

Statistical Report: The Audience for Specialised Film in the UK Nations and Regions

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Introduction:

- This report pulls together key data on the market for specialised film at both a UK level and a regional level. It focuses in particular on the **North East, Yorkshire & Humberside, the North West, the West Midlands** and the **South West**.
- The data for this report comes from two key sources: UKFC/BFI *Statistical Yearbooks* (2001-2013) and the BFI's *Opening Our Eyes: How Film Contributes to the Culture of the UK* (2011) report. With regard to the latter, I have made use of the survey's SPSS data, which is available online (<http://www.bfi.org.uk/about-bfi/policy-strategy/opening-our-eyes-how-film-contributes-culture-uk>).

Key findings:

- In general, the level of interest in specialised film in all five regions is below the UK average, while the provision of specialised cinemas (except in the South West) is also under par. Interest in specialised films is particularly weak in the **North East** and the **West Midlands**. At the same time, interest in 'blockbuster films' is strongest in the **North West** and the **West Midlands**. However, we need to keep in mind that the average interest and provision of specialised film in the UK may be skewed by the data for London, which has a significantly higher interest in and provision of specialised film.
- Audiences in the **North East** have one of the lowest levels of interest in specialised film in the UK (e.g. 54% say they like any type of specialised film compared with the UK average of 61%). A lower proportion than average (0% compared with 2%) watch foreign-language films most often or have seen a foreign-language film in the cinema in the last 12 months (7% compared with 11%), although a slightly higher proportion have seen a foreign-language film on TV in the last year (35% compared with 29%) and a slightly higher proportion like classic films (42% compared with 40%). Audiences in the region are less likely to visit 'art house cinemas' than the UK average (12% compared with 14%), and are more likely to visit 'large multiplex' cinemas (80.3% compared with 64.7%). The region also has the lowest proportion of people who agree that there are too few non-English films (31% compared with 37%). The proportion of specialised screens in the region is significantly below the UK average (3% compared with 7%), although the number increased by 71% during the period 2005-13 (albeit from a low base).
- Audiences in **Yorkshire & Humberside** are less likely than the UK average to like specialised (57% compared with 61%). However, the proportion who say they watch foreign-language films most often or who like this type of film is broadly in line with the UK average. The region has a slightly lower proportion who visit 'art house' cinemas most often (2% compared with 5%), and a slightly lower proportion who agree there are too few non-English language films (35% compared with 37%). The proportion of specialised screens in the region is slightly below the UK average (5% compared with 7%), although the number increased by 49% during the period 2005-2013.

- Audiences in the **North West** are in line with the UK average in terms of the proportion who say they like specialised films (61% compared with 61%). A slightly higher proportion than average watch foreign-language films most often (4% compared with 2%) or watch foreign-language films on all platforms (48% compared with 47%), although a lower proportion have watched a foreign-language film in the cinemas in the last 12 months (9% compared with 11%). A slightly higher proportion than the UK average also say they like classic films (42% compared with 40%). The proportion who frequently visit 'art house' cinemas is slightly lower than the UK average (4% compared with 5%), as is the proportion who agree that there are too few non-English language films (32% compared with 37%). The region has a lower proportion of specialised screens (5% compared with 7%) and the lowest number of specialised screens per 100,000 population (0.16 screens compared with 0.36). It also has one of the highest proportions of respondents who say they watch 'blockbuster films' most often (57.9% compared with the UK average of 49.3%)
- Audiences in the **West Midlands** are less likely than the UK average to like specialised film (57% compared with 60%). A lower proportion than average (1% compared with 2%) watch foreign-language films most often or have seen a foreign-language film on any platform in the last 12 months (39% compared with 47%). Fewer than average say they like foreign-language films (8% compared with 14%), documentaries (38% compared with 41%), or art house films (12% compared with 14%). Conversely, the region has the highest proportion of respondents who say they watch 'blockbuster films' most often (57.9% compared with 49.3%). While a lower proportion than average agree there are too few non-English films (32% compared with 37%), the proportion who visit art house cinemas most frequently is in line with the UK average (5% compared with 5%). The proportion of specialised screens in the region is in line with the UK average (7% compared with 7%), although the number screens per 100,000 population is below average (0.31 screens compared with 0.36).
- Audiences in the **South West** are only slightly less likely than the UK average to enjoy specialised film (60% compared with 61%). A slightly higher proportion say they watch foreign language films most often (3% compared with 2%), and a slightly higher proportion also say they have watched a foreign-language film on all platforms in the last 12 months (48% compared with 47%). A slightly higher proportion than the UK average say they like documentaries (42% compared with 41%), while a slightly lower proportion say they like art house films (12% compared with 14%). The proportion who visit art house cinemas most frequently is slightly above the UK average (6% compared with 5%), as is the proportion who say there are too few non-English language films (41% compared with 37%). The region also has a higher proportion of specialised screens (11% compared with 7%) and a higher screen density for this type of cinema than the UK as a whole (0.51 compared with 0.36).

