

Movie Theaters - US - November 2013

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“Going to the movies is an American pastime. However, movie theaters need to help moviegoers look beyond the cost of tickets by promoting the overall value of the theater experience. Advanced screen technology such as 3D and IMAX, new concession offerings, and loyalty promotions are likely to do this, especially among young adults who are frequent moviegoers.”

– Gretchen Grabowski, Travel & Leisure Analyst

This report looks at the following areas:

- How often people go to the movie theater?
- How much money people spend at movie theaters?
- How moviegoers choose a movie theater?
- What would increase movie theater attendance?

Despite an increasing number of options to view movies in the comfort of one's home, going to the movies continues to be a popular pastime. About two thirds of Americans have gone to the movies at least once in the six months prior to being surveyed, and about one in five attend about once a month, on average. However, a trip to the movie theater is becoming increasingly expensive. The cost of movie theater admission is on the rise, and most moviegoers say they consider the cost of movie tickets in choosing a theater. To attract patrons and justify increasing costs, theater operators rely on studios to produce and market films with broad appeal while taking it upon themselves to promote the unique experience that advanced projection technology, large screens, and other theater innovations provide.

This report measure show often consumers go to the movie theater and with whom, how much they spend on movie tickets and concession items, and the factors that impact their choice of one movie theater over another. Opinions on movie theaters and offerings that would encourage more frequent attendance are also discussed, as well as moviegoers' exposure to movie theaters' on-screen advertising.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Scope and Themes

- What you need to know
- Definition
- Market data
- Consumer survey data
- Abbreviations and terms
- Abbreviations
- Terms

Executive Summary

The market

Movie theater revenues expected to grow steadily

Figure 1: Total US movie theater revenues, at current prices with best- and worst-case scenarios, 2008-18

Market drivers

Rising movie ticket prices may make more consumers re-evaluate spending

Variety in choices may drive consumers to the movie theater

Spending on home entertainment is also increasing

Leading companies

The consumer

About one in five are Heavy Moviegoers

Figure 2: Types of moviegoers, August 2013

Young dads and Flickr users spend the most money at the theater

Figure 3: Average amount spent on movie tickets and concessions on last visit to the movie theater, Millennial dads and Flickr users versus all, August 2013

More frequent moviegoers expect more from their experience

Figure 4: Offerings to increase movie theater attendance, by types of moviegoers, August 2013

What we think

Issues and Insights

How often people go to the movie theater

The issues

The implications

How much money people spend at movie theaters

The issues

The implications

How moviegoers choose a movie theater

The issues

The implications

What would increase movie theater attendance

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The issues

The implications

Trend Application

Inspire trend: Who are the Joneses?

Inspire trend: Locavore

Mintel Futures: Generation Next

Market Size and Forecast – Movie Theaters

Key points

Movie theater revenues expected to increase steadily through 2018

Figure 5: Total US movie theater revenues and forecast, at current prices, 2008-18

Figure 6: Total US movie theater revenues and forecast, at inflation-adjusted prices, 2008-18

Fan chart forecast

Figure 7: Total US movie theater revenues, at current prices with best- and worst-case scenarios, 2008-18

Market Drivers

Key points

Climbing movie ticket prices stretch consumers' budgets

Figure 8: Annual average US movie ticket prices, 1989-2013

Yet, movies still more affordable than other out-of-home entertainment

Figure 9: Average US ticket prices for a family of four to sports, theme parks, and cinemas, 2012

Consumers have more film choices when they go to the movie theater

Figure 10: Number of films released in theaters in the US and Canada, 2003-12

Figure 11: Number of movie screens in the US, by type of venue, 2008-12

Segment Performance

All major movie theater revenue streams experiencing steady growth

Figure 12: Total US movie theater revenues and forecast, by segment, at current prices, 2011 and 2013

Figure 13: Total US movie theater revenues and forecast, by segment, 2008-18

Segment Performance – Box Office Admissions

Higher prices, more movies lead box office admissions to climb

Figure 14: Total US revenues and forecast of box office admissions, at current prices, 2008-18

Figure 15: Total US revenues and forecast of box office admissions, at inflation-adjusted prices, 2008-18

Segment Performance – Concessions

Concession revenues also increasing as a result of price, variety

Figure 16: US revenues and forecast of movie theater concessions, at current prices, 2008-18

Figure 17: US revenues and forecast of movie theater concessions, at inflation-adjusted prices, 2008-18

Segment Performance – Movie Theater Advertising

Advertising comprises smallest share of revenue but is still increasing

Figure 18: US revenues and forecast of movie theater advertising, at current prices, 2008-18

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Figure 19: US revenues and forecast of movie theater advertising, at inflation-adjusted prices, 2008-18

Competitive Context

Key points

Americans spending more money on digital in-home entertainment

Figure 20: Home entertainment spending in the US, first half of 2012 vs. first half of 2013

Rise in tablet sales may lead to more entertainment on-the-go

Figure 21: Tablet unit sales, 2010-13

Leading Companies

Overview

Figure 22: Top four theater chains' operating data, Fiscal Year 2012

Moviegoers report visiting the top four movie theaters

Figure 23: Movie theaters visited in the last six months, May 2012-June 2013

Regal Entertainment Group

Figure 24: Regal total revenues, January 2009-December 2012

AMC Entertainment, Inc.

