



MOTION PICTURE ASSOCIATION
Worldwide Market Research

2003 U.S. Movie Attendance Study

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Executive Summary

- **Moviewalking in the U.S. is still on the rise**
 - For the last three years, the total number of moviegoers have increased steadily, growing by 1% in 2003 to 167.6 million
 - 35% of total moviegoers are frequent moviegoers
 - 50% of total moviegoers are occasional moviegoers
 - 15% of total moviegoers are infrequent moviegoers
- **Young and frequent moviegoers represent the majority of admissions in 2003**
 - The 12-29 age group makes up 30% of the population and represents almost half of annual theatrical admissions
 - Frequent moviegoers make up 78% of total admissions.
- **Increase in moviewalking among the 40-59 age group**
 - The number of moviegoers aged 12-39 remained flat in 2003, but moviegoers aged 40-59 increased by 7%.
 - While the number of moviegoers in the 12-24 age group has remained constant since 2001, there has been an increase of 2.1% among those aged 50+ during the same period.
 - In 2003, the percent of moviegoers aged 50+ grew 0.4% in 2003 to 23.2%.

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

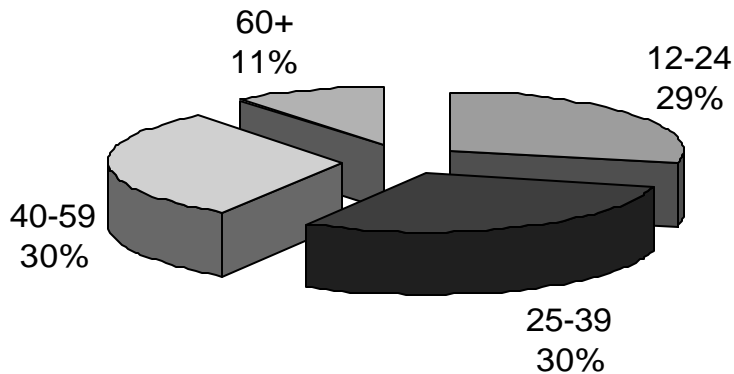
Occasional = at least once in six months (2-11x/year)

Infrequent = less than once in six months

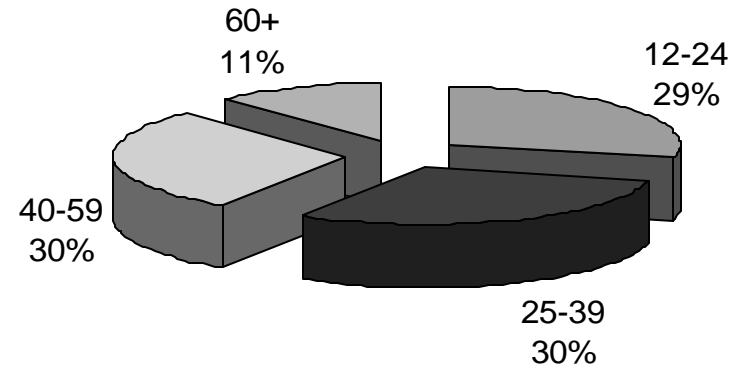
Moviegoers

- In 2003, 12-39 year olds accounted for 59% of total moviegoers
- The 12-24, 25-39 and 40-59 age groups represent equal shares of the moviegoing population

