

Fast Facts



What you need to know about new & emerging trends, platforms or technology

Show Me the Money

Highlighting the Value of Moviegoers Across 20 Major Categories





Moviegoers contribute outsized sales to brands across a variety of categories

Cinema **captivates an attentive audience** in a **distraction-free setting**, boosting brand favorability and purchase intent. Moviegoers themselves are desirable consumers who **spend more across a range of categories** including **ecommerce, financial, health and beauty, home improvement, travel** and more.

With the **active lifestyles of adults 18-34** and the **high disposable income of affluent consumers**, moviegoers are a prime audience for marketers seeking to drive purchases across these segments.

Their spending habits reflect **consumers with a variety of interests and needs** – which can also involve their family, their friends or just themselves.

For marketers, cinema advertising offers an **opportunity to reach an engaged audience with a proven propensity for purchase** in their category.

The Cinema Equation for Brand Success

Cinema: Video Platform



Highly attentive
environment with
emotionally engaging
content that creates a
positive mindset among
moviegoers



Moviegoers: Audience



Highly desirable
consumers with a
variety of interests and
needs who **drive**
outsized sales across
a wide range of major
categories



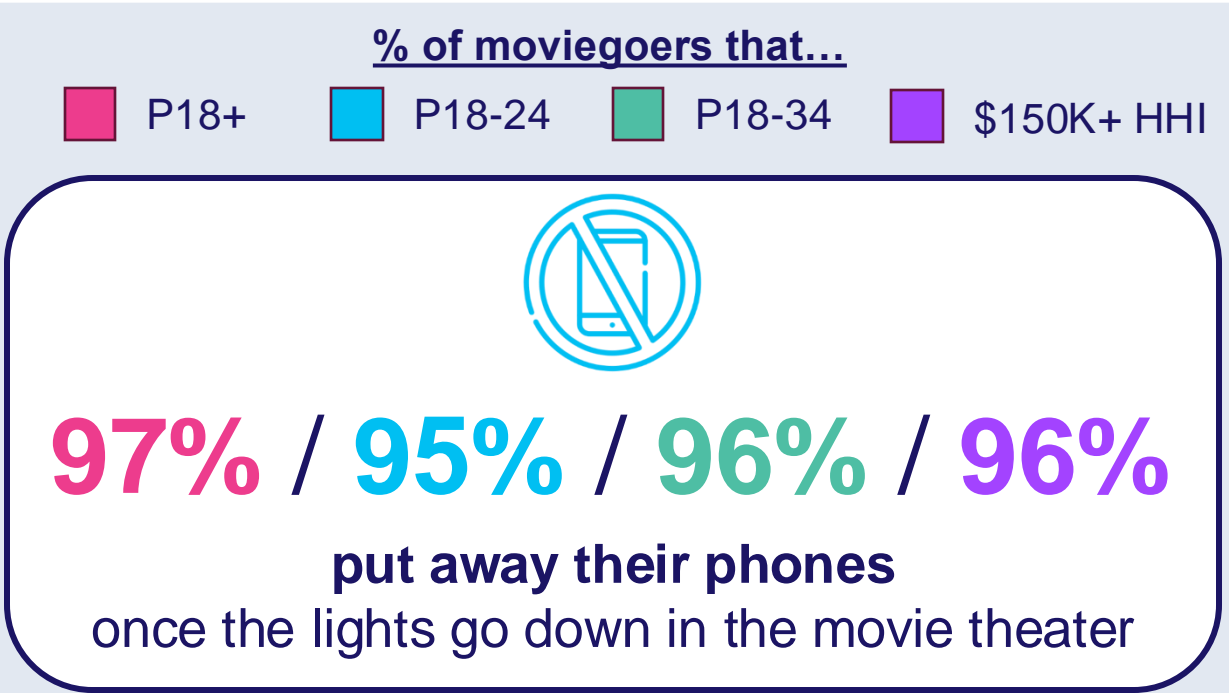
Advertisers: Incremental Sales



Cinema is a highly attentive video platform
with emotionally engaging content that
delivers positive results for brands



Almost all moviegoers, including young adults, put their phones away once the lights go down, which creates a fully immersive atmosphere



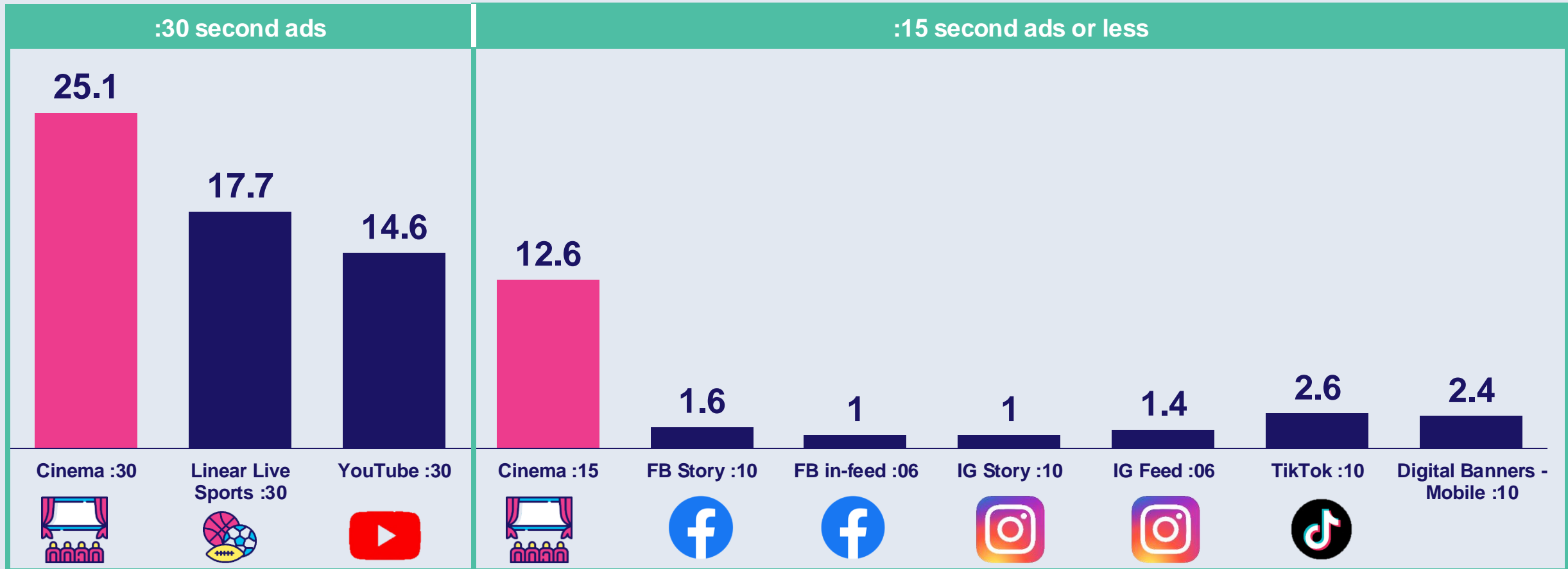
Besides sleep, what other activity can get Gen Z'ers to put their phones away for over two hours?!?*



