

## *2000 Motion Picture Attendance*

## **Admissions**

**When looking at the US population by age group, adults age 18+ accounted for 86% of all movie admissions in 2000.**

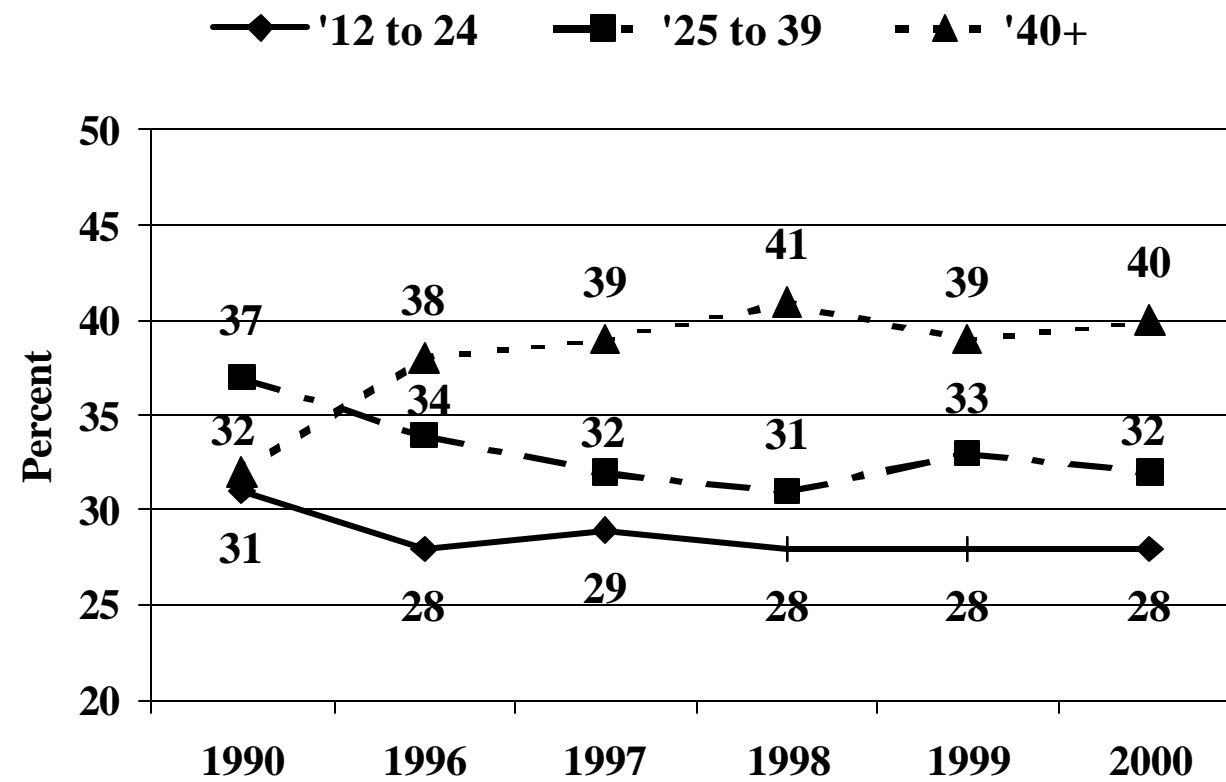
<b>Age Group</b>	<b><u>Percent of Total Yearly Admissions</u></b> <b>(Among US Population 12+)</b>							<b>Percent of Resident Civilian Population as of 1/00</b>
	<b>1990</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>		
<b>12-15</b>	11%	11%	9%	10%	11%	10%		7%
<b>16-20</b>	21%	16%	17%	18%	20%	17%		9%
<b>21-24</b>	11%	11%	11%	9%	10%	11%		6%
<b>25-29</b>	13%	11%	12%	10%	12%	12%		8%
<b>30-39</b>	20%	18%	19%	17%	18%	18%		19%
<b>40-49</b>	12%	16%	15%	16%	14%	14%		19%
<b>50-59</b>	5%	8%	9%	11%	7%	10%		13%
<b>60+</b>	7%	8%	9%	9%	8%	8%		19%
<b>12-17</b>	17%	16%	14%	17%	17%	14%		11%
<b>18 +</b>	83%	84%	86%	83%	83%	86%		89%

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## **Admissions**

The overall composition of movie-goers has also changed over the last decade -- with those in the 40+ age group accounting for 40% of total moviegoers in 2000, compared to only 32% in 1990.

