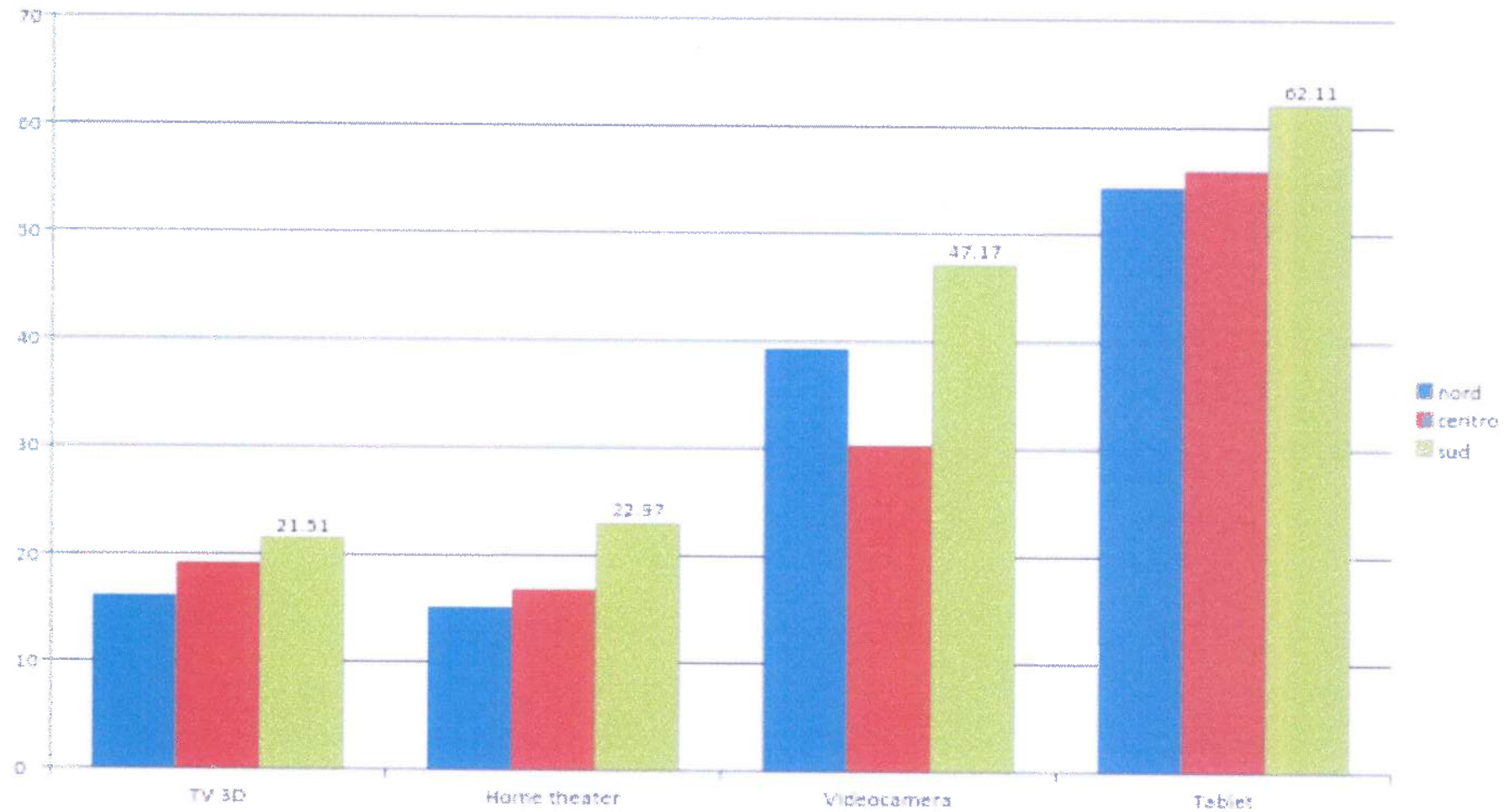

Roma, 19 ottobre 2015

MILLENNIALS AL CINEMA

RITA BICHI

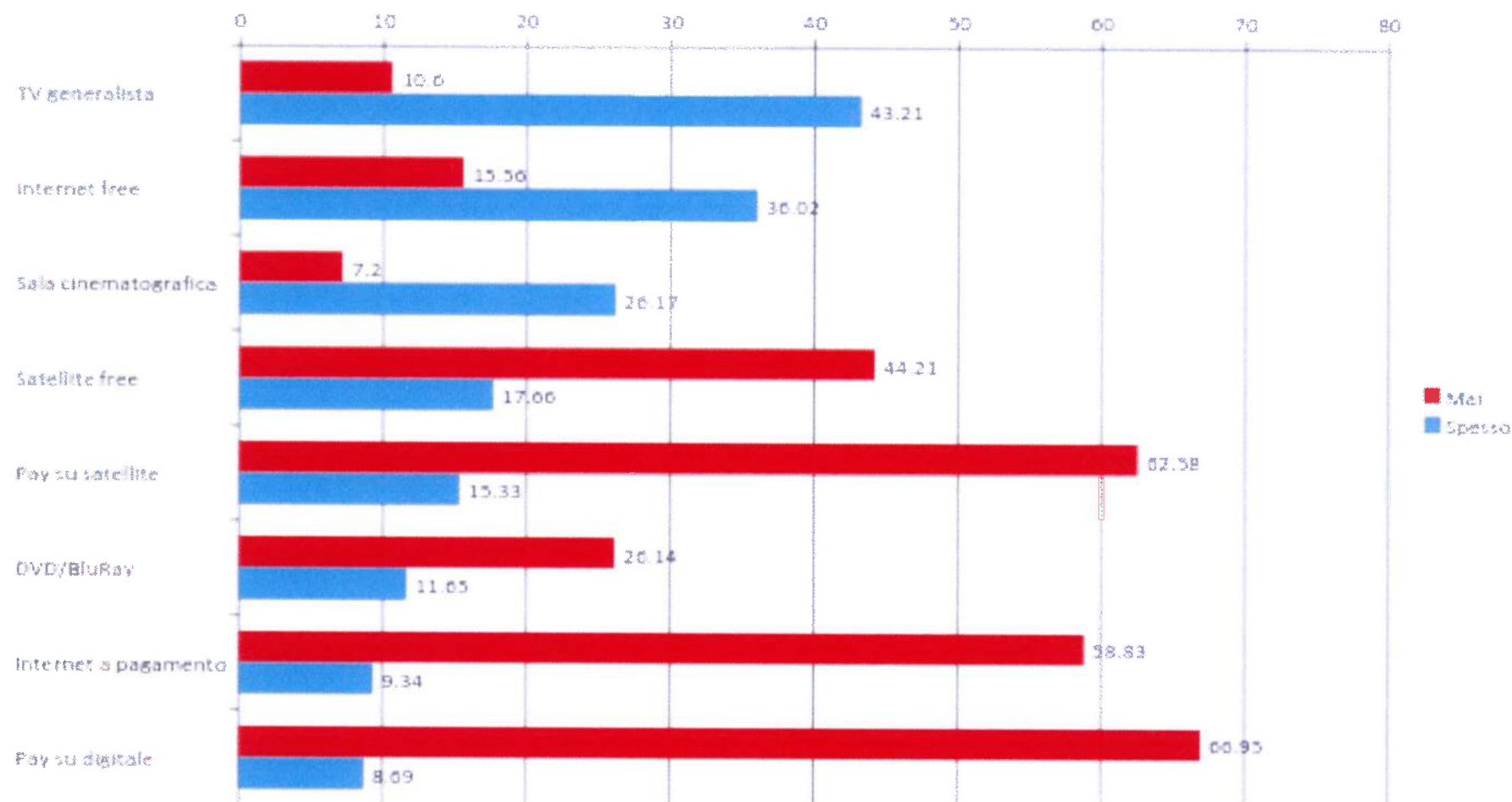
Prof.ssa Rita Bichi – Università Cattolica del Sacro Cuore

Possiedono.....