Figure 25: AMC total revenues, April 2008-March 2012

Cinemark

Figure 26: Cinemark total revenues, December 2008-12

Carmike Cinemas

Figure 27: Cinemark total revenues, April 2008-March 2012

Innovations and Innovators

Overview

Theaters entice moviegoers with new mobile app features

Cinemark

Figure 28: Cinemark "CineMode" app feature, October 2013

Regal Cinemas

Figure 29: Regal Cinemas FirstLook CinemaSync app online promotion, October 2013

ScreenX technology will offer moviegoers the latest in digital viewing

Figure 30: ScreenX-enabled movie theater screen, October 2013

TimePlay makes movie-going a more interactive experience

Figure 31: Cineplex TimePlay trivia example, November 2013

Marketing Strategies and Initiatives

Entertainment helps moviegoers see films at a discount

Figure 32: Entertainment movie discount print ad, 2013

Figure 33: Regal Entertainment Group Entertainment Coupon Book ad, 2013

Regal drawing moviegoers in with special screenings, double features

Figure 34: Regal Crown Club and Gofobo's About Time advance screening promotion, October 2013

Figure 35: Regal Cinemas The Hunger Games double feature event promotion, October 2013

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AMC lets Facebook fans buy one, get one free, enter giveaway contests

Figure 36: AMC Entertainment, Inc. Machete Kills buy one, get one free Facebook promotion, October 2013

Mintel Categorizes Types of Moviegoers

Key points

Figure 37: Types of moviegoers, August 2013

Men going to movies the most often, but women still visiting

Figure 38: Movie theater attendance, by gender, August 2013

Young adults a key target for movie theaters

Figure 39: Types of Moviegoers, by generation, August 2013

Figure 40: Types of moviegoers, Millennial moms versus Millennial dads, August 2013

Income a factor in movie theater attendance

Figure 41: Types of moviegoers, by household income, August 2013

Movie Theater Companions

Key points

For most, going to the movies is a social experience

Figure 42: Number of companions on the last visit to a movie theater, August 2013

Movie theater companionship varies by demographics

Amount Spent at Movie Theaters

Key points

Young men among the highest spenders on movie tickets

Figure 43: Spending on movie tickets on last visit to the movie theater, by gender and age, August 2013

Figure 44: Spending on movie tickets on last visit to the movie theater, Millennial moms versus Millennial dads, August 2013

Movie theaters have an opportunity with Flickr users

Figure 45: Spending on movie tickets on last visit to the movie theater, by weekly or more frequent visits to types of social media sites, August 2013

Moviegoers who spend more on tickets also spending on concessions

Young men

Figure 46: Spending on concessions on last visit to the movie theater, by gender and age, August 2013

Millennial dads

Figure 47: Spending on concessions on last visit to the movie theater, Millennial moms versus Millennial dads, August 2013

Flickr users

Figure 48: Spending on concessions on last visit to the movie theater, by weekly or more frequent visits to types of social media sites, August 2013

Factors Considered When Choosing a Movie Theater

Key points

Moviegoers want to find low-cost theaters that are close to them

Figure 49: Factors considered when choosing a movie theater, by gender, August 2013

More men drawn to 3D, IMAX films

Figure 50: Factors considered when choosing a movie theater, by gender, August 2013

Flickr users want a full movie-going experience

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Figure 51: Factors considered when choosing a movie theater, by weekly or more frequent visits to types of social media sites, August 2013

Offerings to Increase Movie Theater Attendance

Key points

Nearly one third of consumers drawn to movie theater loyalty programs

Figure 52: Offerings to increase movie theater attendance, August 2013

Figure 53: Total U.S. loyalty program memberships and active memberships, 2006-12

More young adults encouraged by all types of movie theater offerings

Figure 54: Offerings to increase movie theater attendance, by age, August 2013

Heavy Moviegoers among the most interested in unlimited viewing

Figure 55: Offerings to increase movie theater attendance, by types of moviegoers, August 2013

On-Screen Entertainment Advertising

Key points

Most recall watching on-screen entertainment advertising

Figure 56: Recall of different types of on-screen entertainment advertising, August 2013

Previews for upcoming films encourage largest share of later viewing

Figure 57: On-screen entertainment advertising that encouraged later viewing, August 2013

Product placement within a film may be more effective

Figure 58: Opinions about advertising products within a movie, May 2012-June 2013

Impact of entertainment ads varies by demographics, attendance

On-Screen Product and Service Advertising

Key points

Most recall product and service ads, but few encouraged to purchase

Figure 59: On-screen product and service advertising recalled and that encouraged later purchase, August 2013

