jan 2021 (the time of survey fieldwork in stage 1 study).
- When comparing figures between different waves of study on the art form, please note that the 2015 Study and Stage 1 Study surveyed “Film and Media Arts”, whereas the Stage 3 Study covered “Film Arts” only. However, the incidence difference observed between “Film and Media Arts” and “Film Arts” in the 2015 Study was insignificant.
- Expenditure on arts participation through alternative modes was only tracked in 2022’s study, and as a result, comparisons versus previous waves are not available.
- Reported results were weighted to ensure the sample is representative of the Hong Kong population.
- Due to rounding, the percentages might not add up to total.

Sub-categories included in Film Arts

- Film Festival Screenings, Other Thematic Screenings, Other Documentary Films, Independent Short Films or Independent Films, etc.

Notation

denotes small base ($n < 30$)

denotes very small base ($n < 10$)

- denotes a figure of 0%

* denotes a figure that is larger than 0% but less than 0.5%

 green/ red boxes highlight figures that were notably different from other subgroups/ other categories’ results

 black dotted boxes highlight figures that were notably different from past waves’ results

Film Arts

24% Film Arts participation

Participation in Film Arts dropped substantially as 24%, or a projected population of 1.4 million aged 15-74, participated in Film Arts activities during Jul'21-Jul'22 (-11% since 2020). In particular, Film Festival Screenings (16%) and Other Documentary Films, Independent Short Films or Independent Films (8%) were the top Film Arts activities participated in.

14% in physical mode

14%, or a projected population of 801 thousand aged 15-74, reported attending Film Arts performances through physical mode during Jul'21-Jul'22, which represented a slight rise since 2014/15 (+3%). Attendance frequency also improved to 3.9 activities per person (vs. 2.3 in 2014/15).

19% in alternative modes

19%, or a projected population of 1.11 million aged 15-74, viewed Film Arts activities through alternative modes during Jul'21-Jul'22, which represented a substantial drop in attendance since 2020 (-14%). Each participant viewed 5.3 activities on average.



Overview of incidence, projected population and expenditure – Film Arts

- Participation in Film Arts through alternative modes dropped substantially compared to previous waves, which was likely due to the easing of COVID-19 restrictions making participation in person more feasible. As a result, participation in person had improved, even when compared to pre-pandemic levels in 2014/15.

24%

Participated in Film Arts from Jul'21 to Jul'22

- Film Festival Screenings: 16%
- Other Documentary Films, Independent Short Films Or Independent Films, Etc.: 8%
- Other Thematic Screenings[^]: 5%

1.4M

Projected population of Film Arts participants

- **Physical mode: 14% (801k)**
 - 2020: 7% (+7%)
 - 2018-2019: 25% (-11%)
 - 2014/15: 11% (+3%)
- **Alternative modes: 19% (1,105k)**
 - 2020: 33% (-14%)
 - 2018-2019: 32% (-14%)

\$634M

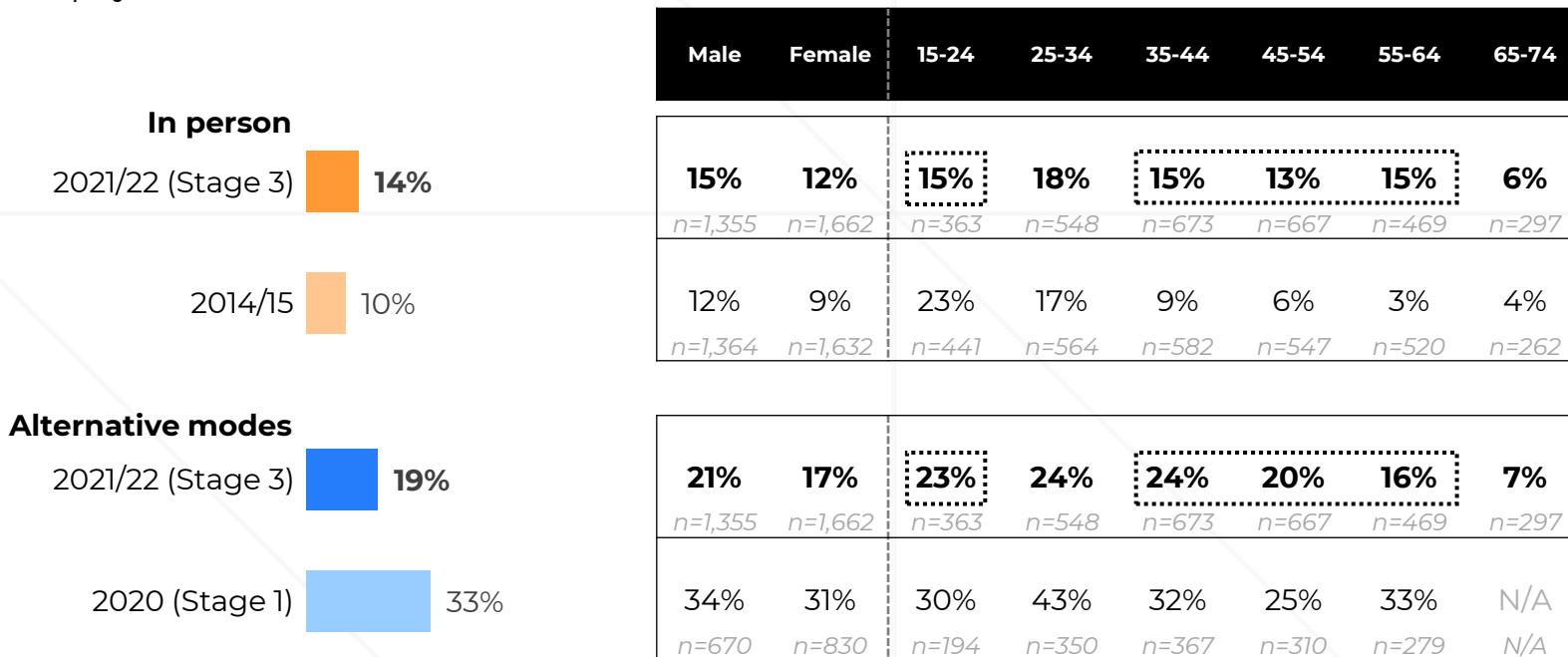
Expenditure in Film Arts

- Physical mode: \$316M
 - 2014/15: 132M (+184M)
- Alternative modes: \$318M
 - 50% of total expenditure

Participation mode of Film Arts participants – by gender and age

(among all respondents)

- Consumers aged 35-64 had substantially decreased their participation through alternative modes compared to 2020, which was replaced by increased participation through physical mode compared to 2014/15.
- On the other hand, younger consumers aged 15-24 have participated in fewer Film Arts activities across physical mode since 2014/15 and alternative mode since 2020.



Source: Q108a

Base: All respondents (n=3,017)

Note: In stage 1 survey, the respondents were HK residents aged 15-64. Results of 2020 only include those aged 16-64.

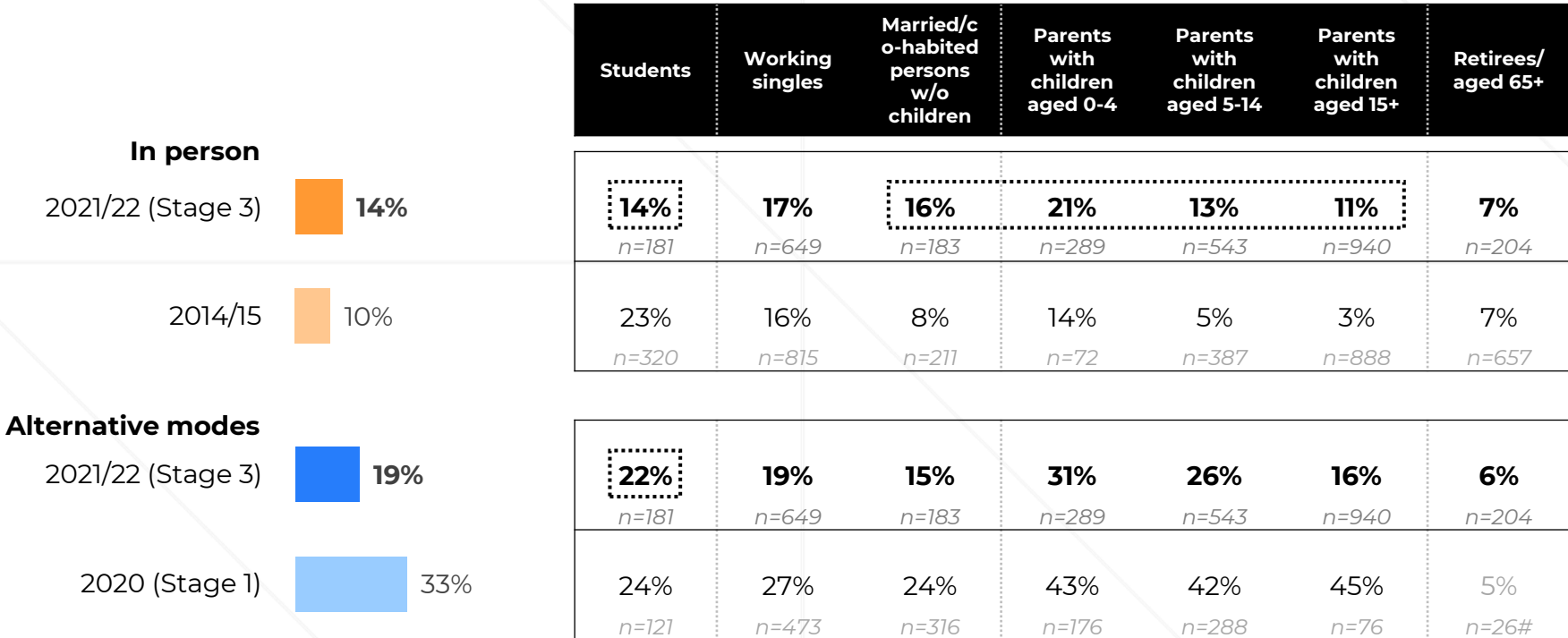
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black dotted boxes highlight figures that were notably different to past waves' results

