



# THE MAGIC OF THE THEATRICAL EXPERIENCE



 **FANDANGO**<sup>®</sup>

**MOVIEGOING TRENDS & INSIGHTS**

SPRING 2024

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# DRIVING MORE MOVIEGOERS TO THEATERS

2023 marked a significant milestone at the domestic box office, with blockbusters like *The Super Mario Bros. Movie*, *Guardians of the Galaxy Vol. 3*, *Barbie*, and *Oppenheimer* helping drive revenue over the \$9 billion mark, its biggest year since the pandemic. In addition to these cinematic sensations, fans also flocked to theaters for one-of-a-kind theatrical events as seen with the record-breaking *TAYLOR SWIFT | THE ERAS TOUR* concert film and *RENAISSANCE: A FILM BY BEYONCÉ*.

At Fandango, we see firsthand the impactful role exhibitors across the country are playing in delivering to movie fans the unrivaled magic of the cinema, and their ongoing efforts to provide one-of-a-kind experiences that continue to drive attendance. In February 2024, we conducted our annual **Moviegoing Trends & Insights Study**, surveying over **6,000 moviegoers** (3,000 general ticket buyers and over 3,000 Fandango ticket buyers, who each purchased at least one ticket since January 2023) with the following objectives:



**Capture moviegoing sentiments and behaviors over the past year**



**Reveal what movies fans are most looking forward to seeing on the big screen this summer**



**Identify opportunities to keep up the positive box office momentum**



**Explore various events, content, and conveniences to help drive more fans into theaters**

With a large slate of impressive blockbusters debuting in 2024, our learnings show that moviegoers are excited about upcoming new releases and have a growing interest in extending their big screen experience with alternative content.

In this study, we will share how moviegoer sentiment and interest remain high for moviegoing holidays, concessions, pricing options, and loyalty programs – more than ever before. We hope that you find our insights useful, as we work together to drive increased audience attendance and excitement for the theatrical experience over the next year and beyond!

# 2023 REWIND: MOVIEGOING BEHAVIORS AND SENTIMENTS

Moviegoers love the cinema – and in 2023 they came out to see more movies in theaters compared to 2022. Nearly half of the general ticket buyers surveyed watched at least four movies in theaters in the past year. This increases to over two-thirds among Fandango ticket buyers, which has doubled since 2020, underscoring how passionate Fandango ticket buyers are about the moviegoing experience.



## PERCENTAGE OF TICKET BUYERS WHO WATCHED 4+ MOVIES

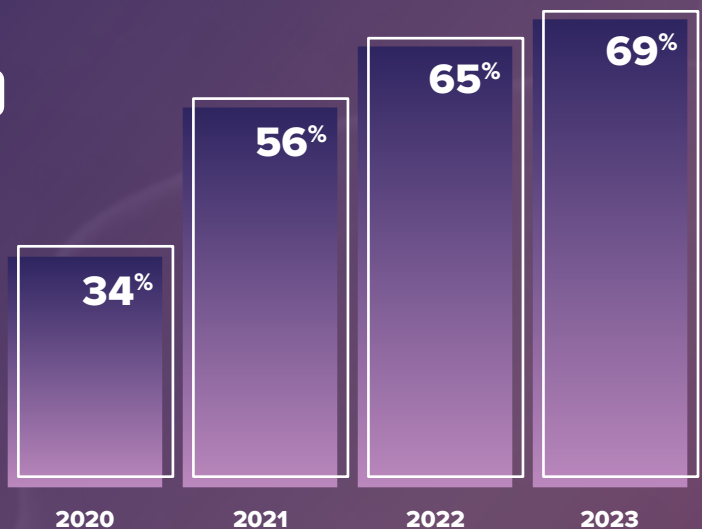
+ 21pts

48%

69%

■ GENERAL ■ FANDANGO

## PERCENTAGE OF FANDANGO TICKET BUYERS WHO WATCHED 4+ MOVIES EACH YEAR





# UNRIVALED PASSION FOR THE CINEMA

The theatrical experience continues to be unmatched, with nearly half of all moviegoers surveyed sharing that their love of seeing movies on the big screen drove them to the cinema this past year. **60% of general ticket buyers surveyed** said they prefer to watch a blockbuster movie on the big screen as soon as it is released, **increasing to 66% among Fandango ticket buyers.**

