

Hollywood's Best Customers



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Digital cable and video game households are the movie theater's best customers—but possibly for different reasons.

Movie Going Behavior - Q2 2007

Household Index Compared to Total Household	Digital Cable Household	Computer Household	High Speed Internet Household	Video Game Household
Attended a movie theater in last 12 months	113	113	121	127
Saw movie in last 12 months (one time)	80	98	101	91
Saw movie in last 12 months (two times)	92	96	83	84
Saw movie in last 12 months (three times)	87	103	94	110
Saw movie in last 12 months (four times)	90	95	93	101
Saw movie in last 12 months (five times)	140	107	118	93
Saw movie in last 12 months (six times)	76	110	121	128
Saw movie in last 12 months (twelve times)	131	96	108	76
Saw movie in last 12 months (thirteen+ times)	128	99	109	115
Average # of movies seen in last 12 months	120	102	105	102

Video game households were 27% more likely than average to have seen a movie in the last year; their overall moviegoin attendance (attending at least once in the last year) was higher than that of digital cable households, computer households, and high speed internet households. One explanation for this strong index is video game households tend to skew young - this is the same profile as moviegoers.

However, digital cable households trump video game households in the average number of times per year they go to the movies -seven times for digital households vs. six times for gamers. Digital cable households are also 28% more likely to be heavy moviegoers (more than once a month.) What makes this interesting, is that digital cable households are saturated with movie options! These households over index on both DVD rentals/purchases and pay TV services. They also have 24/7 movie channels on their set top boxes and access to 300-500 movies per month on video on-demand. So why are they such frequent movie theater patrons? The answer may lie in simple demographics. (VOD) Over 25% of digital cable households report incomes of \$100K+ compared to 17% for the sample's average. In other words, they can more easily afford to go to the movies at a time when in many major markets a night out at the movies for a couple can easily run \$25-35 between tickets and concessions.

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