Participation mode of Film Arts participants – by life segment

(among all respondents)

- Fewer students participated in Film Arts through both modes. In contrast, more Parents and Married persons without children attended Film Arts activities in person.



Source: Q108a

denotes small base (*n*<30)

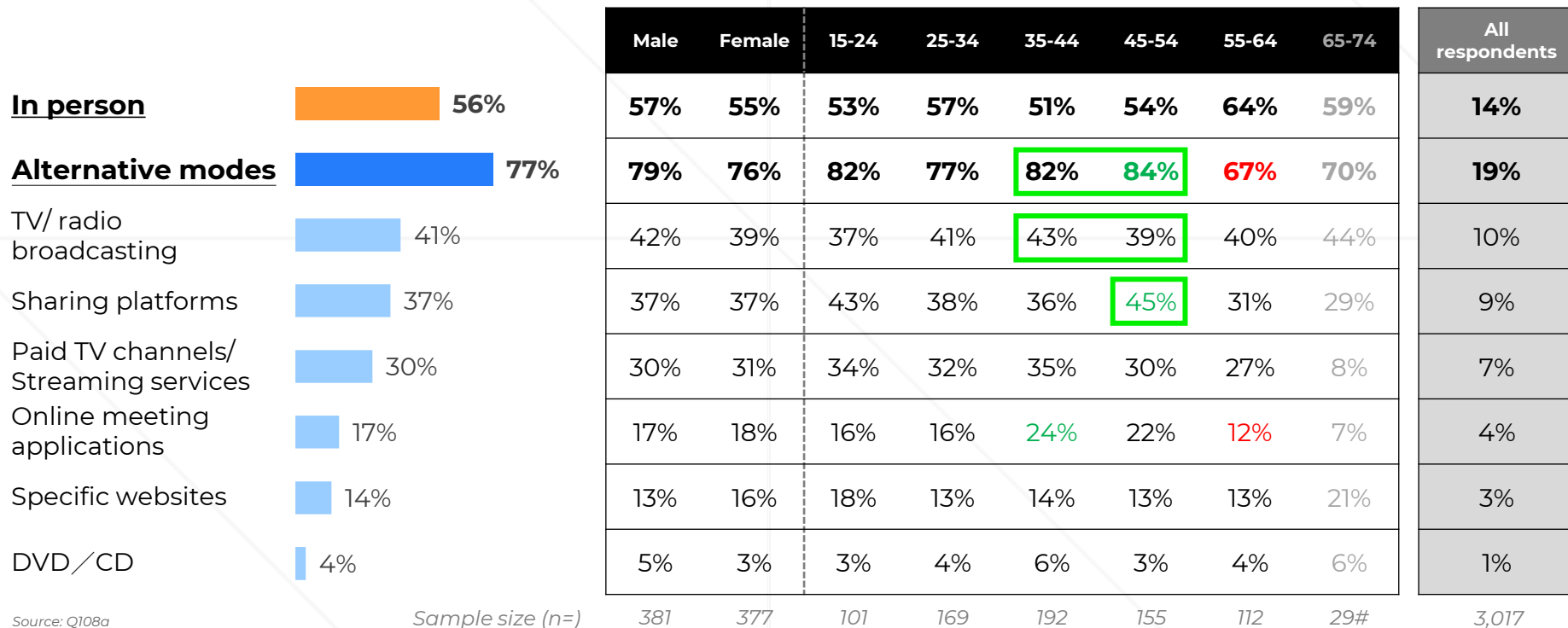
Base: All respondents (*n*=3,017)

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black dotted boxes highlight figures that were notably different to past waves' results

Participation mode among Film Arts participants – by gender and age

- Participants aged 35-54 were much more likely to have viewed Film Arts through alternative modes, notably through TV/ radio broadcasts, and sharing platforms for those aged 45-54.



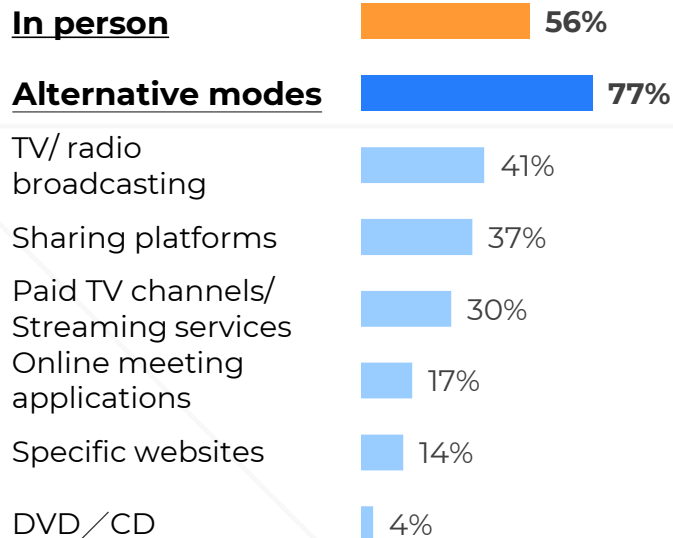
Source: Q108a
 Base: Film Arts participants (n=758)
 # denotes small base (n<30)

Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

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Participation mode among Film Arts participants – by life segment

- Parents with younger children aged 0-14 similarly viewed Film Arts programmes predominantly through alternative modes, with relatively more through paid TV channels/ streaming services and online meeting applications. On the other hand, Working singles and Married persons without children were significantly more likely to attend Film Arts activities in person.



	Students	Working singles	Married/co-habited persons w/o children	Parents with children aged 0-4	Parents with children aged 5-14	Parents with children aged 15+	Retirees/ aged 65+
In person	54%	66%	69%	57%	45%	52%	74%
Alternative modes	83%	71%	66%	84%	90%	75%	60%
TV/ radio broadcasting	31%	37%	38%	42%	48%	40%	44%
Sharing platforms	41%	35%	31%	40%	39%	39%	24%
Paid TV channels/ Streaming services	33%	28%	34%	42%	32%	28%	-
Online meeting applications	11%	9%	11%	25%	24%	19%	6%
Specific websites	15%	13%	13%	13%	17%	16%	13%
DVD/CD	2%	4%	9%	4%	3%	6%	-