Opinions about Movie Theaters

Key points

Consumers have alternatives to movie theaters, but most still want to go

Figure 60: Opinions about movie theaters, August 2013

Women more focused on cost savers, men on the movie experience

Figure 61: Opinions about movie theaters, by gender, August 2013

Millennial parents looking for more opportunities to go to the movies

Figure 62: Opinions about movie theaters, Millennial parents versus non-Millennial parents, August 2013

Figure 63: Opinions about movie theaters, Millennial moms versus Millennial dads, August 2013

Impact of Race and Hispanic Origin

Key points

Hispanics spend the most at movie theaters

Figure 64: Spending on movie tickets on last visit to the movie theater, by race/Hispanic origin, August 2013

Figure 65: Spending on concessions on last visit to the movie theater, by race/Hispanic origin, August 2013

Blacks and Hispanics the most likely to want to be at the movie theater

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Figure 66: Opinions about movie theaters, by race/Hispanic origin, August 2013

Appendix – Other Useful Consumer Tables

Mintel categorizes types of moviegoers

Figure 67: Types of moviegoers, by age, August 2013

Figure 68: Types of moviegoers, by race/Hispanic origin, August 2013

Figure 69: Types of moviegoers, by weekly or more frequent visits to types of social media sites, August 2013

Figure 70: Types of moviegoers, Millennial parents versus Non-Millennial parents, August 2013

Movie theater companions

Figure 71: Number of companions on the last visit to a movie theater, by gender, August 2013

Figure 72: Number of companions on the last visit to a movie theater, by gender and age, August 2013

Figure 73: Number of companions on the last visit to a movie theater, by race/Hispanic origin, August 2013

Figure 74: Number of companions on the last visit to a movie theater, by generation, August 2013

Figure 75: Number of companions on the last visit to a movie theater, by weekly or more frequent visits to types of social media sites, August 2013

Figure 76: Number of companions on the last visit to a movie theater, Millennial parents versus non-Millennial parents, August 2013

Figure 77: Number of companions on the last visit to a movie theater, Millennial moms versus Millennial dads, August 2013

Figure 78: Number of companions on the last visit to a movie theater, by types of moviegoers, August 2013

Amount spent at movie theaters

Figure 79: Spending on movie tickets on last visit to the movie theater, by gender, August 2013

Figure 80: Spending on movie tickets on last visit to the movie theater, by generation, August 2013

Figure 81: Spending on movie tickets on last visit to the movie theater, Millennial parents versus non-Millennial parents, August 2013

Figure 82: Spending on movie tickets on last visit to the movie theater, by types of moviegoers, August 2013

Figure 83: Spending on concessions on last visit to the movie theater, by gender, August 2013

Figure 84: Spending on concessions on last visit to the movie theater, Millennial parents versus non-Millennial parents, August 2013

Figure 85: Spending on concessions on last visit to the movie theater, by types of moviegoers, August 2013

Factors considered when choosing a movie theater

Figure 86: Factors considered when choosing a movie theater, by age, August 2013

Figure 87: Factors considered when choosing a movie theater, by gender and age, August 2013

Figure 88: Factors considered when choosing a movie theater, by race/Hispanic origin, August 2013

Figure 89: Factors considered when choosing a movie theater, by generations, August 2013

Figure 90: Factors considered when choosing a movie theater, Millennial parents versus non-Millennial parents, August 2013

Figure 91: Factors considered when choosing a movie theater, Millennial moms versus Millennial dads, August 2013

Figure 92: Factors considered when choosing a movie theater, by user groups, August 2013

Offerings to increase movie theater attendance

Figure 93: Offerings to increase movie theater attendance, by gender, August 2013

Figure 94: Offerings to increase movie theater attendance, by household income, August 2013

Figure 95: Offerings to increase movie theater attendance, by race/Hispanic origin, August 2013

Figure 96: Offerings to increase movie theater attendance, by generation, August 2013

Figure 97: Offerings to increase movie theater attendance, by weekly or more frequent visits to types of social media sites, August 2013

Figure 98: Offerings to increase movie theater attendance, Millennial parents versus non-Millennial parents, August 2013

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Figure 99: Offerings to increase movie theater attendance, Millennial moms versus Millennial dads, August 2013

On-screen entertainment advertising

Figure 100: On-screen entertainment advertising that encouraged later viewing, by age, August 2013

Figure 101: On-screen entertainment advertising that encouraged later viewing, by presence of children in household, August 2013

Figure 102: On-screen entertainment advertising that encouraged later viewing, Millennials versus non-Millennials, August 2013

Figure 103: On-screen entertainment advertising that encouraged later viewing, by types of moviegoers, August 2013

On-screen product and service advertising

Figure 104: Movie theater on-screen advertising that encouraged later purchase, by types of moviegoers, August 2013

Opinions about movie theaters

Figure 105: Opinions about movie theaters, by gender and age, August 2013

Figure 106: Opinions about movie theaters, by generation, August 2013

Figure 107: Opinions about movie theaters, by weekly or more frequent visits to types of social media sites, August 2013

Figure 108: Opinions about movie theaters, by types of moviegoers, August 2013

Appendix – Trade Associations

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