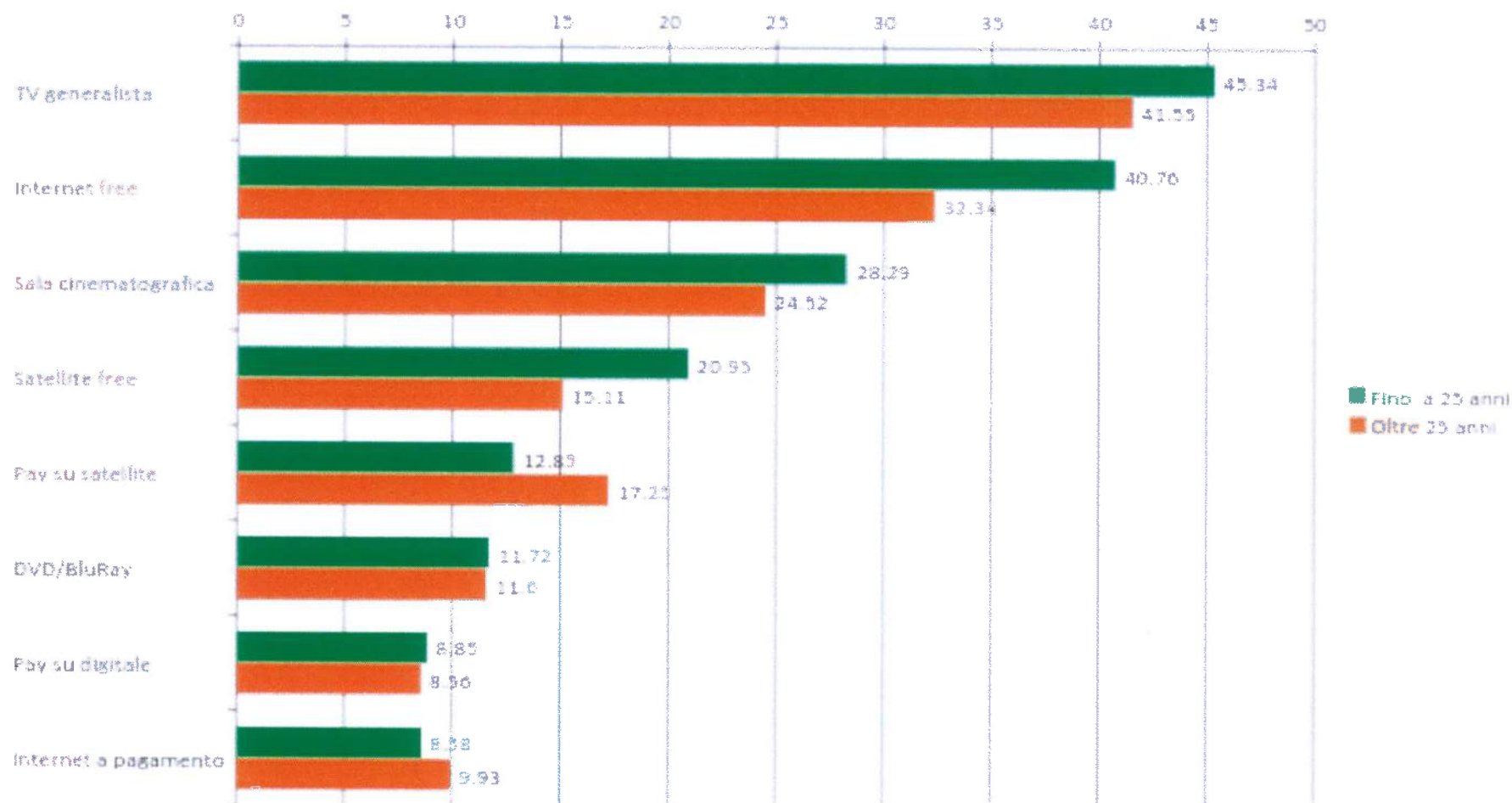
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Per vedere i film usano:



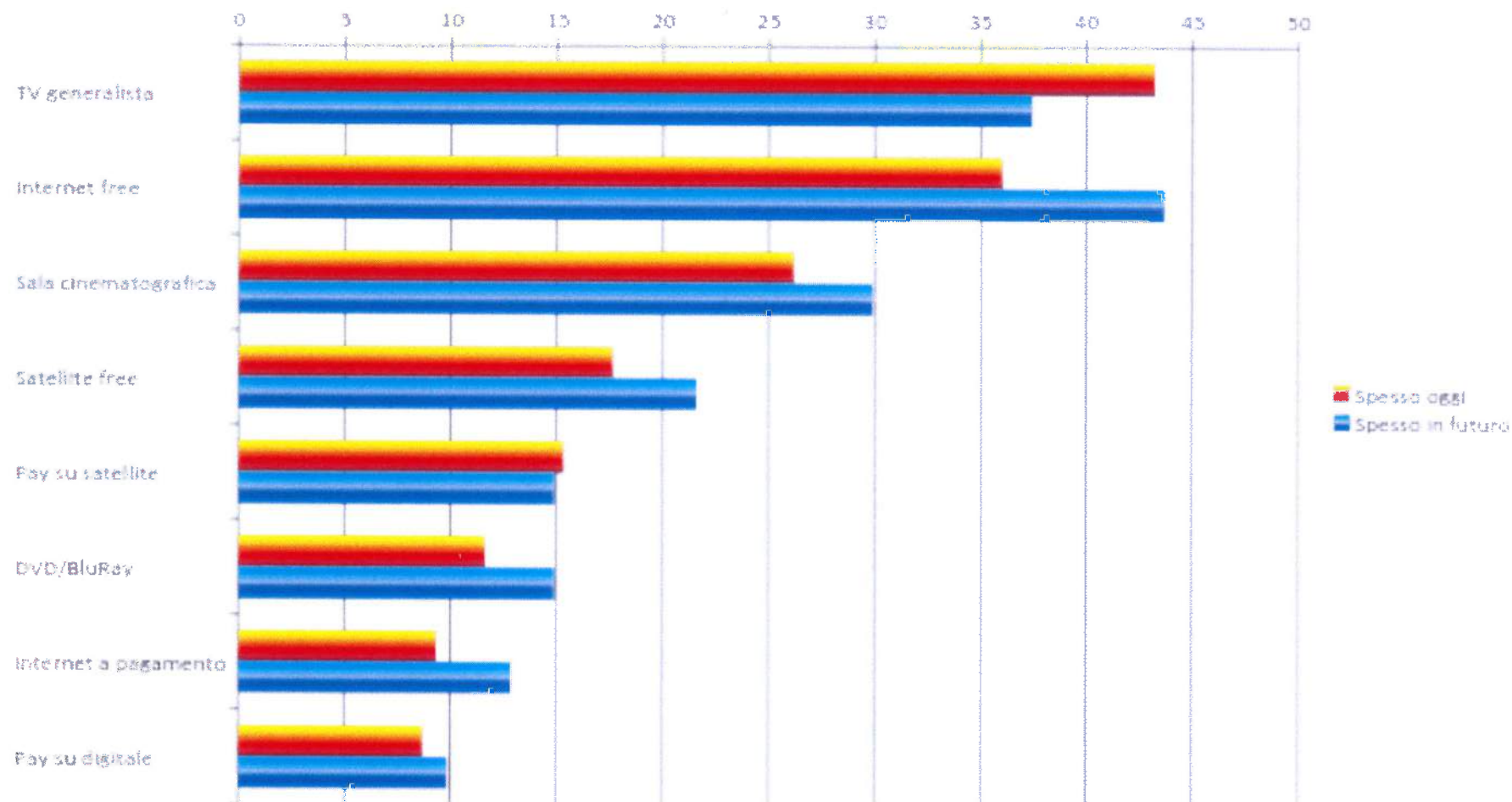
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Per vedere i film usano spesso....



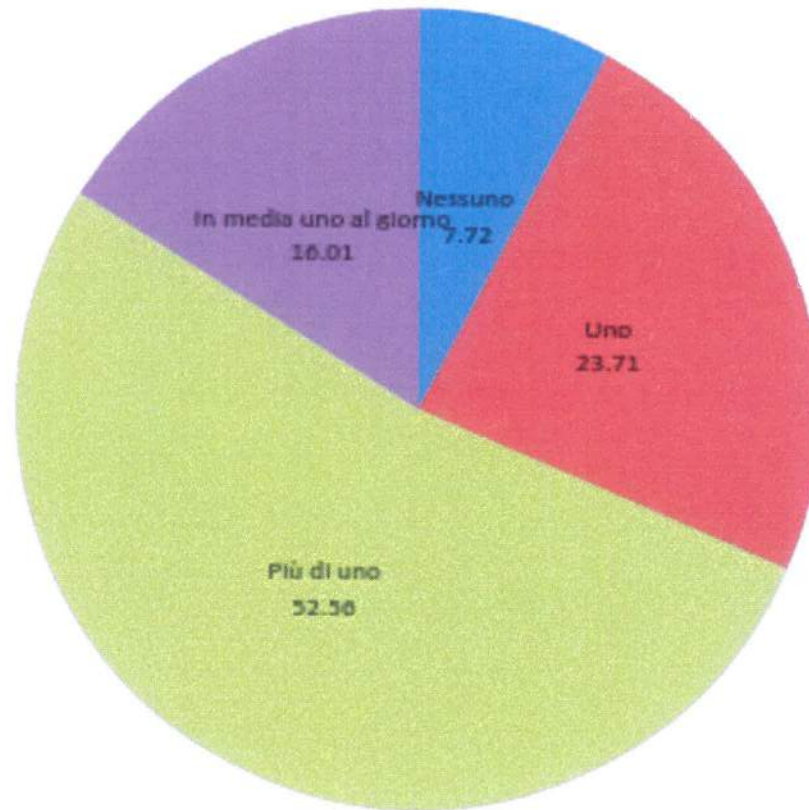
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Usano e useranno spesso...