## TOP 3 REASONS FOR GOING TO THE MOVIES



LOVE THE BIG SCREEN  
AND SURROUND SOUND



LOVE GOING TO  
THE MOVIES



NEEDED TO BE SEEN  
ON THE BIG SCREEN

## CONSUMER SATISFACTION

With a blockbuster slate of movies and one-of-a-kind theatrical experiences, a whopping **97% of moviegoers surveyed said they were satisfied with their experience at the theater** over the past year, citing an easy ticket and concession purchase process, state-of-the-art amenities, and a strong movie slate as their top three reasons. **Over 80% of all respondents feel strongly that the moviegoing experience cannot be recreated at home.**

80+  
%

FEEL STRONGLY THAT THE  
MOVIEGOING EXPERIENCE CAN'T  
BE RECREATED AT HOME

“  
I saw a lot of fantastic  
movies in equally  
fantastic places the  
way films were meant  
to be seen.

”  
The movies were  
amazing. Popcorn,  
candy, and soda  
were delicious. Who  
doesn't love going to  
the movies!

# THE “BARBENHEIMER” EFFECT

Without a doubt, blockbuster movies like *Barbie* and *Oppenheimer* helped drive a successful 2023, generating nearly \$2.5 billion combined at the global box office. The social media-fueled opening weekends of *Barbie* and *Oppenheimer* drew in 40% of general ticket buyers to watch both films in theaters on the same day, with that number increasing to over 60% among audiences ages 18-34. Should the industry consider more “double feature” weekends in the future? Of the general ticket buyers surveyed who watched both films, 62% said they are interested in seeing multiple movies in theaters on the same day if offered special discounts with 72% saying they wished theaters sold movie ticket bundles.

**40%** SAW “BARBENHEIMER” IN THEATERS ON THE SAME DAY AS A “DOUBLE FEATURE”



**72%**



wish theaters sold multiple movie ticket bundles at a discount

**62%**



would see multiple movies in theaters on the same day if offered special discounts



# BEAUTY OF THE BIG SCREEN: PREMIUM FORMATS

Premium formats continue to be the preferred way to see movies, with **71% of general ticket buyers saying they watched at least one movie this past year in a premium format** - increasing to **79% among multicultural moviegoers and those ages 18-34**. Overall, 74% of general ticket buyers who had seen at least one movie in a premium format stated that it makes the moviegoing experience more enjoyable, and that increases to over 80% for Fandango ticket buyers. Dolby Cinema and IMAX were the most popular premium formats, especially with Fandango ticket buyers.

71%

SAW A MOVIE IN  
A PREMIUM FORMAT

74%

SAID A PREMIUM  
FORMAT MAKES  
MOVIEGOING MORE  
ENJOYABLE



# CONVENIENCE OF ONLINE TICKETING

As the industry strives to keep up the positive momentum at the box office, the convenience of online ticketing and the ability to purchase in advance continues to be important, with **73% of Fandango ticket buyers saying they frequently purchased movie tickets online or through an app in the past year**. With younger audiences and parents being the biggest users, **reserved seating and skipping lines were cited as the main motivations** for purchasing tickets online or through an app.

42% 73%

GENERAL

FANDANGO

FREQUENTLY BOUGHT MOVIE  
TICKETS ONLINE OR THROUGH  
AN APP THIS PAST YEAR

## REASONS FOR BUYING TICKETS ONLINE

- 1 Reserved seating
- 2 Skip lines at the box office
- 3 With children
- 4 Avoid sell-outs
- 5 Plan ahead





# WHAT'S A MOVIE WITHOUT CONCESSIONS?

It is no surprise that an essential part of the moviegoing experience is the endless variety of mouth-watering concession options. **96% of general ticket buyers surveyed said they purchased concessions** during their trips to the movies this past year – with popcorn and soda being the most popular options, followed by candy.