Source: Screenvision, Screen Engine Data, March 2024. Base: P18+, P18-24 & P18-34, \$150K+ HHI. 'Once the lights in the theater go down, do you typically put your cell phone away?' *Average length of a theatrical release is 2 hours, 6 minutes according to VAB' [At the Movies: 15 Reasons to Include Cinema Within a Video Ad Campaign.](#)

The theatrical experience achieves much greater audience attention for cinema advertising in comparison to other digital and social channels

Average Seconds Viewed of Ads



Source: NCM & Lumen, Attention Study, October 8-12, 2023, n=364 A18+. Lumen/Holdco Proprietary Audio/Social/Digital 2023 Study.

Cinema fosters a sense of connection within the theater, which is crucial for people's overall mood, well-being and sense of community with others

60%

of people always or often
experience a **sense of connection**
to others at the movies



Source: Digital Cinema Media (DCM), *Maximising Cultural Power with Cinema*, 2024. DCM / Burst Your Bubble 2024. Base: Cinema goers last 4 weeks; P16-54 (n = 884).

People are in a good mood at the movies and those who are in a positive state of mind are more inclined to purchase products they see advertised

78%

of people who visit the cinema
spend their time there in a
good mood

Impact of positive mindset on response to advertising

+18%

Increase in brand favorability

+35%

Increase in purchase intent

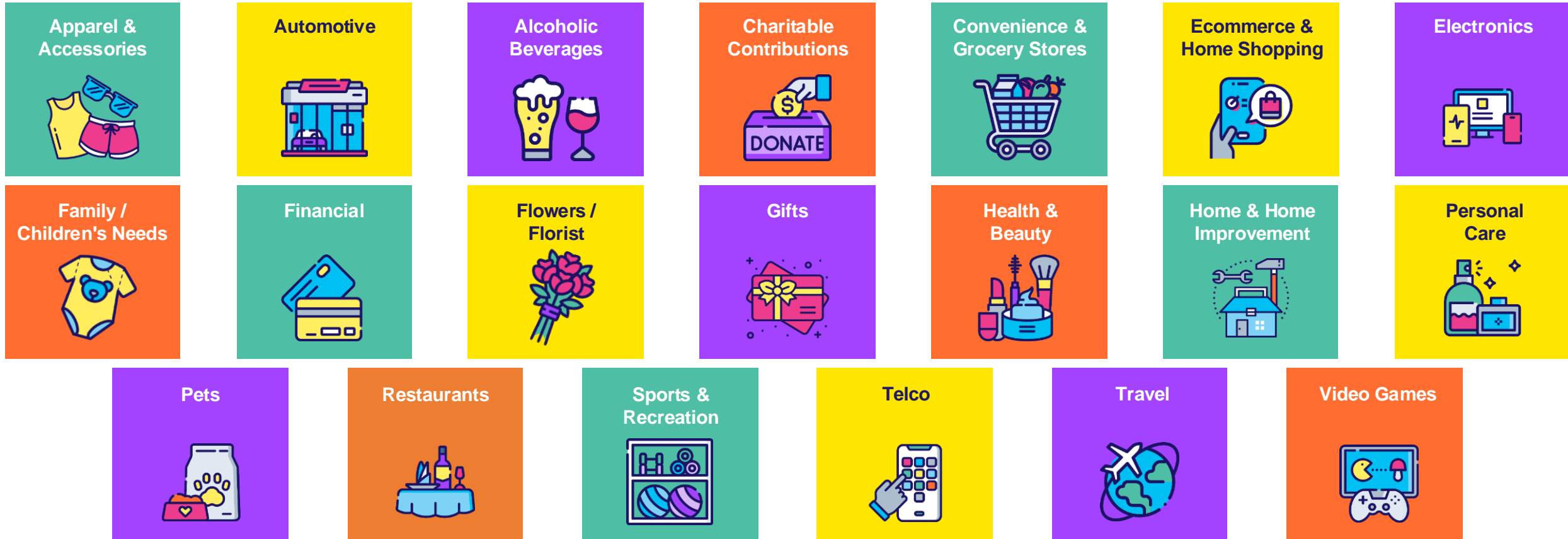
Source: Digital Cinema Media (DCM), *Cinema Effectiveness Roadmap*, 2023. IPA Touch Points.

Moviegoers, including young and affluent audiences, are highly desirable consumers who drive outsized sales across a wide variety of major categories



In this analysis, we examined the average moviegoer's spending **across twenty categories** representing a wide variety of interests and needs

