

GOING TO IN PERSON MOVIES

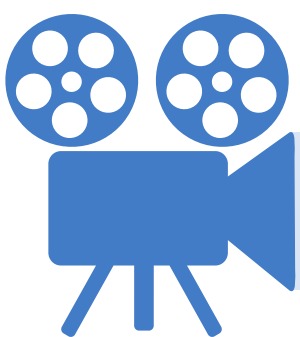
During the COVID-19 Pandemic



This week's insights were collected Friday, November 27 – Monday, November 30 among a general population of n=300 U.S. consumers age 21+.

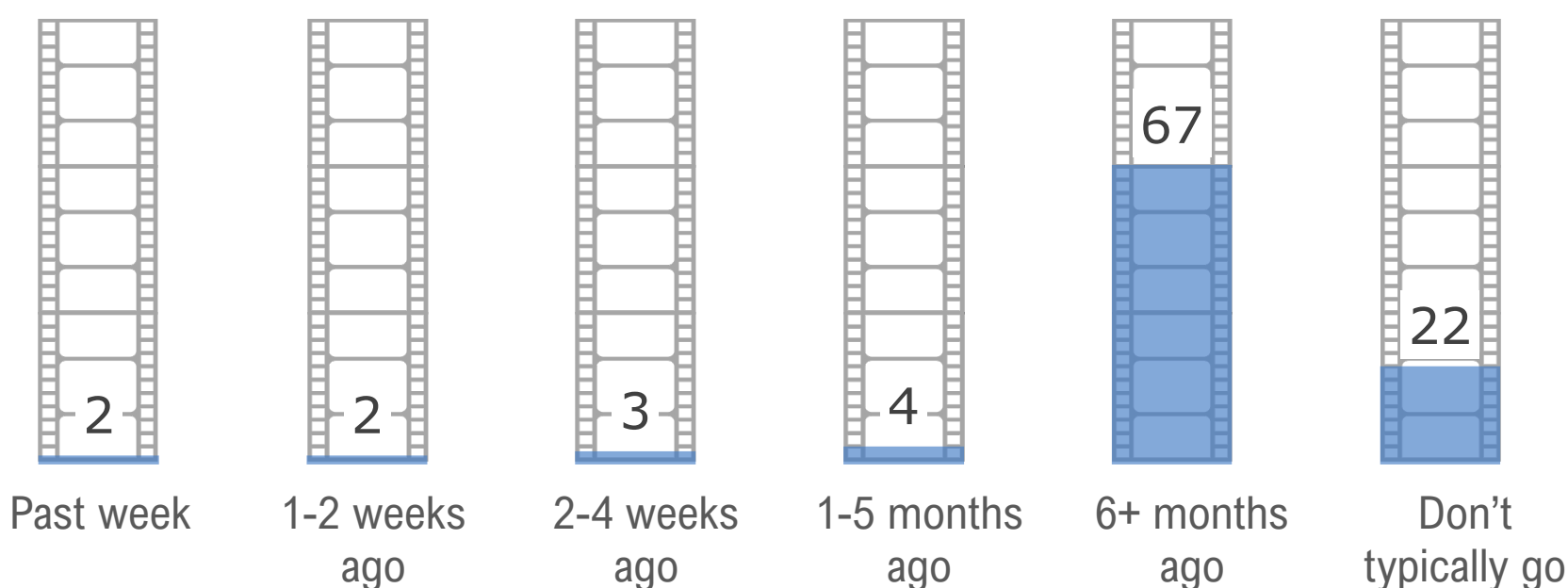
In Person Movies Hit Hard During Pandemic.

It has been quite some time since most Americans have seen a movie in person at a movie theater. And it is likely to be months before they do so again. The COVID-19 pandemic is keeping people away as they are concerned about the risk and many local theaters are closed.



