

Moviegoer Quick Facts

Nielsen PreView Reveals Audience Preferences

Which demographic groups are going to the movies less, and why? The answer may surprise you.

A recent survey from Nielsen PreView offers some enlightening data on moviegoing pricing, preferences and habits. Here are some highlights:

Perceived Price

The 55+ demographic was most likely to think the price for adult tickets was too high. Hispanic and Asian respondents were less likely than average to think ticket prices were too high.

Perceived Price Index*

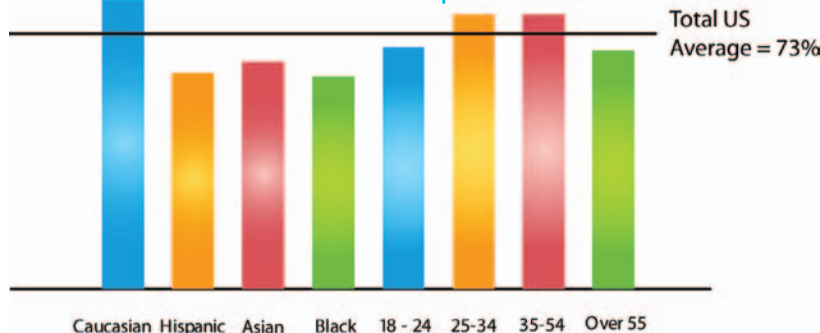
Demographic	Index
Caucasian	104
Latin/Hispanic	83
Asian	88
African American/Black	99
18-24	94
25-34	103
35-54	104
55+	122

*Based on respondents saying that they thought the prices for adults tickets were too high

Are costs driving people away?

There is a tension in the moviegoer's mind between the perceived value derived and the price paid. This issue appears to be on the rise since consumers are evaluating their "bang for the buck" against the pressures of an economy in recession. 73% of moviegoers are going to the movies less often than they like to because ticket prices are too expensive; this rate is higher for Caucasians and the 25-54 age groups.

Respondents going to the movies less often because it is too expensive



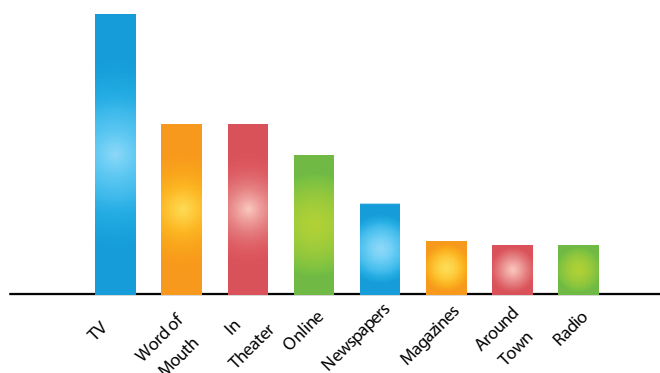
Interest

About half of moviegoers were interested in seeing 3D movies in the theatre. These rates were higher for younger demographics (under 35). Of all the demographic groups, Hispanic consumers expressed the most interest in viewing 3D movies in the theatre.

Spreading the Word

Overall, television (trailers, promos, etc.) was the most common way respondents heard about movies. Word of mouth (from friends, family and co-workers) and in-theatre advertising (posters, trailers, etc.) were tied for second.

Where do you typically hear about movies?



When targeting moviegoing demographics, it is important to understand the impact of various marketing methods. The younger crowd, under 35, over-indexes on hearing about movies from online sources. However, the 55+ demographic highly over-indexes on getting their movie information from the newspaper.

Source of Movie Information Index

	Online	Newspaper	Word of Mouth
18-24	140	62	112
25-34	115	69	102
35-54	94	106	93
55+	66	181	86
Caucasian	98	104	100
Latin/Hispanic	100	92	94
Asian	125	115	118
African American/Black	100	81	108

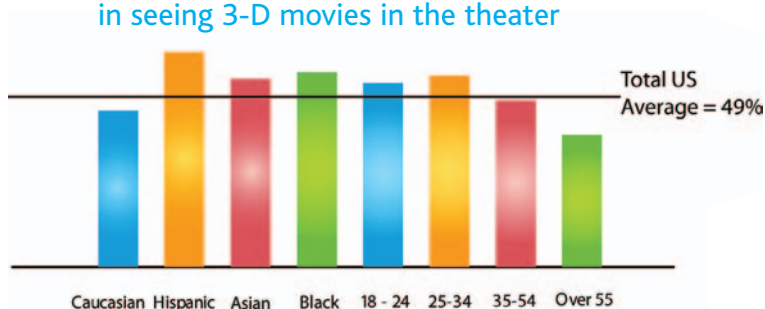
Methodology

This report was based on an in-depth Nielsen NRG study online among “moviegoers” (moviegoers defined as having seen one or more new release movies in the theatre in the past 12 months). The total survey sample consisted of 3,500 respondents aged 12 to 74 and covers over 100 questions on pricing, preferences and habits. The survey was conducted in September/October 2008.

If you'd like access to the full American Moviegoing Study, e-mail more.preview@nielsen.com.

Have you ever bought a ticket online in advance?

Respondents very or somewhat interested in seeing 3-D movies in the theater



Demographic	%
Average	35%
18-24	44%
25-34	45%
35-54	33%
55+	27%
Caucasian	34%
Latin/Hispanic	32%
Asian	48%
African American/Black	34%

Perceived Quality

When asked about the perceived quality of 3D movies versus their 2D counterparts, the largest chunk of respondents (37%) thought they were a little or much better. Over 60% of respondents don't know if there is a quality difference or don't perceive a quality difference, indicating there could be an opportunity to educate consumers on the benefits of 3D.

Impression of movies in 3-D compared to Regular (2-D) movies



Who buys tickets in advance?

35% of respondents had purchased a ticket online. The younger age demographics (under 35) were over 25% more likely than the average population to have purchased a ticket online in advance. Roughly one in two Asian respondents had purchased a ticket online.

SMART BUSINESS SOLUTIONS FOR THE CINEMA INDUSTRY

PURCHASING MANAGEMENT
SUPPLIER DIRECTORY SERVICE
ONLINE ADVERTISING

For more information, visit us at:
www.cinemasolutions.com

Or Call us at:
210.223.2100

