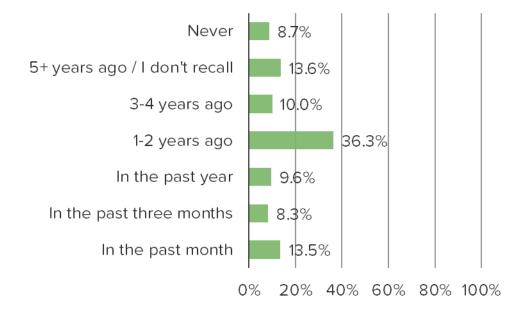
**Bespoke Intel** 

# AMC Consumer Survey Movie Theaters and Streaming

May 27, 2021

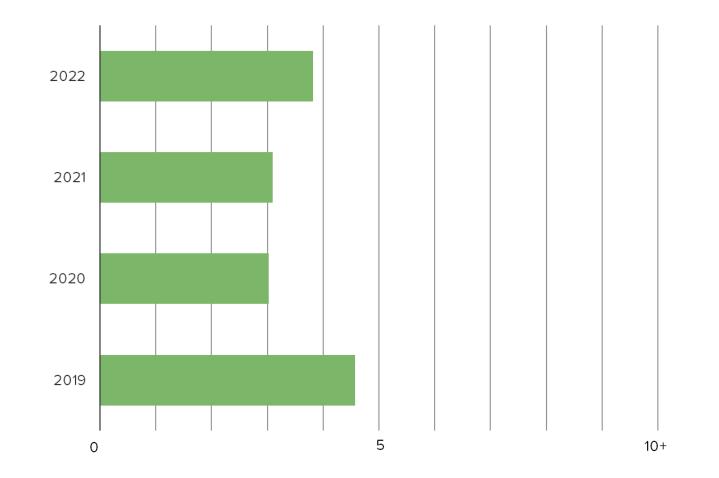
#### When is the last time you went to see a movie in a movie theater outside of your home?

Posed to all respondents.



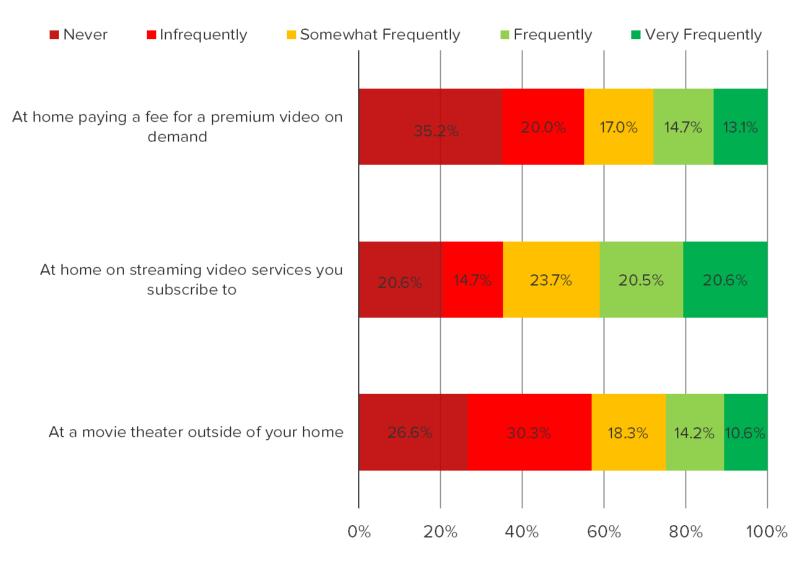
## How many movies did you / will you go to at a movie theater outside of your home during the following time periods:

Posed to all respondents.



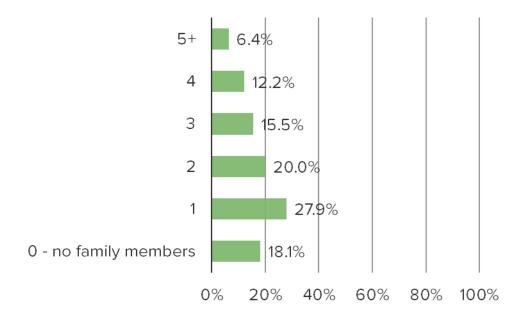
#### How often do you watch new release movies in the following ways:

Posed to respondents who have gone to the movies and/or plan to go to the movies more than 0 times in the next couple years.



