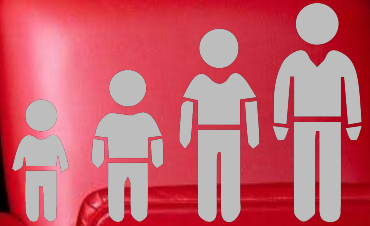
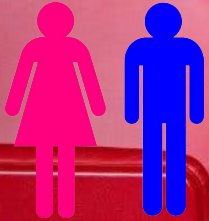


What Does A Moviegoer Look Like?

ADMIT
ONE



Issue

Since 2002, movie tickets sold have been on a decline. More recently, the tickets sold have decreased each year since 2015 (source). However, the total box office increased each year but the average ticket price also increased each year. The national average price currently sits at \$8.97, the largest in history. Today, the theatrical experience is not the only platform to consume big budget/high quality content. Also, many platforms today provide cheaper alternatives to moviegoing.



Questions Explored

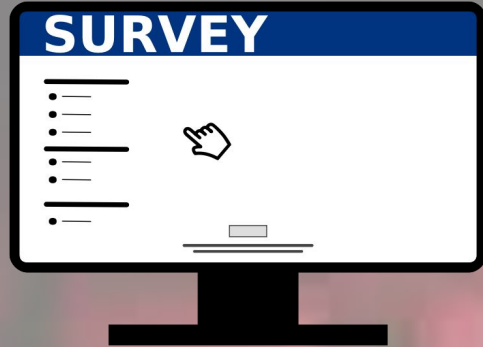
How do potential moviegoers & content consumers feel about this issue and why do they decide to consume the content they do?

What would make them go out to the theater?

What platforms or content consumption methods are they currently using?



Method




A Qualtrics hosted survey was administered mostly through Amazon Turk. Over 250 participants from different locations, age groups and ethnicities were included. Some also participated in post moviegoing journal surveys.



Several participants from the surveys were selected for post-survey interviews. Participants ranged in different age groups and locations.



**ADMIT
ONE**



OVERALL:
1.94 Theatrical
Average
1.88 Streaming
Average

Moviegoing Frequency (Monthly)

Zero (1)



**ADMIT
ONE**

Once
(2)

Twice
(3)

Three
(4)

4 +
(4)

0-2
Hours
(1)



**ADMIT
ONE**

3-5
Hours
(2)

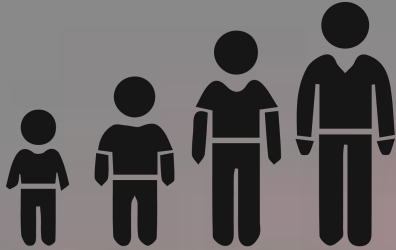
6-8
Hours
(3)

9-11
Hours
(4)

12+
Hours
(5)

Weekly Streaming

Moviegoing Frequency



The 18-25 age group has the highest moviegoing frequency with an average of 2.21 (2). This is about 1 film per month. All other age groups were below a 2.

Zero
(1)

Once
(2)



Twice
(3)

Three
(4)

4+
(5)

Moviegoing Frequency



Among Race/Ethnicity, Asian leads in average moviegoing with a 2.5 average. Hispanic follows with a 2.24 average. Meaning both push toward two visits a month.

Zero
(1)

Once
(2)



Twice
(3)

Three
(4)

4+
(5)

NETFLIX

Of all services
subscribed, Netflix had
37% of subscriptions.

prime video

Of all services
subscribed, Amazon
Prime Video had 29%
of subscriptions.

hulu

Of all services
subscribed, Hulu had
20% of subscriptions.

HBO GO

Of all services
subscribed, HBO Go
had 10% of
subscriptions.



ASIAN

Netflix accounted for 39% of all subscription selections from the Asian Demographic. 89% of all Asian participants selected Netflix.

NETFLIX

Amazon Prime Video accounted for 31% of all streaming subscriptions with 70% of all Asian participants selecting this option.

prime video

16% of all streaming selections went to Hulu with 37% of all Asian participants selecting this option.

hulu



BLACK/AFRICAN-AMERICAN

Netflix accounted for 34% of all subscription selections from the Asian Demographic. 83% of all Black participants selected Netflix.

NETFLIX

Amazon Prime Video accounted for 27.5% of all streaming subscriptions with 67% of all Black participants selecting this option.

prime video

21% of all streaming selections went to Hulu with 50% of all Black participants selecting this option.

hulu

You Tube Red

Fun Fact: The African American audience had the largest amount of selections for YouTube Red.



HISPANIC/LATINX

Netflix accounted for 33.3% of all subscription selections from the Hispanic/Latinx Demographic. 94% of this demographic selected Netflix. The largest makeup of any ethnicity.