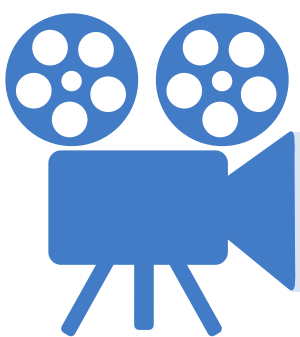
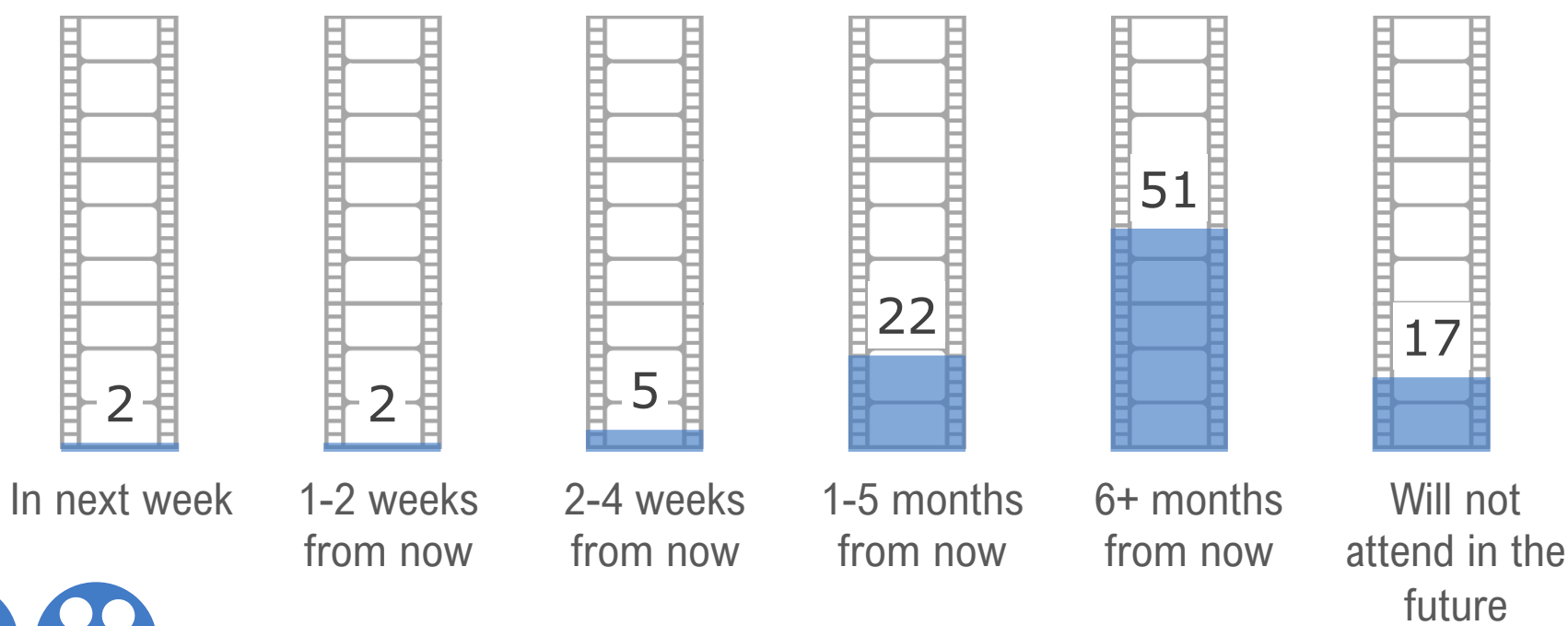
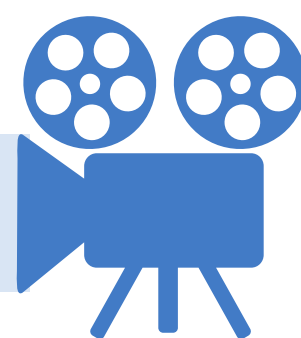
Last Went to See A Movie in a Theater

% of Total Movie Goers (past or future)