20 Categories Analyzed



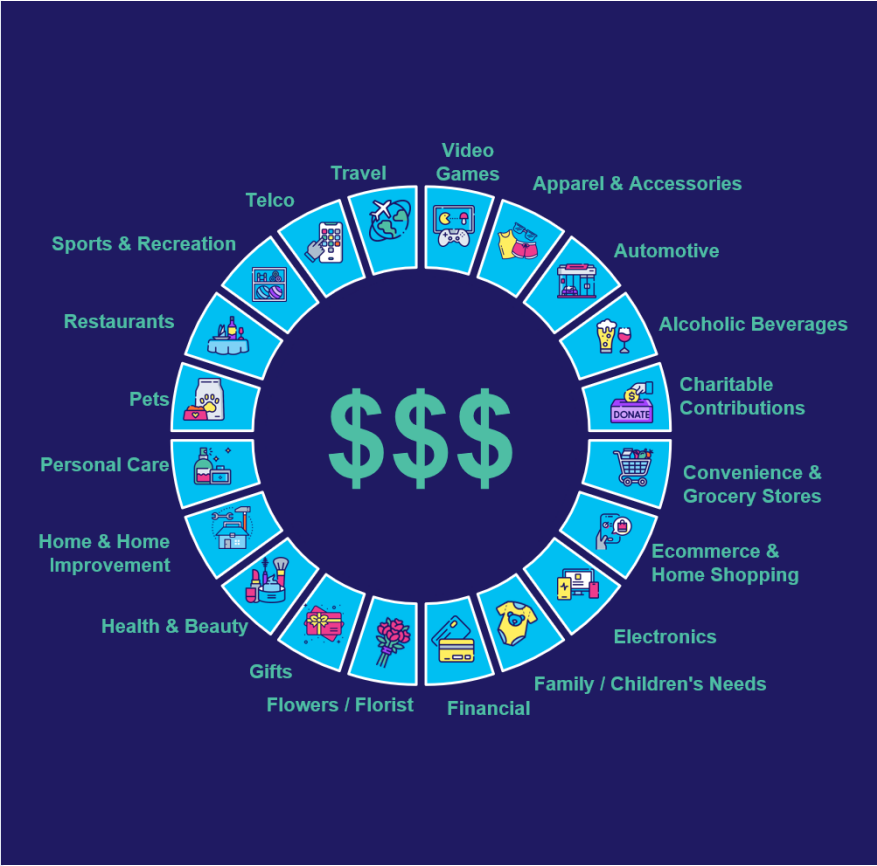
[click the appropriate box above](#) if you would like to be brought directly to the corresponding category

Note: Total annual U.S. consumer expenditures across 19 categories, excluding 'Financial' = \$4.4 trillion. 'Financial' category is excluded from the total since the category represents 'credit card / debit card – total expenditures' and therefore would inherently include some duplication of expenditures across the other 19 categories (based on the assumption that at least some spending across the other categories was done using a credit or debit card).

Moviegoers are **highly desirable consumers** who spend much more than non-moviegoers on average across all the categories we analyzed

19 Categories*: Aggregated Annual Expenditure Per Person (% difference vs. Non-Moviegoers)

Demo	Non-Moviegoers	Moviegoers	'Frequent' Moviegoers
A18+	\$16,241	\$19,233 <i>(+18% higher)</i>	\$19,677 <i>(+21% higher)</i>
A18-34	\$15,691	\$17,843 <i>(+14% higher)</i>	\$18,314 <i>(+17% higher)</i>
Affluent HHI \$100K+	\$20,190	\$22,421 <i>(+11% higher)</i>	\$22,907 <i>(+13% higher)</i>



Source: VAB analysis of MRI-Simmons Spring 2024 Doublebase Study, A18+. 'Non-Moviegoer' = Has not gone to the movies in the last 12 months; 'Moviegoer' = Attended a movie in the last 12 months; 'Frequent Moviegoer' = Attend a movie at least once a month. ****Financial* category is excluded from the total** since the category represents 'credit card / debit card – total expenditures' and therefore would inherently include some duplication of expenditures across the other 19 categories (based on the assumption that at least some spending across the other categories was done using a credit or debit card).

The average moviegoer spends much more than non-moviegoers on apparel, revealing a valuable audience inclined to ‘look good, feel good’



Apparel & Accessories: Annual Expenditure Per Person
 (% difference vs. Non-Moviegoers)

Demo	Non-Moviegoers	Moviegoers	‘Frequent’ Moviegoers
A18+	\$534	\$719 <i>(+35% higher)</i>	\$817 <i>(+53% higher)</i>
A18-34	\$548	\$691 <i>(+26% higher)</i>	\$785 <i>(+43% higher)</i>
Affluent HHI \$100K+	\$686	\$839 <i>(+22% higher)</i>	\$943 <i>(+37% higher)</i>

Source: VAB analysis of MRI-Simmons Spring 2024 Doublebase Study, A18+. ‘Non-Moviegoer’ = Has not gone to the movies in the last 12 months; ‘Moviegoer’ = Attended a movie in the last 12 months; ‘Frequent Moviegoer’ = Attend a movie at least once a month. ‘Apparel and accessories’ includes expenses on women’s clothing, men’s clothing, fine jewelry, athletic shoes, other shoes, watches, dry cleaning, laundry / laundromats, costume jewelry and nonprescription sunglasses.

Moviegoers spend slightly more on their automotive needs to aid in their mobility and ability to conveniently get out of their house and drive

Automotive: Annual Expenditure Per Person (% difference vs. Non-Moviegoers)

Demo	Non-Moviegoers	Moviegoers	'Frequent' Moviegoers
A18+	\$1,517	\$1,614 <i>(+6% higher)</i>	\$1,594 <i>(+5% higher)</i>
A18-34	\$1,464	\$1,517 <i>(+4% higher)</i>	\$1,507 <i>(+3% higher)</i>
Affluent HHI \$100K+	\$1,746	\$1,740 <i>(Flat)</i>	\$1,722 <i>(-1% lower)</i>



Source: VAB analysis of MRI-Simmons Spring 2024 Doublebase Study, A18+. 'Non-Moviegoer' = Has not gone to the movies in the last 12 months; 'Moviegoer' = Attended a movie in the last 12 months; 'Frequent Moviegoer' = Attend a movie at least once a month. 'Automotive' includes expenses on gasoline, automotive maintenance & repairs, tires and automotive parts & supplies.

Alcohol brands can tap into moviegoers’ large appetite for social gatherings with friends or family, both in and out of the home



Alcoholic Beverages: Annual Expenditure Per Person
 (% difference vs. Non-Moviegoers)

Demo	Non-Moviegoers	Moviegoers	‘Frequent’ Moviegoers
A18+	\$228	\$309 <i>(+35% higher)</i>	\$326 <i>(+43% higher)</i>
A18-34	\$202	\$287 <i>(+42% higher)</i>	\$296 <i>(+46% higher)</i>
Affluent HHI \$100K+	\$328	\$390 <i>(+19% higher)</i>	\$428 <i>(+30% higher)</i>

Source: VAB analysis of MRI-Simmons Spring 2024 Doublebase Study, A18+. ‘Non-Moviegoer’ = Has not gone to the movies in the last 12 months; ‘Moviegoer’ = Attended a movie in the last 12 months; ‘Frequent Moviegoer’ = Attend a movie at least once a month. ‘Alcoholic Beverages’ includes expenses on liquor, beer and wine.