NETFLIX

Amazon Prime Video accounted for 27% of all streaming subscriptions with 76% of all Hispanic/Latinx participants selecting this option.

prime video

23% of all streaming selections went to Hulu with 65% of all participants selecting this option.

hulu

HBO GO

CBS ALL ACCESS

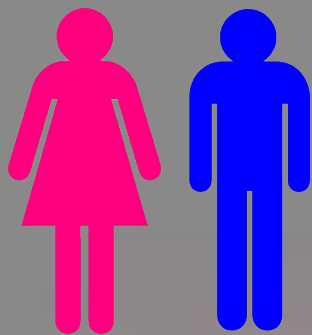
Fun Fact: The Hispanic/Latinx audience had the largest percentage of subscriptions for CBS All Access and HBO GO.

Cable Subscriptions



When asked if participants had a cable subscription, these were the demographic percentages that said yes.

- Asian = 30%
- Black/African-American = 60%
- Hispanic = 41%
- All Men = 44%
- All Women = 47%
- Overall = 46%



MEN: 1.91 Theatrical Average
2.04 Streaming Average

WOMEN: 2.01 Theatrical Average
1.99 Streaming Average

Moviegoing Frequency (Monthly)

Zero (1)



Once
(2)



Twice
(3)

Three
(4)

Four +
(4)

0-2
Hours
(1)



3-5
Hours
(2)



6-8
Hours
(3)

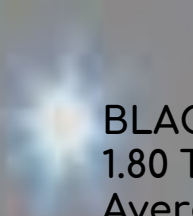
9-11
Hours
(4)

12+
Hours
(5)

