

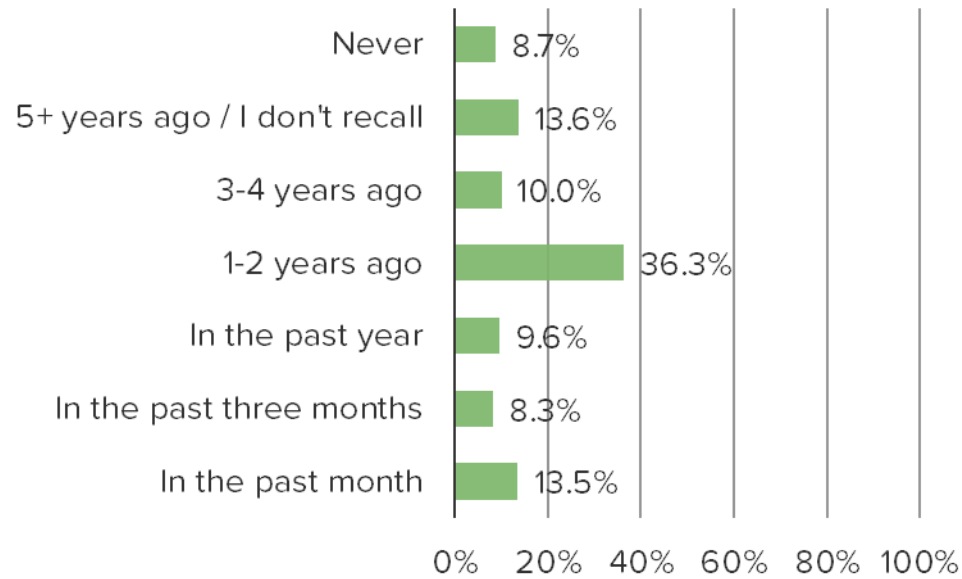
Bespoke Intel

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?

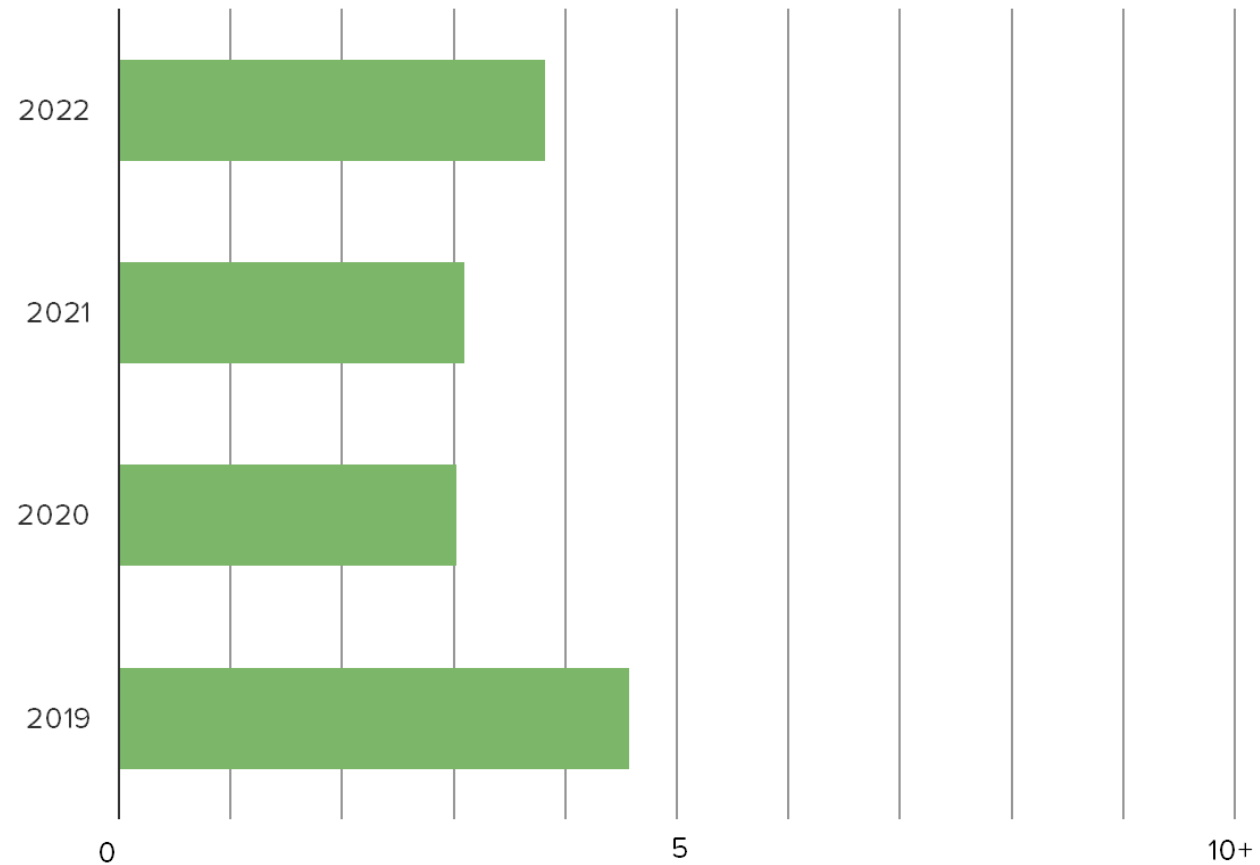
Posed to all respondents.