Moviegoers by Age Group
2003

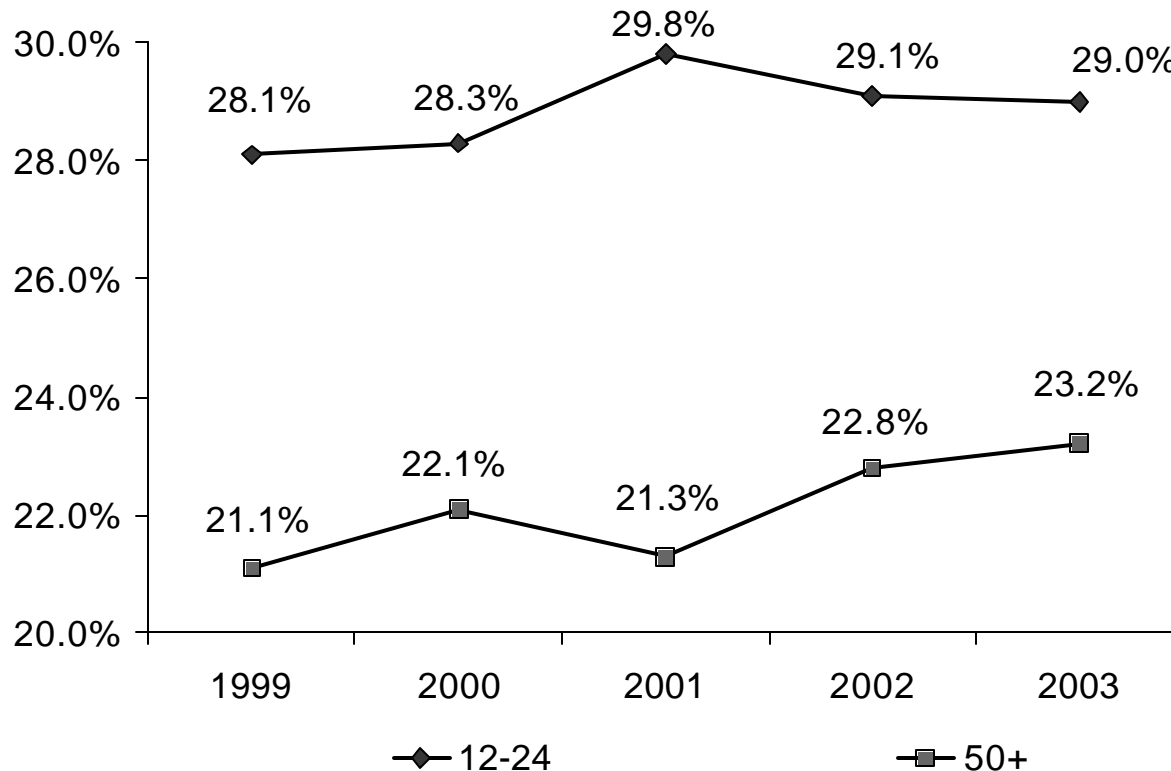


Moviegoers by Age Group
2002



- While the percentage of moviegoers aged 12-24 remained flat, moviegoers aged 50 and over continued to grow, increasing 2.1% since 1999

Percent of Moviegoers by Age Group
2003



- In 2003, the 50-59 age group had the largest increase (+3 points) in admissions

Percent of Yearly Admissions by Age Group
1999-2003

Age Group	1999	2000	2001	2002	2003	Resident Civilian Population as of 1/03	
						48%	30%
12-15	11%	10%	12%	10%	11%	7%	
16-20	20%	17%	16%	17%	16%	9%	
21-24	10%	11%	10%	12%	12%	6%	
25-29	12%	12%	9%	11%	9%	8%	
30-39	18%	18%	19%	17%	19%	18%	
40-49	14%	14%	17%	15%	14%	19%	
50-59	7%	10%	9%	8%	11%	14%	
60+	8%	8%	8%	9%	8%	19%	
12-17	17%	17%	19%	16%	18%	11%	
18+	83%	83%	82%	85%	81%	89%	

Frequency

- While the percent of frequent moviegoers among the moviegoing population has dropped 3 points, the percent of frequent and occasional moviegoers remained constant from 2002 (85%)

Frequency of Moviegoing 1999-2003

	1999	2000	2001	2002	2003	
Frequent	41%	40%	38%	38%	35%	} 85%
Occasional	42%	46%	45%	47%	50%	
Infrequent	17%	14%	16%	15%	15%	

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

Frequency

- 72% of the total public aged 12 and over are moviegoers -- half of this percent go to the movies at least once every six months
- Frequent moviegoers comprise 78% of total admissions of all moviegoers

Frequency of Moviegoing* 1999-2003

	1999	2000	2001	2002	2003
Frequent	30%	30%	27%	28%	25%
Occasional	30%	34%	32%	35%	36%
Infrequent	12%	10%	12%	11%	11%
Never	28%	26%	30%	26%	27%