Weekly Streaming

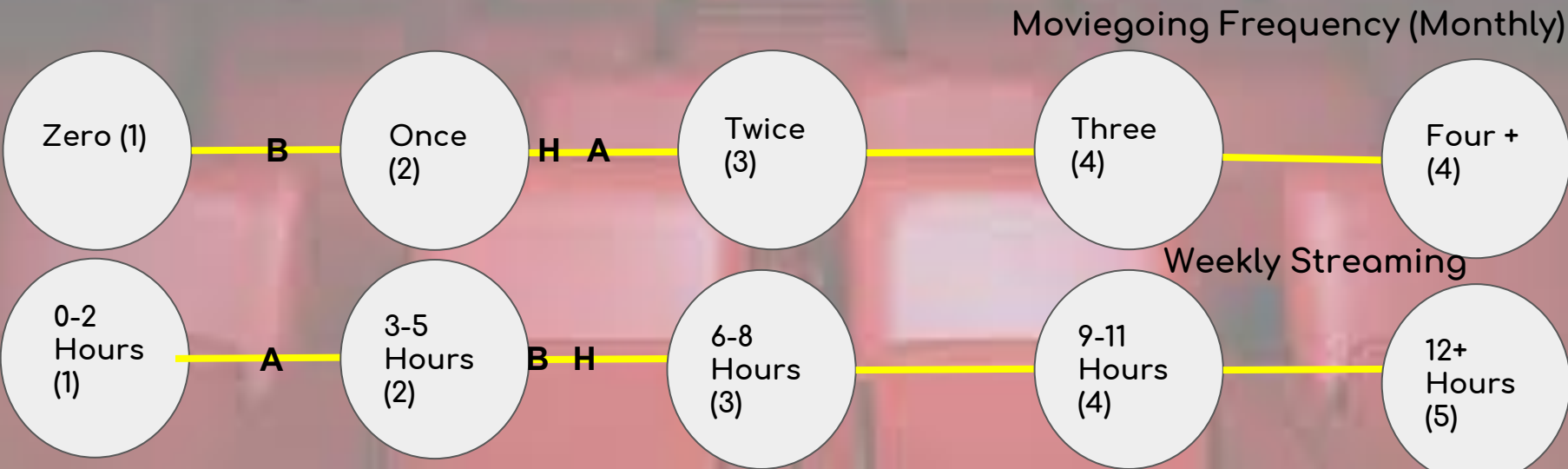


ASIAN:
2.50 Theatrical
Average
1.63 Streaming
Average

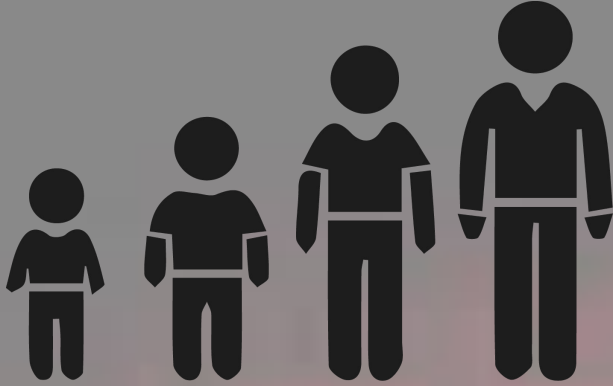


BLACK:
1.80 Theatrical
Average
2.07 Streaming
Average

HISPANIC:
2.20 Theatrical
Average
2.30 Streaming
Average



Age & Streaming Average



- * 18-25= 2.00
- * 26-35= 1.99
- * 36-45= 2.02
- * 46-55= 2.16
- * 56+ = 1.88

Weekly Streaming

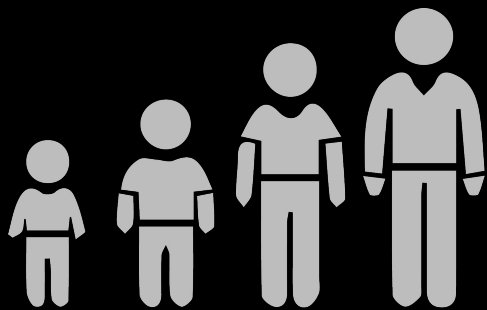
**0-2
Hours
(1)**

**3-5
Hours
(2)**

**6-8
Hours
(3)**

**9-11
Hours
(4)**

**12+
Hours
(5)**



18-25

These are the percentages of everyone in this age demographic who selected these platforms as services they subscribe to.

90%

NETFLIX

44%

HBO GO

55%

hulu

3%

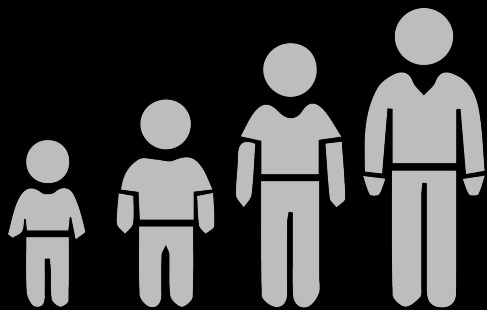
You Tube Red

76%

prime video

1%

CBS ALL ACCESS!



26-35

These are the percentages of everyone in this age demographic who selected these platforms as services they subscribe to.

96%

NETFLIX

66%

prime video

51%

hulu

20%

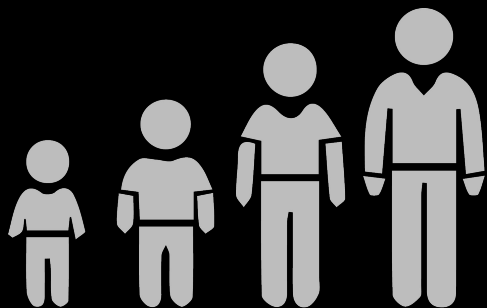
HBO GO

4.3%

You Tube Red

4.3%

CBS ALL ACCESS!



36-45

These are the percentages of everyone in this age demographic who selected these platforms as services they subscribe to.

97.5%

NETFLIX

80.5%

prime video


44%

hulu

9.8%

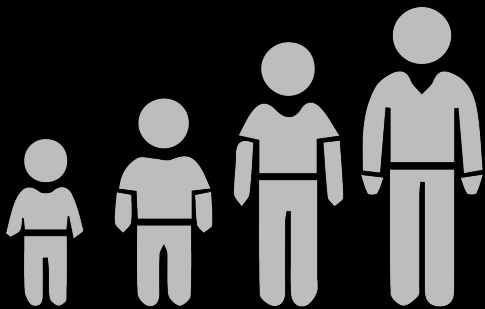
HBO GO

4.9%

You **Tube** Red

2.4%

CBS  **ALL ACCESS!**



46-55

These are the percentages of everyone in this age demographic who selected these platforms as services they subscribe to.

82%

NETFLIX

23.5%

HBO GO

82%

prime video

12%

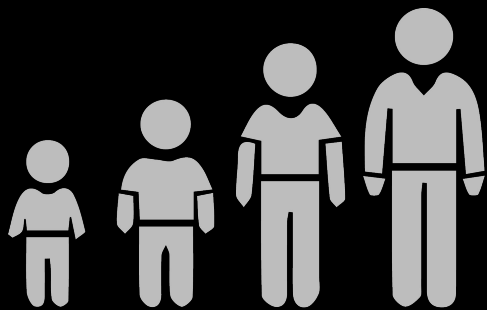
You Tube Red

59%

hulu

5.9%

CBS ALL ACCESS!



Over 55

These are the percentages of everyone in this age demographic who selected these platforms as services they subscribe to.