Box office/admissions:

- The UKFC/BFI's *Statistical Yearbook* (2001-13) provides comprehensive data on the UK box office and admissions for specialised films, which it defines as 'documentaries, subtitled foreign language films and releases of archive/classic films' as well as other films which 'may be less easy to define as a particular genre or may deal with more complex and challenging subject matter than the majority of mainstream films' (BFI 2014: 50).
- While specialised films averaged 61.0% of the films released in the UK during the period 2001-2013, they only accounted for 9.1% of the UK's gross box office.
- There were 323.9 specialist films released on average per year in the UK during the period 2001-2013 – 55% of these foreign-language films; 13% were documentaries; 8% were re-releases; and 23% were other types of specialised films.
- The total number of specialised films released in the UK increased from 205 in 2001 to 480 in 2013 – a 134% increase at a compound annual growth rate (CAGR) of 7% per year.
- Documentaries experienced the highest rate of growth, from 4 in 2001 to 89 in 2012 – a 2,125% increase at a CAGR of 30% per year.
- Foreign-language films increased by 191% (a CAGR of 9% per year) while re-releases increased by 68% (a CAGR of 4% per year). However, the number of other specialised films released fell by 13% (a CAGR of 1% per year).
- While the number of specialised films released in the UK increased by 134% during the period 2001-13, total admissions for these films declined by 34%, from 26.4 million admissions in 2001 to 17.4 million in 2013 – a CAGR of 3% per year.
- Re-released films experienced the sharpest decline, from 1.4 million admissions in 2001 to 0.2 million admissions in 2013 (a 85% drop); this was closely followed by foreign-language films, which fell from 17.7 million admission to 2001 to 8.4 million admission in 2013 (a 78% drop).
- Meanwhile, admissions for documentaries rose from 0.12 million admissions in 2001 to 1.3 million admissions in 2013 – a 1,323% increase (albeit from a very low base) at a CAGR of 25% per year.
- Other specialised films also rose from 7.2 million admissions in 2001 to 11.61 million in 2013 – a 60% increase at a CAGR at 4% per year.

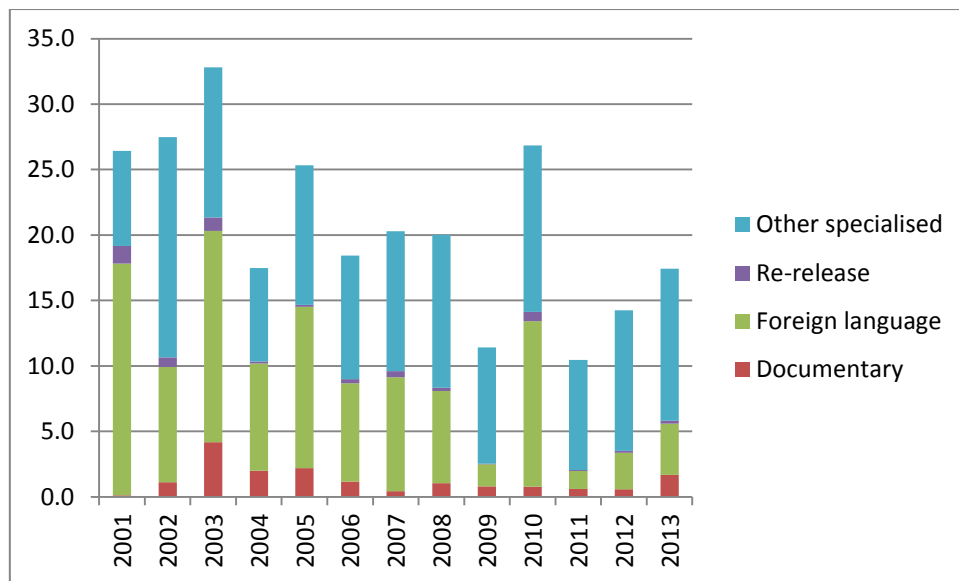


Figure 1. Admissions for specialised films in the UK, 2001-13. Source: BFI

Regional audiences:

- The UKFC/BFI's *Statistical Yearbooks* do not provide any information on the box office and admissions for specialised film at a regional level (although it does contain the three films with the highest above-average audience share for each of the nations and regions, from which it may be possible to identify regions where a particular specialised film has performed particularly well – though I haven't had time to do this).
- However, the BFI's *Opening Our Eyes: How Film Contributes to the Culture of the UK* (2011) report provides some indication of the audience for specialised film at a regional level: the survey asked over 2,000 respondents about their interest in certain types of film, including foreign-language films, documentaries, art house films and classic films.
- Overall, the most popular type of films was 'blockbusters films, with big budget special effects and a star cast' – 49.3% of respondents said they watched this type of film most often. The proportion was statistically significantly higher in the **North West** (56.5%) and **West Midlands** (57.9%) and lower in the **Greater London** (40.9%).
- 2.3% of respondents said they watched foreign-language films most often, with a slight peak in the age group 25 to 44. People from minority ethnic groups were twice as likely to prefer films not in English (5% compared with 2% of white people).
- The only region of the UK with a statistically significant higher proportion of people who watch foreign-language films most often was Greater London (5%)
- The **North West** and the **South West** have a slightly higher proportion of people who say they watch foreign-language films most often, while the **West Midlands, Yorkshire &**

Humberside have a slightly lower proportion of people who say they watch foreign-language films most often – though none of these were statistically significant at the 0.05 level.

- No respondents in the **North (East)** or the East Anglia said they watched foreign-language films most often.
- The numbers of respondents who said they watched documentaries or classics most often was negligible.

| | Blockbuster films | Films with famous cast | Indie films | Foreign language | Animated | Classics | Documentaries |
|-----------------------------------|-------------------|------------------------|-------------|------------------|----------|----------|---------------|
| North | 50.4% | 15.4% | 5.9% | 0.0% | 9.0% | 0.0% | 0.0% |
| North West | 56.5% | 17.8% | 3.2% | 3.5% | 6.3% | 0.0% | 0.0% |
| Yorkshire & Humberside | 49.5% | 16.7% | 6.3% | 1.8% | 8.4% | 0.0% | 0.0% |
| West Midlands | 57.9% | 15.5% | 5.1% | 1.4% | 4.6% | 0.0% | 0.0% |
| East Midlands | 42.9% | 22.6% | 1.7% | 2.6% | 8.8% | 0.0% | 0.0% |
| East Anglia | 42.7% | 22.6% | 5.3% | 0.0% | 3.3% | 0.0% | 1.5% |
| South West | 44.4% | 18.1% | 4.3% | 2.8% | 7.0% | 1.1% | .6% |
| South East | 50.5% | 18.0% | 3.9% | 1.5% | 9.1% | .5% | .5% |
| Greater London | 40.9% | 18.3% | 9.1% | 5.0% | 9.5% | 0.0% | 1.6% |
| Wales | 50.4% | 15.7% | 3.8% | 2.0% | 9.7% | 0.0% | 0.0% |
| Scotland | 51.9% | 15.0% | 10.8% | 2.4% | 3.7% | 0.0% | 0.0% |
| N. Ireland | 53.5% | 22.3% | 6.1% | 1.5% | 4.7% | 0.0% | 0.0% |
| Total | 49.3% | 17.8% | 5.5% | 2.3% | 7.4% | 0.2% | 0.4% |

- Greater London had the highest proportion of respondents (17.9%) who said they had seen a foreign-language film in the cinema in the last 12 months.
- The East Midlands had the lowest proportion of respondents who said they had seen a foreign-language film in the last 12 months in the cinema (5.1%), followed by the **West Midlands** (6.8%), the **North (East)** (7.0%) and **Northern Ireland** (8.7%).
- After Greater London, the **North** had the highest proportion of respondents who said they had seen a foreign-language film in the last 12 months on television (34.5%), followed by Wales (33.9%), the **North West** (28.6%) and Scotland (28.3%)
- Greater London had the highest proportion of respondents (63.5%) who said they had seen a foreign-language film in the last 12 months across all platforms, while the **West Midlands** had the lowest proportion. These differences were statistically significant at the 0.05 level.