Percentage of Total Moviegoers by Age Group



## *2000 Motion Picture Attendance*

## **Frequency**

**Among the total US population over 12, a higher percentage of classified themselves as frequent or occasional movie-goers compared to 1999.**

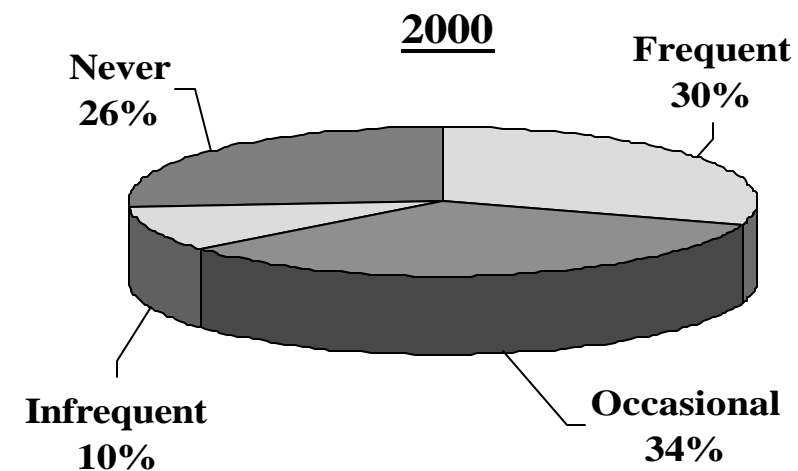
### Frequency of Movie-Going Among Total Public Age 12 & Over

	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>
<b>Frequent</b>	28%	28%	28%	30%	30%
<b>Occasional</b>	32%	35%	33%	30%	34%
<b>Infrequent</b>	11%	9%	12%	12%	10%
<b>Never</b>	28%	27%	27%	28%	26%