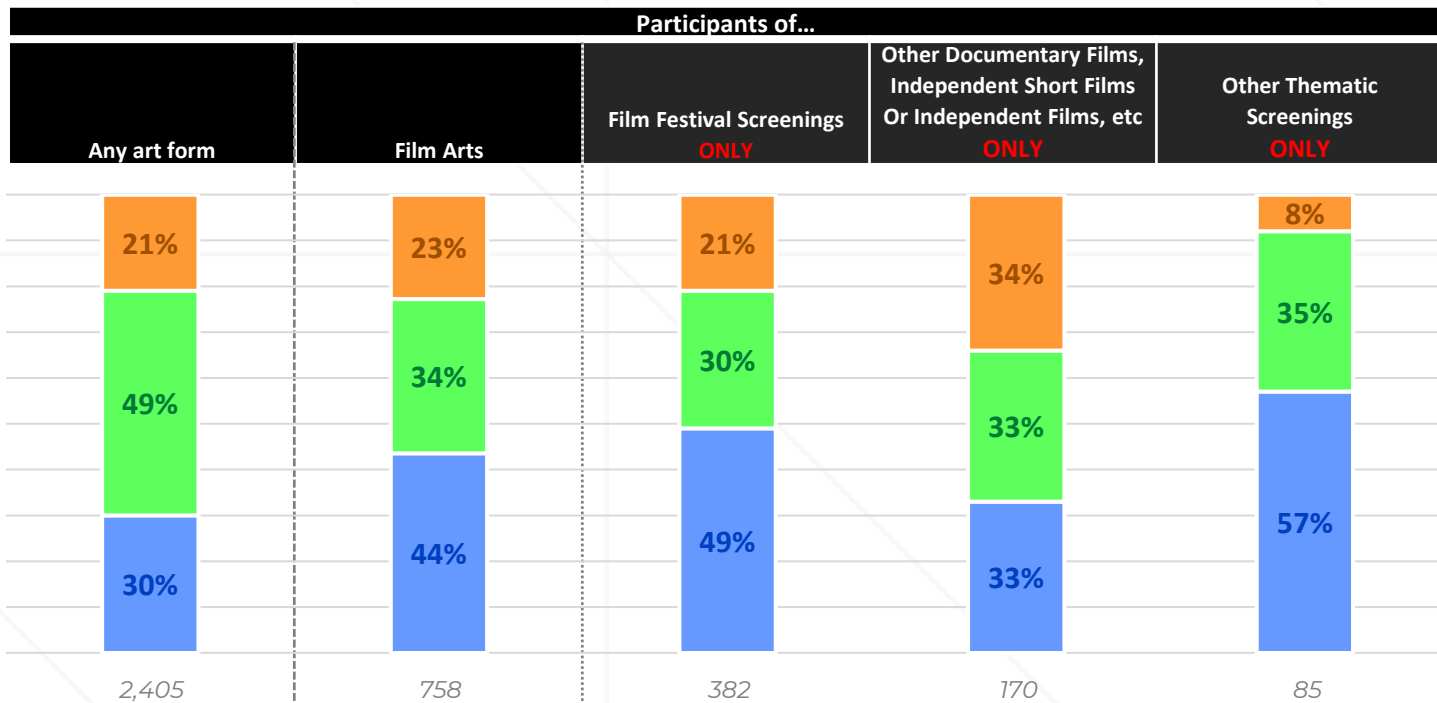
Sample size (n=) 50 170 45 107 155 207 18#

Source: Q108a
 Base: Film Arts participants (n=758)
 # denotes small base (n<30)

Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

Participation mode pattern – by type of Film Arts activities

- Within the Film Arts categories, Film Festival/ Other Thematic Screenings were more commonly viewed through alternative modes, whereas Documentaries and Independent Films/ Short Films were viewed equally in person and through alternative modes.

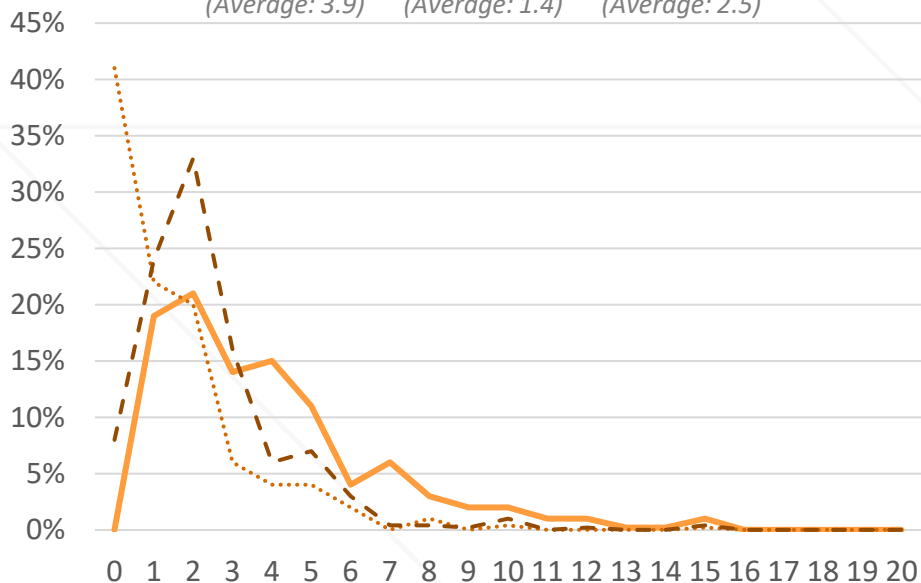


Annual participation frequency to Film Arts activities from Jul'21 to Jul'22[^]

- Participation in Film Arts activities through alternative modes was higher among free activities, whereas paid activities were the predominant form attended for physical mode activities.
- While the majority attended between 1-7 Film Arts activities through physical mode from Jul'21 to Jul'22, the average frequency was higher among alternative modes, where a small portion had attended between 15-20 activities.

Physical-mode activities

— **All** (Average: 3.9)
 ⋯ **Free** (Average: 1.4)
 - - - **Paid** (Average: 2.5)



Base: Those who participated in any Film Arts activities through physical mode (n=415)

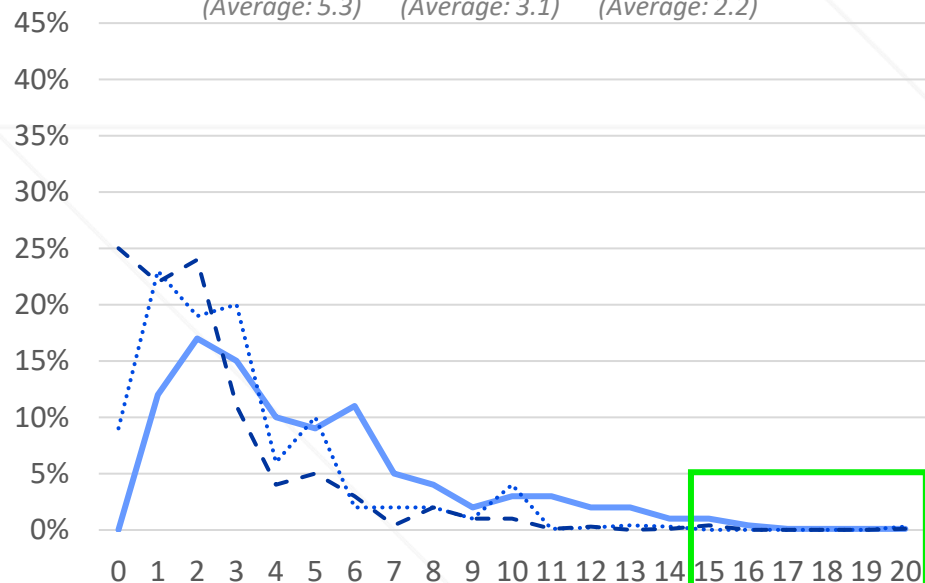
Source: Q108b

[^]denotes mean figures

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Alternative-mode activities

— **All** (Average: 5.3)
 ⋯ **Free** (Average: 3.1)
 - - - **Paid** (Average: 2.2)

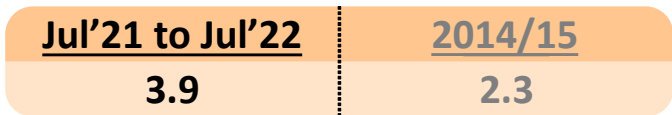


Base: Those who participated in any Film Arts activities through alternative modes (n=597)

Annual participation frequency to Film Arts activities from Jul'21 to Jul'22[^]

- Participation in Film Arts activities became more frequent, in physical mode at least, as the average participation frequency has increased substantially since 2014/15.

Physical mode



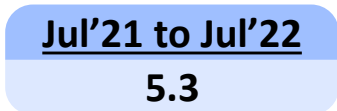
Base: Those who participated in any Film Arts activities through physical mode (n=415)

Projected annual attendance in

physical mode: 3.1M

2014/15: **1.3M**

Alternative modes



Base: Those who participated in any Film Arts activities through alternative modes (n=597)

alternative modes:

5.8M

Source: Q108b

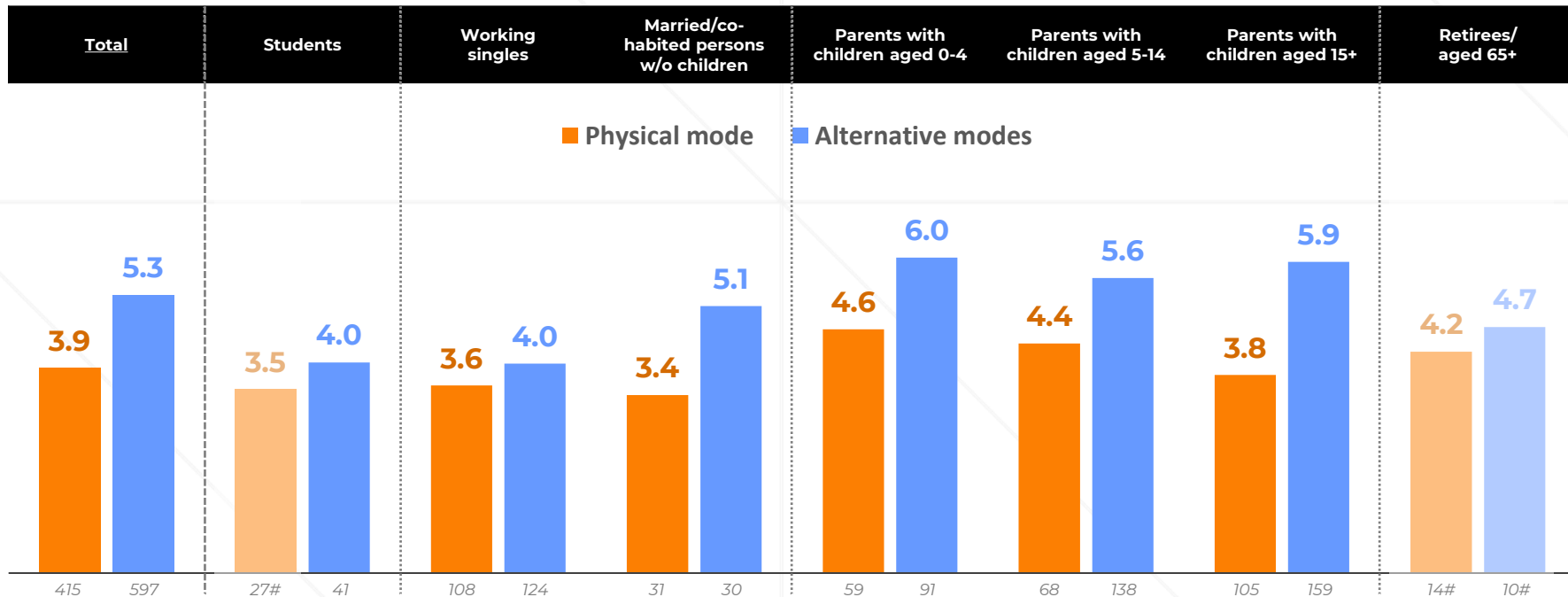
[^]denotes mean figures

Remark: The projected attendance = summary of weighted individual responses.

2020's Film Arts results are not suitable for comparisons due to differing question settings.

Annual participation frequency to Film Arts activities from Jul'21 to Jul'22 – by life segment^

- By life segment, Parents typically attended Film Arts activities more frequently than others in both physical and alternative modes.

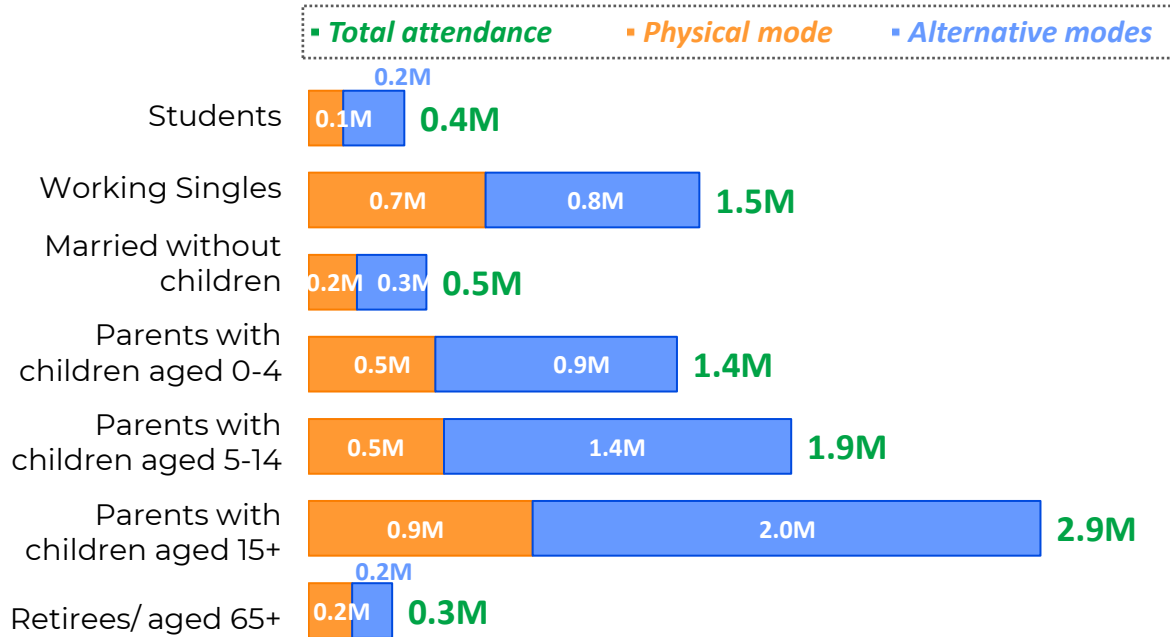


Base:

Source: Q108b
 Base: Those who participated in any Film Arts activities through physical or alternative modes respectively
 ^denotes mean figures

Projected annual attendance on Film Arts activities - by life segment

- The attendance of Parents with children aged 15+ on Film Arts activities (both physical and alternative modes) was more than that of other life stage segments.

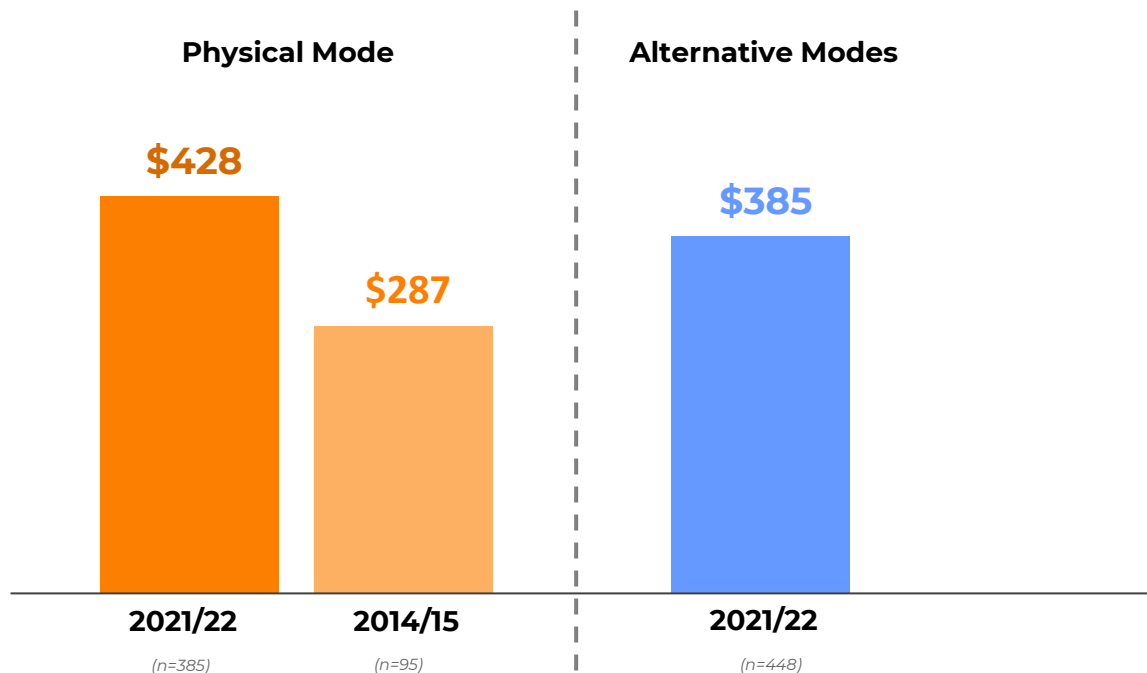


8.9M (3.1M+5.8M)
Projected annual attendance on Film Arts participation from Jul'21 to Jul'22.

Source: Q108c
 Base: Among those who had participated in Film Arts (n=758)
 Remark: The projected attendance = summary of weighted individual responses.

Annual expenditure on Film Arts activities from Jul'21 to Jul'22^

- Average spending through physical mode increased quite sharply, overall earnings in the Film arts categories soared in 2022.



Base: Those who paid for Film Arts activities through physical mode

Base: Those who paid for Film Arts activities through alternative modes

Source: Q108c

^denotes mean figures

Remark: The projected expenditure = summary of weighted individual responses.