| | Cinema | Television | DVD | Download | Mobile | Plane | All Platforms |
|--------------|--------|------------|-------|----------|--------|-------|---------------|
| North | 7.0% | 34.5% | 19.1% | 6.6% | 0.0% | 1.4% | 46.9% |

| | | | | | | | |
|-----------------------------------|-------|-------|-------|-------|-------|-------|-------|
| North West | 9.0% | 28.6% | 22.9% | 11.6% | 4.7% | 4.6% | 47.6% |
| Yorkshire & Humberside | 11.3% | 28.1% | 18.3% | 10.2% | 6.9% | 7.6% | 44.5% |
| West Midlands | 6.8% | 26.2% | 16.5% | 13.6% | 4.3% | 5.3% | 39.1% |
| East Midlands | 5.1% | 23.2% | 20.3% | 23.9% | 0.0% | 2.7% | 42.6% |
| East Anglia | 10.4% | 26.1% | 30.2% | 0.0% | 0.0% | 8.8% | 48.5% |
| South West | 10.4% | 26.8% | 19.1% | 17.8% | 2.7% | 3.9% | 48.0% |
| South East | 9.6% | 25.9% | 21.5% | 15.2% | 3.6% | 5.2% | 43.4% |
| Greater London | 17.9% | 37.4% | 27.7% | 25.7% | 10.5% | 11.7% | 63.5% |
| Wales | 13.1% | 33.9% | 13.2% | 2.2% | 0.0% | 2.9% | 44.0% |
| Scotland | 13.9% | 28.3% | 25.0% | 20.8% | 4.7% | 3.6% | 44.9% |
| N. Ireland | 8.7% | 33.6% | 23.5% | 10.6% | 0.0% | 6.2% | 53.6% |
| Total | 10.7% | 29.0% | 21.7% | 15.6% | 4.3% | 5.7% | 47.3% |

- 14.1% of respondents said they liked foreign-language films. The proportion was statistically higher (23.0%) in Greater London. Audiences in the **North (East)** (7.5%) and the **West Midlands** (8.0%) were statistically significantly less likely to prefer foreign-language films.
- 40.9% of respondents said they liked documentaries. Greater London was the only region with a statistically higher proportion of (47.2%) documentary fans.
- 13.6% of respondents said they liked art-house films. Greater London was the only region with a statistically higher proportion (21.4%) of art-house fans.
- 39.8% of respondents said they liked classic films. There was no region with a statistically significant higher proportion of classic film fans.

| | Foreign language | Documentary | Art house films | Classic films | Any specialised film |
|-----------------------------------|------------------|-------------|-----------------|---------------|----------------------|
| North | 7.5% | 41.2% | 11.5% | 41.7% | 54.4% |
| North West | 13.6% | 37.5% | 12.8% | 42.9% | 61.2% |
| Yorkshire & Humberside | 13.5% | 38.2% | 14.0% | 37.3% | 56.5% |
| West Midlands | 8.0% | 37.6% | 10.3% | 40.3% | 56.5% |
| East Midlands | 8.7% | 36.9% | 9.0% | 35.0% | 59.0% |
| East Anglia | 9.8% | 42.2% | 11.6% | 40.2% | 65.7% |
| South West | 14.3% | 41.6% | 12.4% | 38.9% | 59.8% |
| South East | 15.1% | 41.9% | 12.4% | 40.2% | 61.8% |
| Greater London | 23.0% | 47.2% | 21.4% | 42.6% | 69.8% |
| Wales | 9.2% | 38.8% | 10.8% | 35.5% | 55.8% |
| Scotland | 17.6% | 39.7% | 16.3% | 42.1% | 59.6% |
| N. Ireland | 18.1% | 48.5% | 16.4% | 31.6% | 54.7% |
| Total | 14.1% | 40.9% | 13.6% | 39.8% | 60.6% |

- The survey found that respondents in Greater London had the highest proportion of respondents (9.8%) who said they visited ‘smaller cinemas that show independent and art-house films’ large multiplex cinemas’. The proportion was statistically significantly higher than those who said they visited ‘large multiplex cinemas’ most often.
- The **North (East)** had the lowest proportion of respondents (2.1%) who said they visited smaller ‘art house’ cinemas most often, followed by Wales (2.4%) and East Anglia (2.4%).
- The **South West** (5.9%) and the **West Midlands** (4.9%) had a slightly above average proportion of respondents who said they visited ‘art house’ cinemas most often, while **Yorkshire & Humberside** (3.1%) and the **North West** (3.8%) had a slightly lower proportion. However, these differences were not significantly at the 0.05 level.
- The proportion of respondents who said they visited large multiplex cinemas most often was highest in the **North** (80.3%) and the **North West** (77.3%). This was statistically more significantly than certain other regions of the UK.
- The **West Midlands** (18.5%) had the highest proportion of respondents who said they visited a high street or local cinema most often. The **North** had the lowest proportion.