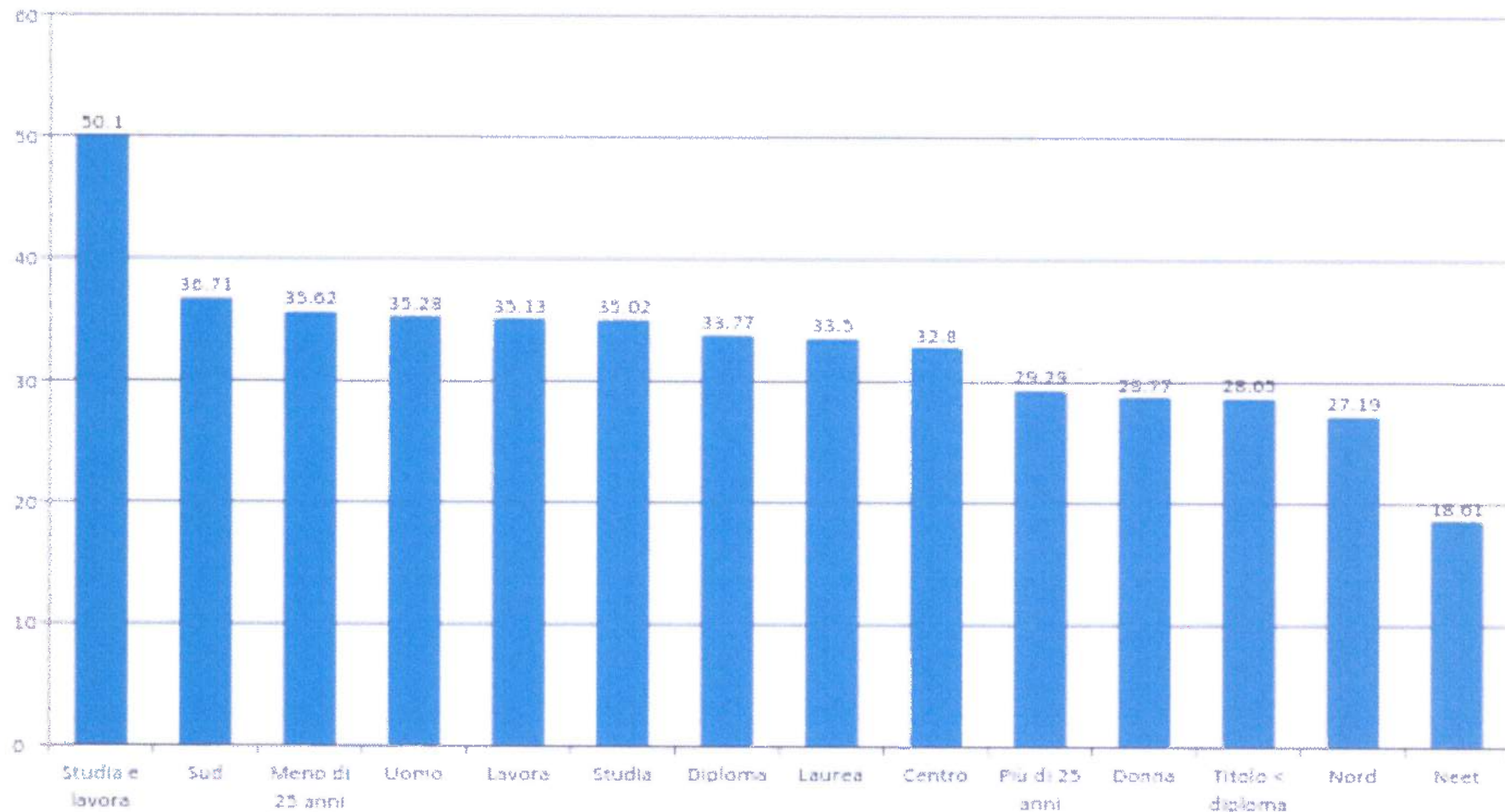
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Quanti film vedono la settimana?



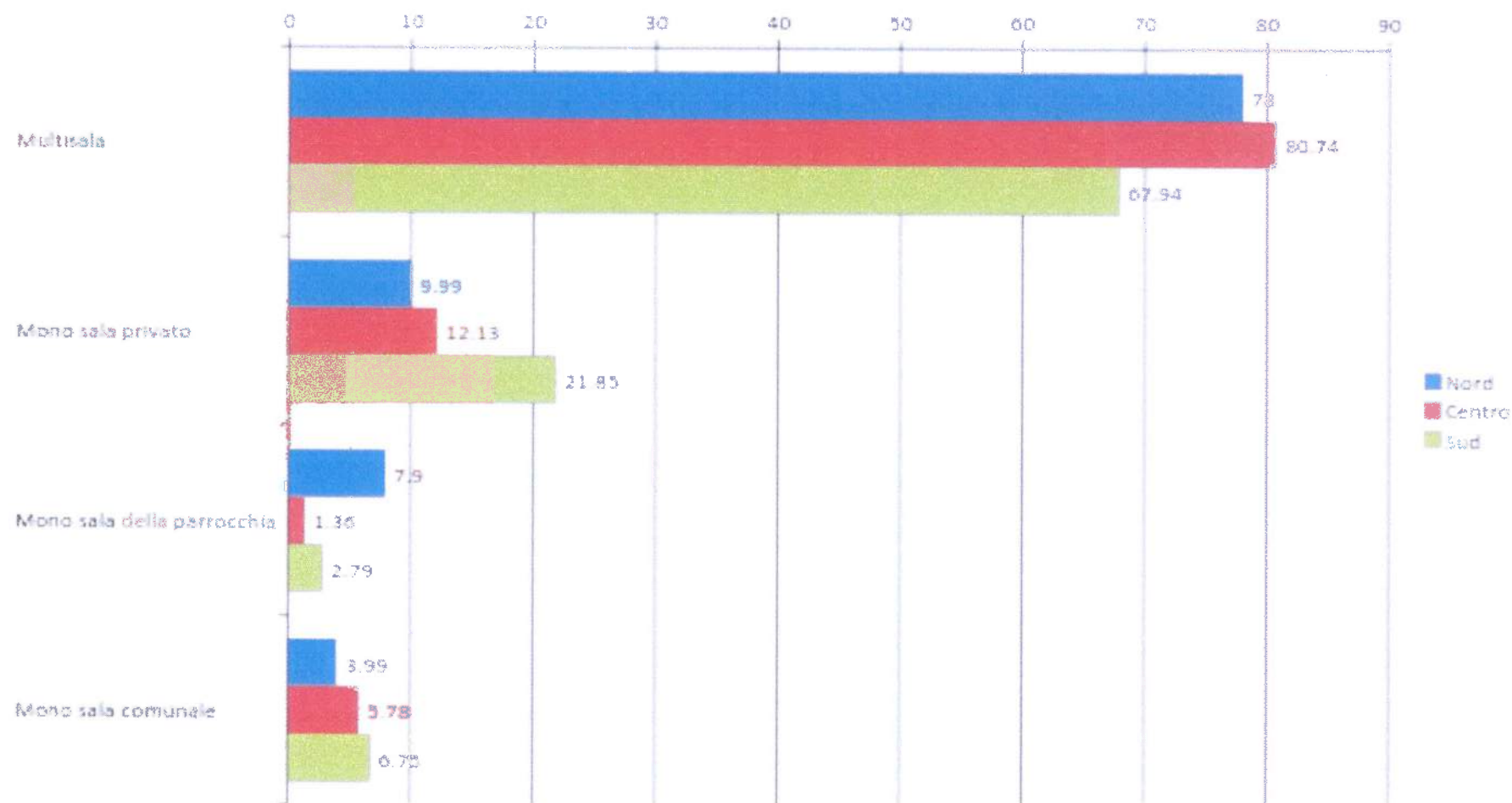
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Chi va in una sala cinematografica per vedere un film più di una volta il mese?



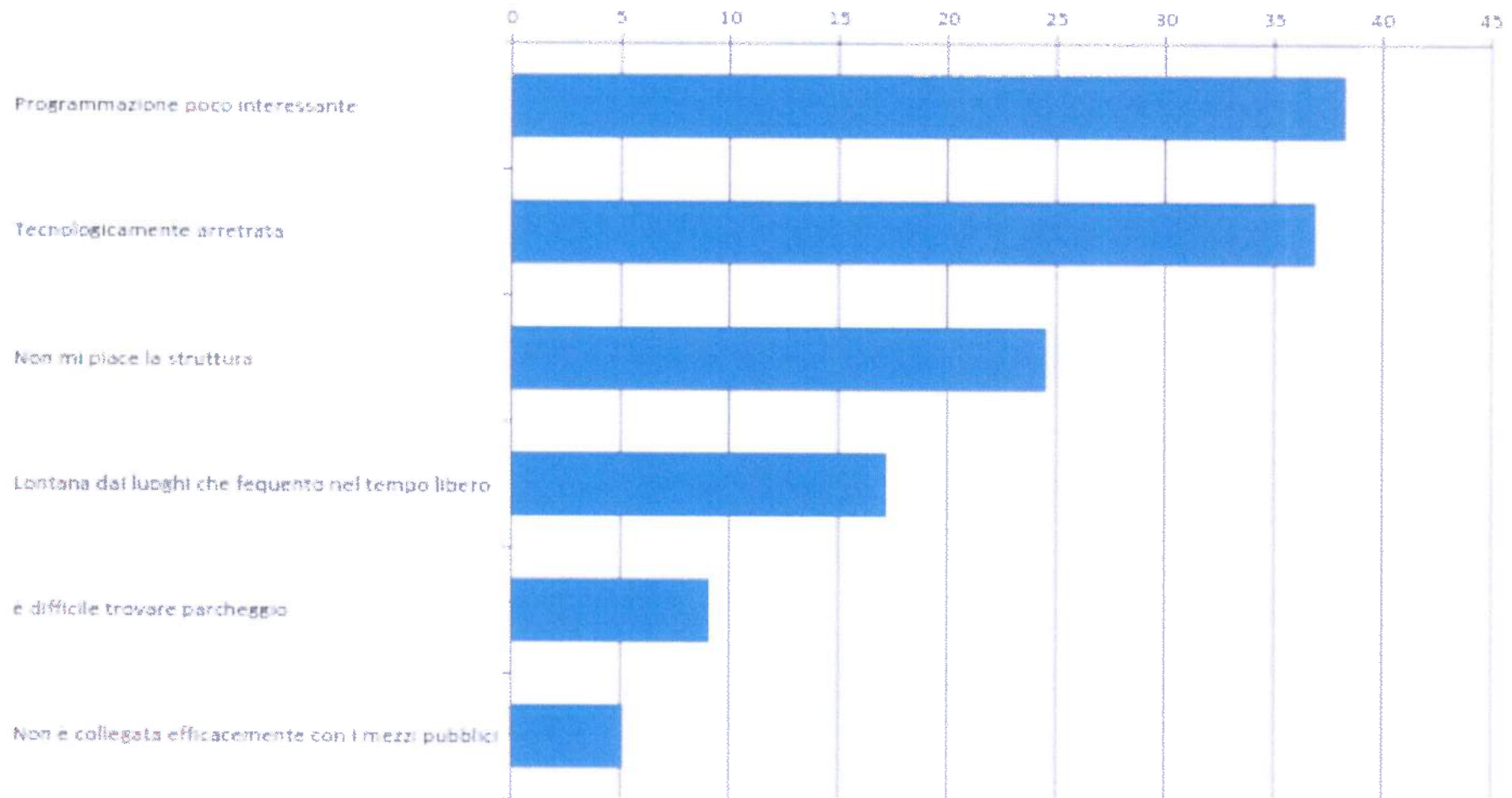
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Il cinema più vicino a casa