Projected annual expenditure in

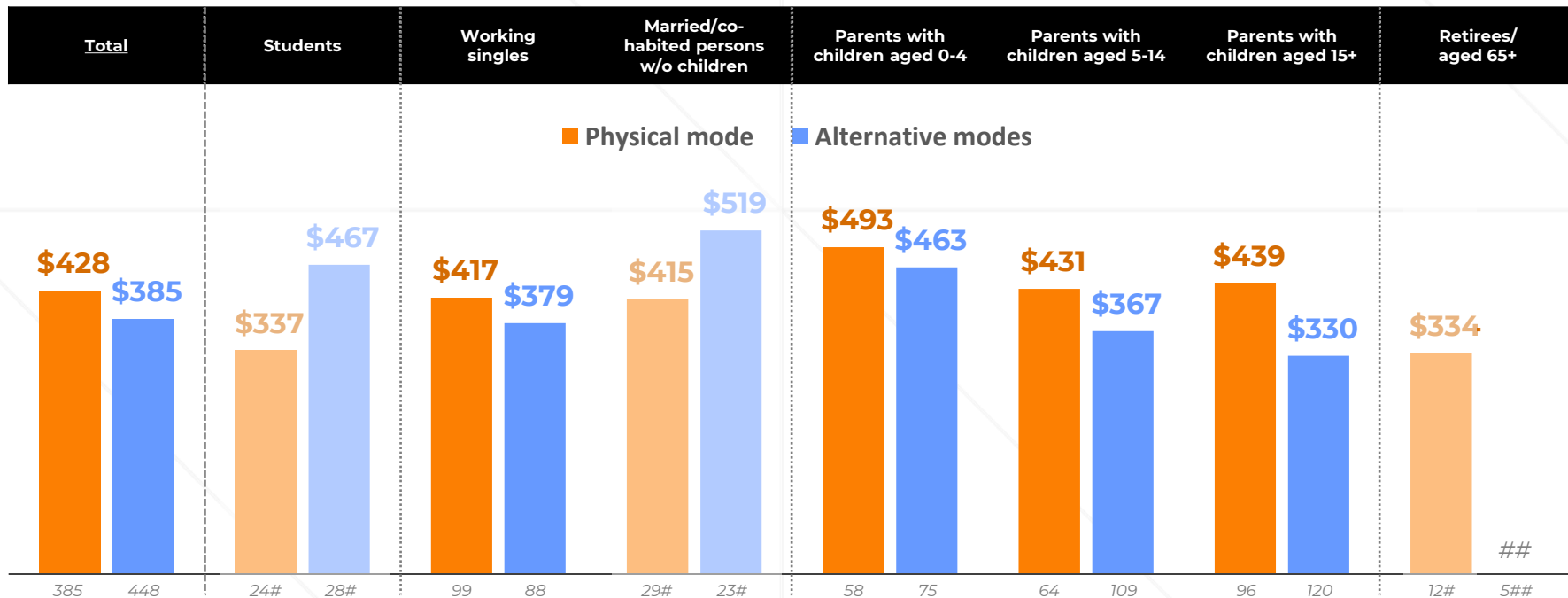
physical mode: 316M

2014/15: 132M

alternative modes: 318M

Average annual expenditure on Film Arts activities from Jul'21 to Jul'22 – by life segment[^]

- In addition to having attended Film Arts activities more frequently than others, Parents had also spent more on Film Arts through physical mode on average, which suggested that these participants might be the core audiences for Film Arts activities as a whole.

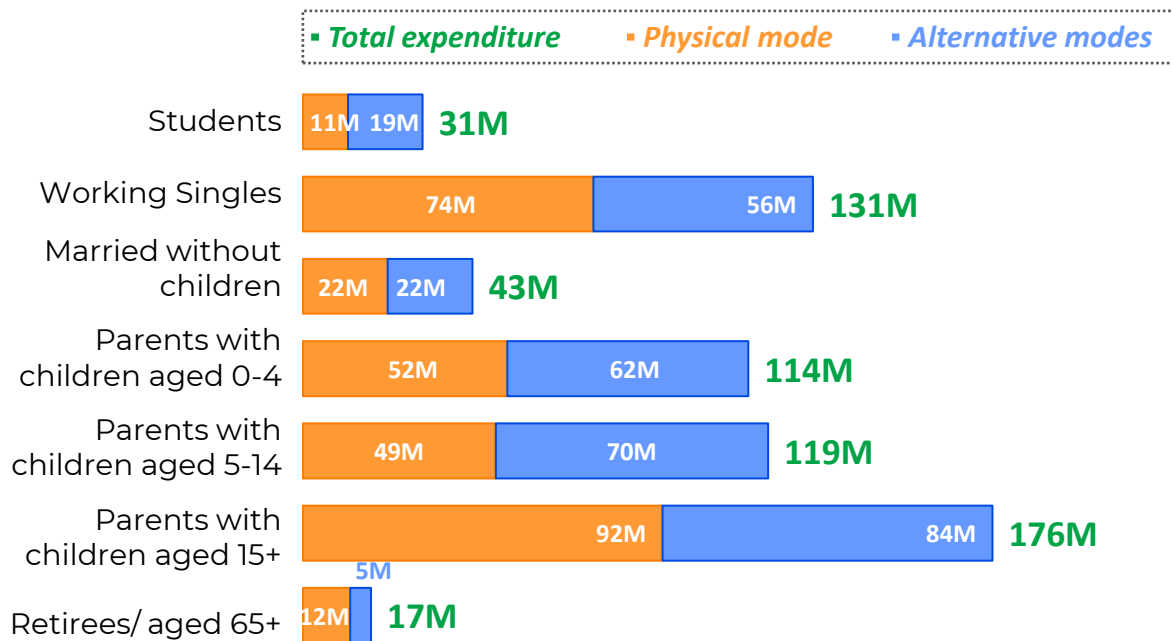


Base:

Source: Q108c
 Base: Those who paid for Film Arts activities through physical or alternative modes respectively
[^]denotes mean figures

Projected annual expenditure on Film Arts activities - by life segment

- The projected expenditure of Parents with children aged 15+ on Film Arts activities (both physical and alternative modes) was more than that of other life stage segments.



634M

(316M+318M)

Projected annual expenditure on Film Arts participation from Jul'21 to Jul'22.

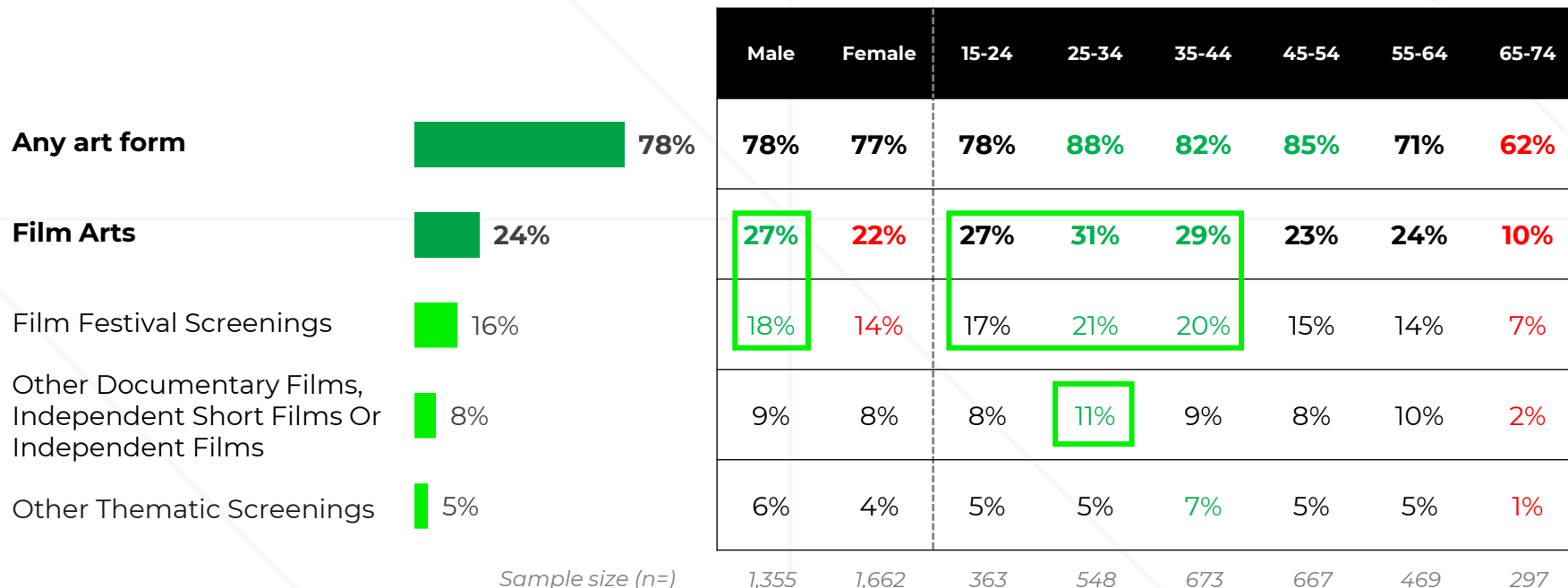
Source: Q108c

Base: Among those who had participated in Film Arts (n=758)

Remark: The projected expenditure = summary of weighted individual responses.