| | A large multiplex cinema | A smaller cinema that shows independent and 'art-house' films | A high street or local cinema that is not a large multiplex | I don't go to just one type of cinema | Don't know |
|-----------------------------------|--------------------------|---|---|---------------------------------------|------------|
| North | 80.3% | 2.1% | 6.6% | 6.7% | 4.3% |
| North West | 77.3% | 3.8% | 6.8% | 8.6% | 3.5% |
| Yorkshire & Humberside | 68.2% | 3.1% | 7.7% | 19.7% | 1.3% |
| West Midlands | 60.4% | 4.9% | 18.9% | 13.1% | 2.7% |
| East Midlands | 67.7% | 3.2% | 13.9% | 12.0% | 3.2% |
| East Anglia | 65.8% | 2.4% | 16.1% | 11.9% | 3.8% |
| South West | 54.9% | 5.9% | 18.5% | 18.1% | 2.6% |
| South East | 65.2% | 3.7% | 17.4% | 11.3% | 2.3% |
| Greater London | 51.6% | 9.8% | 16.9% | 17.9% | 3.8% |
| Wales | 63.5% | 2.4% | 17.4% | 14.4% | 2.3% |
| Scotland | 65.3% | 5.4% | 13.8% | 15.0% | .6% |
| N. Ireland | 72.4% | 3.3% | 12.3% | 8.7% | 3.3% |
| Total | 64.7% | 4.7% | 14.4% | 13.6% | 2.7% |

- Greater London had the highest proportion of respondents who agreed (51%) that there are too few non-English language films shown in the UK, while Wales had the lowest proportion (22.1%) of respondents. The difference between the two was statistically significant at the 0.05 level.

| | Too Few Non-English Language Films | | |
|-----------------------------------|------------------------------------|--------------|--------------|
| | Agree | Neither | Disagree |
| North | 31.1% | 47.5% | 21.4% |
| North West | 31.7% | 44.0% | 24.3% |
| Yorkshire & Humberside | 35.3% | 45.1% | 19.6% |
| West Midlands | 32.1% | 43.1% | 24.8% |
| East Midlands | 39.1% | 35.6% | 25.3% |
| East Anglia | 32.1% | 48.3% | 19.6% |
| South West | 40.8% | 42.3% | 16.9% |
| South East | 37.3% | 40.9% | 21.8% |
| Greater London | 51.1% | 36.2% | 12.7% |
| Wales | 22.1% | 43.5% | 34.4% |
| Scotland | 40.5% | 39.2% | 20.4% |
| N. Ireland | 37.4% | 38.2% | 24.5% |
| Total | 37.4% | 41.4% | 21.3% |

- A key indicator of whether someone is likely to prefer specialised films is whether or not they have a university degree; another is whether or not they regularly engage with other cultural activities – particularly music concerts, theatre, museums and galleries.
- Unsurprisingly, Greater London has the highest proportion of people with university degrees (51.4%), while the **North (East)** has the lowest proportions (34%), followed by East Anglia (36.5%) and the East Midlands (36.6%). (There is no data for Northern Ireland)
- Greater London also has the highest proportion of culturally engaged people (31.9%), while the Scotland has the lowest (14.0%), followed by East Anglia and Wales (16.2%).

| | Culturally engaged | Degree |
|-----------------------------------|--------------------|--------|
| North | 23.1% | 34.0% |
| North West | 20.6% | 38.1% |
| Yorkshire & Humberside | 22.9% | 38.9% |
| West Midlands | 21.2% | 40.2% |
| East Midlands | 19.6% | 36.6% |
| East Anglia | 15.2% | 36.5% |
| South West | 20.6% | 47.9% |
| South East | 19.3% | 41.2% |
| Greater London | 31.9% | 51.4% |
| Wales | 16.2% | 37.9% |
| Scotland | 14.0% | 46.2% |

| | | |
|-------------------|-------|-------|
| N. Ireland | 17.1% | 0.0% |
| Total | 21.0% | 41.8% |

- There is a relatively strong correlation between the regions with high levels of graduates and the regions with higher interest in specialised film ($p=0.55$).
- The correlation between regions with high levels of graduates and regions with a higher interest in foreign-language film ($p=0.86$) or arthouse films (0.77) is particularly significant.
- The correlation between regions with high levels of cultural engagement and the regions with higher interest in specialist film is much weaker ($p=0.38$).