Moviegoers show a greater willingness to contribute to charitable causes, making them an ideal audience for purpose-driven brands

Charitable Contributions: Annual Expenditure Per Person

(% difference vs. Non-Moviegoers)

Demo	Non-Moviegoers	Moviegoers	'Frequent' Moviegoers
A18+	\$148	\$183 <i>(+24% higher)</i>	\$160 <i>(+8% higher)</i>
A18-34	\$66	\$90 <i>(+36% higher)</i>	\$80 <i>(+21% higher)</i>
Affluent HHI \$100K+	\$205	\$233 <i>(+14% higher)</i>	\$217 <i>(+6% higher)</i>



Source: VAB analysis of MRI-Simmons Spring 2024 Doublebase Study, A18+. 'Non-Moviegoer' = Has not gone to the movies in the last 12 months; 'Moviegoer' = Attended a movie in the last 12 months; 'Frequent Moviegoer' = Attend a movie at least once a month. 'Charitable Contributions' includes expenses on contributions to organizations like PBS, NPR, religious groups, animal rights / conservation, arts / cultural, children / youth, educational, environmental, health, military / veterans, political, private foundations, social services, other non-religious organizations, etc.

Whether it's to satisfy family needs or 'hosting' duties at home, moviegoers spend slightly more at convenience and grocery stores



Convenience & Grocery Stores: Annual Expenditure Per Person
 (% difference vs. Non-Moviegoers)

Demo	Non-Moviegoers	Moviegoers	'Frequent' Moviegoers
A18+	\$6,190	\$6,449 <i>(+4% higher)</i>	\$6,452 <i>(+4% higher)</i>
A18-34	\$6,351	\$6,462 <i>(+2% higher)</i>	\$6,458 <i>(+2% higher)</i>
Affluent HHI \$100K+	\$6,728	\$6,753 <i>(Flat)</i>	\$6,690 <i>(-1% lower)</i>

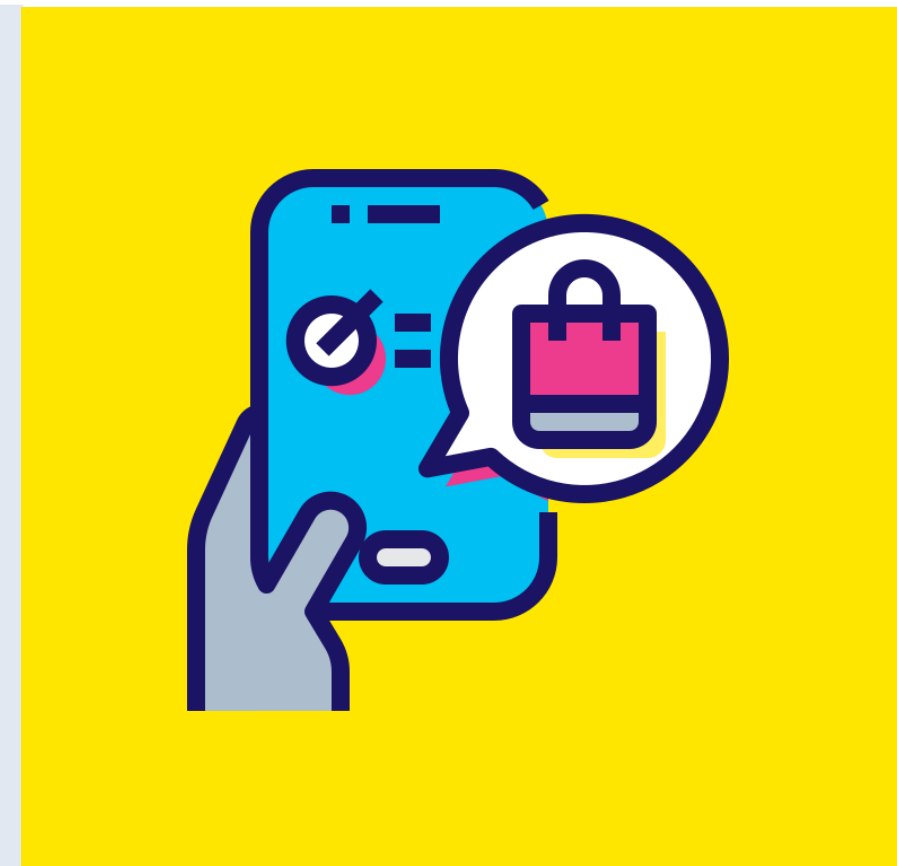
Source: VAB analysis of MRI-Simmons Spring 2024 Doublebase Study, A18+. 'Non-Moviegoer' = Has not gone to the movies in the last 12 months; 'Moviegoer' = Attended a movie in the last 12 months; 'Frequent Moviegoer' = Attend a movie at least once a month. 'Convenience & Grocery Stores' includes expenses on food stores and convenience stores.

Moviegoers are much more likely to shop through the internet making them an attractive audience for ecommerce and online retail brands

Ecommerce & Home Shopping: Annual Expenditure Per Person

(% difference vs. Non-Moviegoers)

Demo	Non-Moviegoers	Moviegoers	'Frequent' Moviegoers
A18+	\$871	\$1,092 <i>(+25% higher)</i>	\$1,098 <i>(+26% higher)</i>
A18-34	\$847	\$1,013 <i>(+20% higher)</i>	\$1,022 <i>(+21% higher)</i>
Affluent HHI \$100K+	\$1,135	\$1,297 <i>(+14% higher)</i>	\$1,310 <i>(+15% higher)</i>



Source: VAB analysis of MRI-Simmons Spring 2024 Doublebase Study, A18+. 'Non-Moviegoer' = Has not gone to the movies in the last 12 months; 'Moviegoer' = Attended a movie in the last 12 months; 'Frequent Moviegoer' = Attend a movie at least once a month. 'Ecommerce & Home Shopping' includes expenses on internet, phone and mail shopping using the internet and in-home shopping.