N=1110

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

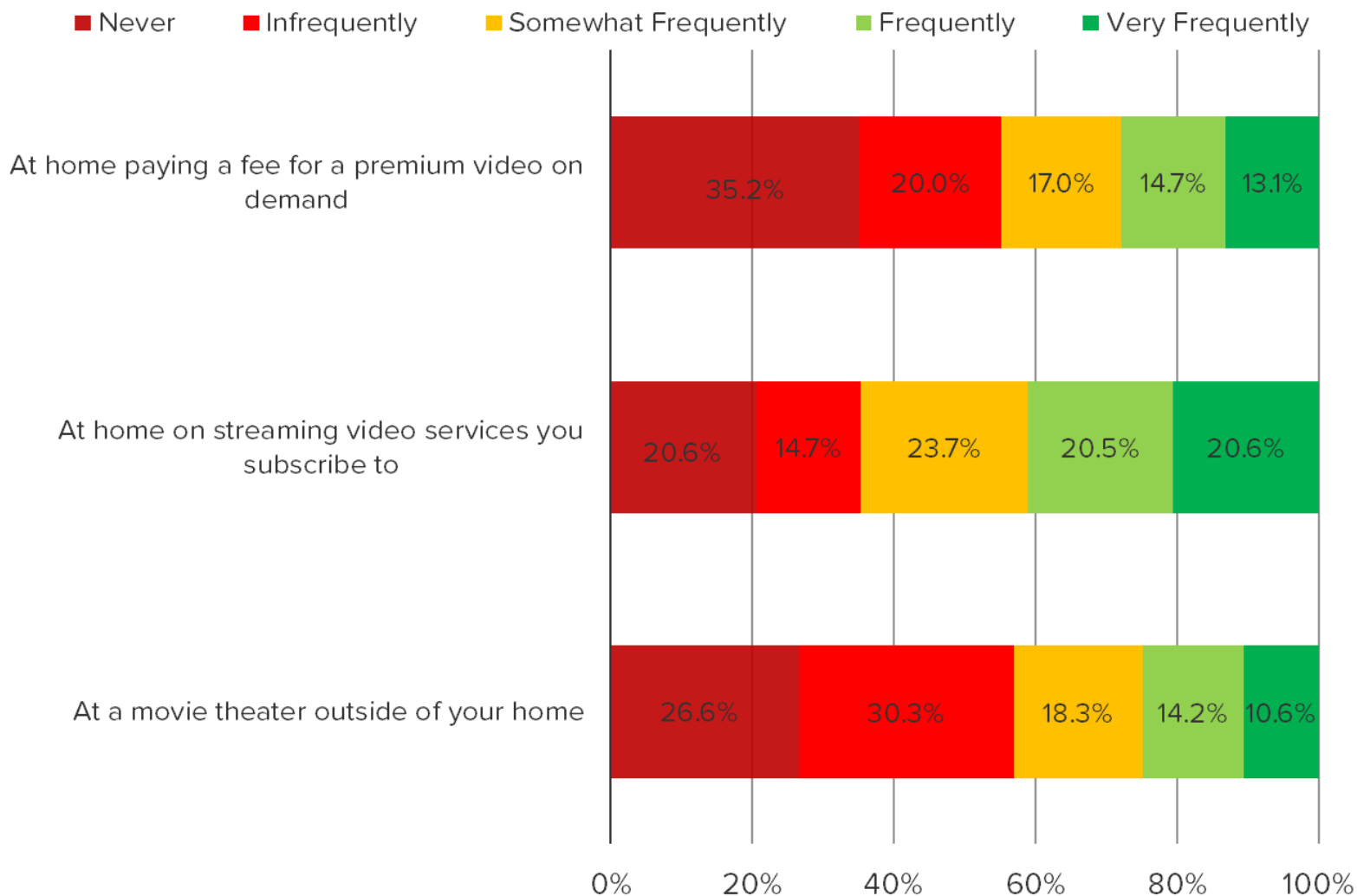
Posed to all respondents.



N=1110

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

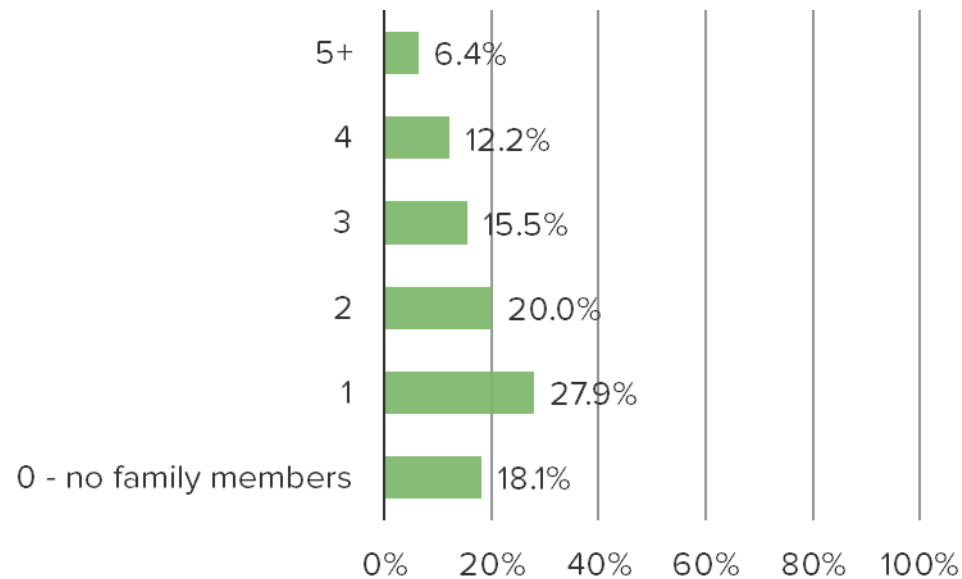
Posed to respondents who have gone to the movies and/or plan to go to the movies more than 0 times in the next couple years.