Exhibition:

- The total number of specialised cinema sites in the UK increased from 132 sites in 2005 to 168 in 2013 – a 27% increase at a compound annual growth rate (CAGR) of 3% per year.
- The total number of specialised cinema screens in the UK increased from 206 screens in 2005 to 265 in 2013 – a 29% increase at a CAGR of 3% per year.
- The number of specialised cinema sites and screens has increased at a faster rate than the number of mainstream cinema sites and screens (e.g. mainstream cinemas sites increased by 12% between 2005-13 at a CAGR of 1% per year and the mainstream screens increased by 15% at a CAGR of 2% per year)
- The majority of cinema sites and screens in the UK are still mainstream. However, the proportion of specialised sites has increased from 6% in 2005 to 7% in 2013, and the proportion of specialised screens has increased from 20% in 2005 to 22% in 2013.



Figure 2. UK cinema sites by programme, 2005-2013. Source: BFI



Figure 3. UK cinema screens by programme, 2005-2013. Source: BFI

- London has the highest proportion of specialised cinema screens (an average of 29.4% in the period 2005-13), followed by the South East (14.0%), Scotland (11.0%) and **the South West** (10.6%).
- Northern Ireland has the lowest proportion of specialised cinemas screens (an average of 0.9% in the period 2005-13), followed by the **North East** (2.7%), Wales (3.2%) and the **North West** (4.5%).
- **The South West** (10.6%) has a comparatively high proportion of specialised screens compared with the UK average (6.8%), while the **West Midlands** (6.7%), **Yorkshire and The Humber** (5.4%), the **North West** (4.5%) and the **North East** (2.7%) have a comparatively low proportion of specialised screens compared with the UK average.

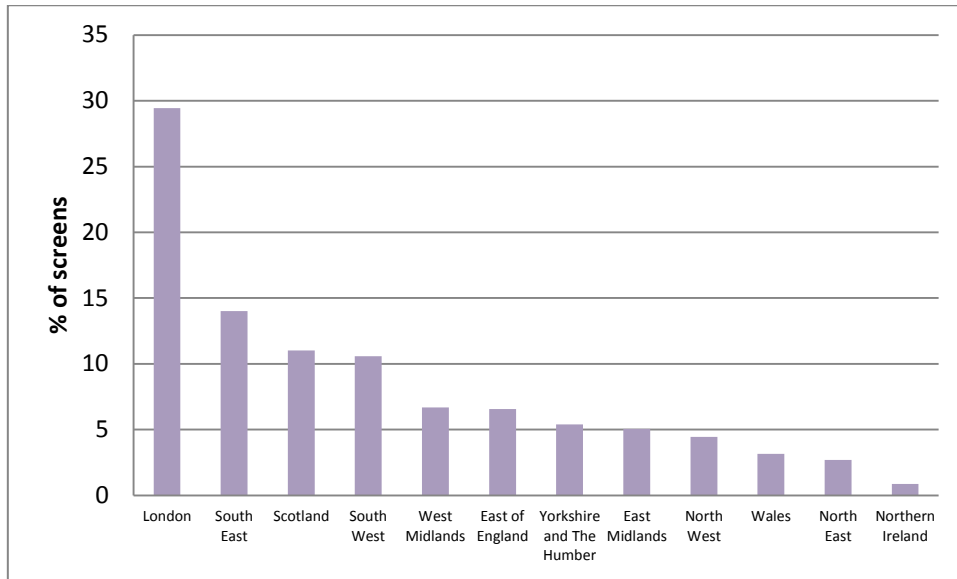


Figure 4. Average proportion (%) of specialised screens by nation/region, 2005-2013. Source: BFI