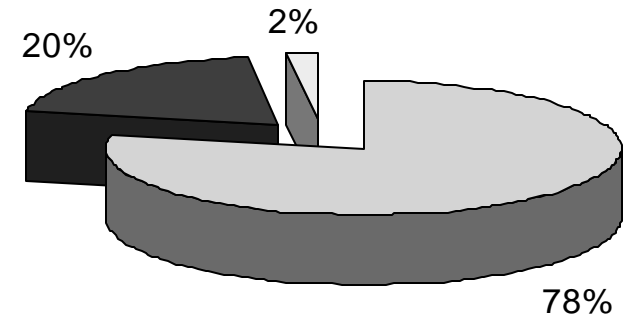
* Aged 12 and over

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

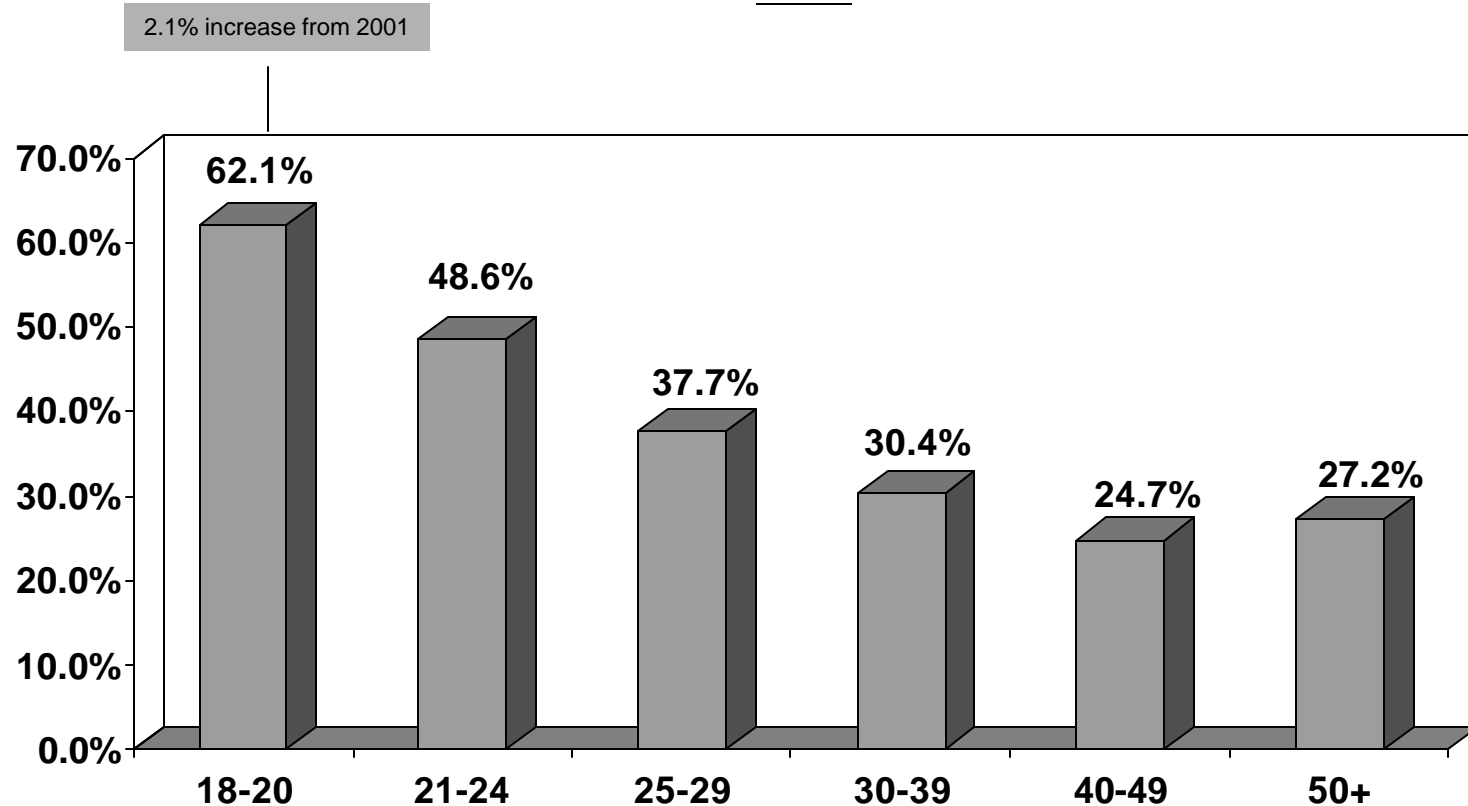
Admissions by Frequency of Moviegoing 2003



