

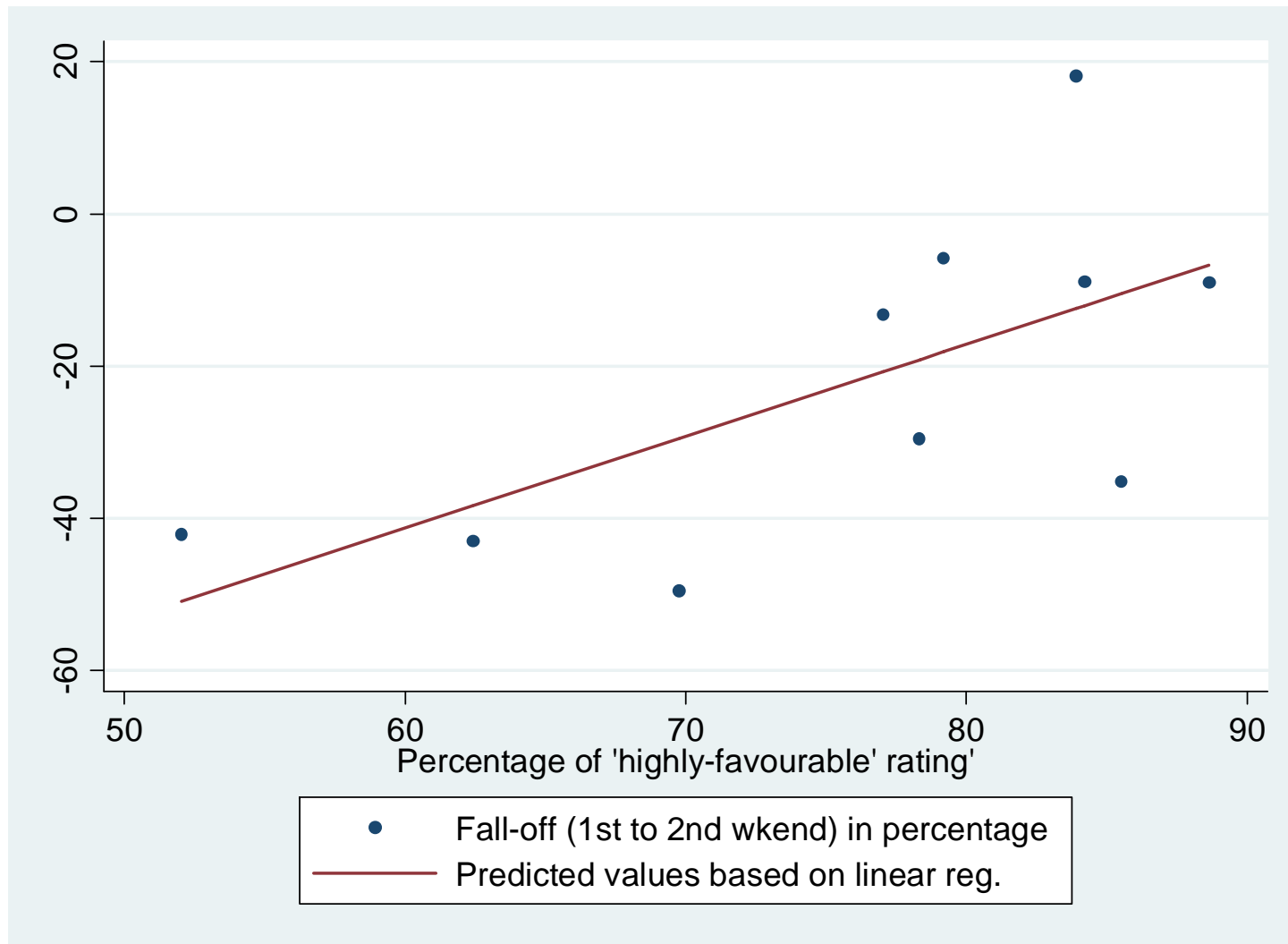
Exit Poll Analysis of Specialised Films in the UK

Matching Audience Ratings with Fall Off Rates

First presented on Friday 28th September 2007 RIBA

Updated 11 Feb 2009

'Highly favourable' rating and fall off rates of 10 specialised films released in 2006/07



Predicted fall off rate by audience rating

Highly Favourable Rating	Predicted Fall Off Rate*
60% (Norm)	-42%
65%	-36%
70%	-30%
75%	-24%
80%	-18%
90%	-6%

*average drop off for all releases in 2006: -48%
(-43% excluding films on release for one week only)