## TOP 5 FAVORITE CONCESSIONS



- 1 Butter
- 2 White Cheddar
- 3 Cheddar Cheese
- 4 Kettle Corn
- 5 Caramel



- 1 Coke
- 2 Dr. Pepper
- 3 Sprite
- 4 Bottled/Vitamin Water
- 5 Icee



- 1 Peanut M&Ms
- 2 Sour Patch Kids
- 3 Reese's Pieces
- 4 KitKat
- 5 Reese's Peanut Butter Cups

In looking at concession consumption habits, **general ticket buyers said they like options, with 61% saying they like to order a variety of concessions.** They are also adventurous with their snack selections, as **55% said they like to experiment and order new items.**

**61%** ORDER A VARIETY OF CONCESSIONS

**55%** EXPERIMENT AND TRY NEW MENU ITEMS

# BUZZY SUMMER MOVIES

Summer is an exciting time for moviegoers and this summer is no exception with **over half of all moviegoers surveyed saying they plan to see four or more movies in theaters.** Fans are eager to see some of their favorite franchises back on the big screen from *Deadpool* to *Bad Boys* to *Despicable Me*, as this summer has something for audiences of all ages.



## 10 MOST ANTICIPATED SUMMER MOVIES



*Deadpool 3*



*Bad Boys: Ride or Die*



*Despicable Me 4*



*A Quiet Place: Day One*



*Inside Out 2*



*Kingdom of the Planet of the Apes*



*The Watchers*



*The Fall Guy*



*The Garfield Movie*



*Borderlands*

## TOP 3 REASONS SUMMER MOVIEGOING IS ESSENTIAL

1 **77%**

Going to the movies is a fun way to beat the heat

2 **72%**

Like to spend time with family and friends at the movies

3 **67%**

Interested in seeing a variety of movies in theaters



# CELEBRATING THE MOVIES

Going to the movies is a shared experience that brings joy and excitement to so many people. With the growing popularity of movie holidays, like **National Cinema Day** on August 27, 2023, which offered \$4 movie tickets all day and was promoted by the National Cinema Foundation, and **National Popcorn Day**, which offered discounts on various concessions in theaters across the nation, we see a rising awareness and appetite among all moviegoers surveyed for these discounted days.

From the group of **general ticket buyers** surveyed, **89%** said they purchased tickets to the theater for **National Cinema Day** and **88%** said that they participated in **National Popcorn Day**. From the same group, **65%** would like to see more movie-related discounted holidays.

## NATIONAL CINEMA DAY

89%

*Attended National Cinema Day*

79%

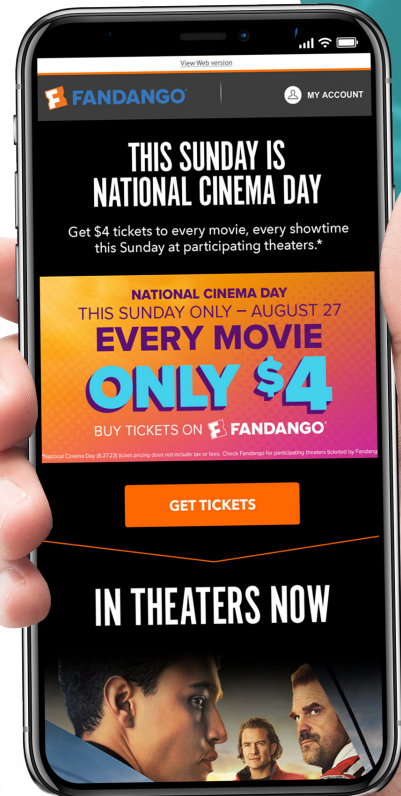
*Like/Love National Cinema Day*

72%

*Saw movies they wouldn't normally see in theaters*

64%

*Saw movies in premium formats they wouldn't normally see*



## NATIONAL POPCORN DAY

88%

*Attended National Popcorn Day*

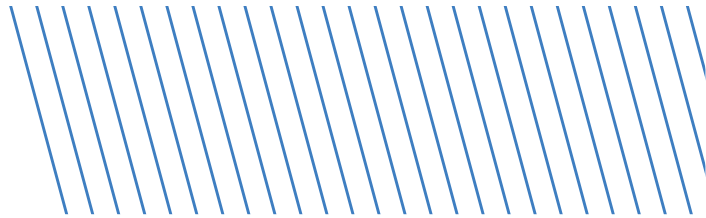
73%

*Like/Love National Popcorn Day*

63%

*Encouraged them to buy more concessions*

# EVENTIZING THE THEATRICAL EXPERIENCE



Moviegoers absolutely love the theatrical experience, and in addition to watching traditional blockbusters, they are also interested in viewing a variety of content on the big screen, which could lead to incremental audience attendance. Of the general ticket buyers surveyed, we learned that comedy tours, concert films, TV premieres/finales, and sporting events are among the top events they would like to see in theaters. Additionally, **over 70% of parents stated that they would be interested in experiencing sporting events on the big screen** such as the Super Bowl or Olympic Events.