- In numerical terms, London has the highest average number of specialist screens (73.1 screens), followed by the South East (34.9 screens) and Scotland (27.2 screens), while Northern Ireland has the lowest number (2.1 screens), followed by **the North East** (6.8 screens) and Wales (7.8 screens).
- However, we need to keep in mind that the different nations and regions of the UK have different population sizes. Rather than use proportion of specialised cinema screens as an indicator of strength in the regional provision for specialised film, it might be more useful to examine the density of specialised cinema screens (i.e. the number of specialised screens per 100,000 population).
- This method reveals that London still has the highest average specialised screen density (0.95 screens per 100,000 population), followed by Scotland (0.53) and the **South West** (0.51).
- Northern Ireland has the lowest average specialised screen density (0.12 screens per 100,000 population), followed by the **North West** (0.16) and **Yorkshire and The Humber** (0.26).
- The average specialist screen density in the **West Midlands** (0.31 screens per 100,000 population) and the **North East** (0.26) are both slightly below the UK average (0.36).

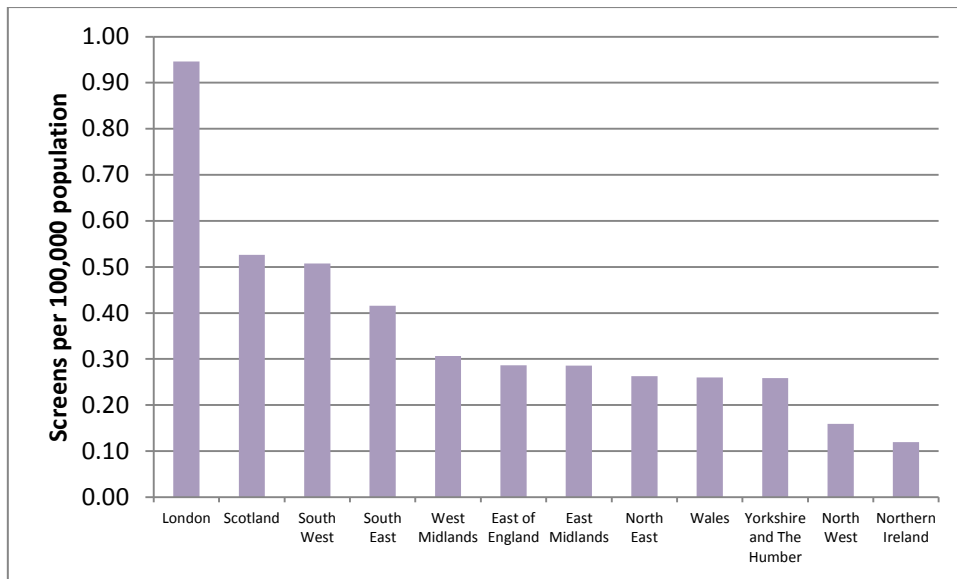


Figure 5. Average specialised screen density by region, 2005-2013. Source: BFI

- While the **North East** has one of the numbers of specialised screens per 100,000 population, it has experienced the highest increase in screen density, from 0.16 screens per 100,000 population in 2005 to 0.27 in 2013 – a 71% increase at a CAGR of 7% per year.
- The **Yorkshire and the Humber** region has experienced the second highest increase in screen density, from 0.24 in 2005 to 0.36 in 2013 – a 49% increase at a CAGR of 49% per year.
- However, it should be pointed out that the **North East** started from a very low base – the number of new specialised screens added during the period 2005-13 is only 3 screens.
- The growth in **Yorkshire and The Humber** is more impressive – it gained 7 new specialised between 2005 and 2013.
- Meanwhile, the number of specialised screens per 100,000 population in Northern Ireland has fallen by 7% from 0.12 in 2005 to 0.11 in 2013, while in Wales the number has fallen by 4% from 0.31 in 2005 to 0.29 in 2013.
- The **South West** experienced a higher increase (29%) in the number of specialist screens per 100,000 population in the period 2005-13 than the UK average (20%), while the **West Midlands** (10%) and the **North West** (6%) experienced a lower increase than the UK average.