N=970

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

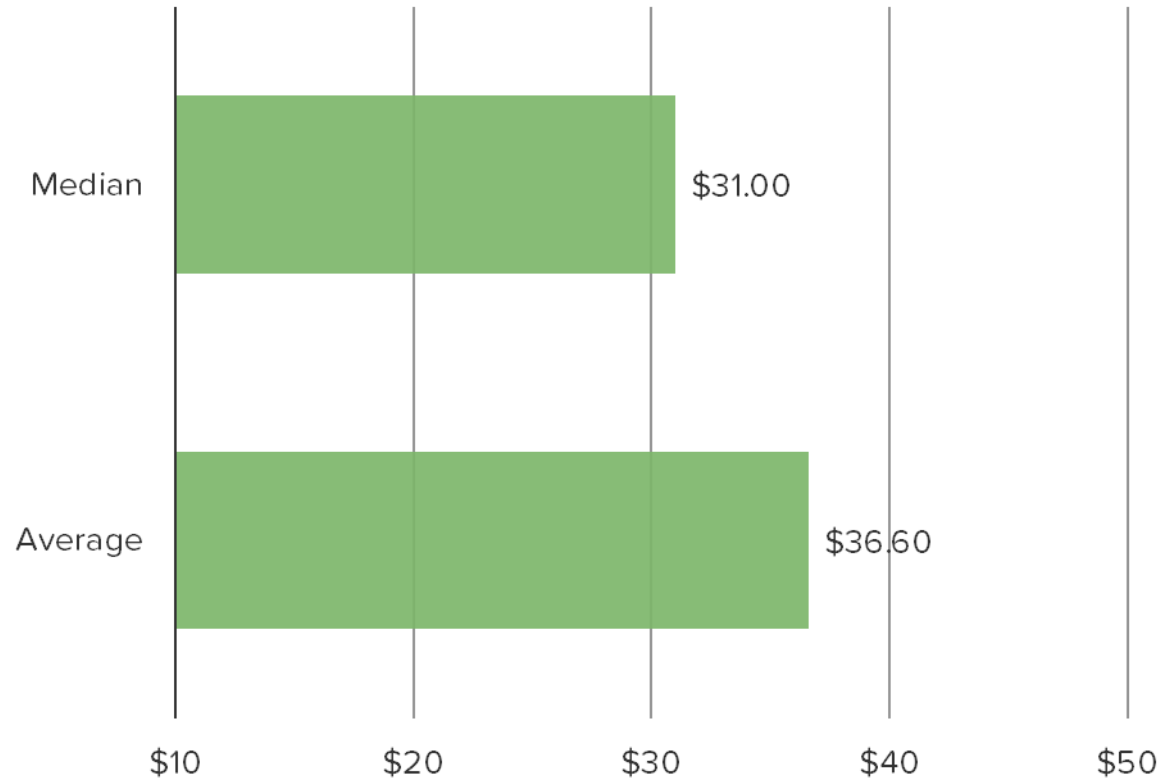
Posed to respondents who have gone to the movies ever and/or plan to go to the movies more than 0 times in the next couple years.



N=970

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

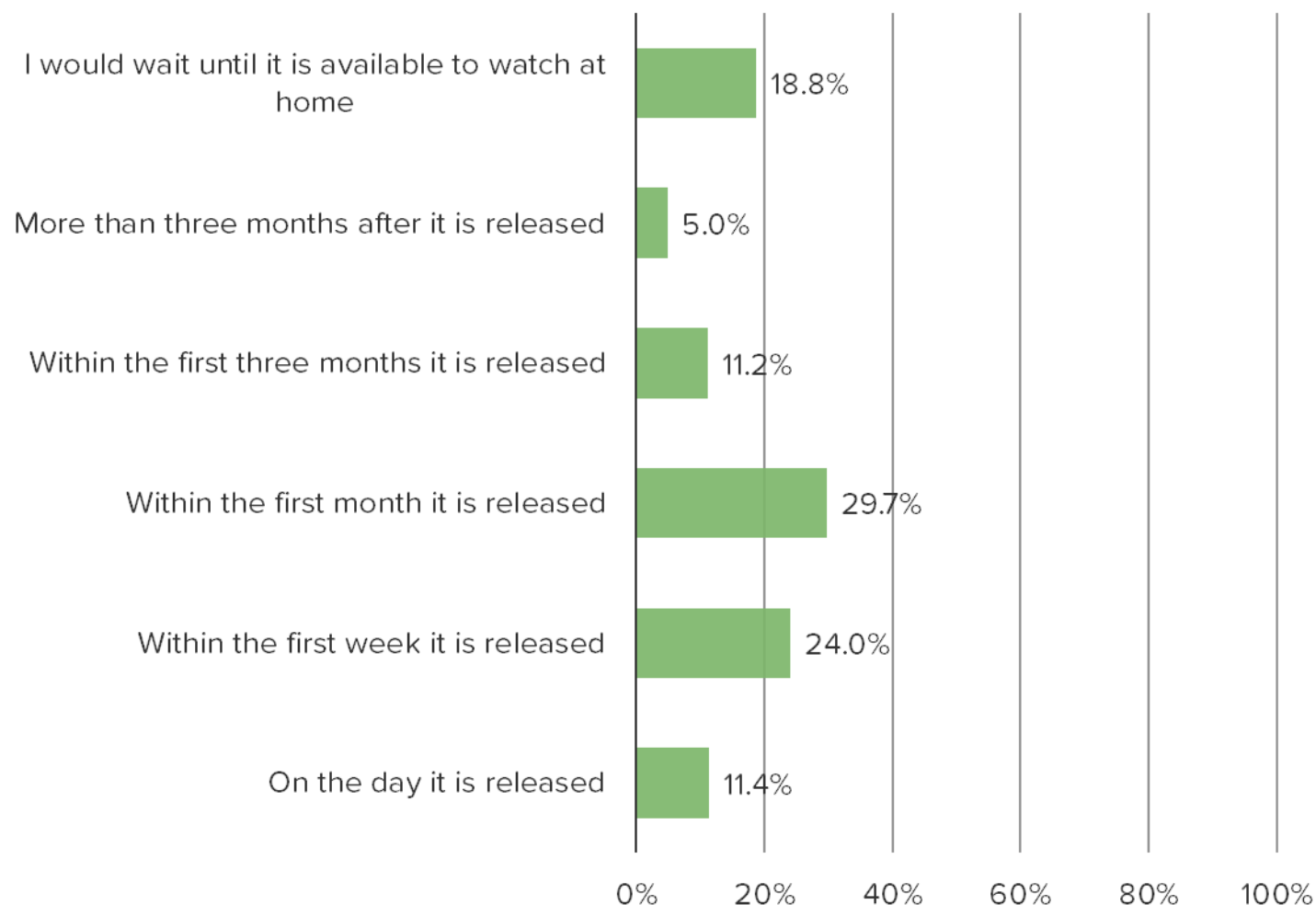
Posed to respondents who have gone to the movies ever and/or plan to go to the movies more than 0 times in the next couple years.



N=1040

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?