Moviegoers' higher electronics spending reflects an early-adopter audience ripe for brand engagement from technology brands



Electronics: Annual Expenditure Per Person
 (% difference vs. Non-Moviegoers)

Demo	Non-Moviegoers	Moviegoers	'Frequent' Moviegoers
A18+	\$48	\$64 <i>(+33% higher)</i>	\$73 <i>(+52% higher)</i>
A18-34	\$56	\$70 <i>(+25% higher)</i>	\$83 <i>(+48% higher)</i>
Affluent HHI \$100K+	\$63	\$75 <i>(+18% higher)</i>	\$83 <i>(+30% higher)</i>

Source: VAB analysis of MRI-Simmons Spring 2024 Doublebase Study, A18+. 'Non-Moviegoer' = Has not gone to the movies in the last 12 months; 'Moviegoer' = Attended a movie in the last 12 months; 'Frequent Moviegoer' = Attend a movie at least once a month. 'Electronics' includes expenses on personal home computer software, headphones, cameras / camcorders and audio equipment & accessories.

Moviegoers spend more on children's interests and needs, highlighting them as a prized audience for family-focused brands

Family / Children's Needs: Annual Expenditure Per Person
 (% difference vs. Non-Moviegoers)

Demo	Non-Moviegoers	Moviegoers	'Frequent' Moviegoers
A18+	\$214	\$269 <i>(+25% higher)</i>	\$272 <i>(+27% higher)</i>
A18-34	\$294	\$292 <i>(-1% lower)</i>	\$279 <i>(-5% lower)</i>
Affluent HHI \$100K+	\$249	\$284 <i>(+14% higher)</i>	\$274 <i>(+10% higher)</i>



Source: VAB analysis of MRI-Simmons Spring 2024 Doublebase Study, A18+. 'Non-Moviegoer' = Has not gone to the movies in the last 12 months; 'Moviegoer' = Attended a movie in the last 12 months; 'Frequent Moviegoer' = Attend a movie at least once a month. 'Family / Children's Needs' includes expenses on children's toys & games, children's clothing, children's shoes and baby furniture & equipment.

Aligning with their higher spending across categories, moviegoers buy many more products and services through their credit and debit cards



Financial: Annual Expenditure Per Person
 (% difference vs. Non-Moviegoers)

Demo	Non-Moviegoers	Moviegoers	'Frequent' Moviegoers
A18+	\$9,987	\$12,091 <i>(+21% higher)</i>	\$11,847 <i>(+19% higher)</i>
A18-34	\$8,658	\$10,125 <i>(+17% higher)</i>	\$10,028 <i>(+16% higher)</i>
Affluent HHI \$100K+	\$13,273	\$14,658 <i>(+10% higher)</i>	\$14,396 <i>(+8% higher)</i>

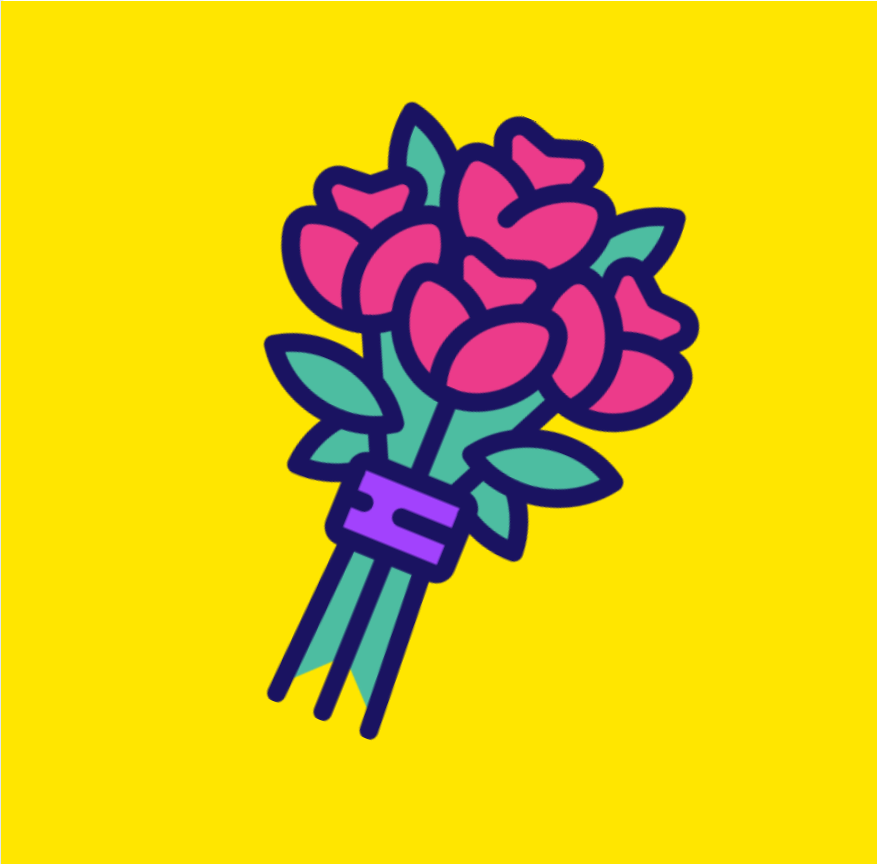
Source: VAB analysis of MRI-Simmons Spring 2024 Doublebase Study, A18+. 'Non-Moviegoer' = Has not gone to the movies in the last 12 months; 'Moviegoer' = Attended a movie in the last 12 months; 'Frequent Moviegoer' = Attend a movie at least once a month. 'Financial' includes expenses on credit cards and debit cards.

Spending on treats like flowers and other indulgences appeals to moviegoers, revealing an interest in small and affordable luxuries

Flowers / Florist: Annual Expenditure Per Person

(% difference vs. Non-Moviegoers)

Demo	Non-Moviegoers	Moviegoers	'Frequent' Moviegoers
A18+	\$12	\$19 <i>(+58% higher)</i>	\$19 <i>(+63% higher)</i>
A18-34	\$8	\$13 <i>(+57% higher)</i>	\$13 <i>(+68% higher)</i>
Affluent HHI \$100K+	\$55	\$76 <i>(+39% higher)</i>	\$83 <i>(+52% higher)</i>



Source: VAB analysis of MRI-Simmons Spring 2024 Doublebase Study, A18+. 'Non-Moviegoer' = Has not gone to the movies in the last 12 months; 'Moviegoer' = Attended a movie in the last 12 months; 'Frequent Moviegoer' = Attend a movie at least once a month. 'Flowers / Florist' includes expenses on flowers by phone / Internet and flower shops.