**70%** OF PARENTS WANT TO SEE SPORTING EVENTS IN THEATERS

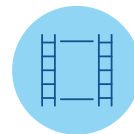
## TOP 5 EVENTS MOVIEGOERS WANT TO EXPERIENCE IN THEATERS



Comedy Tours



Concerts



TV Premieres & Finales



Sporting Events



Broadway Shows



# APPETITE FOR MORE CONCERT FILMS

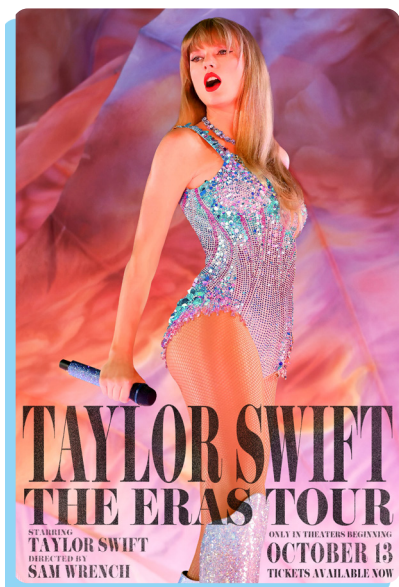
# 77%

## OF CONCERT FILMGOERS WANT TO SEE 2024 MUSIC TOURS IN THEATERS



2023 taught us that alternative content, complementary to traditional movies, can draw crowds and translate to meaningful dollars at the box office. *Taylor Swift | The Eras Tour* concert film and *Renaissance: A Film by Beyoncé*, generated a combined global box office revenue of over \$300 million and had moviegoers dressed up and running to the theater to experience the magic on the big screen. Of the general ticket buyers who watched a concert film in 2023, **77% said they were interested in seeing another concert movie in 2024.**

With sold-out stadiums and high concert ticket prices making it difficult for fans, concert films allowed fans to experience and celebrate their favorite artists on the big screen alongside their friends and loved ones. Of the many existing musical genres, rock, pop, and hip hop/rap were the top three genres moviegoers would like to experience as a concert film.



## INTEREST IN MUSIC GENRES

- |   |               |    |                  |
|---|---------------|----|------------------|
| 1 | Rock          | 6  | Alternative      |
| 2 | Pop           | 7  | Jazz             |
| 3 | Hip Hop / Rap | 8  | Dance/Electronic |
| 4 | R&B           | 9  | Soul             |
| 5 | Country       | 10 | Reggae           |



# NEVER MISS A MOMENT WITH PRE-ORDERED CONCESSIONS

While pre-ordering concessions is still growing in popularity, **1 in 4 general ticket buyers said they have tried pre-ordering concessions with 97% saying they were satisfied with their experience.** They cited convenience and skipping lines as the two main motivators, especially among parents and audiences ages 18-34, who said the ability to pre-order makes them more likely to purchase concessions at the theater.

For **general ticket buyers who have not pre-ordered concessions, 67% said they were interested in trying**, with that number **increasing to 77% among parents and 81% among ages 18-34.** Discounts and loyalty points are the biggest motivators for moviegoers to pre-order concessions, especially among Fandango ticket buyers. We also learned that younger and LGBTQIA+ audiences would be interested in exclusive food items, whereas parents would be interested in a gift with purchase or exclusive concession merchandise.

# 67%

## INTERESTED IN PRE-ORDERING CONCESSIONS ONLINE OR THROUGH AN APP



### PRE-ORDER CONCESSIONS DRIVERS



Discounts



Exclusive Merch



Loyalty Points



Exclusive Menu



Gift with Purchase

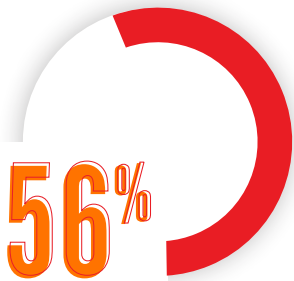
# PRICE MATTERS



83%

PREFER TO GET DISCOUNTS FOR LESS POPULAR SHOWTIMES

As the theatrical moviegoing industry gets closer to pre-pandemic levels, there continues to be pricing experimentation. In our survey results, we found that general ticket buyers remain open to creative pricing options with **83% saying they would prefer to get discounts for less popular showtimes**. Over 50% of general ticket buyers surveyed stated they are open to discounted seats in the front row and are willing to pay a little more for their favorite seats, seats in the middle of the theater, and popular showtimes.