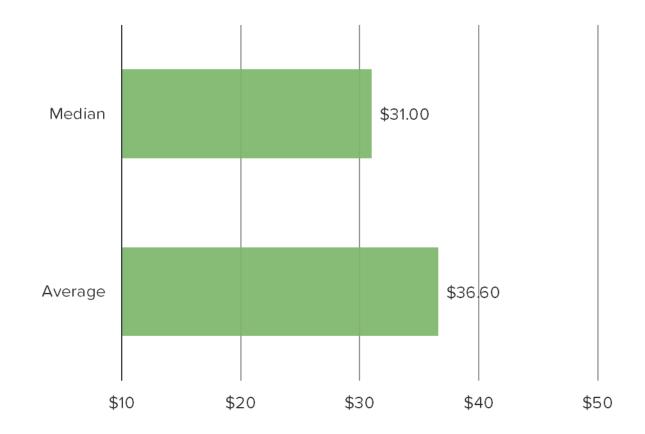
#### When you go to the movies, how many family members do you typically go with?

Posed to respondents who have gone to the movies ever and/or plan to go to the movies more than 0 times in the next couple years.



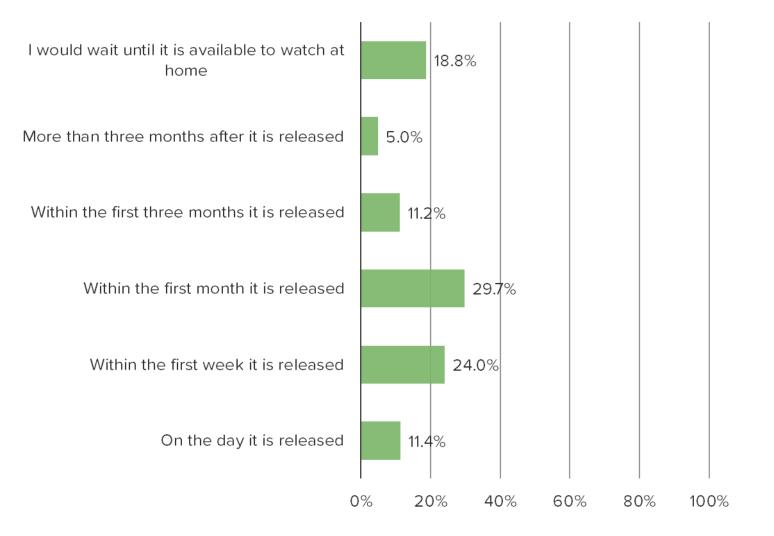
#### When you go to a movie theater, how much do you typically spend on concessions in total?

Posed to respondents who have gone to the movies ever and/or plan to go to the movies more than 0 times in the next couple years.



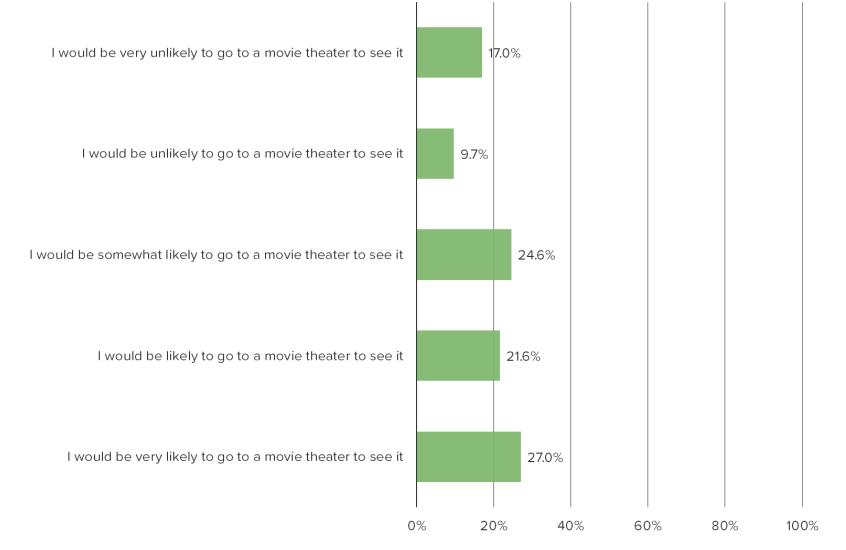
### When a movie is released in a movie theater that you want to go see, how soon after the release date do you typically go to the theater to see it?