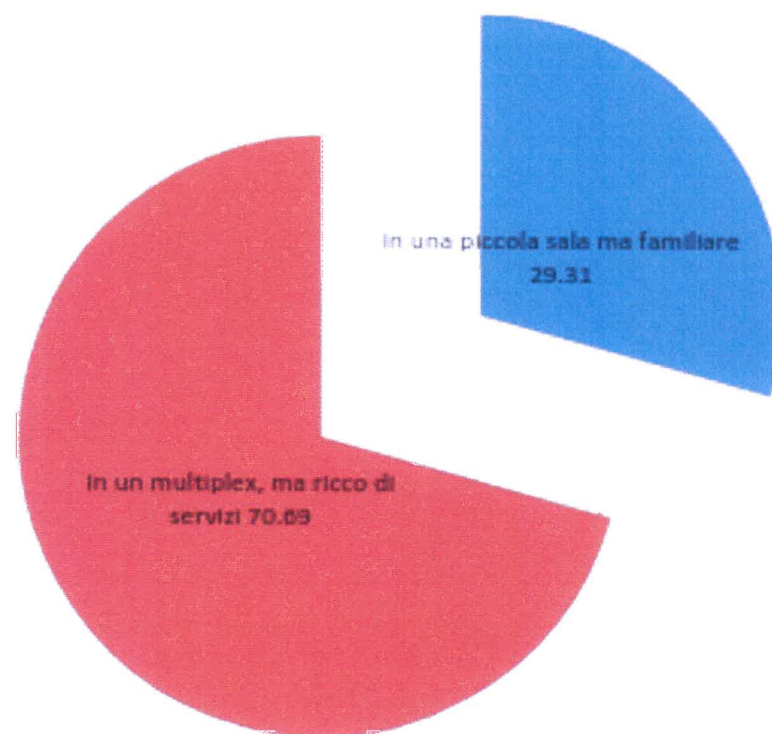


N=1660

Non vanno nella sala più vicina a casa perché

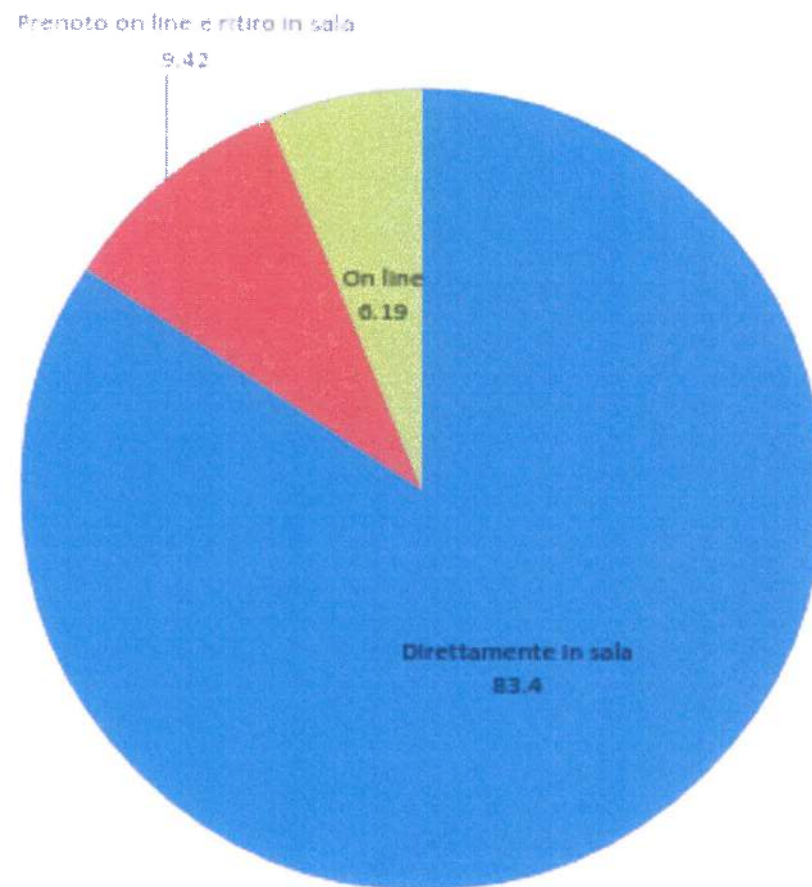


Potendo scegliere:



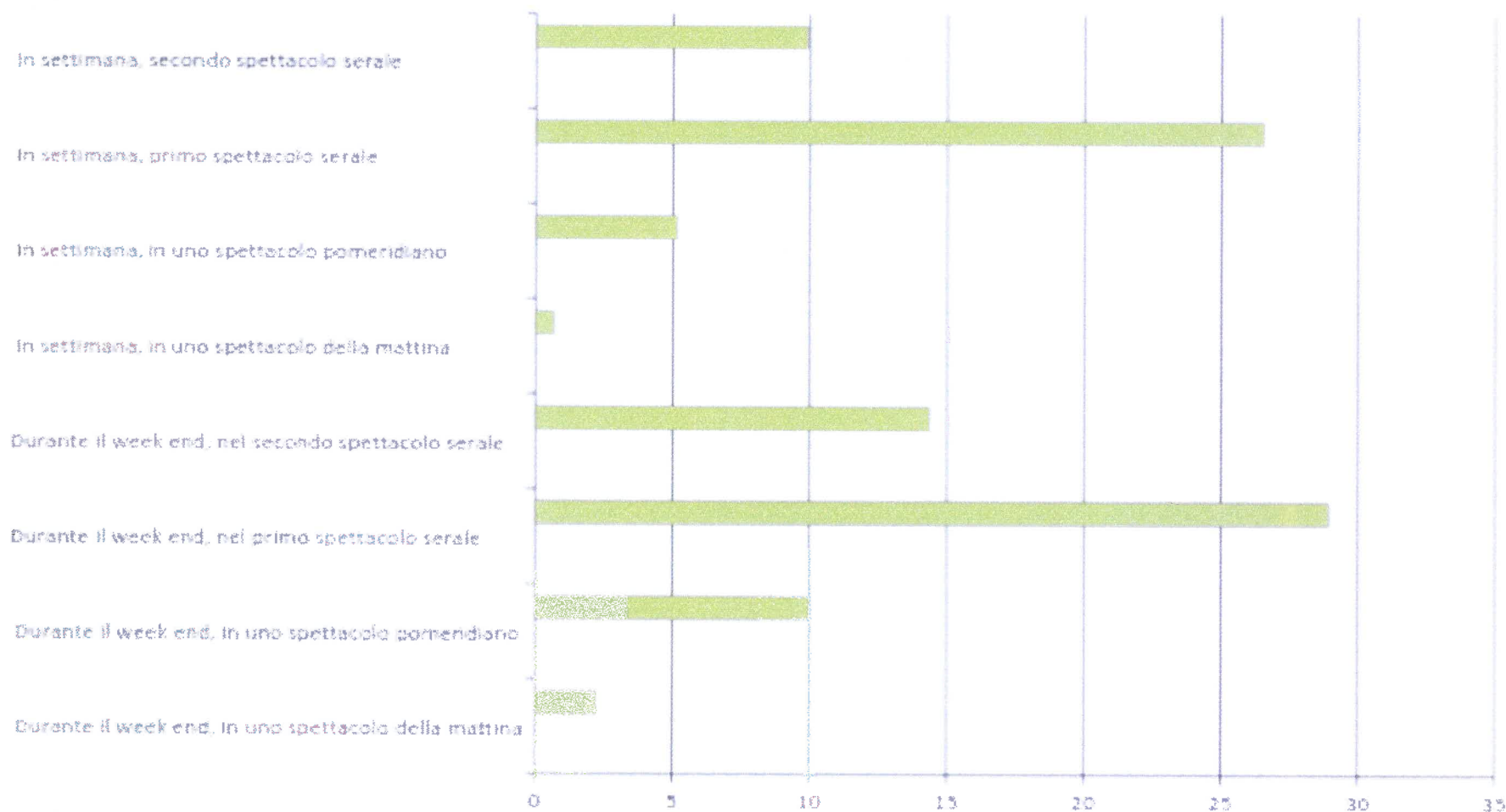
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Acquistano i biglietti:



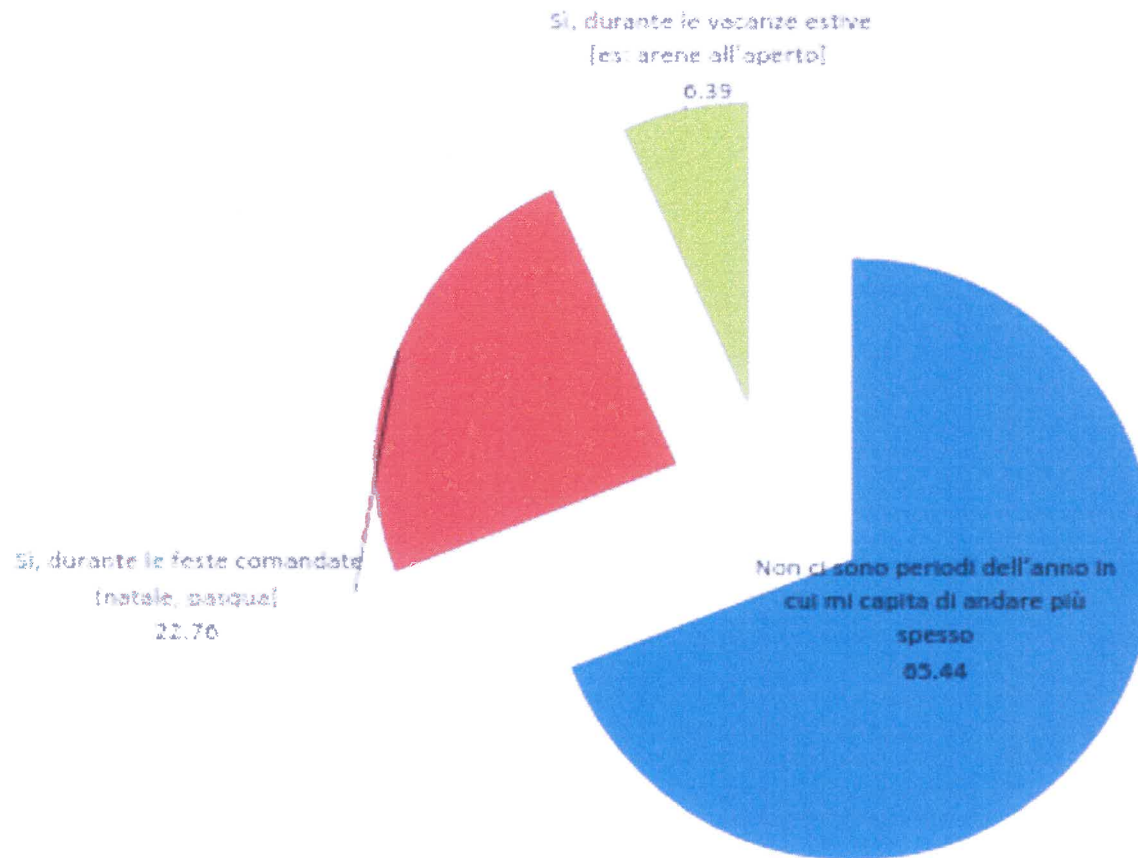
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Al cinema preferiscono andare..