*Frequent = at least once per month (12x/year)*

*Occasional = at least once in six months (2-11x/year)*

*Infrequent = less than once in six months*

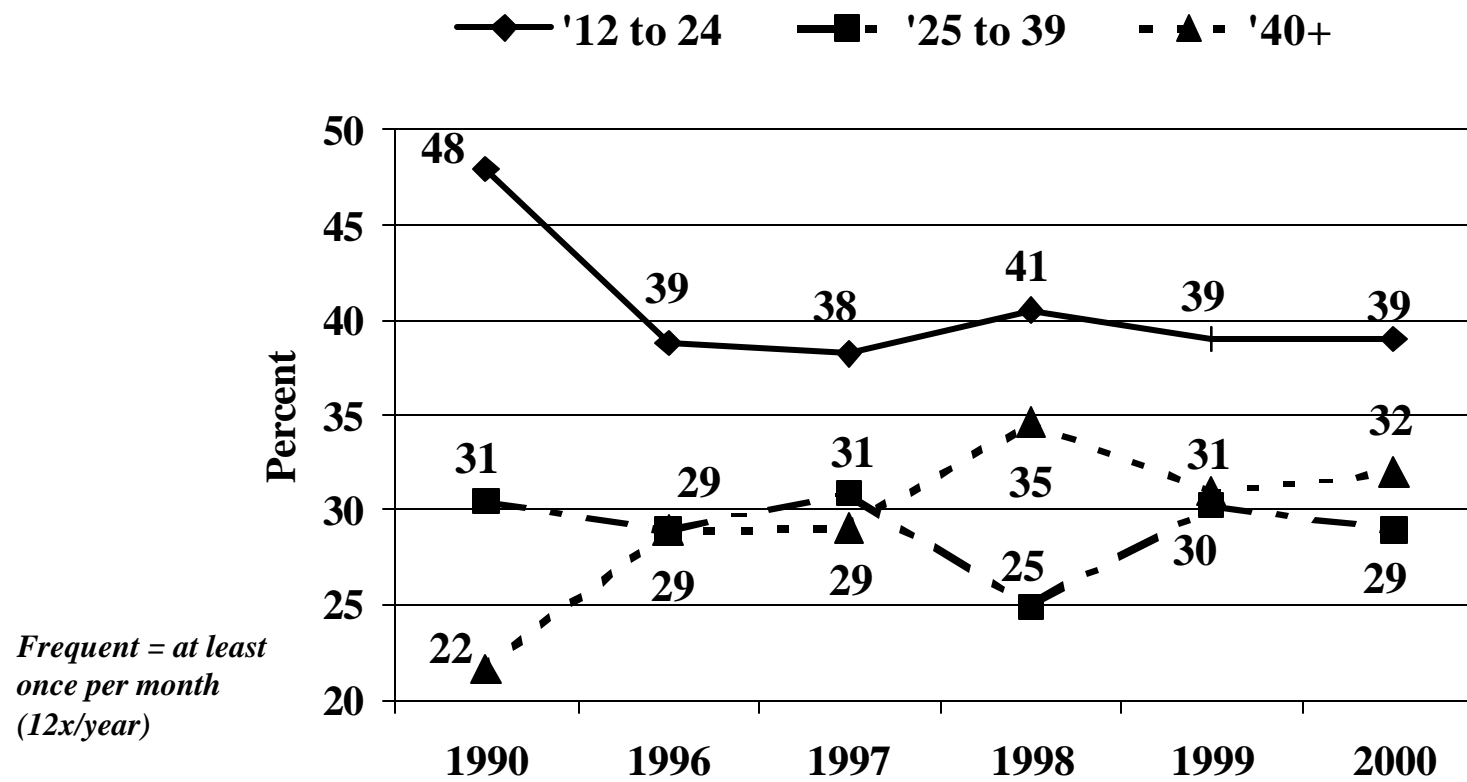


## 2000 Motion Picture Attendance

## Admissions

At the beginning of the decade, 12 to 24 year olds accounted for almost half of total frequent movie-goers. In contrast, frequent attendees came from a more even mix of ages in 2000.

Percent of Total Frequent Moviegoers by Age Group



## *2000 Motion Picture Attendance*

## **Frequency**

**However, about half of the teen population attended movies frequently, compared to 27% of the adult population age 18 and over.**

### Frequency of Movie-Going Within the Adult and Teen Population

	<b>Adult Population <u>Age 18 &amp; Over</u></b>					<b>Teenage Population <u>Age 12 to 17</u></b>					
<b>Adult Movie-Going</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>Teen Movie-Going</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>
<b>Frequent</b>	26%	27%	26%	28%	27%	<b>Frequent</b>	48%	42%	49%	49%	49%
<b>Occasional</b>	31%	34%	31%	29%	33%	<b>Occasional</b>	37%	44%	39%	40%	38%
<b>Infrequent</b>	11%	9%	13%	13%	11%	<b>Infrequent</b>	10%	7%	6%	5%	8%
<b>Never</b>	31%	30%	30%	30%	28%	<b>Never</b>	4%	5%	5%	7%	5%