Posed to respondents who have gone to the movies ever and/or plan to go to the movies more than 0 times in the next couple years.



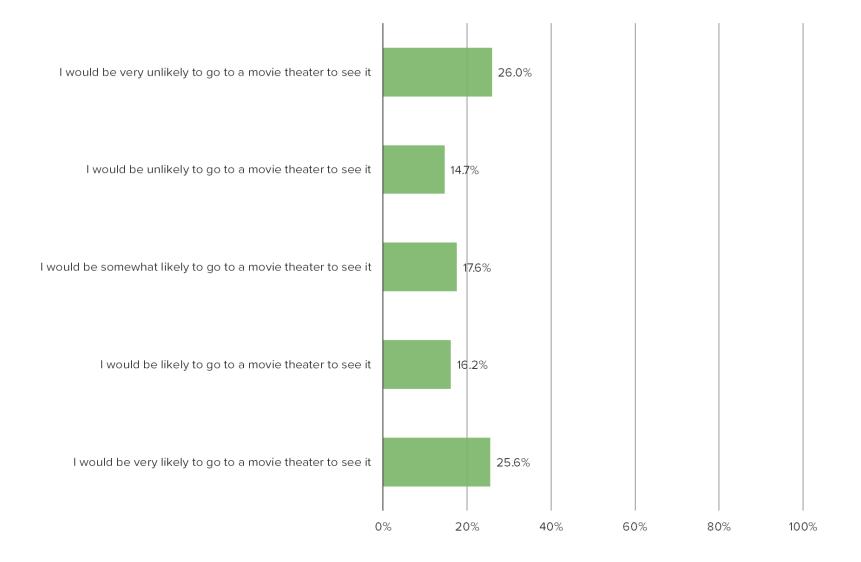
### If a movie is released that you want to see, how willing are you to go to a movie theater outside of your home to go watch it?

Posed to respondents who have gone to the movies ever and/or plan to go to the movies more than 0 times in the next couple years.



### If a movie is released in theaters that you want to see and it is released simultaneously to stream at home, how willing are you to go to a movie theater outside of your home to go watch it?

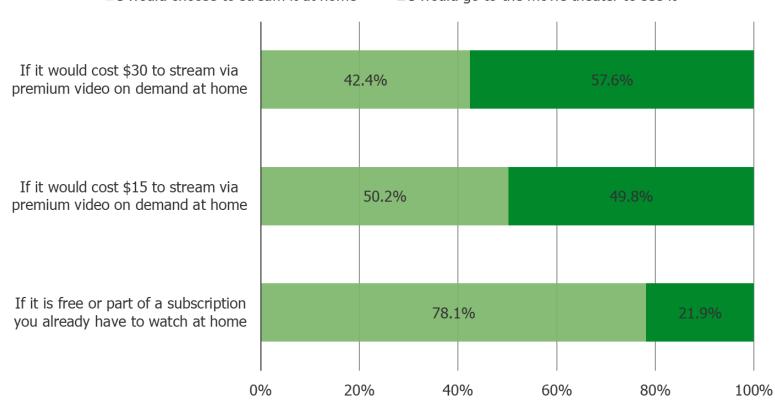
Posed to respondents who have gone to the movies ever and/or plan to go to the movies more than 0 times in the next couple years.



## If a movie you want to see is released simultaneously in theaters and on streaming, how would you be more likely to watch it...