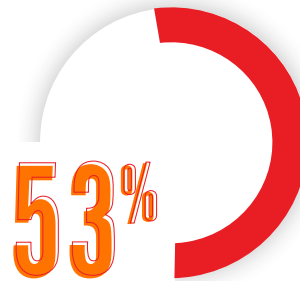
56%

Would pay more for their favorite seat



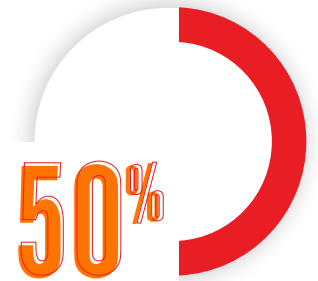
54%

Would buy seats in the front rows for a discount



53%

Would pay more for popular showtimes



50%

Would pay more for seats in the middle of the theaters

Uncovering what would motivate **general ticket buyers** to attend the theater more often, **discounts and special offers on concessions were the top drivers with 74% of respondents saying it would influence them, increasing to 80% among parents**. Getting more reward points when buying tickets was the second motivating factor with 71% agreeing, while receiving more reward points when purchasing concessions was the third motivating factor with 67% agreeing.

# STRENGTHENING LOYALTY AMONG MOVIEGOERS

Loyalty programs continue to be a driving motivation for consumers, significantly impacting customer happiness, and that is no different for moviegoing. When asked about loyalty programs, **83% of general ticket buyers said they are a member of a free movie-related loyalty program - increasing to 88% among multicultural audiences, 89% for audiences ages 18-34, and 90% among parents.** Of those enrolled in a free loyalty program, **75% stated they were happy with the program**, showcasing great retention potential among these audiences. When asked about **paid loyalty programs, 36% of general ticket buyers said they participate in a monthly paid loyalty program, with 57% of those saying they are pleased with their paid loyalty program**, demonstrating an overall positive sentiment for loyalty – free or paid.

## MEMBERS OF A LOYALTY PROGRAM

**83%** FREE **36%** PAID

## MEMBERS WHO LIKE/LOVE THEIR LOYALTY PROGRAM

**75%** FREE **57%** PAID

Understanding why moviegoers sign up for loyalty programs, we learned that discounts, special offers on movie tickets and concessions, gamification, and easy sign-ups were the main drivers.

## MOVIE LOYALTY PROGRAM DRIVERS

- 1 Discounts and special offers on movie tickets
- 2 Enjoy idea of earning and redeeming points
- 3 Discount and special offers on concessions
- 4 Easy sign-up process
- 5 Always go to same theater



# LOOKING AHEAD

At Fandango, we take great pride in delivering to the industry the latest moviegoer trends and insights that can hopefully lead to increased and repeat theater attendance for cinephiles and mainstream moviegoers alike. We love the cinema and can't wait to work with our partners to make some of these key findings a reality.

Please reach out to your Fandango contact with any questions about our study. Below are some details on who we spoke with and our research methodology.

## LET'S CONTINUE TO MAKE THE THEATRICAL EXPERIENCE A MAGICAL ONE.

### OUR METHODOLOGY

This study was conducted in February of 2024, surveying more than 6,000 moviegoers, 3,000 general ticket buyers and over 3,000 Fandango ticket buyers, all who purchased a ticket since January 2023.

The demographic breakdown of the **general ticket buyers** was 67% ages 18 to 54, with 50% identifying as female, 48% male, and 2% non-binary. 66% described themselves as Caucasian; 19% Black/African American; 13% Latinx/Hispanic; 5% Asian/Pacific Islander; and 2% other.

The demographic breakdown of the **Fandango ticket buyers** was 69% ages 18 to 54, with 50% identifying as female, 49% male, and 1% non-binary. 69% described themselves as Caucasian; 14% Black/African American; 11% Asian/Pacific Islander; 5% Latinx/Hispanic; and 4% other. For both groups, there were a few respondents who identified with multiple ethnicities.



YOUR  
**TICKET** TO  
THE MOVIES



# QUESTIONS?

**IF YOU HAVE QUESTIONS,  
PLEASE FEEL FREE TO REACH OUT  
TO THE APPROPRIATE CONTACT BELOW:**

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