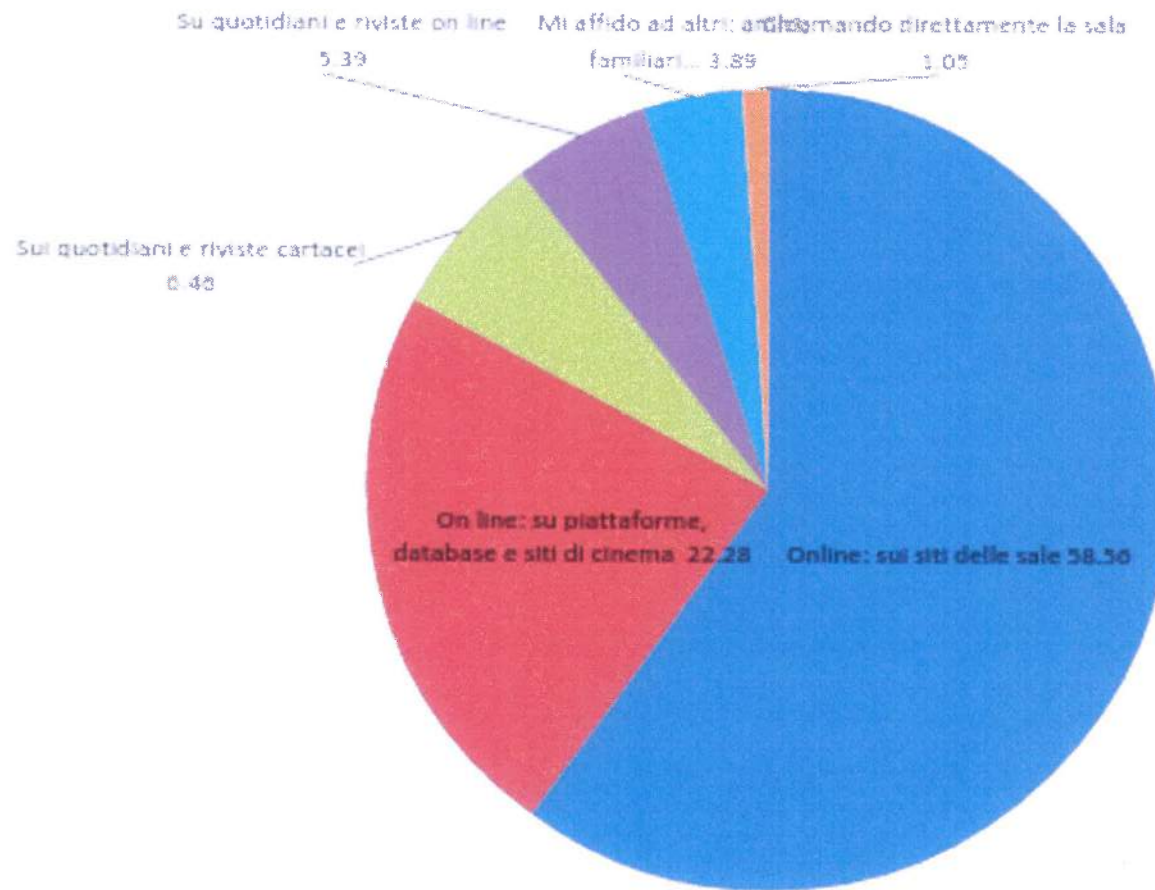
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Al cinema preferiscono andare..



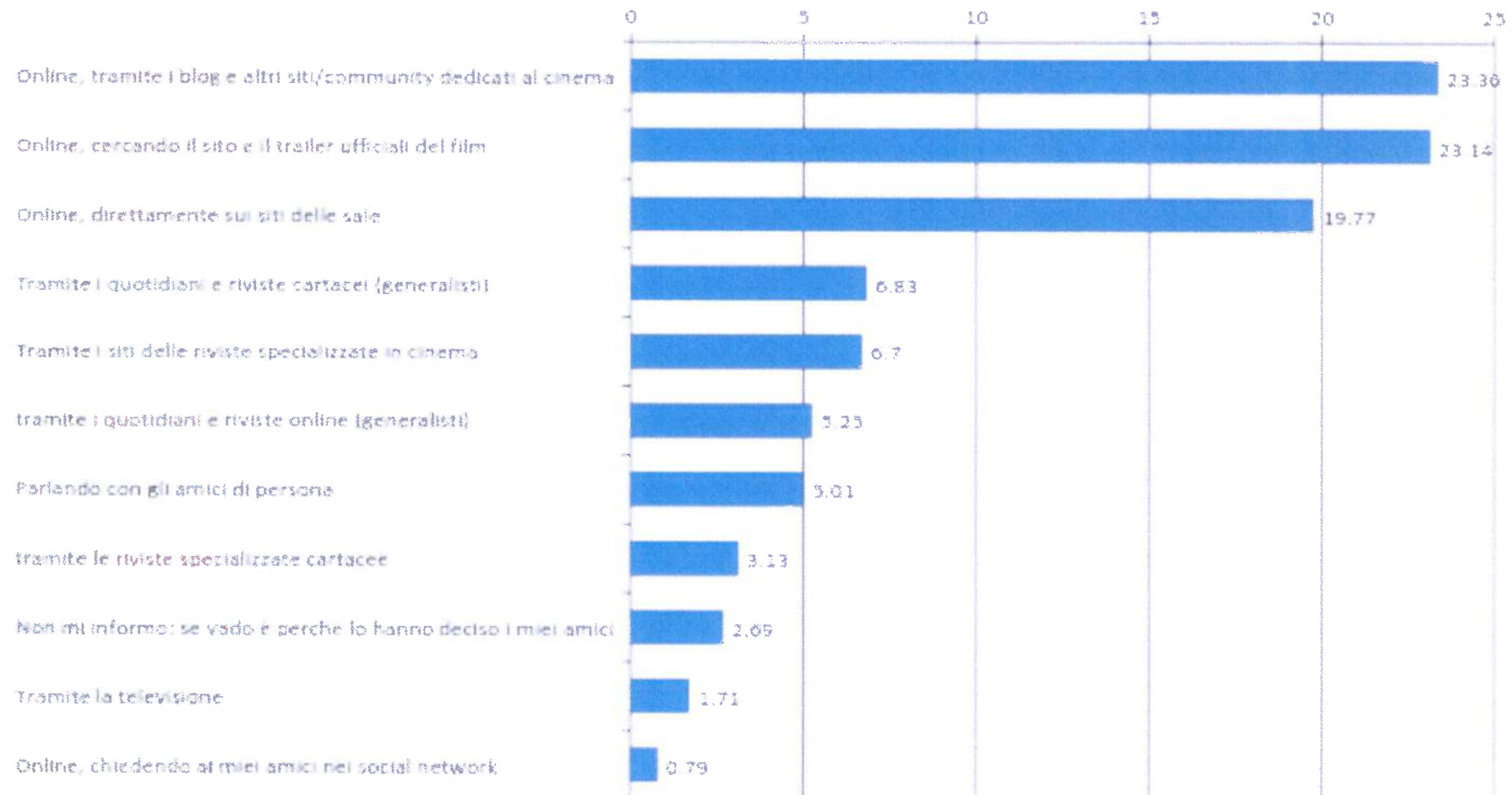
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Come si informano sulla programmazione