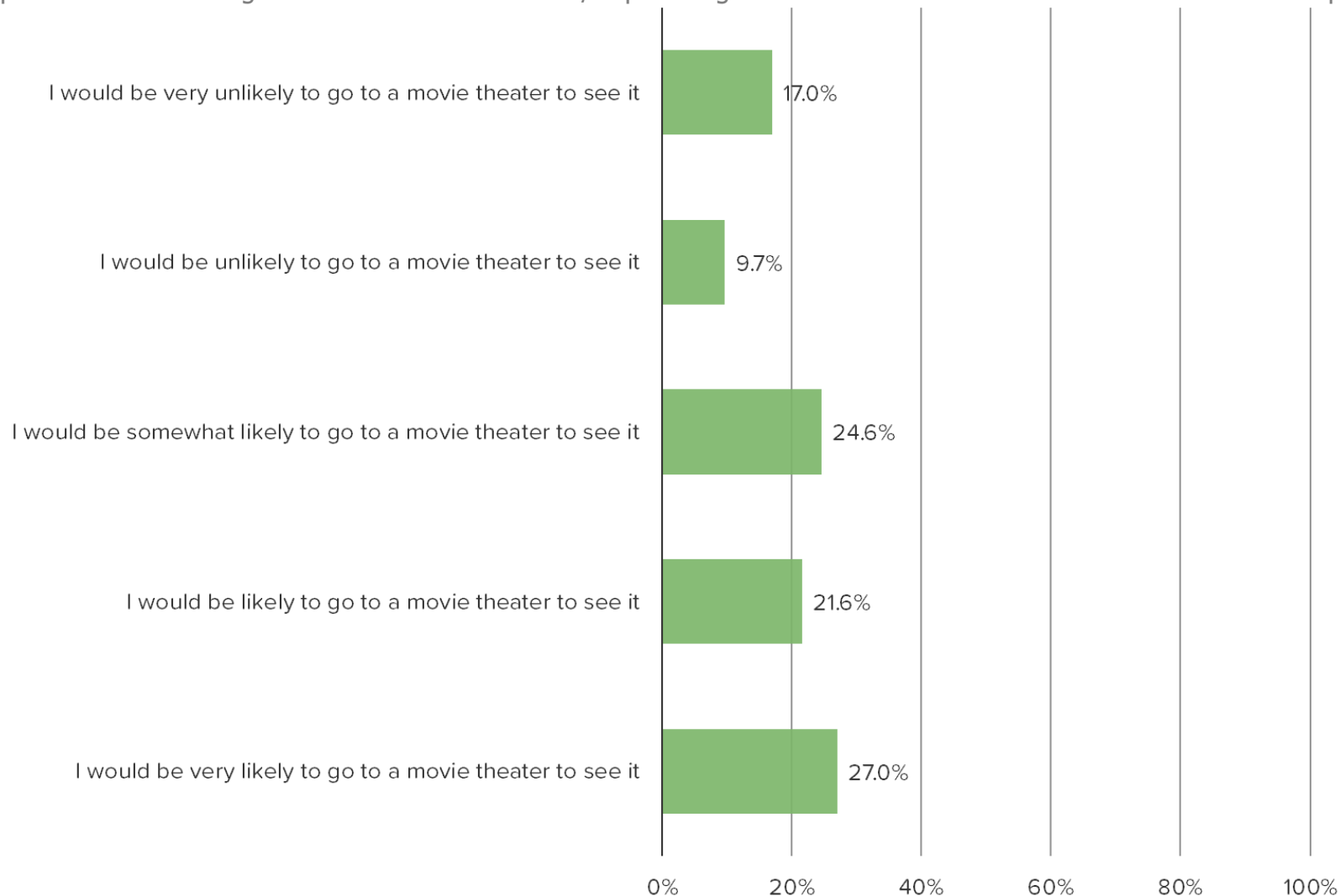
Posed to respondents who have gone to the movies ever and/or plan to go to the movies more than 0 times in the next couple years.



N=970

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?

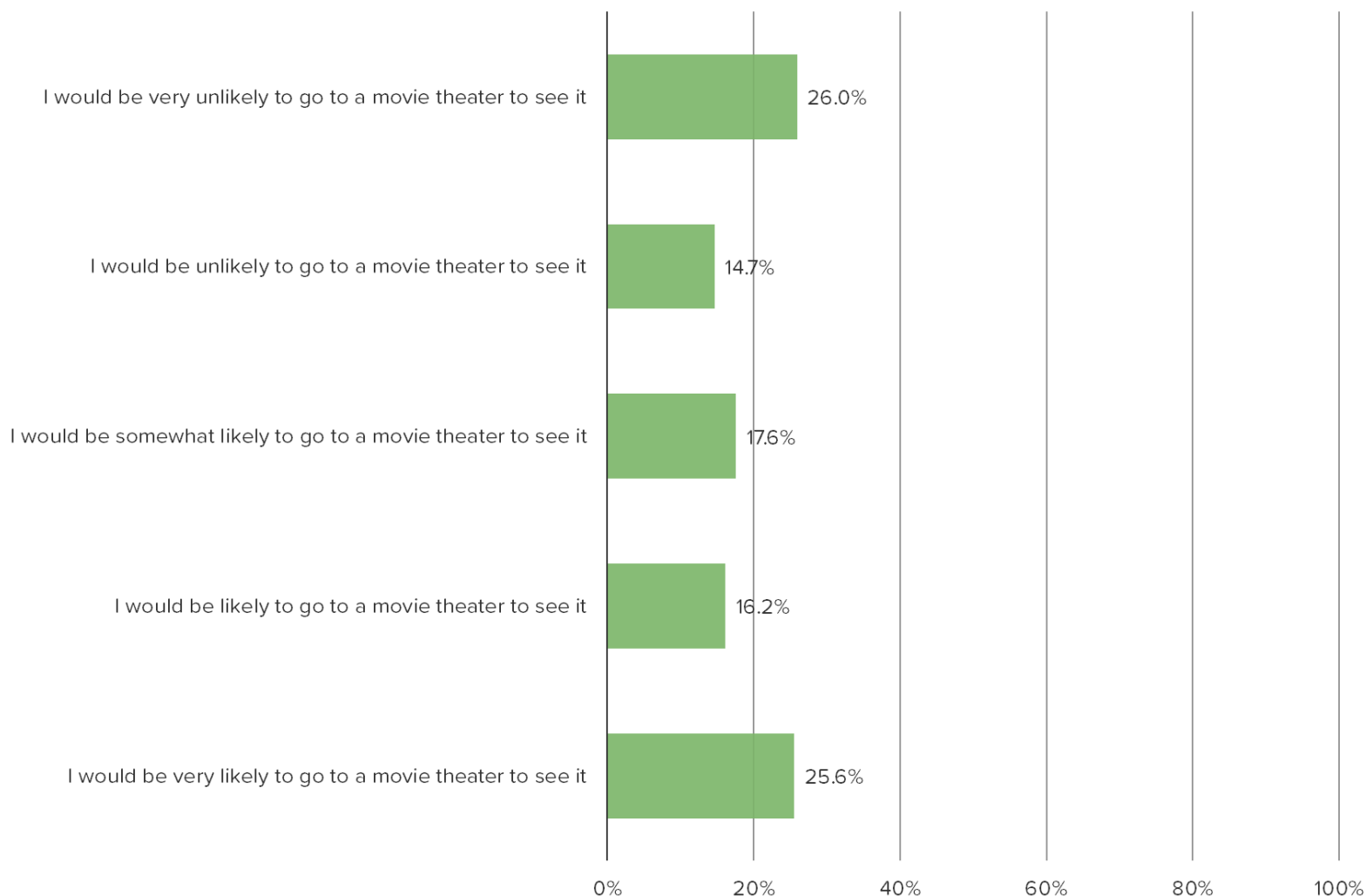
Posed to respondents who have gone to the movies ever and/or plan to go to the movies more than 0 times in the next couple years.