*Frequent = at least once per month (12x/year)*

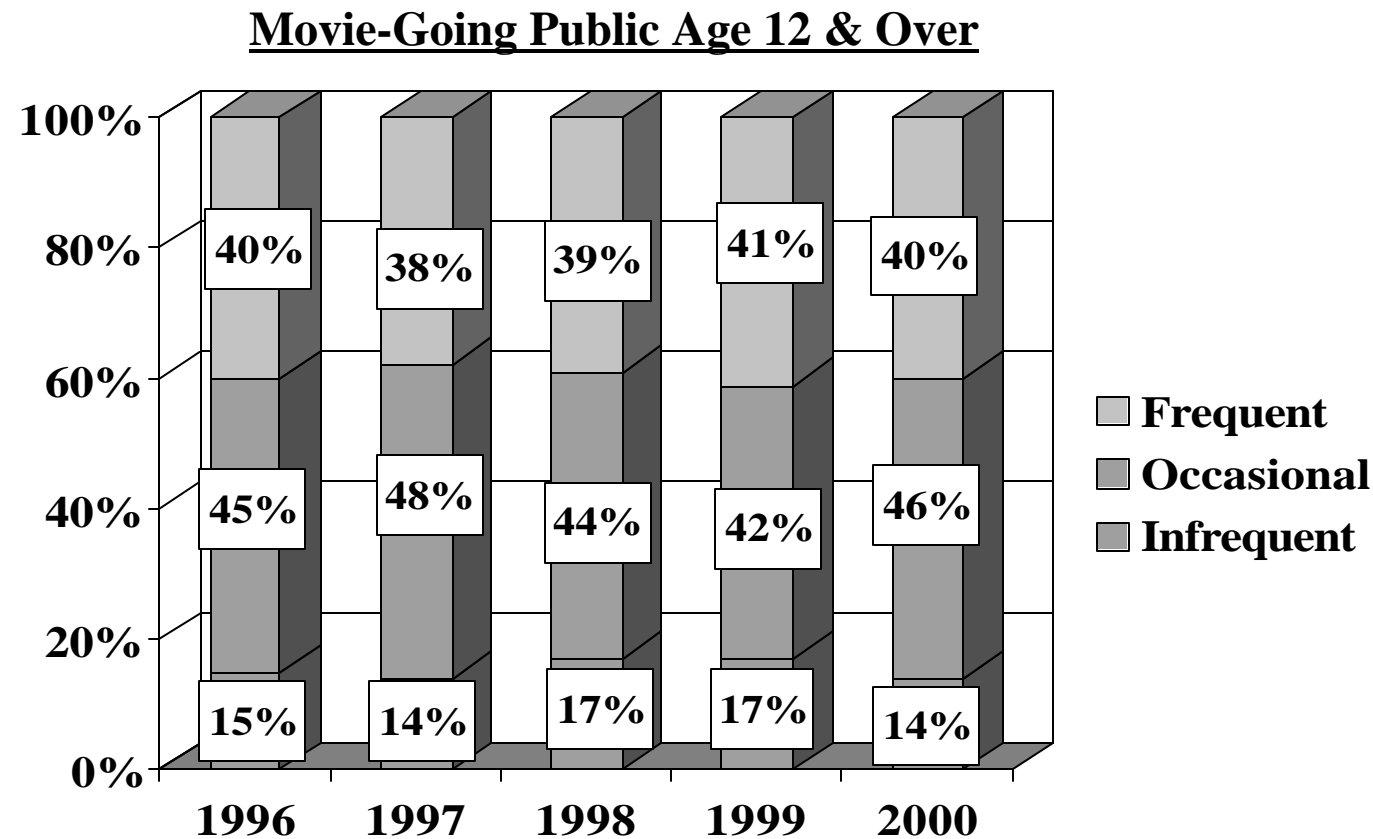
*Occasional = at least once in six months (2-11x/year)*

*Infrequent = less than once in six months*

## 2000 Motion Picture Attendance

## Frequency

Overall, movie-goers 12+ increased their frequency of attendance in 2000, with about 3% of infrequent movie-goers attending films occasionally.



