

# BACK TO...

BEHIND THE SCREENS STUDY OCTOBER 2021

# BACK TO...INSIGHTS

## NCM'S EXCLUSIVE MOVIEGOER COMMUNITY

As the country enters a new phase of the pandemic and a return to normalcy is underway, NCM conducted a study to better understand how moviegoers are getting back to their everyday lives and leisure activities.

**RESPONDENTS:** NCM Behind the Screens (BTS) Online Community Members

**DATES:** October 7-13, 2021 | **SAMPLE:** 1,016 | **DEMO:** A18+

**Since March 2020,  
much of life went quiet.**

# A18-34 ARE LEADING THE CHARGE YOUNG MOVIEGOERS ARE BACK TO...

**98%**

Have Been Back to  
the Movies

# ...AND ENJOYING OTHER LEISURE ACTIVITIES



**88%**  
Shopping



**70%**  
Traveling/  
Flying on a Plane



**91%**  
Dining Out



**68%**  
Going out  
w/friends & family



**59%**  
Amusement  
Parks



**58%**  
Live Concerts &  
Music Festivals



**57%**  
Sporting Events

# 'TIS THE SEASON FOR SPENDING

## 18-34 MOVIEGOERS ARE ALSO EXCITED FOR THE HOLIDAYS

**78%**

are looking forward to the holidays this year



Nearly **75%** are planning to spend more or about the same as they did last holiday season

**81%**

plan to celebrate the holidays with friends & family in person

**32%**

have already started shopping for the holidays  
vs.  
*22% of General Shoppers\**

# APPENDIX



BEHIND THE SCREENS

## BEHIND THE SCREENS OVERVIEW

# NCM'S EXCLUSIVE MOVIEGOER INSIGHTS

6,500+ registered members that are uber-movie fans (as of October 2021)

Established in June 2015, panelist surveyed regularly

The online community is primarily comprised of frequent moviegoers (defined as attending 1+ times a month)

Allows NCM to develop an expertise on the moviegoing audience

Panelists feel empowered in knowing that their responses influence the evolution of the moviegoing experience

# A18-34 MOVIEGOERS CORE AUDIENCE PROPELLING BOX OFFICE

## A18-34

% OF AUDIENCE EXITING OPENING WEEKEND MOVIE SHOWINGS



88%\*

Memorial Day  
Weekend



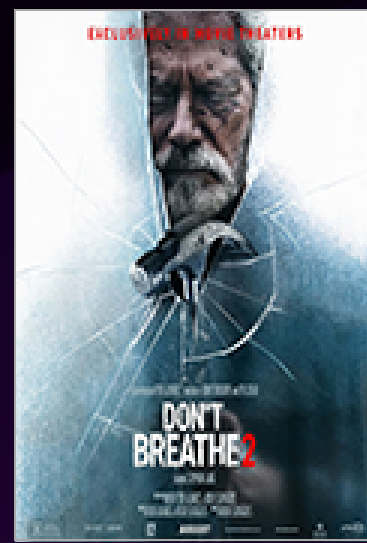
70%

July 30  
Weekend



50%

Aug 13  
Weekend



63%

Aug 13  
Weekend



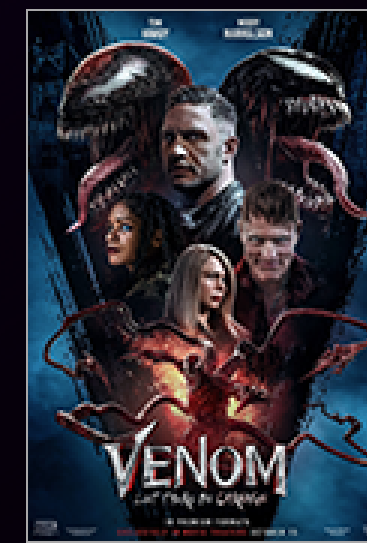
69%

Aug 27  
Weekend



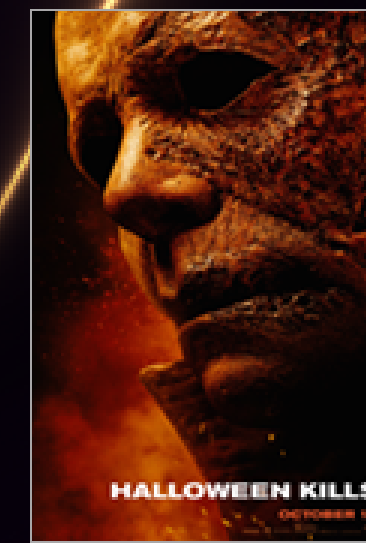
59%

Labor Day  
Weekend



64%

Oct 1  
Weekend



62%

Oct 15  
Weekend