N=970

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?

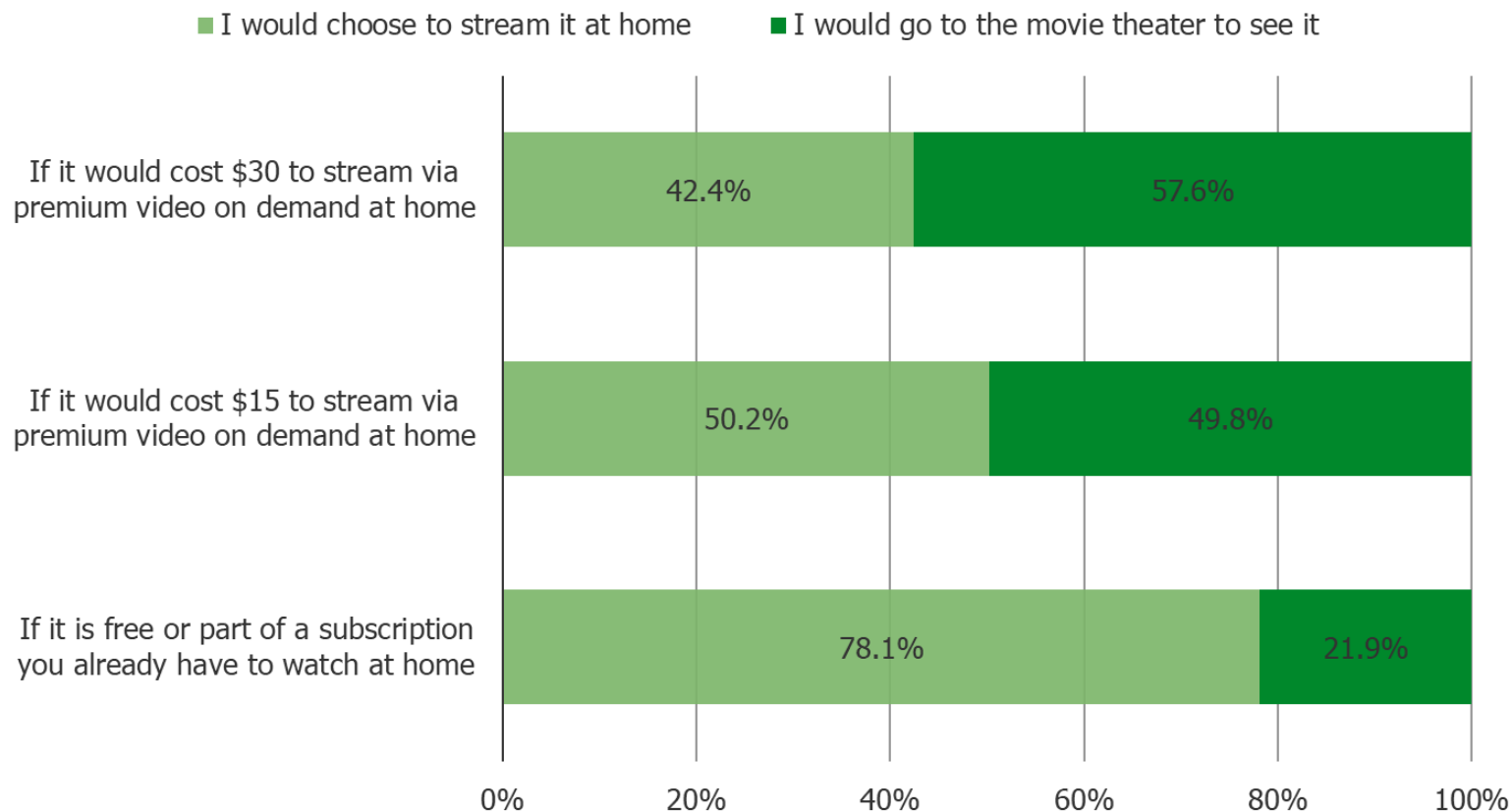
Posed to respondents who have gone to the movies ever and/or plan to go to the movies more than 0 times in the next couple years.