Posed to respondents who have gone to the movies ever and/or plan to go to the movies more than 0 times in the next couple years.

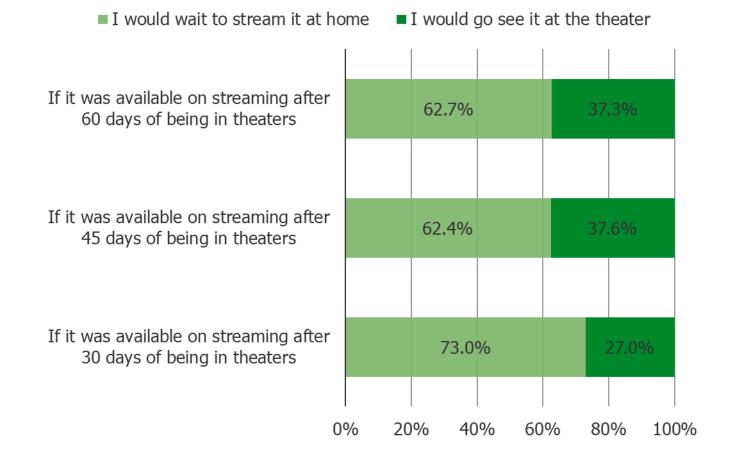
I would choose to stream it at home



I would go to the movie theater to see it

### If a movie you want to see is initially released in theaters and then released on streaming after a period of time, how would you be more likely to watch it?

Posed to respondents who have gone to the movies ever and/or plan to go to the movies more than 0 times in the next couple years.



#### Do you have any thoughts to share on why you might want to go a movie theater to see a movie?

Posed to all respondents.

"There is nothing that would make me go to a theater."

"I like getting out . It's so much better atmosphere in a theatre."

"No it's way too much money to even consider it."

"Just to get out of the house for a break."

"Visual effects of the movie would be enhanced on a huge screen!"

"I would wait because of covid 19."

"The Big Screen and IMAX experience."

"Too expensive and the concessions are way out of reach."

"I dont want to get COVID."

"It's 2021 and I need to get out of the house."

"To have a date night or just for the experience of a big screen."

"It's better to watch it home because of the pandemic but the only thing is that sound quality and also the internet."

"You couldn't pay me to go to a movie theater."

"Entertainment outside the home."

"Certain movies are better in the big screen."

"I really love going the whole experience, big screen, premium theater with recliner seats, great concessions but COVID has made it impossible to enjoy theater experience."

"I would only go to a movie theater to see a movie if all of my friends wanted to go see the movie too."

"The ticket price and refreshments are both too expensive. It is more convenient to watch at home."

"Certain types of movies are best seen on the big screen."

"To get out of the house"

"When they remove mask mandates"

"When COVID19 is completely over"

"If it was a movie I really wanted to see, I would go."

"Get out of the house and enjoy free time."

"I miss movie theatres."

"I like the experience of seeing it on the big screen."

"I like seeing a big blockbuster type movie on a big screen. Plus, I don't have any stream subscriptions at home on our tv." "Atmosphere."

"Bigger screen and better sound."

"I would go for the fun of getting out, having movie popcorn and seeing the movie on the big screen."

"Better experience"

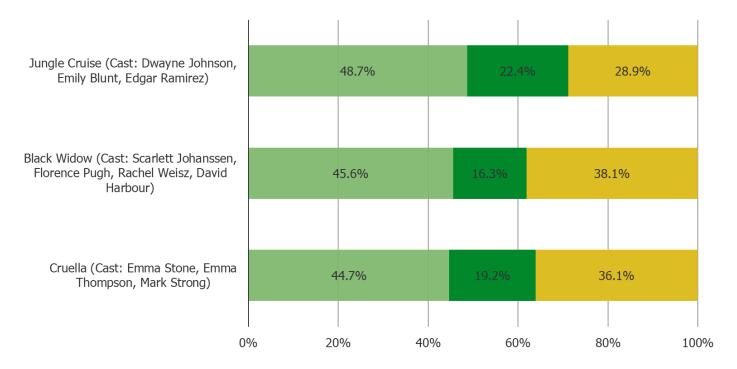
#### Are you interested in seeing any of the following movies scheduled to be released this year?

