

Autism friendly Screenings (AFS) in cinema during the Covid-19 pandemic - Key messages

Research by [Dimensions](#) found that 90% of guests to autism friendly cinema screenings would feel safe going back to the cinema, with safety measures in place.

Previous research has found that the autism friendly screenings are sometimes the only [quoted] “normal” activity people and families with autism can do together without fear of judgement.

Autism friendly screenings are a safe space for people and families with autism, there isn't fear of judgment and it's an experience they can share with and talk about with friends and loved ones.

Going to autism friendly screenings was a routine for some guests, and routine can be very important for people with autism. Lockdown has changed day-to-day life significantly so being able to go back to the cinema will offer some normalcy and respite.

In the research Dimensions outlined that new blockbuster releases are delayed and if they would still go to the cinema to see older films. 86% said yes they would and chose Toy Story 4, Despicable Me 3, The Secret Life of Pets 2, Minions and Frozen 2 as the top 5 films they would like to see at autism friendly screenings.

Quote from Dimensions: “People with autism have overwhelmingly told us they want to take their seats at autism-friendly screenings as soon as possible; for many, it is the only accessible, judgement free and safe environment outside of their home. We understand that cinemas have to make some difficult decisions and will continue to support them to be inclusive and accessible for guests with sensory sensitivities.”

Feedback from the research:

“These screening sessions are great for people with autism they can enjoy things that most people can do.”

“My son Cameron 16 who has Autism and other various conditions can't wait to come back to the Cinema again.”



“The autism friendly screenings are brilliant, they have enabled our family to visit the cinema and enjoy films together.”

“The autism screenings are the only way I can take my son to the cinema so they are really important to us. We really appreciate the work you’re doing to try to keep them. Thank you.”

“I think it’s really important to get back to some normality for children with autism and for some children going to the cinema is all they look forward to. I can’t wait for showings to be back on with some safety guidelines in place.”

Any questions?

If you have any queries please email:

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