Participation incidence (any mode) in Film Arts activities – by gender and age

- Males and younger consumers aged 15-44 were more likely to have participated in Film Arts, and primarily viewed Film Festival Screenings. Consumers aged 25-34 were also more likely to have seen Other Documentaries or Independent Films/ Short Films.



Source: Q101

Base: All respondents (n=3,017)

Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

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Participation incidence (any mode) in Film Arts activities – by life segment

- By life segment, Parents with younger children aged 0-14 were more likely to have participated in Film Arts, specifically Film Festival Screenings, whereas more Working singles and Married without children viewed Other Documentaries or Independent Short Films/ Short Films in the past.

		Students	Working singles	Married/co-habited persons w/o children	Parents with children aged 0-4	Parents with children aged 5-14	Parents with children aged 15+	Retirees/aged 65+
Any art form	78%	68%	73%	76%	87%	90%	79%	59%
Film Arts	24%	27%	26%	23%	37%	29%	22%	9%
Film Festival Screenings	16%	14%	17%	12%	26%	21%	13%	8%
Other Documentary Films, Independent Short Films Or Independent Films	8%	9%	12%	12%	8%	6%	8%	1%
Other Thematic Screenings	5%	7%	4%	5%	9%	7%	4%	*
	Sample size (n=)	181	649	183	289	543	940	204

Source: Q101

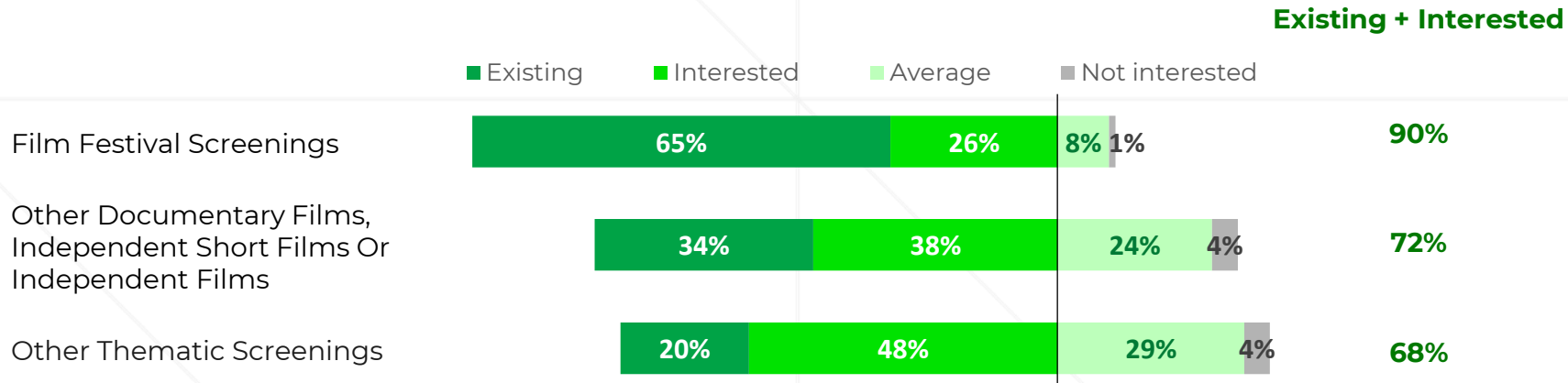
Base: All respondents (n=3,017)

Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

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Distribution of existing and interested genre participants (any mode) among Film Arts participants

- As such, it was perhaps unsurprising to see that the majority of interest in Film Arts was primarily due to the popularity of Film Festival Screenings.
- However, there was substantial growth potential for 'Other Documentary Films, Independent Short Films Or Independent Films' and 'Other Thematic Screenings' as many existing Film Arts participants mentioned they were open to viewing other types of Film Arts activities they had not previously participated in.



Existing and potential participants – by gender and age^

(among Film Arts participants)

- Participants aged 25-34 were the most interested in Film Festival Screenings, whereas mature participants aged 45-54 and 55-64 preferred 'Other Thematic Screenings' and 'Other Documentary Films, Independent Short Films Or Independent Films', respectively.

■ Interested ■ Existing

Film Festival Screenings **90%**



Other Documentary Films, Independent Short Films Or Independent Films **72%**



Other Thematic Screenings **68%**



Sample size (n=)

758

	Male	Female	15-24	25-34	35-44	45-54	55-64	65-74
Film Festival Screenings	92%	89%	87%	95%	91%	92%	86%	90%
Other Documentary Films, Independent Short Films Or Independent Films	74%	70%	70%	75%	65%	71%	83%	67%
Other Thematic Screenings	68%	67%	71%	73%	69%	75%	58%	51%
	381	377	101	169	192	155	112	29#

Source: Q101, Q108d

Base: Film Arts participants (n=758)

denotes small base (n<30)

^Figures include both existing participants and those who are interested in participating in the future.

Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

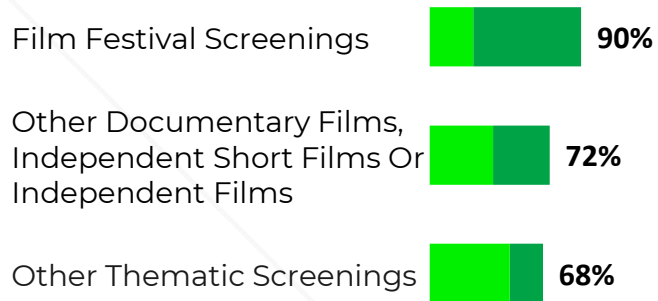
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Existing and potential participants – by life segment[^]

(among Film Arts participants)

- Parents with younger children aged 0-4 were the most interested in Film Festival Screenings, and relatively more were also intrigued by Other Thematic Screenings.
- On the other hand, Working singles and Married persons without children were relatively more interested in 'Other Documentary Films, Independent Short Films Or Independent Films'.

■ Interested ■ Existing



	Students	Working singles	Married/co-habited persons w/o children	Parents with children aged 0-4	Parents with children aged 5-14	Parents with children aged 15+	Retirees/aged 65+
Film Festival Screenings	82%	91%	89%	93%	91%	91%	88%
Other Documentary Films, Independent Short Films Or Independent Films	62%	85%	84%	68%	62%	72%	64%
Other Thematic Screenings	70%	70%	56%	77%	73%	65%	39%

Sample size (n=)

50

170

45

107

155

207

18#

Source: Q101, Q108d

Base: Film Arts participants (n=758)

denotes small base (n<30)

[^]Figures include both existing participants and those who are interested in participating in the future.

Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

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Future physical participation interest level[^] in Film Arts among all respondents – by gender and age

- Consumers aged between 15-54 reported that they were most interested in participating in physical mode in the future. Although those aged 15-24 had participated in fewer Film Arts activities in physical mode in 2021/22 compared to 2014/15, their future physical participation interest level was the highest (67%) among all age groups. Future participation among those aged 55-64 was relatively low.

	Male	Female	15-24	25-34	35-44	45-54	55-64	65-74
Very interested	19%	18%	24%	21%	21%	21%	13%	13%
Interested	36%	35%	42%	39%	38%	39%	34%	23%
Average	27%	27%	23%	24%	25%	25%	32%	31%
Not interested	12%	12%	7%	10%	9%	9%	14%	23%
Not interested at all	6%	7%	3%	6%	6%	7%	7%	10%
Very interested/ interested	55%	53%	67%	60%	59%	60%	47%	36%

Source: Q111
Base: All respondents (n=3,017)

Sample size (n=)

