

MOVIEGOER FOCUS GROUP AUGUST 19, 2021

FOCUS GROUP INSIGHTS

NCM'S EXCLUSIVE MOVIEGOER COMMUNITY

NCM conducted two focus groups of moviegoers in NYC and the LA market respectively to better understand the potential impact of the vaccine mandate (NYC) and mask mandate (LA) on their lives and activities, especially moviegoing.

RESPONDENTS: NCM Behind the Screens (BTS) Online Community Members (NYC & LA)

DATE: August 19, 2021 | **DEMOS:** Adults of various ages and life stages (50/50 M/F)

BACK TO THE MOVIES!

"I was waiting for the movies to open up. Before In the Heights, we saw Cruella, bought Cruella T-Shirts at Target, went to dinner, took some pictures.. **We been locked up for a long time. Gotta make the most of it.**"

-Female 35-49 from the Bronx

"Saw Free Guy with my wife. I missed the energy of everyone being together."

-Male 25-34 from LA

"Last movie I saw was Jungle Cruise and it was one of the most packed theaters."

-Male 35-49 from LA

"Movies were the thing I missed the most. I saw Free Guy. I don't think the new requirement will hinder me or really affect me much."

-Male 25-34 from the Bronx

FAMILIES ARE AT THE MOVIES



"Saw *Jungle Cruise* two weekends ago with my daughter. Been going since April/May. My daughter just turned 10. I have no problems with the restrictions."

-Father from Queens

"I usually go with my friend and her daughter. We all wear our masks, my friend's daughter is 10 and she has no problem wearing a mask."

-Female from the Bronx

% of Audience Under Age 18
(Opening Weekend) *



AUG 20

47%



JUL 30

34%



JUL 16

32%



JUL 16

50%

(Under Age 12)

MANDATES IN NYC AND LA NOT A DETERRENT!

FEMALE FROM THE BRONX



*"Before everything was on an honor system...
Feel more comfortable now with the mandate"*

MALE FROM LA



"Perfectly happy to attend an event that requires proof of vaccination, testing prior to and a mask while at the event. I want to go to these things and feel comfortable. I am okay with the restrictions."

FEMALE FROM BROOKLYN



"Knowing that other people are going to be vaccinated or wear a mask definitely makes me more excited to go back to the movies."

MOVIE FANS ARE STREAMERS

YET OVERWHELMINGLY PREFER IN THEATER EXPERIENCE

"I upgraded my TV during Covid. It just wasn't the same as seeing it in a theater"

-Female from Orange County, CA

"I have the choice and I prefer to go to the theater. Since the same day and date release option, I have only been to the theater. I stick to the theater experience"

-Male from LA

ANTICIPATION BUILDING EXCITED TO SEE MOVIES ON THE BIG SCREEN

"Looking forward to seeing *Dune*. It's an EPIC movie that you gotta see on the big screen."

-Female 25-34 from Brooklyn

"Definitely looking forward to *The Matrix*. Will go to Lincoln Square to see it."

-Male 25-34 from the Bronx

"Shang-Chi, can't wait to see it."

-Male 25-34 from LA

BEHIND THE SCREENS OVERVIEW

NCM'S EXCLUSIVE MOVIEGOER INSIGHTS

6,500 registered members that are uber-movie fans

Established in June 2015, panelist surveyed regularly

Respondents are highly engaged and participate for fun, answering surveys via their PC or mobile device

Allows NCM to develop an expertise on the moviegoing industry, test our digital products, and understand our audience's preferences and motivations

Panelists feel empowered in knowing that their responses influence the evolution of the moviegoing experience