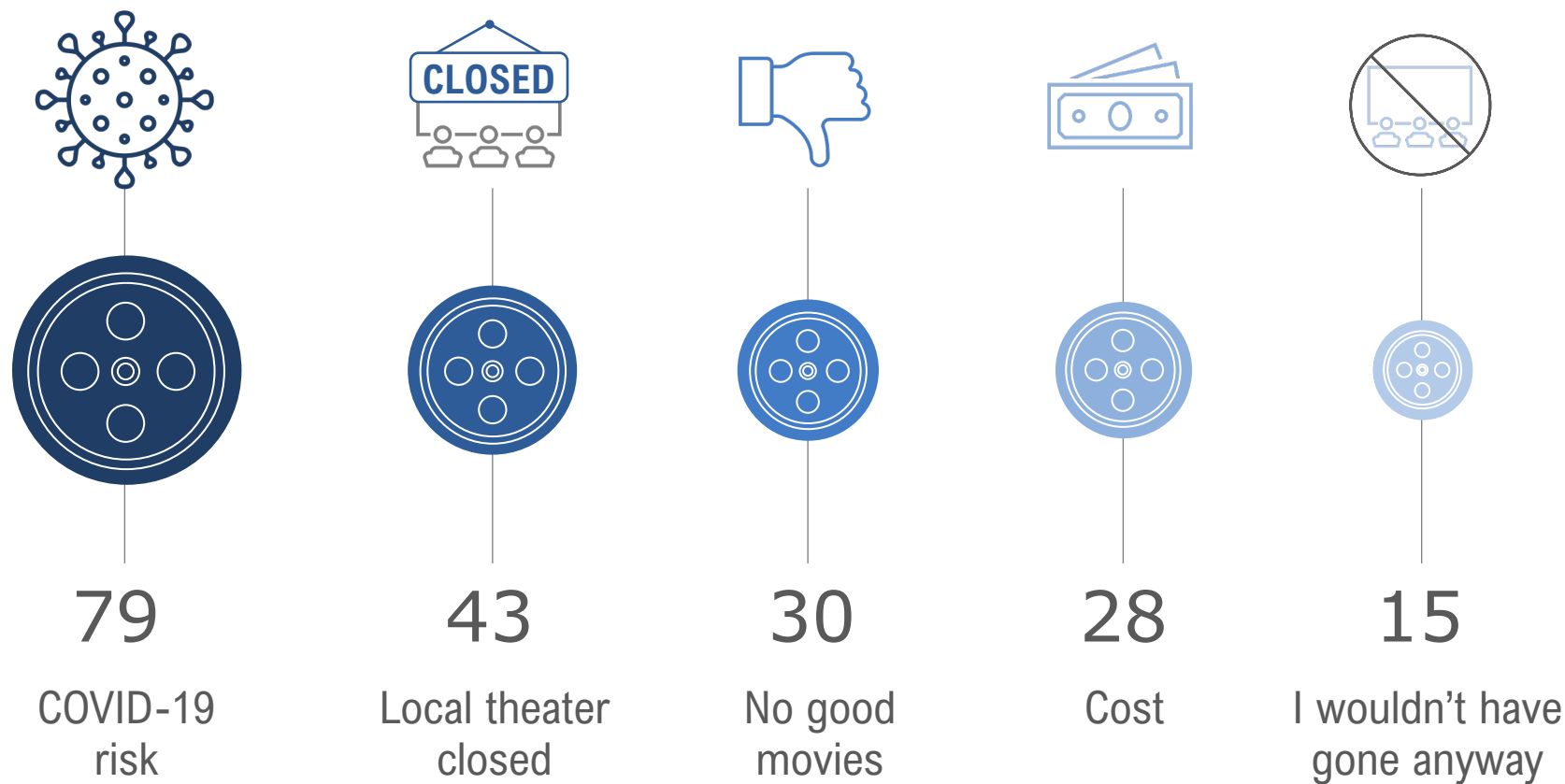
When Likely to See a Movie in a Theater

% of Total Respondents



Top Reasons Not Going to Movie Theater

% of Total Who Have Not Been to a Movie Past 4 Weeks/ Not Likely Next 4 Weeks [% in Top Two Choices Shown]



Base: Total (n=300)

Q1: When was the last time you went to see a movie in person at an indoor movie theater?

Q2: When are you most likely to go see a movie in person at an indoor movie theater?

Q3b: Although you may have mentioned this, please select the top 3 reasons why you have not gone to or are not planning to go see a movie in person at an indoor movie theater. Select the top reason first with a 1, second a 2, and third a 3.