N=970

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

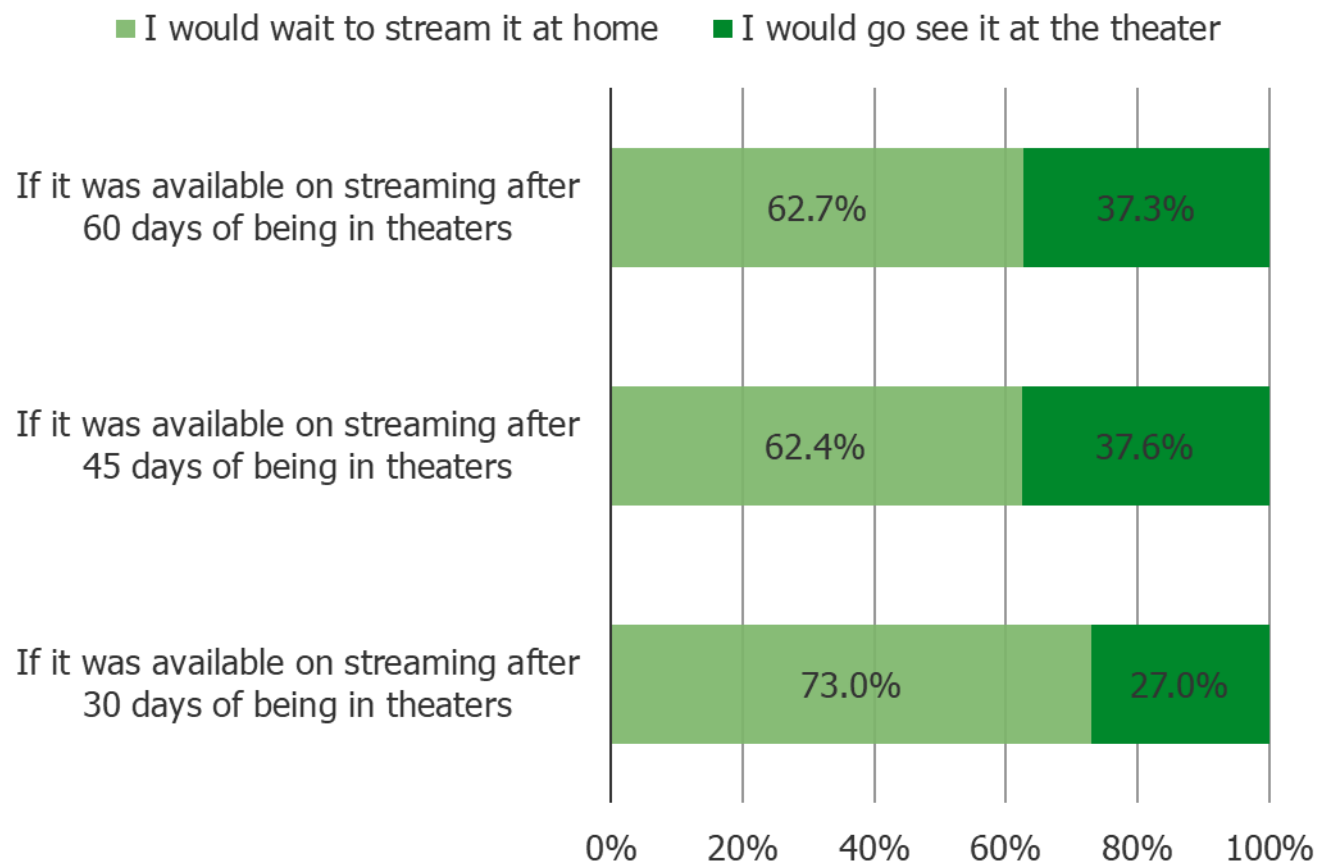
Posed to respondents who have gone to the movies ever and/or plan to go to the movies more than 0 times in the next couple years.



N=970

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.



N=970

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

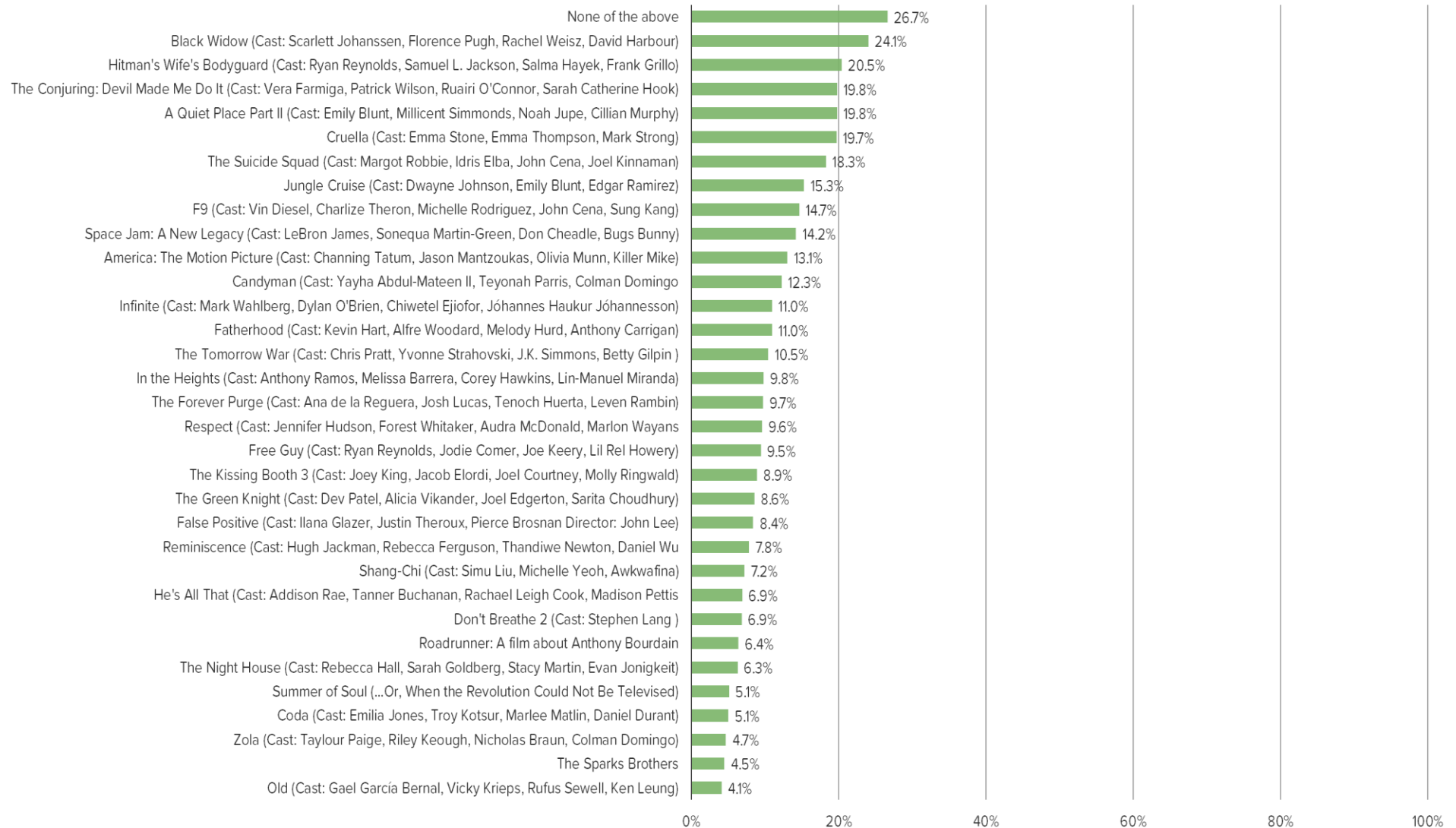
Posed to all respondents.