Higher spending on gifts among moviegoers reflects a penchant for shared experiences and thoughtful gestures with family and friends



Gifts: Annual Expenditure Per Person
(% difference vs. Non-Moviegoers)

Demo	Non-Moviegoers	Moviegoers	'Frequent' Moviegoers
A18+	\$68	\$94 <i>(+38% higher)</i>	\$94 <i>(+37% higher)</i>
A18-34	\$47	\$64 <i>(+36% higher)</i>	\$71 <i>(+52% higher)</i>
Affluent HHI \$100K+	\$92	\$114 <i>(+24% higher)</i>	\$111 <i>(+21% higher)</i>

Source: VAB analysis of MRI-Simmons Spring 2024 Doublebase Study, A18+. 'Non-Moviegoer' = Has not gone to the movies in the last 12 months; 'Moviegoer' = Attended a movie in the last 12 months; 'Frequent Moviegoer' = Attend a movie at least once a month. 'Gifts' includes expenses on gift cards and prepaid cards.

A focus on wellness is evident through higher health and beauty spending among moviegoers

Health & Beauty: Annual Expenditure Per Person
 (% difference vs. Non-Moviegoers)

Demo	Non-Moviegoers	Moviegoers	'Frequent' Moviegoers
A18+	\$216	\$271 <i>(+26% higher)</i>	\$277 <i>(+28% higher)</i>
A18-34	\$190	\$233 <i>(+23% higher)</i>	\$241 <i>(+27% higher)</i>
Affluent HHI \$100K+	\$270	\$313 <i>(+16% higher)</i>	\$321 <i>(+19% higher)</i>



Source: VAB analysis of MRI-Simmons Spring 2024 Doublebase Study, A18+. 'Non-Moviegoer' = Has not gone to the movies in the last 12 months; 'Moviegoer' = Attended a movie in the last 12 months; 'Frequent Moviegoer' = Attend a movie at least once a month. 'Health & Beauty' includes expenses on women's health & beauty aids, men's health & beauty aids, beauty parlor, barber shop and personal health appliances.

As many moviegoers enter new lifestages they are also more likely to spend more on their home especially for ‘big ticket’ furnishings



Home & Home Improvement : Annual Expenditure Per Person
(% difference vs. Non-Moviegoers)

Demo	Non-Moviegoers	Moviegoers	‘Frequent’ Moviegoers
A18+	\$1,386	\$1,626 <i>(+17% higher)</i>	\$1,558 <i>(+12% higher)</i>
A18-34	\$1,098	\$1,321 <i>(+20% higher)</i>	\$1,275 <i>(+16% higher)</i>
Affluent HHI \$100K+	\$1,940	\$2,061 <i>(+6% higher)</i>	\$1,963 <i>(+1% higher)</i>

Source: VAB analysis of MRI-Simmons Spring 2024 Doublebase Study, A18+. ‘Non-Moviegoer’ = Has not gone to the movies in the last 12 months; ‘Moviegoer’ = Attended a movie in the last 12 months; ‘Frequent Moviegoer’ = Attend a movie at least once a month. ‘Home & Home Improvement’ includes expenses on home remodeling, big-ticket and low-ticket household furnishing items, home improvements, property & garden maintenance, any climate control appliance, bedding & bath goods and table settings.

Spending on personal care items like fragrances and eyewear is noticeably higher among moviegoers, who prioritize self-presentation

Personal Care: Annual Expenditure Per Person

(% difference vs. Non-Moviegoers)

Demo	Non-Moviegoers	Moviegoers	'Frequent' Moviegoers
A18+	\$127	\$154 <i>(+21% higher)</i>	\$183 <i>(+44% higher)</i>
A18-34	\$129	\$154 <i>(+20% higher)</i>	\$178 <i>(+39% higher)</i>
Affluent HHI \$100K+	\$142	\$162 <i>(+14% higher)</i>	\$193 <i>(+36% higher)</i>



Source: VAB analysis of MRI-Simmons Spring 2024 Doublebase Study, A18+. 'Non-Moviegoer' = Has not gone to the movies in the last 12 months; 'Moviegoer' = Attended a movie in the last 12 months; 'Frequent Moviegoer' = Attend a movie at least once a month. 'Personal Care' includes expenses on eyeglasses, contact lenses, perfume / cologne for women (self / as a gift) and cologne for men (self / as a gift).

Moviegoers spend more on veterinarian care and pet food, reflecting the love they have for their pets and the companionship they bring



Pets: Annual Expenditure Per Person
 (% difference vs. Non-Moviegoers)

Demo	Non-Moviegoers	Moviegoers	'Frequent' Moviegoers
A18+	\$460	\$509 <i>(+11% higher)</i>	\$480 <i>(+4% higher)</i>
A18-34	\$456	\$507 <i>(+11% higher)</i>	\$485 <i>(+6% higher)</i>
Affluent HHI \$100K+	\$619	\$639 <i>(+3% higher)</i>	\$622 <i>(Flat)</i>

Source: VAB analysis of MRI-Simmons Spring 2024 Doublebase Study, A18+. 'Non-Moviegoer' = Has not gone to the movies in the last 12 months; 'Moviegoer' = Attended a movie in the last 12 months; 'Frequent Moviegoer' = Attend a movie at least once a month. 'Pets' includes expenses on vet care and pet food.