1,355

1,662

363

548

673

667

469

297

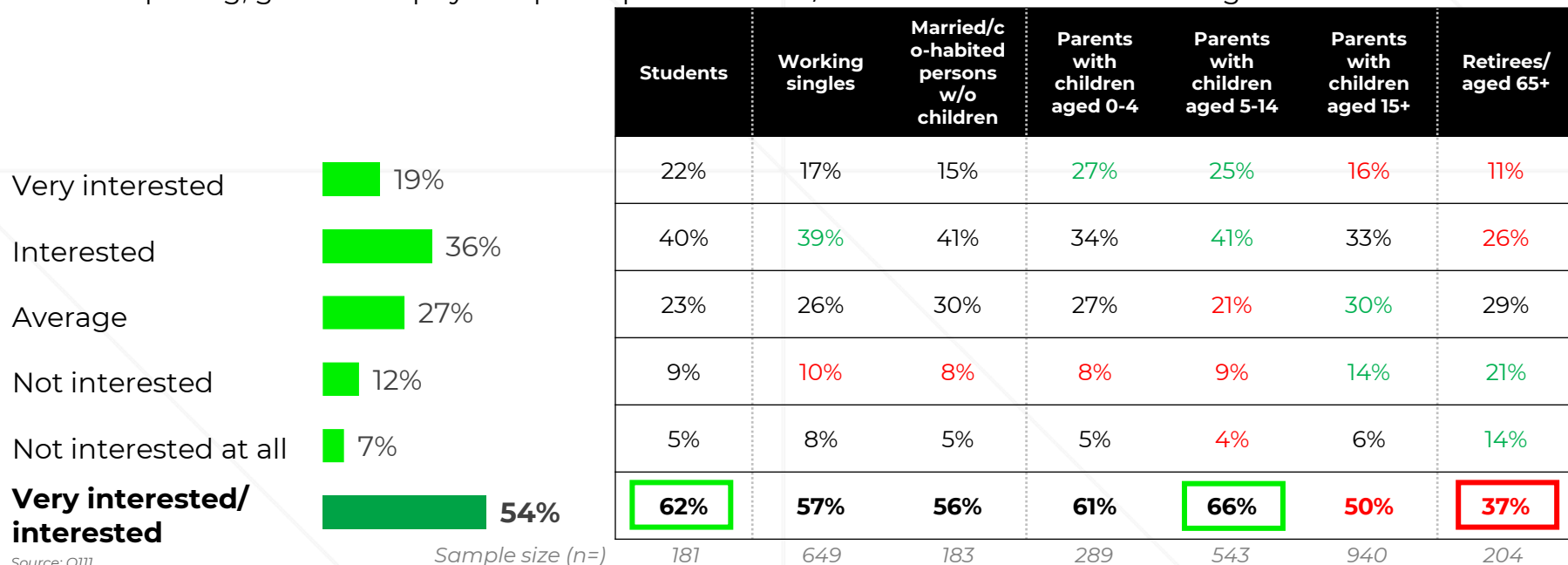
[^]denotes participation interest in physical mode among all respondents in the next 12 months.

Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

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Future physical participation interest level^ in Film Arts among all respondents – by life segment

- By life segment, Parents with children aged 5-14 and students were more likely to participate in Film Arts through physical mode in the future, despite students' sharp decline in their physical participation in 2021/22 when compared to 2014/15.
- Although the future physical participation interest of Retirees in Film Arts was the lowest, it's perhaps unsurprising, given their physical participation in 2021/22 was also the lowest among all.



Source: Q111

Base: All respondents (n=3,017)

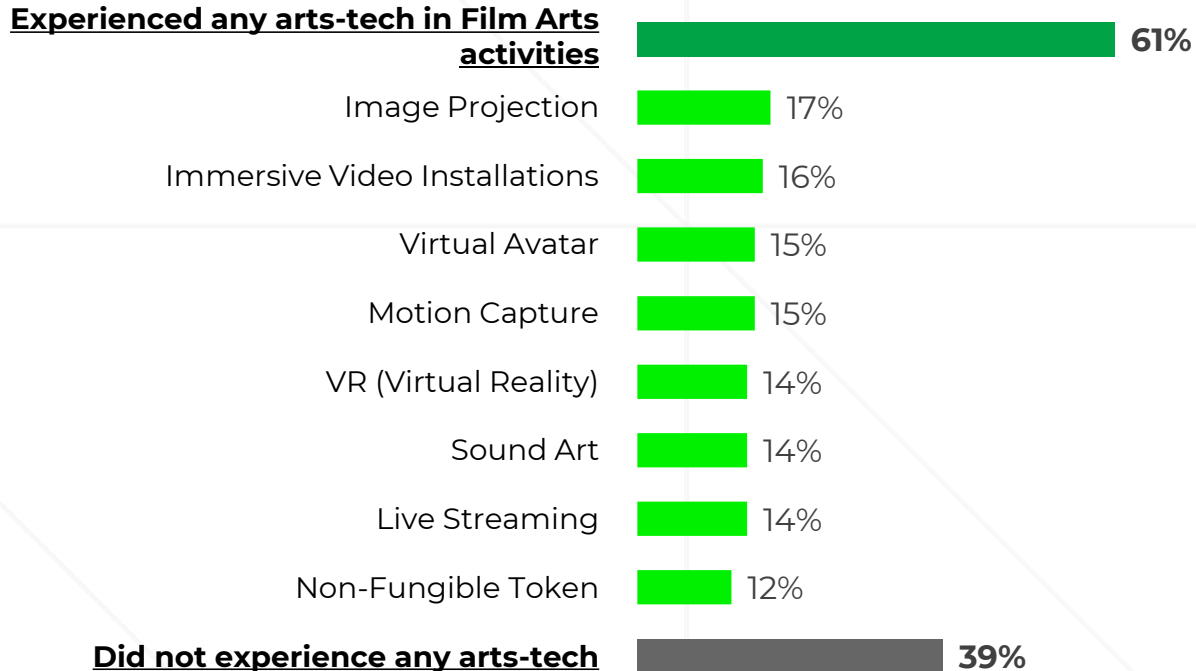
^denotes participation interest in physical mode among all respondents in the next 12 months.

Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

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Claimed incidence of experiencing arts-tech (any mode) in Film Arts activities

- Less than 2 thirds of film participants had experienced arts-tech in the past.



Projected population of existing, potential & arts-tech-driven Film Arts participants

- Likely as a result of the rarity of arts-tech in Film Arts, arts-tech was less able to introduce new participants to Film Arts and would only expand the pool of participants by 260k.

1,425,660 (37%)

**Existing participants
(any mode)
(from July 2021 to July 2022)**

2,151,891 (56%)

**Potential participants@
(physical mode)
(In the next 12 months)**

260,036 (7%)

**Participants solely
driven by arts-tech^
(any mode)**

3,837,587

**Projected population interested in
participating in Film Arts activities
through any mode**

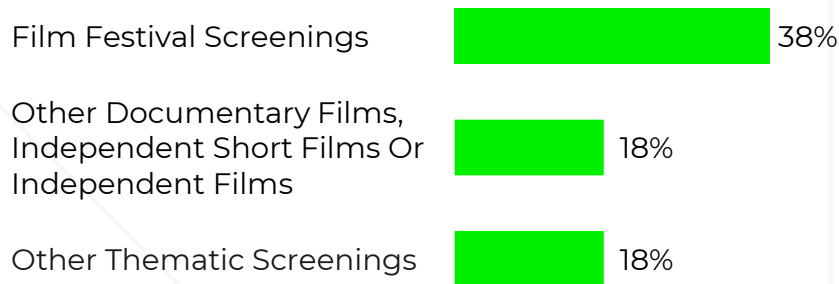
Source: Q101, Q111, Q206, Q207
Base: All respondents (n=3,017)

@The projected no. of potential participants is based on the proportion of respondents who claimed that they did not participate in any Film Arts activity from July 2021 to July 2022, but would be interested in doing so in the 12 months after.

^The projected no. of participants solely driven by arts-tech is based on the proportion of respondents who claimed that they did not participate in any Film Arts activity from July 2021 to July 2022, and are not interested in doing so in the 12 months after, but would be interested in participating in them due to arts-tech.

Incidence of rising participation interest (any mode) due to arts-tech – by type of Film Arts activity

- Both existing participants and those solely driven by arts-tech were relatively more interested in arts-tech in Film Festival Screenings. Given that these two groups contain a substantially larger proportion of consumers, it might be more beneficial to incorporate arts-tech into Film Festival Screenings in order to increase the participation frequency of existing participants and encourage potential participants to act on their interest.
- Among those that were driven by arts-tech, they also enjoyed arts-tech elements in ‘Other Documentary Films, Independent Short Films Or Independent Films’ and ‘Other Thematic Screenings’ than both existing and potential participants.



Sample size (n=) 1,479

	Existing participants	Potential participants	Participants solely driven by arts-tech
Film Festival Screenings	47%	26%	73%
Other Documentary Films, Independent Short Films Or Independent Films	23%	12%	31%
Other Thematic Screenings	24%	12%	27%
	529	818	132

Source: Q207
 Base: Those who would be more driven to participate in Film Art due to arts-tech
 Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.
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Attractiveness of different selling points for Film Arts programmes - by type of participants

(among those interested in participating in Film Arts activities)

- Participants driven by arts-tech were relatively more driven to see classic works, followed by award-winning/reenactment works.

	Total	Existing participants	Potential participants	Participants solely driven by arts-tech
Award-winning/Reenactment Works	35%	37%	32%	41%
Classic works	34%	33%	32%	45%
Inspirational/Reflective Topics	32%	35%	30%	30%
Local Original/Novel Works	29%	30%	25%	32%
Locally renowned creators or performers/groups	28%	29%	28%	27%
Adaptation of works/Secondary creation	26%	27%	25%	27%
Internationally renowned creators or performers/groups	25%	26%	28%	26%
New Venue/Upgraded Venue Sound Effects, etc.	15%	17%	16%	12%
Cross-disciplinary collaborations	15%	16%	18%	11%
Arts-tech	7%	8%	7%	14%
	2,551	725	1,132	132

Source: Q208

Base: Those who are interested in participating in Film Arts activities

Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

Attractiveness of different selling points for Film Arts programmes - by gender and age

(among those interested in participating in Film Arts activities)

- Older participants aged 55-74 were more likely to consider participating in award-winning/ reenactment films and classic works, whereas the rest preferred inspirational/ reflective topics.
- Furthermore, those aged 25-44 would also seek out adaptations of work/ secondary creations. Cross-disciplinary collaborations was also more interested to those aged 15-44.