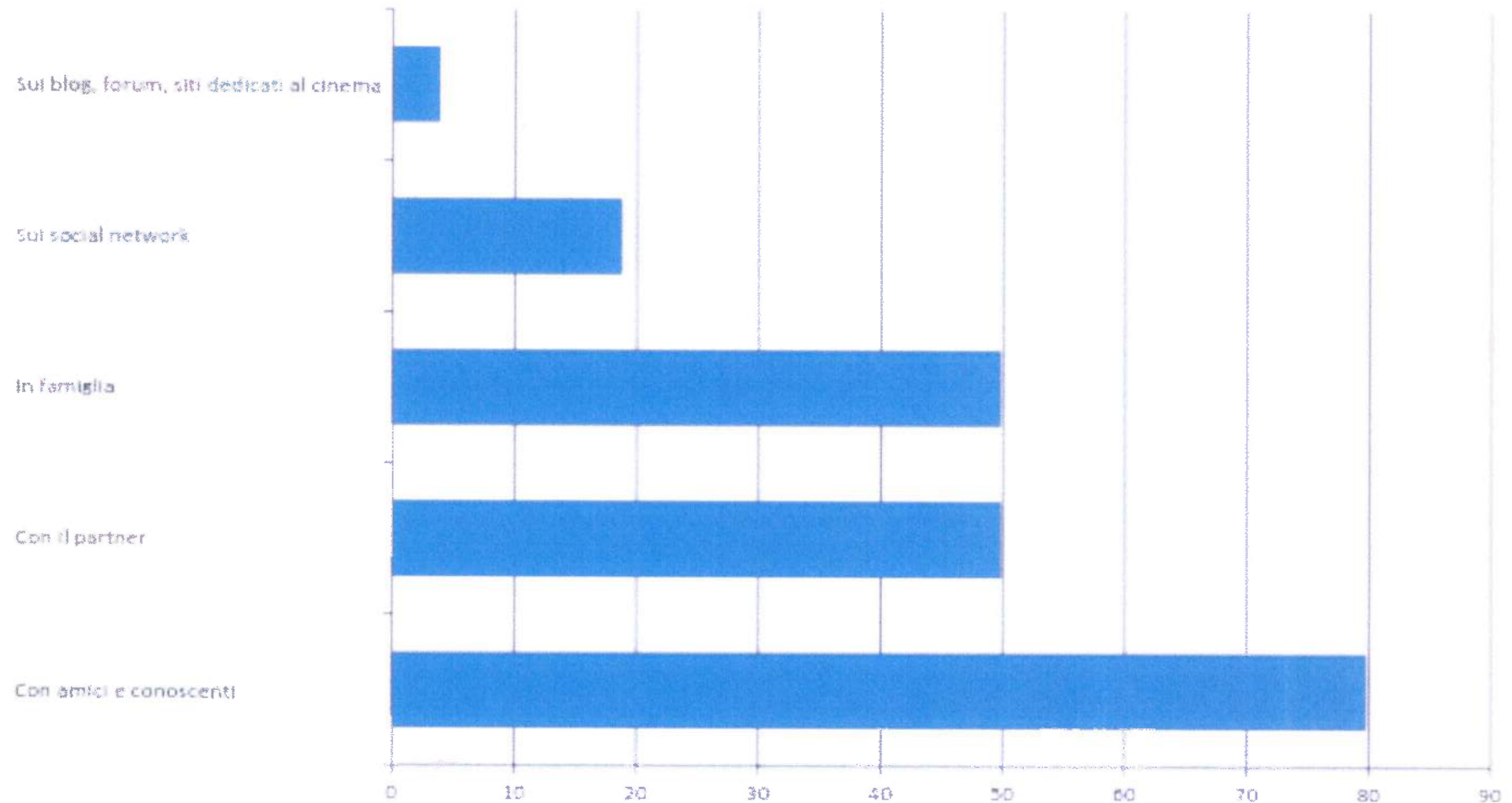
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Il film vale la pena?



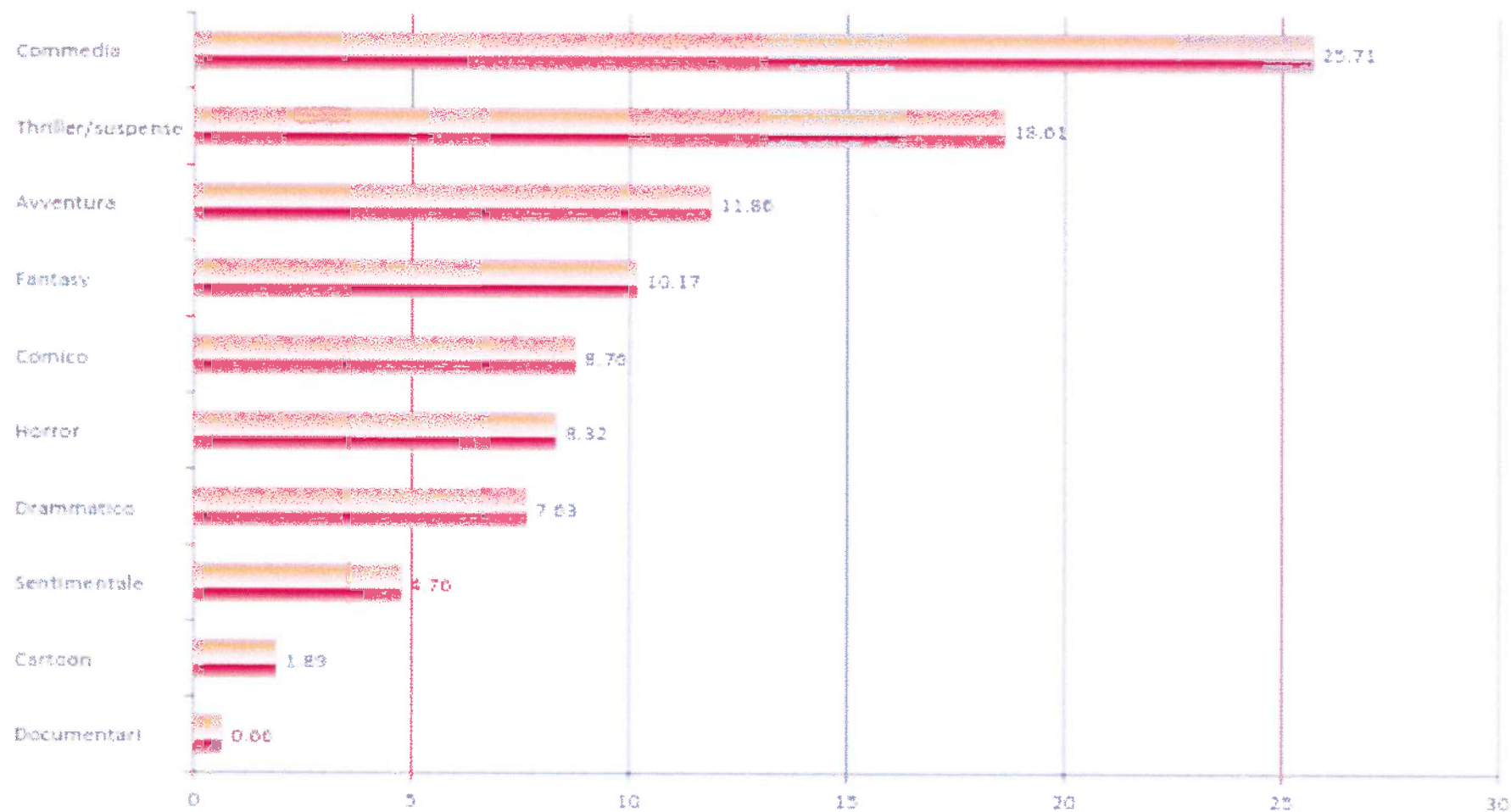
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Dopo il film, con chi ne parlano?



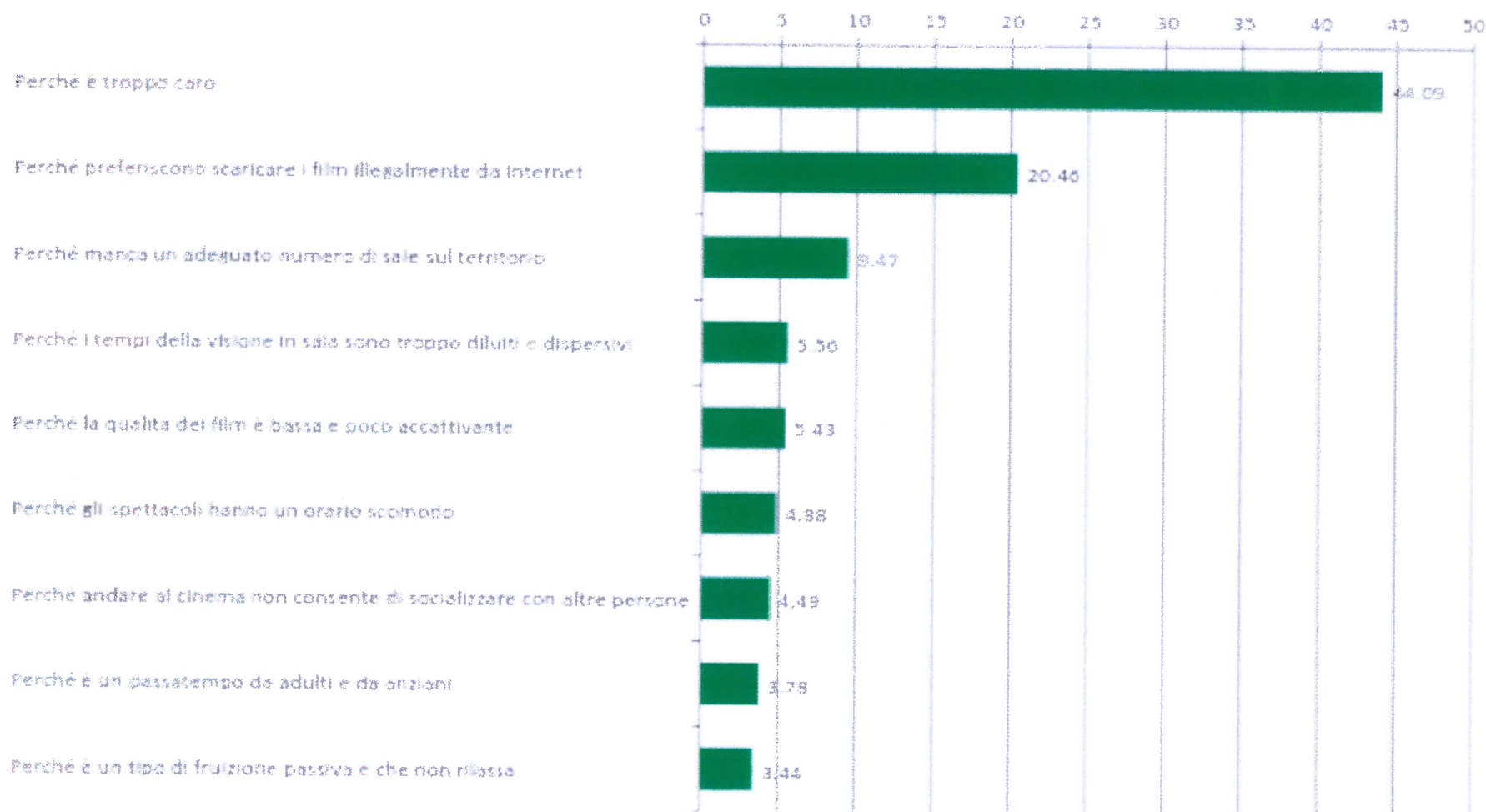
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I generi preferiti