*Frequent = at least once per month (12x/year)*

*Occasional = at least once in six months (2-11x/year)*

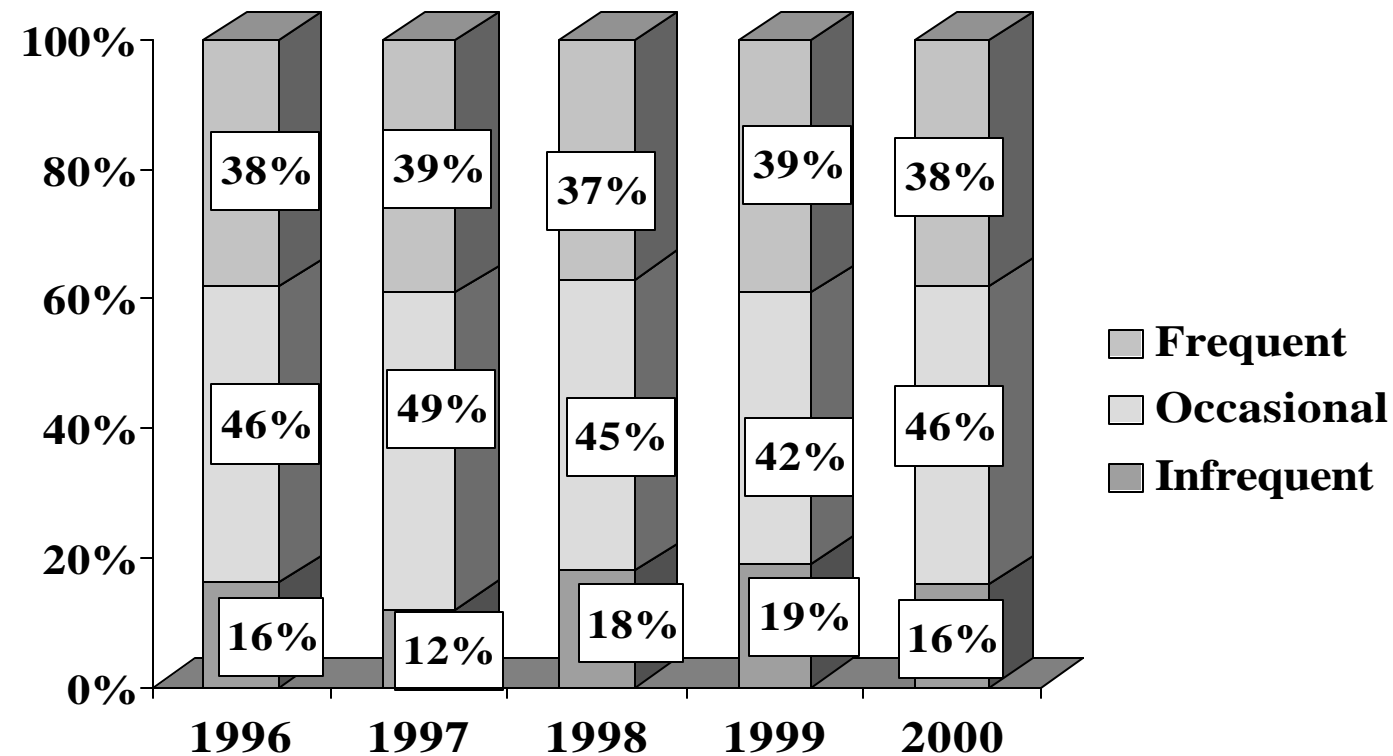
*Infrequent = less than once in six months*

# 2000 Motion Picture Attendance

## Frequency

The increase in frequency of movie-goer attendance in 2000 was due primarily to infrequent adult attendees moving into the occasional movie-goer classification.