- "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"

N=1040

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

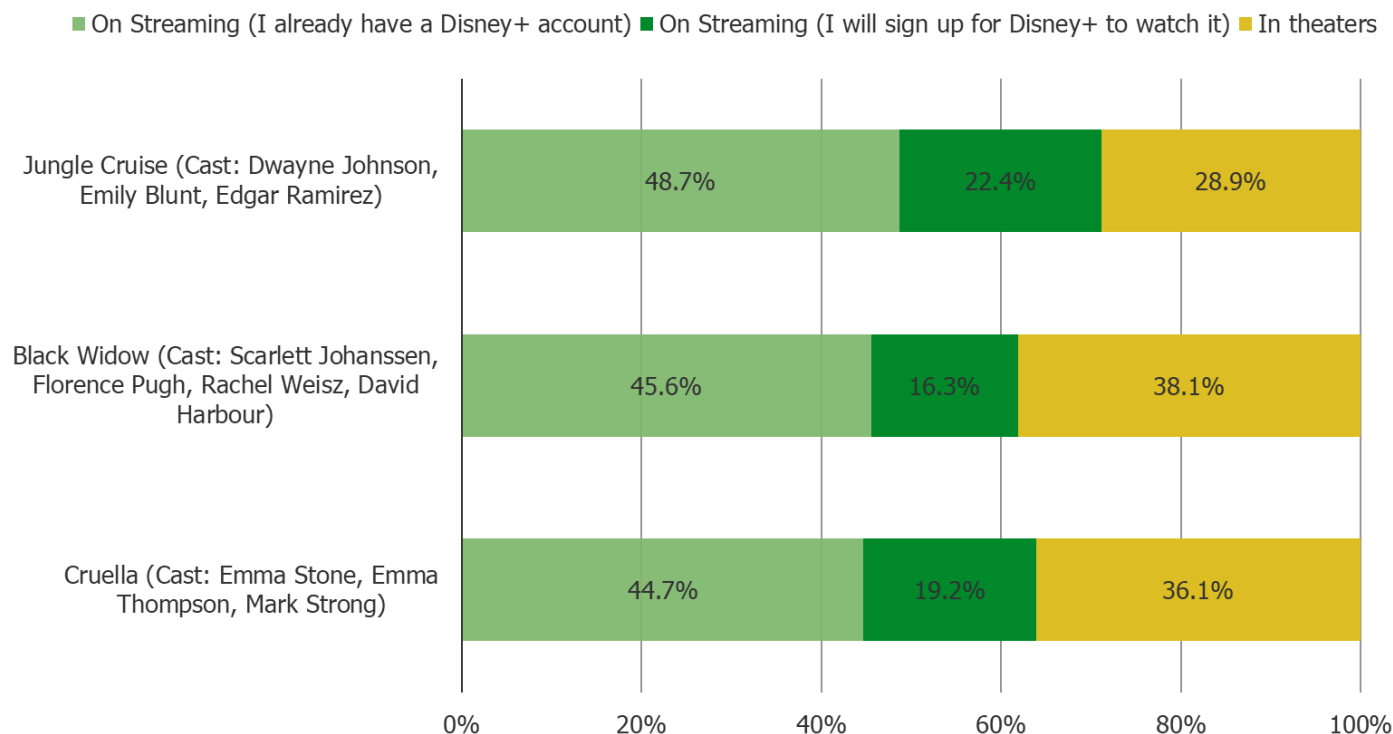
Posed to all respondents.



N=1036

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.