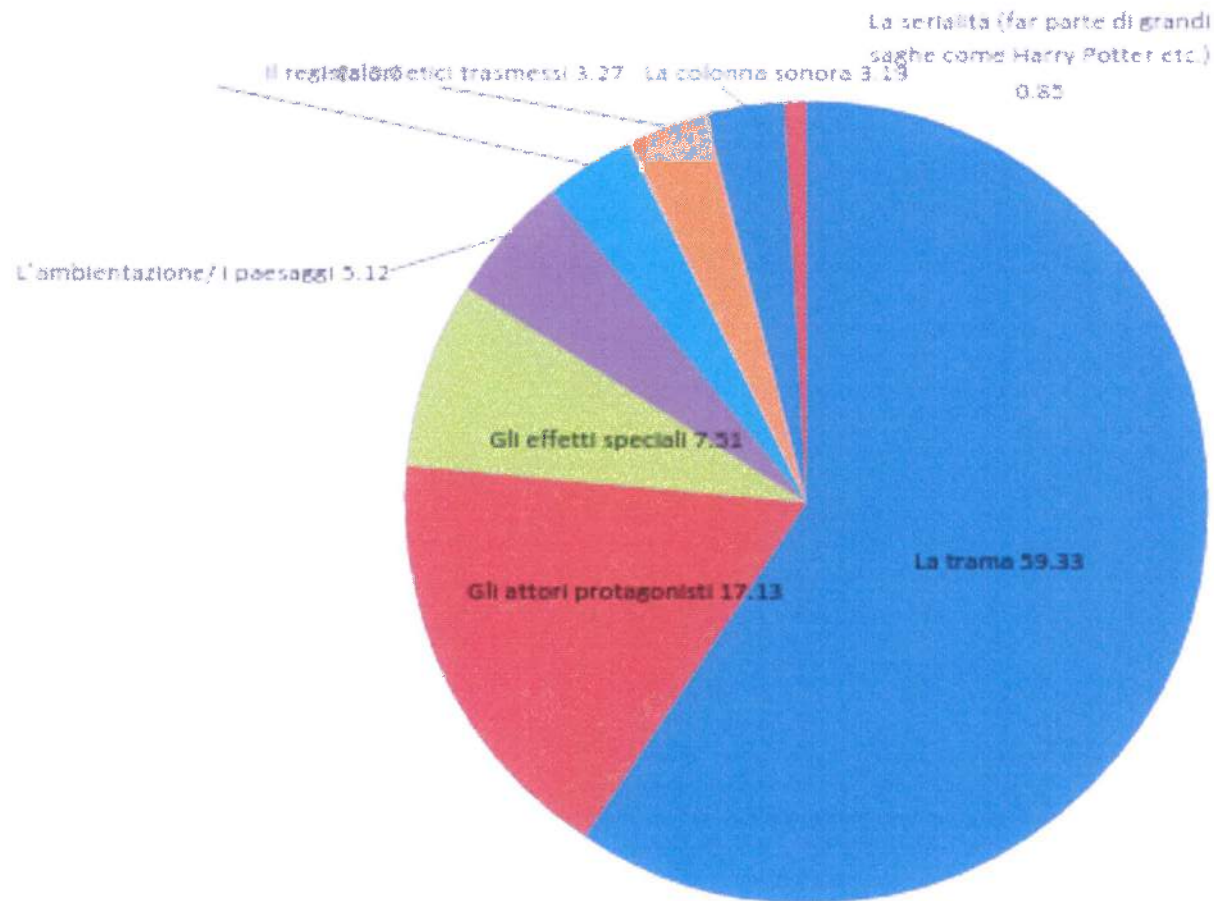
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Perché i giovani vanno poco al cinema?



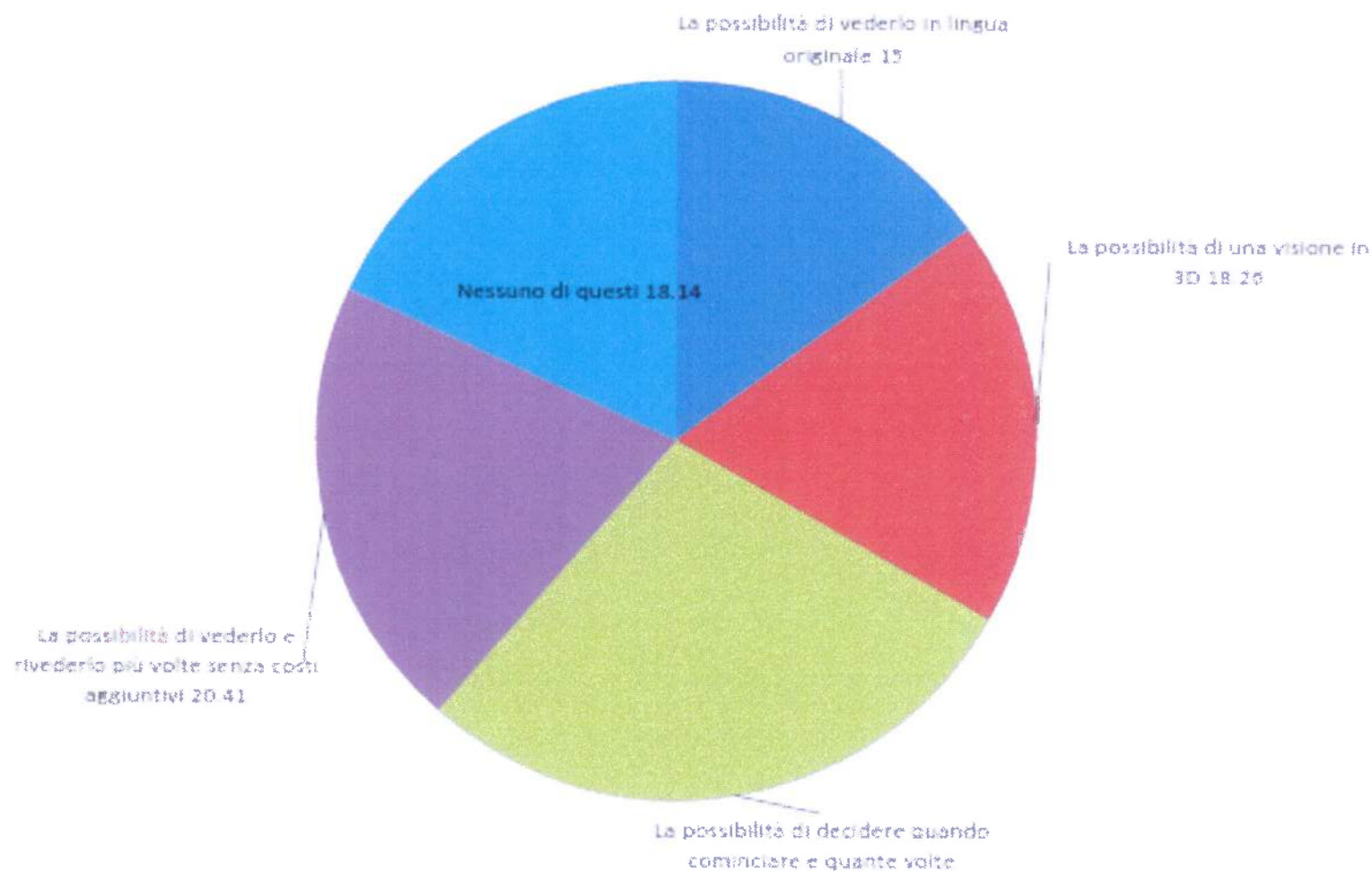
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Che cosa fa la differenza



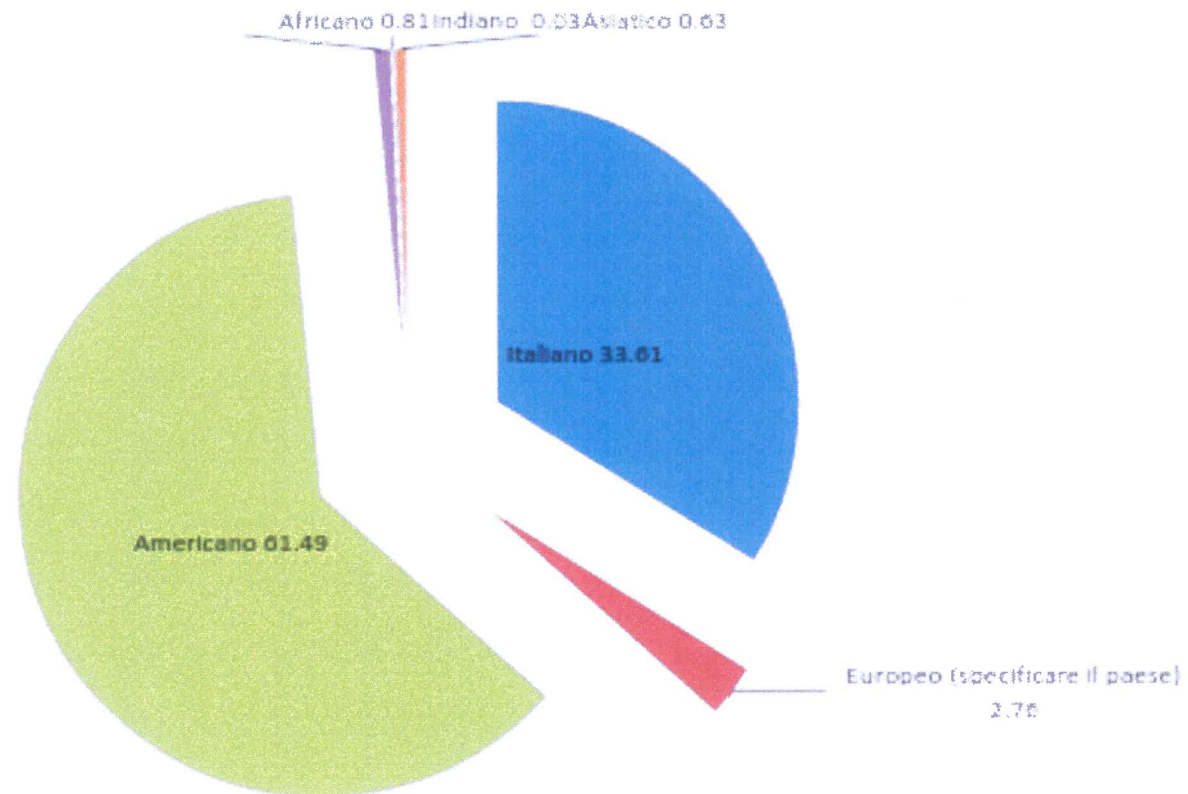
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Che cosa influisce positivamente sulla visione del film