Moviegoers are inherently social beings who spend much more money out at QSRs, family restaurants and fine dining establishments



Restaurants: Annual Expenditure Per Person
 (% difference vs. Non-Moviegoers)

Demo	Non-Moviegoers	Moviegoers	'Frequent' Moviegoers
A18+	\$1,413	\$1,964 <i>(+39% higher)</i>	\$2,275 <i>(+61% higher)</i>
A18-34	\$1,383	\$1,785 <i>(+29% higher)</i>	\$2,045 <i>(+48% higher)</i>
Affluent HHI \$100K+	\$1,821	\$2,331 <i>(+28% higher)</i>	\$2,732 <i>(+50% higher)</i>

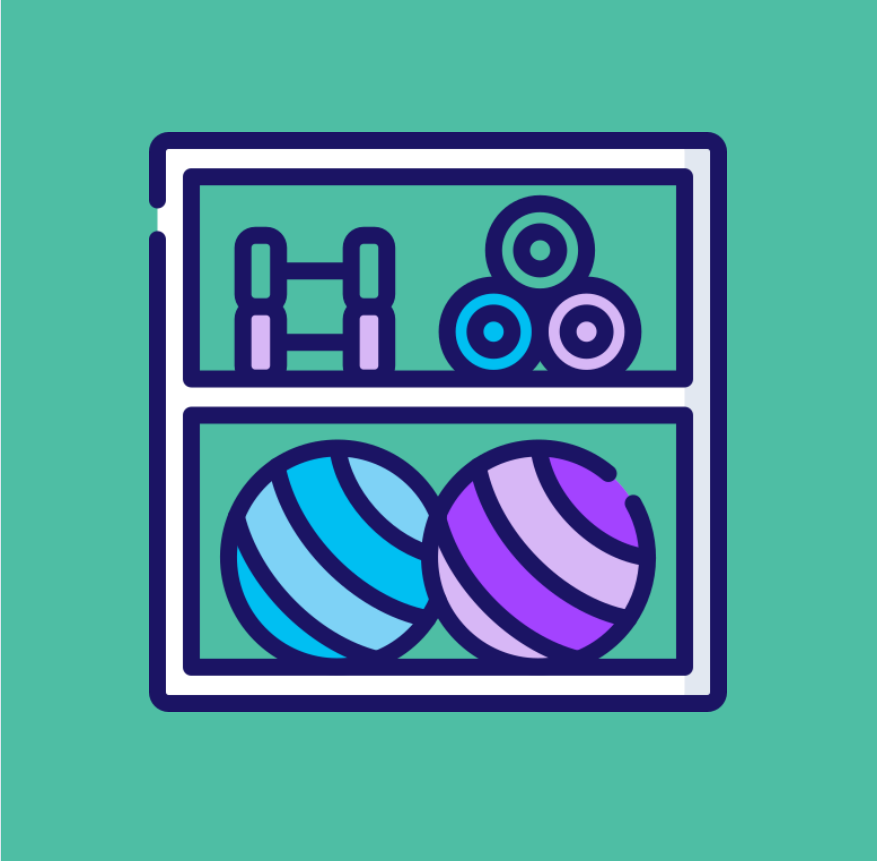
Source: VAB analysis of MRI-Simmons Spring 2024 Doublebase Study, A18+. 'Non-Moviegoer' = Has not gone to the movies in the last 12 months; 'Moviegoer' = Attended a movie in the last 12 months; 'Frequent Moviegoer' = Attend a movie at least once a month. 'Restaurants' includes expenses on fast food & drive-in restaurants, family restaurants & steak houses, fine dining restaurants and other restaurants.

A strong commitment to active lifestyles is reflected by higher sports and recreation spending among moviegoers

Sports & Recreation: Annual Expenditure Per Person

(% difference vs. Non-Moviegoers)

Demo	Non-Moviegoers	Moviegoers	'Frequent' Moviegoers
A18+	\$161	\$249 <i>(+55% higher)</i>	\$252 <i>(+57% higher)</i>
A18-34	\$174	\$259 <i>(+49% higher)</i>	\$258 <i>(+48% higher)</i>
Affluent HHI \$100K+	\$236	\$310 <i>(+31% higher)</i>	\$313 <i>(+33% higher)</i>



Source: VAB analysis of MRI-Simmons Spring 2024 Doublebase Study, A18+. 'Non-Moviegoer' = Has not gone to the movies in the last 12 months; 'Moviegoer' = Attended a movie in the last 12 months; 'Frequent Moviegoer' = Attend a movie at least once a month. 'Sports & Recreation' includes expenses on camping equipment, sport / recreation equipment and sports clothing.

Higher telco spending among moviegoers underscores their connectivity needs and early-adopter nature



Telco: Annual Expenditure Per Person
 (% difference vs. Non-Moviegoers)

Demo	Non-Moviegoers	Moviegoers	'Frequent' Moviegoers
A18+	\$1,279	\$1,405 <i>(+10% higher)</i>	\$1,413 <i>(+10% higher)</i>
A18-34	\$1,274	\$1,321 <i>(+4% higher)</i>	\$1,332 <i>(+5% higher)</i>
Affluent HHI \$100K+	\$1,503	\$1,574 <i>(+5% higher)</i>	\$1,561 <i>(+4% higher)</i>

Source: VAB analysis of MRI-Simmons Spring 2024 Doublebase Study, A18+. 'Non-Moviegoer' = Has not gone to the movies in the last 12 months; 'Moviegoer' = Attended a movie in the last 12 months; 'Frequent Moviegoer' = Attend a movie at least once a month. 'Telco' includes expenses on cellular / mobile phones / smartphones and mobile phone & tablet apps.

Their strong eagerness for experiences and adventures shines through, with moviegoers spending much more on vacations and travel essentials

Travel: Annual Expenditure Per Person
 (% difference vs. Non-Moviegoers)

Demo	Non-Moviegoers	Moviegoers	'Frequent' Moviegoers
A18+	\$1,324	\$2,184 <i>(+65% higher)</i>	\$2,263 <i>(+71% higher)</i>
A18-34	\$1,025	\$1,675 <i>(+63% higher)</i>	\$1,810 <i>(+77% higher)</i>
Affluent HHI \$100K+	\$2,319	\$3,166 <i>(+36% higher)</i>	\$3,265 <i>(+41% higher)</i>



Source: VAB analysis of MRI-Simmons Spring 2024 Doublebase Study, A18+. 'Non-Moviegoer' = Has not gone to the movies in the last 12 months; 'Moviegoer' = Attended a movie in the last 12 months; 'Frequent Moviegoer' = Attend a movie at least once a month. 'Travel' includes expenses on domestic vacations, foreign vacations and luggage.