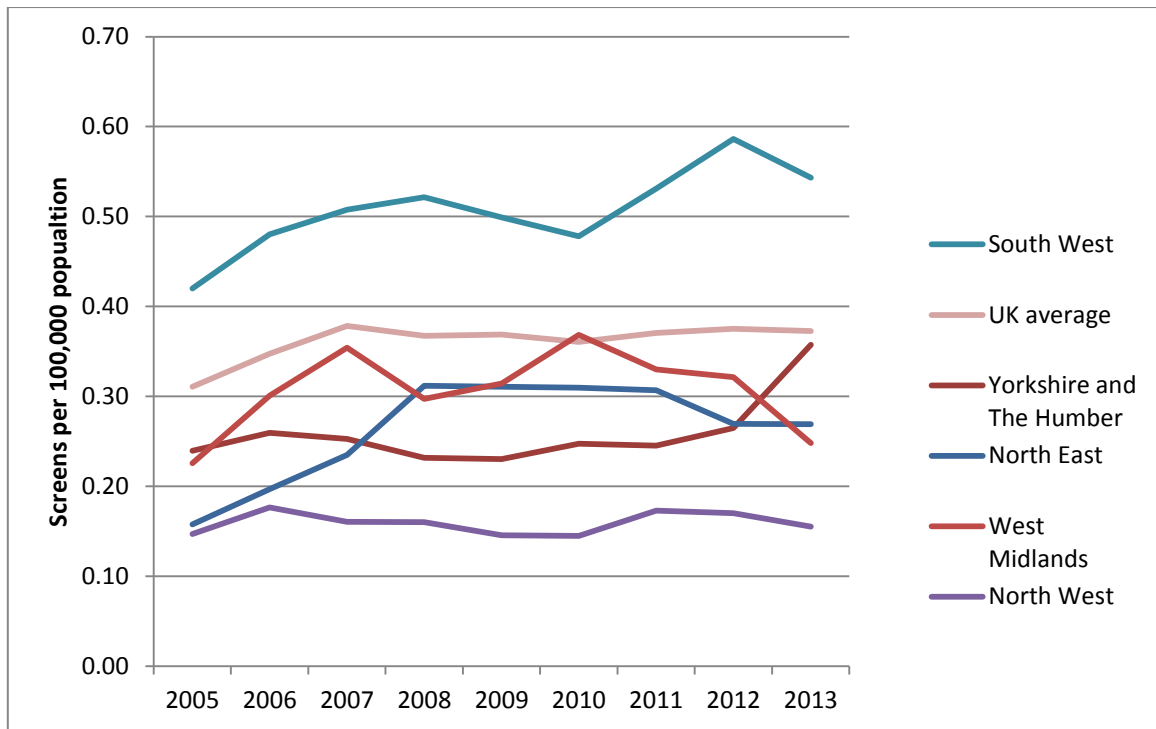


Figure 6. Specialised screen density in selective regions, 2005-2013. Source: BFI

Appendix:

Table I. Summary of findings

| Administrative region | Film Hub | % of GBO | Watch foreign-language films most often | Watched foreign-language films in last 12 | Watched foreign-language films in last 12 | Watched foreign-language films in last 12 | Like foreign language films | Like documentaries | Like art house films | Like classic films | Like any type of specialist film | Visit art house cinemas | Agree there are too few non-English films | Proportion of specialised screens | Specialised screen density (per 100,000 pop) | %growth 2005-13 | |
|-----------------------------------|---|----------|---|---|---|---|-----------------------------|--------------------|----------------------|--------------------|----------------------------------|-------------------------|---|-----------------------------------|--|-----------------|-----|
| North (East) | North | #No Data | 0% | 7% | 35% | 47% | 8% | 41% | 12% | 42% | 54% | 2% | 31% | 3% | 0.26 | 71% | |
| Yorkshire & Humberside | North | #No Data | 2% | 11% | 28% | 45% | 14% | 38% | 13% | 37% | 57% | 3% | 35% | 5% | 0.26 | 49% | |
| North West | North West Central / North* | #No Data | 4% | 9% | 29% | 48% | 14% | 38% | 14% | 43% | 61% | 4% | 32% | 5% | 0.16 | 6% | |
| West Midlands | South West and West Midlands / North West Central** | #No Data | 1% | 7% | 26% | 39% | 8% | 38% | 10% | 40% | 57% | 5% | 32% | 7% | 0.31 | 10% | |
| South West | South West and West Midlands | #No Data | 3% | 10% | 27% | 48% | 14% | 42% | 12% | 40% | 60% | 6% | 41% | 11% | 0.51 | 29% | |
| UK average | | | 9.1% | 2% | 11% | 29% | 47% | 14% | 41% | 14% | 40% | 61% | 5% | 37% | 7% | 0.36 | 20% |

Note: *Cumbria (North West) is part of Film Hub North / **Staffordshire and Shropshire (West Midlands) are part of Film Hub North West Central