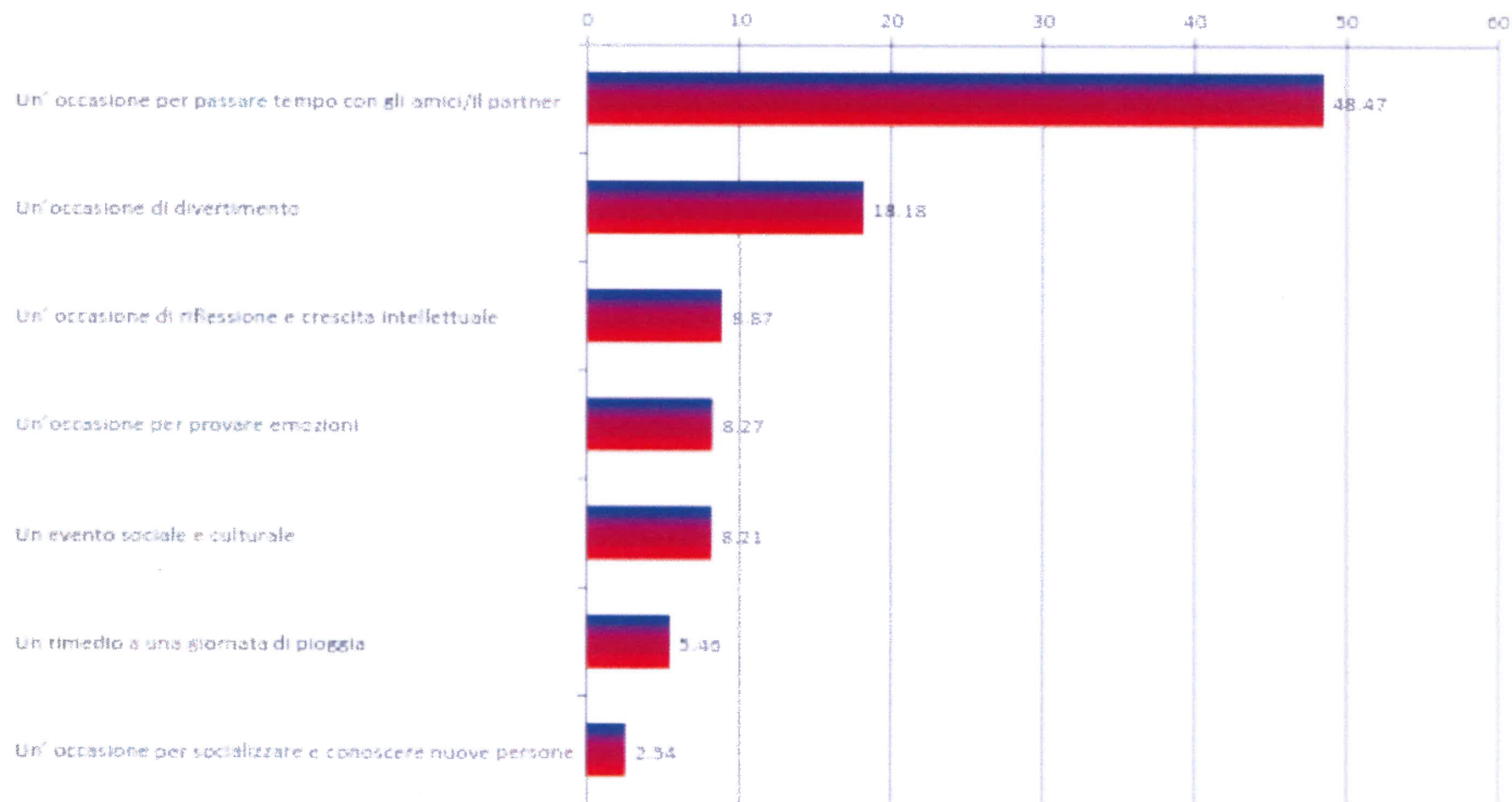
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Di quale provenienza i film preferiti?



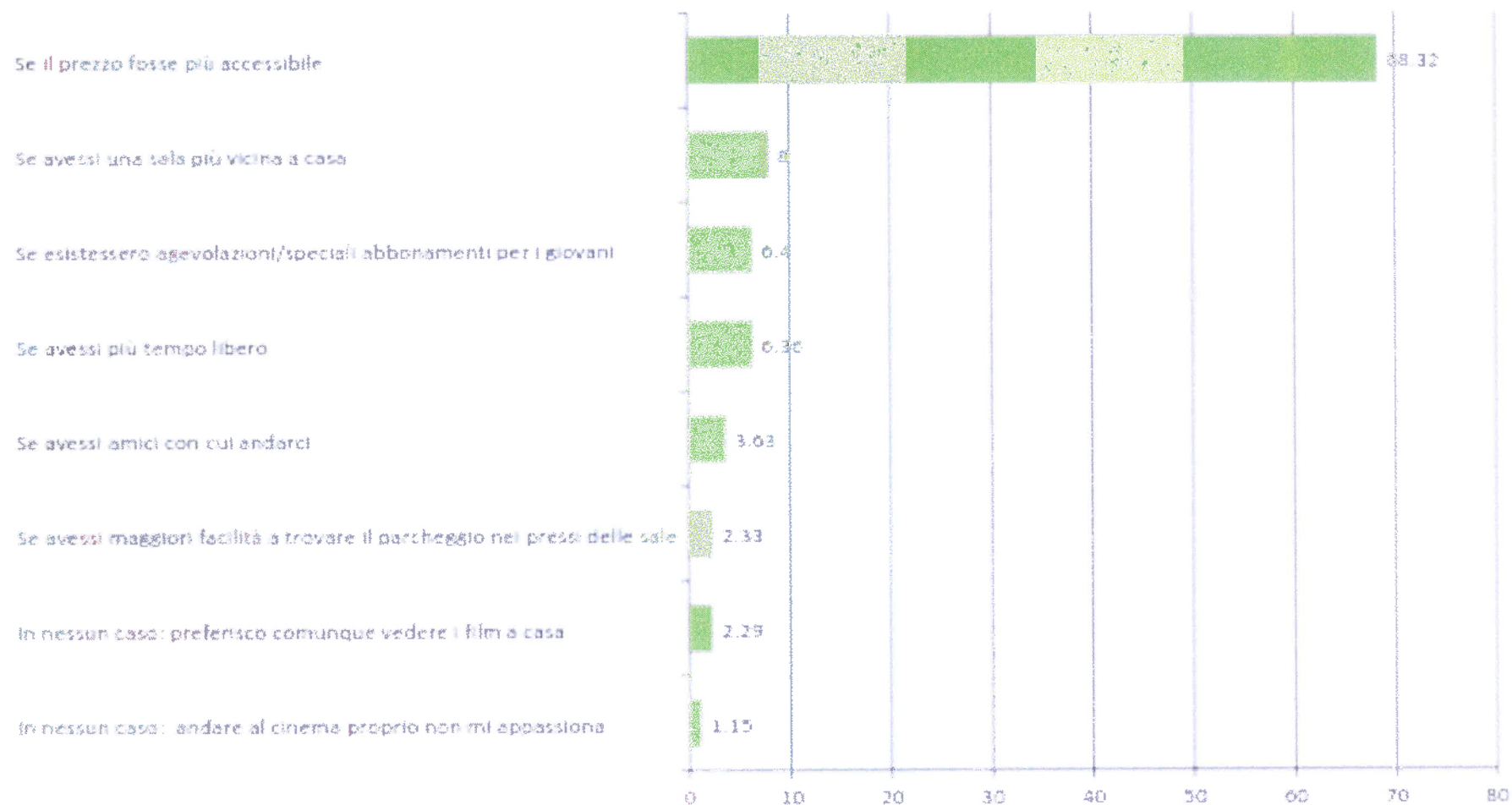
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Andare al cinema è:



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Andrebbero di più al cinema se..



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Penso che in futuro il cinema...

	Molto d'accordo	Abbastanza d'accordo	Totale
Penso che in futuro andare al cinema sarà un fenomeno di nicchia, centrato solo sulle piccole sale	7,33	19,72	27,05
Penso che in futuro andare al cinema sarà un fenomeno diffuso, ma centrato su grandi produzioni spettacolari e un sistema di sole grandi sale ipertecnologiche	19,79	49,49	69,28
Penso che in futuro non ci saranno più sale, né grandi né piccole, perché i film si guarderanno solo a casa, via Internet e su tv ipertecnologiche	10,45	31,87	42,32