	Total	Male	Female	15-24	25-34	35-44	45-54	55-64	65-74	
Award-winning/Reenactment Works	35%	34%	36%	31%	34%	28%	30%	46%	42%	
Classic works	34%	33%	34%	23%	28%	27%	28%	48%	47%	
Inspirational/Reflective Topics	32%	31%	33%	34%	34%	34%	34%	30%	25%	
Local Original/Novel Works	29%	28%	30%	26%	29%	27%	27%	32%	31%	
Locally renowned creators or performers/groups	28%	28%	28%	27%	30%	31%	30%	25%	21%	
Adaptation of works/Secondary creation	26%	27%	24%	28%	30%	30%	25%	22%	19%	
Internationally renowned creators or performers/groups	25%	25%	25%	26%	27%	26%	30%	22%	20%	
New Venue/Upgraded Venue Sound Effects, etc.	15%	16%	15%	17%	16%	18%	17%	10%	14%	
Cross-disciplinary collaborations	15%	16%	15%	22%	20%	18%	16%	9%	8%	
Suitable for children to participate in/Family fun program	15%	14%	16%	20%	17%	17%	18%	10%	10%	
Programmes/Promotions for Art Festivals or Book Fairs	14%	13%	15%	16%	17%	16%	17%	11%	7%	
Audience Interactive Participation	9%	9%	10%	10%	13%	9%	11%	6%	7%	
Incorporation of Art-tech	7%	7%	8%	8%	8%	9%	8%	6%	4%	
Experimental creation	2%	2%	3%	2%	2%	3%	2%	3%	3%	
	Sample size (n=)	2,551	1,145	1,406	330	476	581	577	383	204

Source: Q208

Base: Those who are interested in participating in Film Arts activities

Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

Attractiveness of different selling points for Film Arts programmes - by life segment

(among those interested in participating in Film Arts activities)

- While award-winning/ reenactment works topped the list of considerations for the majority of life segments, Parents had differing attitudes. Specifically, relatively more Parents with children aged 0-14 would enjoy adaptations of work/ secondary creations and cross-disciplinary collaborations than other parent groups. Parents with children 15+ focused more on films from internationally renowned actors.

	Total	Students	Working singles	Married/co-habited persons w/o children	Parents with children aged 0-4	Parents with children aged 5-14	Parents with children aged 15+	Retirees/ aged 65+
Award-winning/Reenactment Works	35%	30%	36%	39%	33%	24%	37%	48%
Classic works	34%	21%	39%	36%	20%	27%	33%	56%
Inspirational/Reflective Topics	32%	33%	40%	31%	32%	31%	30%	21%
Local Original/Novel Works	29%	27%	37%	31%	27%	22%	29%	25%
Locally renowned creators or performers/groups	28%	25%	28%	32%	28%	29%	27%	20%
Adaptation of works/Secondary creation	26%	29%	28%	21%	31%	31%	23%	14%
Internationally renowned creators or performers/groups	25%	23%	27%	27%	24%	28%	25%	18%
New Venue/Upgraded Venue Sound Effects, etc.	15%	14%	15%	12%	17%	17%	16%	13%
Cross-disciplinary collaborations	15%	18%	15%	13%	24%	22%	12%	7%
Suitable for children to participate in/Family fun program	15%	17%	14%	8%	20%	18%	15%	9%
Programmes/Promotions for Art Festivals or Book Fairs	14%	15%	10%	11%	20%	20%	14%	5%
Audience Interactive Participation	9%	10%	13%	9%	9%	10%	8%	6%
Incorporation of Art-tech	7%	10%	10%	9%	6%	8%	6%	5%
Experimental creation	2%	2%	2%	4%	3%	2%	3%	3%
	2,551	159	548	162	259	485	783	134

Source: Q208

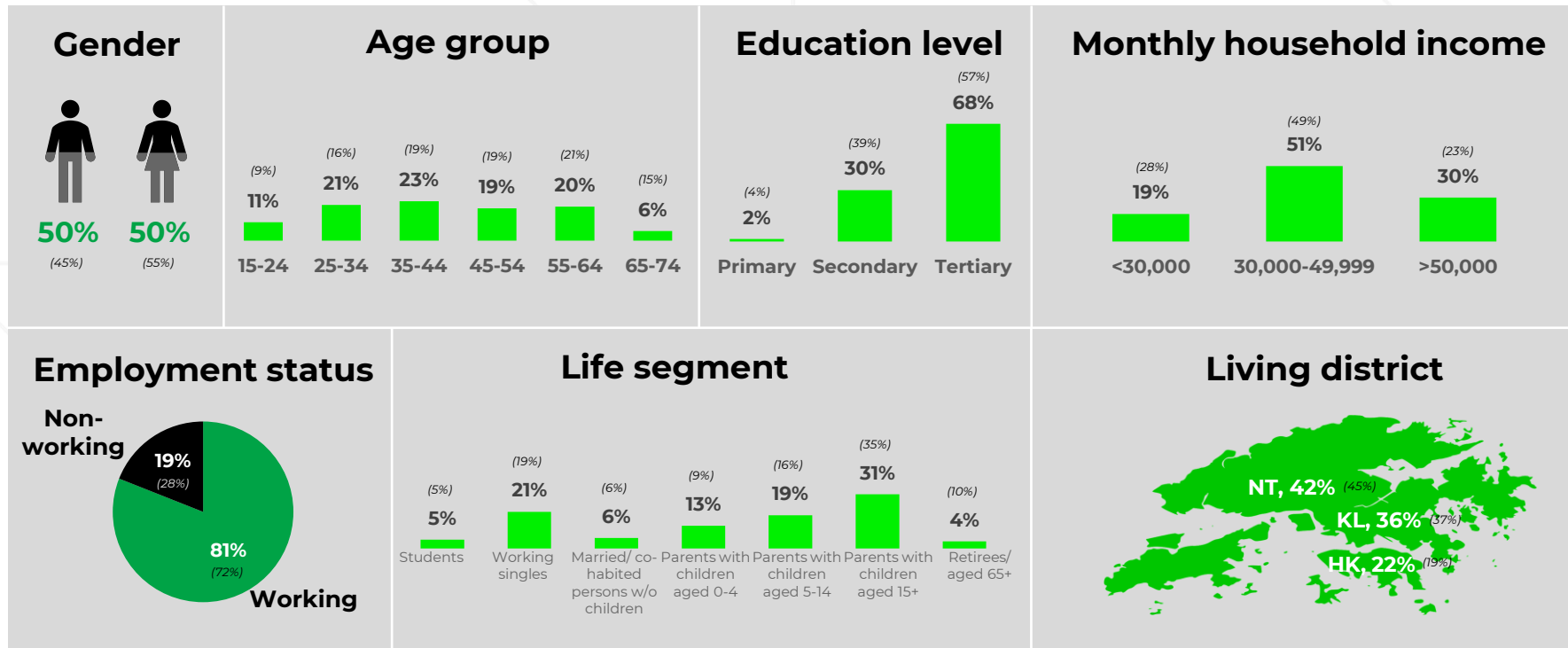
Sample size (n=)

Base: Those who are interested in participating in Film Arts activities

Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

Profile of Film Arts participants

- Compared to the general population, Film Arts participants were more likely to be male, below the age of 44, tertiary educated and with a monthly household income > \$50,000. There was also a higher proportion of Working participants and Parents with children aged 0-14.



Source: Q5, Q6, Q7, Q301, Q302, Q304, Q305, Q306

Base: Film Arts respondents (n=758)








() denotes figures for all respondents

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Appendix

Life segments by age

		15-24	25-34	35-44	45-54	55-64	65-74
Students	 5%	48%	1%	-	*	-	-
Working singles	 19%	45%	50%	17%	10%	6%	3%
Married/co-habited persons w/o children	 6%	3%	8%	9%	7%	6%	1%
Parents with children aged 0-4	 9%	2%	28%	16%	4%	1%	-
Parents with children aged 5-14	 16%	*	11%	44%	24%	5%	1%
Parents with children aged 15+	 35%	*	1%	14%	55%	79%	32%
Retirees/ aged 65+	 11%	-	-	*	*	2%	64%
	Sample size (n=)	363	548	673	667	469	297

Source: Q304, Q305, Q306

Base: All respondents (n=3,017)

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THANK YOU!