Movie-Going Adults 18 & Over



*Frequent = at least once per month (12x/year)*

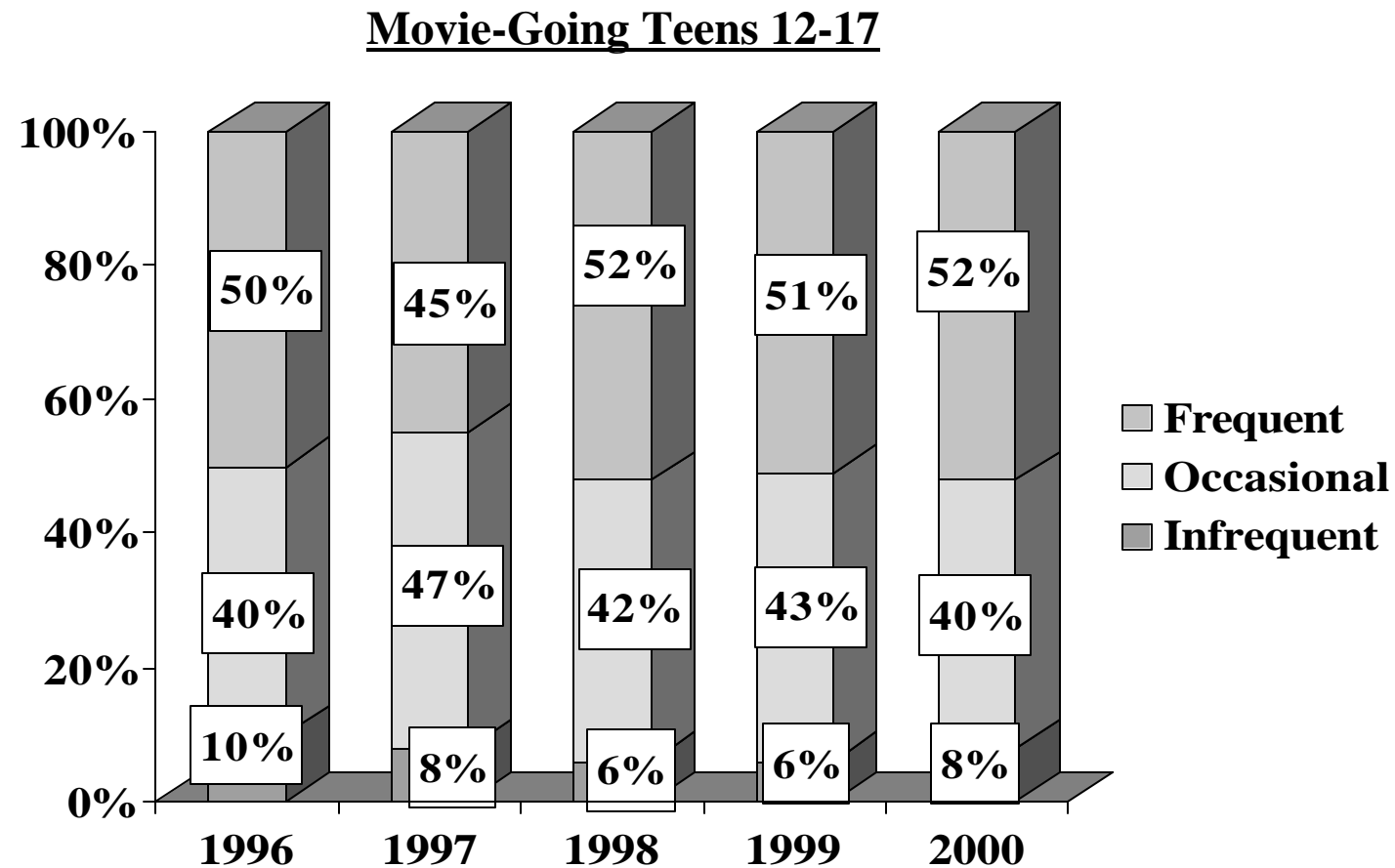
*Occasional = at least once in six months (2-11x/year)*

*Infrequent = less than once in six months*

# 2000 Motion Picture Attendance

# Frequency

In 2000 slightly more teen movie-goers dropped from occasional to infrequent movie attendees.