An enthusiasm for immersive experiences is evident, as moviegoers channel their love for captivating worlds into higher gaming spending



Video Games / Gaming: Annual Expenditure Per Person
 (% difference vs. Non-Moviegoers)

Demo	Non-Moviegoers	Moviegoers	'Frequent' Moviegoers
A18+	\$45	\$61 <i>(+36% higher)</i>	\$73 <i>(+64% higher)</i>
A18-34	\$80	\$91 <i>(+14% higher)</i>	\$97 <i>(+22% higher)</i>
Affluent HHI \$100K+	\$51	\$65 <i>(+27% higher)</i>	\$77 <i>(+51% higher)</i>

Source: VAB analysis of MRI-Simmons Spring 2024 Doublebase Study, A18+. 'Non-Moviegoer' = Has not gone to the movies in the last 12 months; 'Moviegoer' = Attended a movie in the last 12 months; 'Frequent Moviegoer' = Attend a movie at least once a month. 'Video Games / Gaming' includes expenses on video games and hardware.

The Review: How moviegoers' spending compares to non-moviegoers across the 20 categories analyzed

Moviegoers' (A18+) Annual Expenditures by Category: % Difference vs. Non-moviegoers

Category	Moviegoers	'Frequent' Moviegoers
Apparel & Accessories	+35%	+53%
Automotive	+6%	+5%
Alcoholic Beverages	+35%	+43%
Charitable Contributions	+24%	+8%
Convenience & Grocery Stores	+4%	+4%
Ecommerce & Home Shopping	+25%	+26%
Electronics	+33%	+52%
Family / Children's Needs	+25%	+27%
Financial	+21%	+19%
Flowers / Florist	+58%	+63%

Category	Moviegoers	'Frequent' Moviegoers
Gifts	+38%	+37%
Health & Beauty	+26%	+28%
Home & Home Improvement	+17%	+12%
Personal Care	+21%	+44%
Pets	+11%	+4%
Restaurants	+39%	+61%
Sports & Recreation	+55%	+57%
Telco	+10%	+10%
Travel	+65%	+71%
Video Games	+36%	+64%

Source: VAB analysis of MRI-Simmons Spring 2024 Doublebase Study, A18+. 'Non-Moviegoer' = Has not gone to the movies in the last 12 months; 'Moviegoer' = Attended a movie in the last 12 months; 'Frequent Moviegoer' = Attend a movie at least once a month.

Moviegoers are multifaceted in their interests and behaviors, making them highly valuable to brands

They're **Shoppers and Spenders**

They're **Givers and Gifters**

They're **Socializers**

They're **Travelers**

They're **Foodies**

They're **Recreationalists**

They're **Early Adopters**


They're **DIYers**

They're **Gamers**

They're **Enthusiasts**



Brands can meet these highly desirable consumers in the moments before upcoming releases at a movie theater near you



The theatrical pipeline is filled with high-profile movies and specialty film releases throughout 2025



Source: IMDb, Upcoming Releases, 2024/2025. Note: Release dates planned as of 11/8/24 and subject to change.

Interested in getting more granular moviegoer spending data across 70 subcategories in total?

Example:
Restaurant Category

- Subcategories:
- Fast Food & Drive-Ins
 - Family Restaurants & Steakhouses
 - Fine Dining
 - Other

[Click this button](#) to download the excel!

A18+	Annual Expenditure Per Person			Indices vs. Non Movie-Goer	
	Non-Moviegoer	Moviegoer	'Frequent' Moviegoer	Annual Expenditure Per Person	
				Moviegoer	'Frequent' Moviegoer
Grand Total					
Restaurants - Total	\$1,413	\$1,964	\$2,275	139	161
Fast Food & Drive-In Restaurants **	\$623	\$792	\$892	127	143
Family Restaurants & Steak Houses **	\$549	\$777	\$925	141	168
Fine Dining Restaurants **	\$163	\$279	\$338	172	208
Other Restaurants **	\$78	\$115	\$120	149	154

Key Marketer Takeaways

- ▶ The cinema experience delivers brand success – through a video platform that creates a highly attentive environment with emotionally engaging content to the audience who drives outsized sales compared to non-moviegoers
- ▶ Moviegoers, with their variety of interests and needs, have proven to be highly desirable consumers for brands across a wide range of categories including ecommerce, financial, health and beauty, home improvement and travel
- ▶ With pandemic-related lockdowns and Hollywood strikes well in the past, the theatrical release pipeline will be strong in 2025 giving marketers consistent opportunities to reach these highly desirable moviegoing consumers throughout the year

Download our supplemental report to access additional age breaks (A25-44 & A25-54) on **moviegoer** category expenditures

[Click report cover below to download](#)



Discover

Fast Facts
▶ What you need to know about new & emerging trends, platforms or technology

Show Me the Money
Highlighting the Value of Moviegoers Across 20 Major Categories

A18+, A25-44, A25-54

VAB Insights.
Inspiration.
Impact.

Creators

Jason Wiese

SVP, Director of Strategic Insights
jasonw@thevab.com

Karolina Guillen

Associate Director, Insights, Strategy & Analytics
karolinag@thevab.com

Leah Montner Dixon

Director, Audience & Behavioral Insights
leahm@thevab.com

Kaileen Cain

Senior Insights Analyst
kaileenc@thevab.com

Discover more

Looking for more data, insights and takeaways?
Check out this related VAB content



The Pursuit of Happiness
How Mood Lights Up
Ad Engagement at the Cinema



Reeling in Audiences
10 Acts of Attention Along
the Moviegoer's Journey



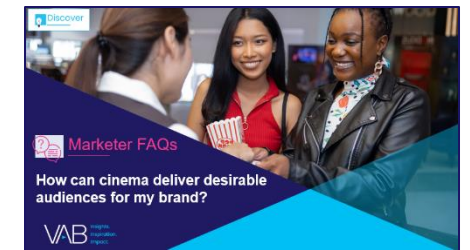
The Passion of the Cinema
Tapping into people's excitement
for quality, premium video content



At the Movies
15 Reasons to Include Cinema
Within a Video Campaign



Disconnect to Reconnect
How Real-Life Shared Experiences Are the Antidote
for Social Media Isolation Among Gen Z



**How can cinema deliver desirable
audiences for my brand?**

VAB Members, brand marketers and agencies get free and immediate access to VAB's content library. Get access at [theVAB.com](https://thevab.com)

About VAB

VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies ***complimentary access*** to our continuously-growing Insights library. **Get immediate access at the [VAB.com](https://www.vab.com).**