Posed to all respondents.

None of the above		26.7%			
Black Widow (Cast: Scarlett Johanssen, Florence Pugh, Rachel Weisz, David Harbour)		24.1%			
Hitman's Wife's Bodyguard (Cast: Ryan Reynolds, Samuel L. Jackson, Salma Hayek, Frank Grillo)		20.5%			
The Conjuring: Devil Made Me Do It (Cast: Vera Farmiga, Patrick Wilson, Ruairi O'Connor, Sarah Catherine Hook)		19.8%			
A Quiet Place Part II (Cast: Emily Blunt, Millicent Simmonds, Noah Jupe, Cillian Murphy)		19.8%			
Cruella (Cast: Emma Stone, Emma Thompson, Mark Strong)		19.7%			
The Suicide Squad (Cast: Margot Robbie, Idris Elba, John Cena, Joel Kinnaman)		18.3%			
Jungle Cruise (Cast: Dwayne Johnson, Emily Blunt, Edgar Ramirez)	15.	3%			
F9 (Cast: Vin Diesel, Charlize Theron, Michelle Rodriguez, John Cena, Sung Kang)	14.7	%			
Space Jam: A New Legacy (Cast: LeBron James, Sonequa Martin-Green, Don Cheadle, Bugs Bunny)	14.2	%			
America: The Motion Picture (Cast: Channing Tatum, Jason Mantzoukas, Olivia Munn, Killer Mike)	13.1%				
Candyman (Cast: Yayha Abdul-Mateen II, Teyonah Parris, Colman Domingo	12.3%				
Infinite (Cast: Mark Wahlberg, Dylan O'Brien, Chiwetel Ejiofor, Jóhannes Haukur Jóhannesson)	11.0%				
Fatherhood (Cast: Kevin Hart, Alfre Woodard, Melody Hurd, Anthony Carrigan)	11.0%				
The Tomorrow War (Cast: Chris Pratt, Yvonne Strahovski, J.K. Simmons, Betty Gilpin )	10.5%				
In the Heights (Cast: Anthony Ramos, Melissa Barrera, Corey Hawkins, Lin-Manuel Miranda)	9.8%				
The Forever Purge (Cast: Ana de la Reguera, Josh Lucas, Tenoch Huerta, Leven Rambin)	9.7%				
Respect (Cast: Jennifer Hudson, Forest Whitaker, Audra McDonald, Marlon Wayans	9.6%				
Free Guy (Cast: Ryan Reynolds, Jodie Comer, Joe Keery, Lil Rel Howery)	9.5%				
The Kissing Booth 3 (Cast: Joey King, Jacob Elordi, Joel Courtney, Molly Ringwald)	8.9%				
The Green Knight (Cast: Dev Patel, Alicia Vikander, Joel Edgerton, Sarita Choudhury)	8.6%				
False Positive (Cast: Ilana Glazer, Justin Theroux, Pierce Brosnan Director: John Lee)	8.4%				
Reminiscence (Cast: Hugh Jackman, Rebecca Ferguson, Thandiwe Newton, Daniel Wu	7.8%				
Shang-Chi (Cast: Simu Liu, Michelle Yeoh, Awkwafina)	7.2%				
He's All That (Cast: Addison Rae, Tanner Buchanan, Rachael Leigh Cook, Madison Pettis	6.9%				
Don't Breathe 2 (Cast: Stephen Lang )	6.9%				
Roadrunner: A film about Anthony Bourdain	6.4%				
The Night House (Cast: Rebecca Hall, Sarah Goldberg, Stacy Martin, Evan Jonigkeit)	6.3%				
Summer of Soul (Or, When the Revolution Could Not Be Televised)	5.1%				
Coda (Cast: Emilia Jones, Troy Kotsur, Marlee Matlin, Daniel Durant)	5.1%				
Zola (Cast: Taylour Paige, Riley Keough, Nicholas Braun, Colman Domingo)	4.7%				
The Sparks Brothers	4.5%				
Old (Cast: Gael García Bernal, Vicky Krieps, Rufus Sewell, Ken Leung)	4.1%				
	0%	20%	40%	60%	80%
	* / 0				0070

### The following movies that indicated interest in seeing will be available both in theaters and streaming on Disney+. How are you more likely to watch it?