81%

NETFLIX

18.75%

HBO GO

56%

prime video


6.25%

You **Tube** Red

31%

hulu

6.25%

CBS  **ALL ACCESS!**

How Early Is The Decision Made To Go To The Movies?



OVERALL:

Days = 3.0

Weeks = 2.01

Post-Trailers = 2.03

Months = 1.60

Frequency

Never
(1)

Some
(2)

Half
(3)

Most
(4)

All
(5)

Days

ADMIT
ONE



How Early Is The Decision Made To Go To The Movies?

ASIAN:

Days = 3.07
Weeks = 2.10
Post-Tracker = 2.03
Months = 1.7

BLACK:

Days = 3
Weeks = 2.46
Post-Tracker = 2.23
Months = 1.5

HISPANIC:

Days = 3.47
Weeks = 2.3
Post-Tracker = 1.9
Months = 1.5

Frequency

Never
(1)

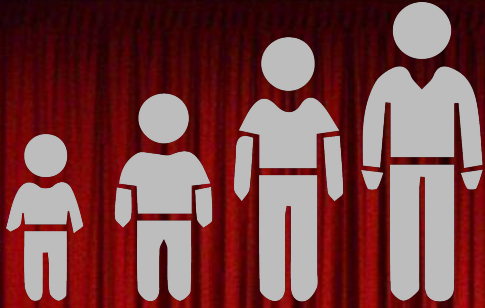
Some
(2)

Half
(3)

Most
(4)

All
(5)

How Early Is The Decision Made To Go To The Movies?



18-25:

Days = 3.03
Weeks = 2.00
Post-Tracker = 2.30
Months = 1.60

26-35:

Days = 3.16
Weeks = 2.03
Post-Tracker = 1.88
Months = 1.45

36-45:

Days = 2.98
Weeks = 2.02
Post-Tracker = 1.86
Months = 1.79

46-55:

Days = 2.79
Weeks = 2.11
Post-Tracker = 2.05
Months = 1.69

55+

Days = 2.50
Weeks = 1.88
Post-Tracker = 1.88
Months = 1.25

Never
(1)

Some
(2)

Half
(3)

Most
(4)

All
(5)

Frequency

What Resources Attract People To The Theater?



OVERALL
Theatrical Trailers = 2.66
Online Trailers = 3.01
TV Ads = 2.40
Word of Mouth = 2.96

Online Trailers

ADMIT
ONE

Frequency

Never
(1)

Some
(2)

Half
(3)

Most
(4)

All
(5)



What Resources Attract People To The Theater?

ASIAN:

Theatrical Trailers = 2.7
Online Trailers = 3.1
TV Ads = 2.2
Word of Mouth = 3.1

BLACK:

Theatrical = 2.9
Online = 3
TV = 2.9
WOM = 3.3

HISPANIC:

Theatrical = 3.3
Online = 3.4
TV = 2.3
WOM = 2.8

Frequency

Never
(1)

Some
(2)

Half
(3)

Most
(4)

All
(5)



INTERVIEWS

Interview Quotes

Experience influences my decision to go to the movie theater.

I enjoy watching television all at once.
(Binge)

There are less distractions at home and you can save money.

I'll go to a theater if it is a film I want to support.

Interview Findings

When interviewing participants, many mentioned that they enjoyed both moviegoing and streaming. When it came to reasons for choosing one over the other, it came down to price and comfort. Some feel the price of moviegoing can prevent them from going as frequently, especially when they have affordable content right in the comfort of their own home. And that's the second main point. People mentioned that in their homes, they can wear what they want, eat what they want, be without distraction and watch things on their own time. On the flip side, some mentioned that the communal experience is a benefit of going to the theater. One participant mentioned that she enjoys moviegoing because the entire audience experiences emotions (fear, laughter) all together. Others mentioned that they will go to a theater if it is a film that they want to support (i.e. Wonder Woman, Black Panther, Coco).

Conclusion

Moviegoing may be on a decline, partially related to price and/or variety of choice. Participants found the pastime to be enjoyable but mainly necessary for the experience or need to support. Overall, participants surveyed noted that they went to the movies about once a month (on average). When asked about streaming and television, the average was about 3-5 hours per week. When considering a two hour movie, participants consume many more hours of content outside a theater per month. In terms of age, the sweet spot of moviegoing were those in the 18-25 age range who lean toward twice a month. Looking at race/ethnicity, the Asian demographic (surveyed) had the highest average followed by Hispanic, leaning toward twice a month. When looking at streaming services, Netflix dominated with 37% of all subscriptions.

Participants, on average, mentioned that they make the decision to go to the movies days in advance (about half of the time). Online trailers and word of mouth were the most popular choices when finding out about films and attracting them to theaters.

Video Component Link

<https://www.youtube.com/watch?v=Wj4F2-90QxA>