■ Frequent ■ Occasional □ Infrequent

- The percentage of frequent moviegoers between the ages of 18 and 20 has been on the rise since 2001 (- 2.1%).
- Among all age brackets, 18-20 year olds continue to have the most frequent moviegoers

Frequent Moviegoers by Age Group* 2003



* These figures represent the percent of frequent moviegoers among the moviegoing population

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

Frequency

- Among the teen population, frequent and occasional moviegoers represent 92% of total teen moviegoers
- The frequency of moviegoing among the adult population (18+) has been consistent for the past 5 years with occasional moviegoers representing the highest average (32%) for this period

Frequency of Moviegoing Among Adult Population (18+)

	1999	2000	2001	2002	2003
Frequent	28%	27%	24%	25%	23%
Occasional	29%	33%	31%	34%	35%
Infrequent	13%	11%	12%	11%	12%
Never	30%	28%	33%	29%	30%

Frequent and Occasional = 58%

Frequency of Moviegoing Among Teen Population (12-17)

	1999	2000	2001	2002	2003
Frequent	49%	49%	51%	46%	44%
Occasional	40%	38%	37%	42%	48%
Infrequent	5%	8%	7%	9%	5%
Never	7%	5%	5%	2%	3%

Frequent and Occasional = 92%

Frequency of Moviegoing Among
Adults and Teens - Male

	1999	2000	2001	2002	2003	
Frequent	32%	33%	29%	29%	27%	62%
Occasional	27%	33%	31%	34%	35%	
Infrequent	12%	9%	12%	11%	12%	
Never	28%	35%	27%	25%	25%	

Frequency of Moviegoing Among
Adults and Teens - Female

	1999	2000	2001	2002	2003	
Frequent	28%	26%	24%	26%	23%	60%
Occasional	33%	35%	32%	35%	37%	
Infrequent	13%	12%	11%	11%	10%	
Never	26%	27%	32%	27%	29%	

Frequency of Moviegoing Among
Single Adults

	1999	2000	2001	2002	2003
Frequent	34%	32%	29%	28%	25%
Occasional	32%	32%	30%	32%	32%
Infrequent	7%	10%	10%	11%	11%
Never	28%	26%	30%	29%	31%

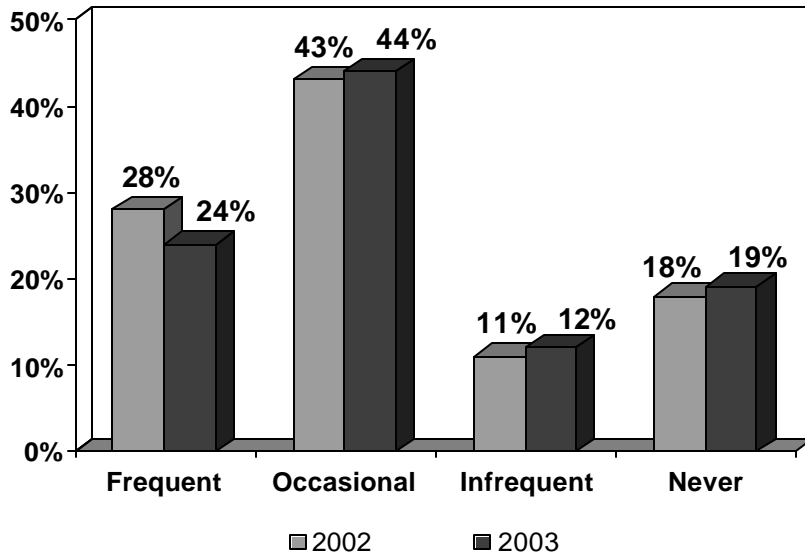
Frequency of Moviegoing Among
Married Adults

	1999	2000	2001	2002	2003
Frequent	21%	24%	19%	23%	21%
Occasional	36%	34%	32%	36%	37%
Infrequent	11%	12%	14%	12%	12%
Never	32%	30%	34%	29%	30%

Frequency

- There was a slight drop (3 points) in frequent moviegoers for families with children. Occasional moviegoers remained constant
- Among families with teenagers, frequent moviegoers grew 2 points from the prior year

**Frequency of Moviegoing:
Families with Children (under 12)
2002-2003**



**Frequency of Moviegoing:
Families with Teenagers (12-17)
2002-2003**