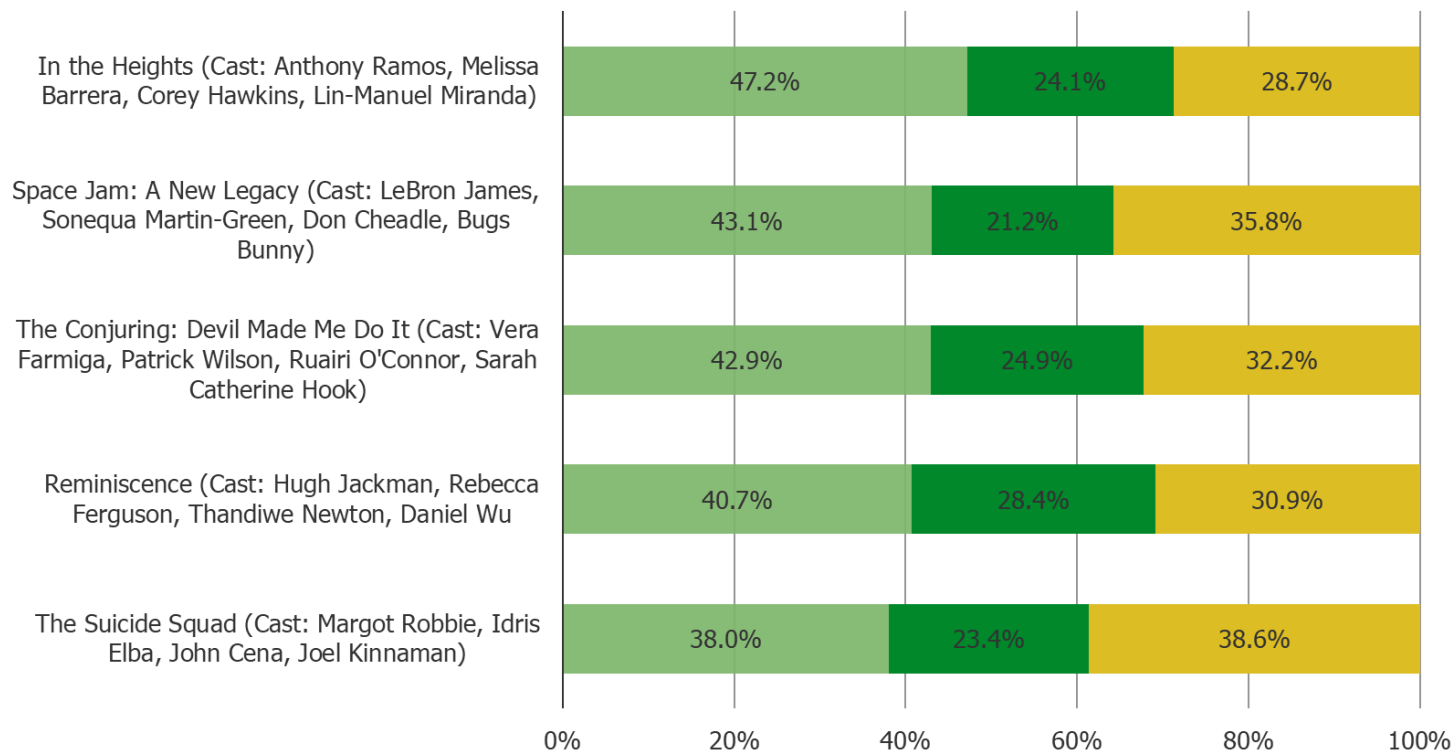


	N =
Cruella	208
Black Widow	239
Jungle Cruise	156

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.

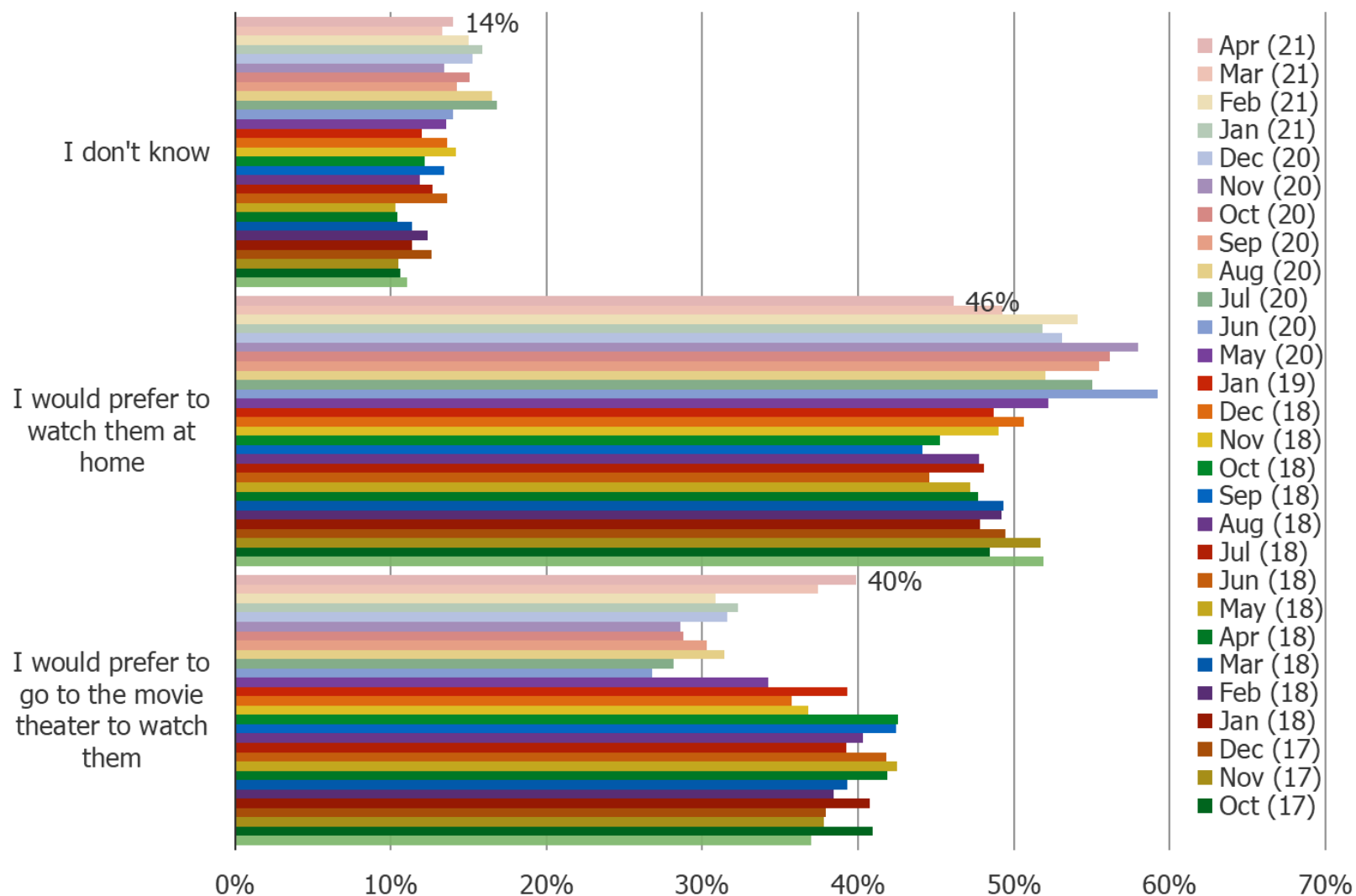
■ On Streaming (I already have a HBO Max account) ■ On Streaming (I will sign up for HBO Max to watch it) ■ In theaters



	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

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.