Posed to all respondents who are interested in the following.

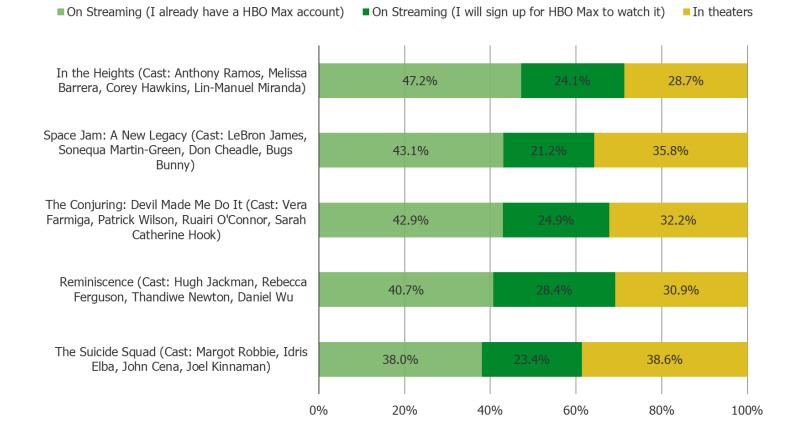


On Streaming (I already have a Disney+ account) On Streaming (I will sign up for Disney+ to watch it) In theaters

	N =
Cruella	208
Black Widow	239
Jungle Cruise	156

### The following movies that indicated interest in seeing will be available both in theaters and streaming on HBO Max. How are you more likely to watch it?

Posed to all respondents who are interested in the following.

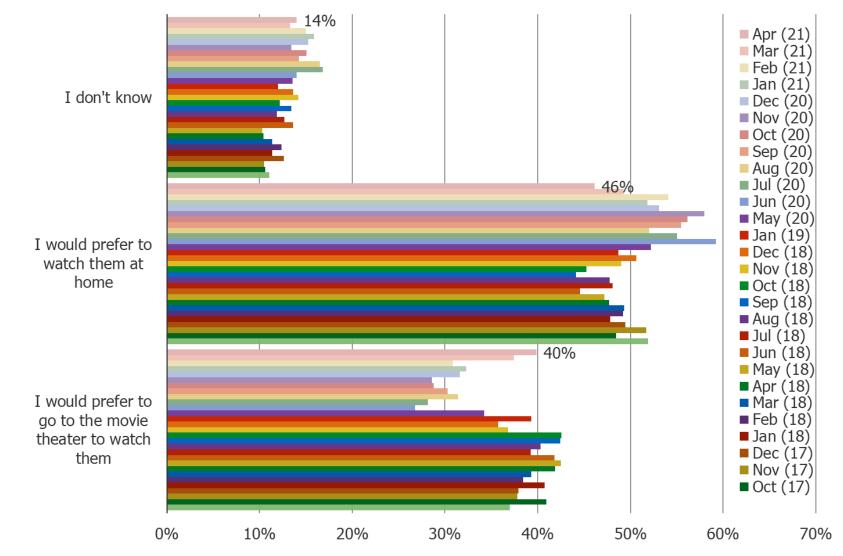


	N =
The Suicide Squad	184
Reminiscence	81
The Conjuring: Devil Made Me Do It	205
Space Jam: A New Legacy	151
In the Heights	108

Source: 🛞 Bespoke Market Intelligence Survey

#### If you could choose where to watch newly release movies, where would you choose to watch them? MONLY TRACKER DATA

Posed to all respondents.



#### What is the most you would be willing to pay to watch new release movies at home?

Posed to all respondents.