*Frequent = at least once per month (12x/year)*

*Occasional = at least once in six months (2-11x/year)*

*Infrequent = less than once in six months*

## *2000 Motion Picture Attendance*

## **Frequency**

**Single adults continue to be more frequent movie-goers than married adults - however in 2000, more married adults classified themselves as frequent attendees as compared to last year.**

### Marital Status

	<u>Married</u>						<u>Single</u>				
	1996	1997	1998	1999	2000		1996	1997	1998	1999	2000
<b>Frequent</b>	21%	21%	26%	21%	24%		32%	34%	31%	34%	32%
<b>Occasional</b>	33%	36%	31%	36%	34%		31%	32%	29%	32%	32%
<b>Infrequent</b>	13%	11%	13%	11%	12%		9%	7%	10%	7%	10%
<b>Never</b>	34%	32%	30%	32%	30%		27%	28%	29%	28%	26%

*Frequent = at least once per month (12x/year)*

*Occasional = at least once in six months (2-11x/year)*

*Infrequent = less than once in six months*

## 2000 Motion Picture Attendance

## Frequency

**Adults with teenagers continue to have the highest percentage of frequent movie-goers.**

	<u>Adults With Children Under 18</u>						<u>Adults Without Children</u>				
	1996	1997	1998	1999	2000		1996	1997	1998	1999	2000
<b>Frequent</b>	28%	28%	28%	30%	28%		25%	26%	25%	26%	26%
<b>Occasional</b>	38%	39%	35%	35%	41%		27%	31%	29%	25%	27%
<b>Infrequent</b>	13%	11%	13%	14%	12%		10%	8%	12%	12%	10%
<b>Never</b>	21%	22%	23%	20%	18%		37%	35%	34%	36%	36%

	<u>Adults With Teens 12 - 17</u>				
	1996	1997	1998	1999	2000
<b>Frequent</b>	32%	32%	31%	32%	30%
<b>Occasional</b>	37%	40%	33%	31%	39%
<b>Infrequent</b>	9%	9%	13%	12%	10%
<b>Never</b>	21%	19%	23%	25%	20%

## *2000 Motion Picture Attendance*

## **Frequency**

**Adults with at least some college education continue to be more likely to be frequent or occasional movie-goers.**

	<u>Less Than High School</u>						<u>High School Complete</u>				
	1996	1997	1998	1999	2000		1996	1997	1998	1999	2000
<b>Frequent</b>	10%	16%	10%	19%	19%		24%	23%	23%	20%	23%
<b>Occasional</b>	21%	24%	20%	23%	23%		27%	30%	27%	25%	29%
<b>Infrequent</b>	15%	8%	9%	11%	13%		12%	10%	16%	15%	11%
<b>Never</b>	51%	51%	60%	46%	45%		37%	36%	33%	39%	36%

<u>At Least Some College</u>					
	1996	1997	1998	1999	2000
<b>Frequent</b>	30%	30%	30%	33%	31%
<b>Occasional</b>	35%	38%	36%	31%	37%
<b>Infrequent</b>	11%	9%	11%	12%	10%
<b>Never</b>	24%	22%	22%	23%	22%

## *2000 Motion Picture Attendance*

## **Frequency**

**Almost 65% of both males and females age 12 and over classify themselves as frequent or occasional movie-goers.**

### Total Public Age 12 and Over

	<u>Male</u>						<u>Female</u>				
	1996	1997	1998	1999	2000		1996	1997	1998	1999	2000
<b>Frequent</b>	30%	30%	31%	32%	33%		27%	27%	26%	28%	26%
<b>Occasional</b>	33%	37%	31%	27%	33%		31%	34%	34%	33%	35%
<b>Infrequent</b>	10%	8%	13%	12%	9%		12%	10%	11%	13%	12%
<b>Never</b>	27%	25%	26%	28%	35%		29%	29%	28%	26%	27%

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*Infrequent = less than once in six months*

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## **Frequency**

**While differences in attendance by gender are minimal, a higher percent of adult males are classified as frequent movie-goers than females.**

	<u>Total Adults 18+</u>									
	<u>Male</u>					<u>Female</u>				
	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>
<b>Frequent</b>	27%	28%	29%	30%	31%	25%	25%	23%	25%	24%
<b>Occasional</b>	32%	36%	29%	26%	32%	30%	32%	34%	32%	34%
<b>Infrequent</b>	10%	8%	13%	12%	9%	12%	11%	12%	14%	12%
<b>Never</b>	30%	27%	29%	31%	28%	32%	32%	30%	29%	30%

*Frequent = at least once per month (12x/year)*

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