

## 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**



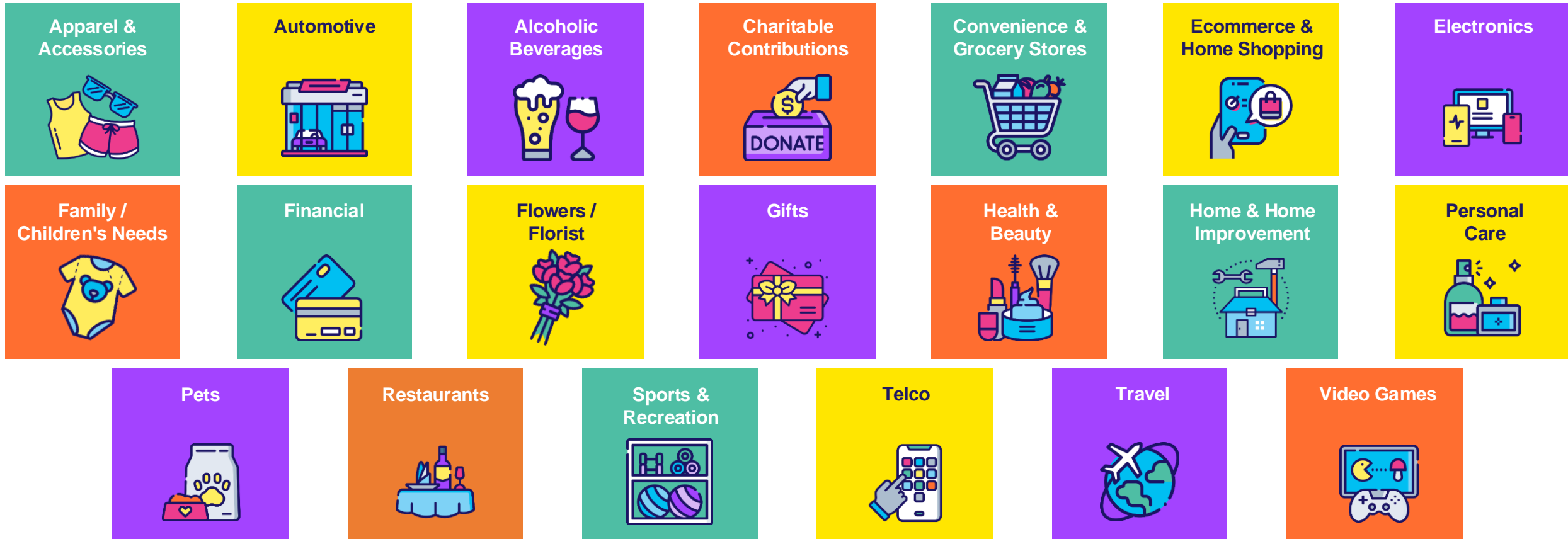
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Moviegoers, including A25-44 & A25-54,  
are highly desirable consumers who drive  
outsized sales across a wide variety of major  
categories



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

## 20 Categories Analyzed



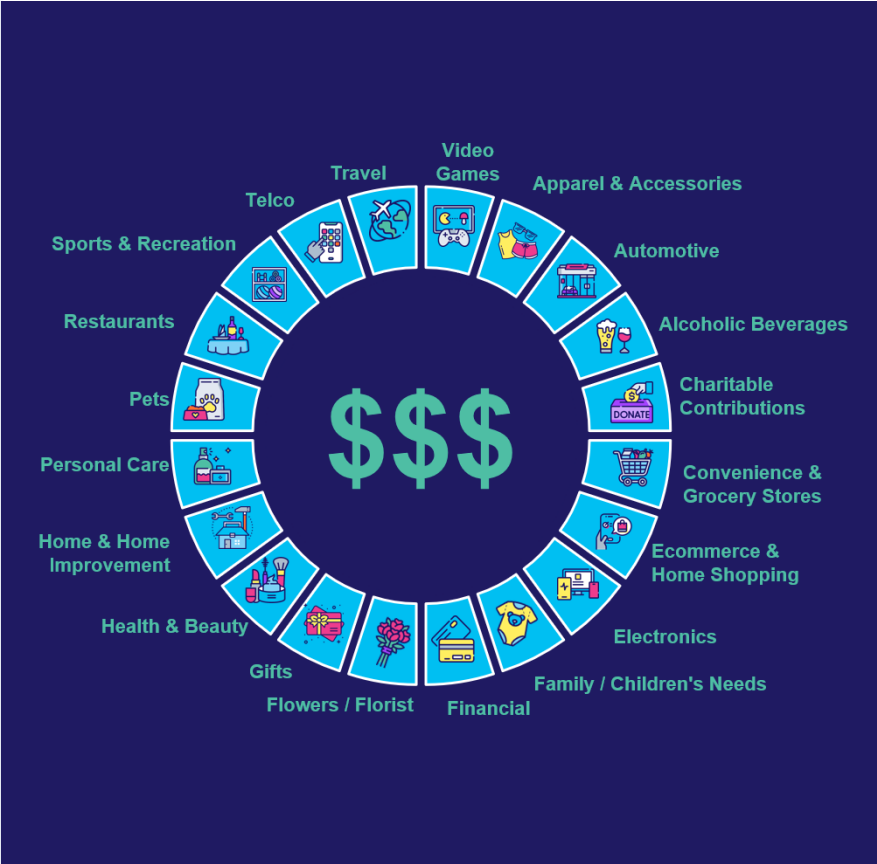
[click the appropriate box above](#) if you would like to be brought directly to the corresponding category

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>
A25-44	\$17,062	\$19,637 <i>(+15% higher)</i>	\$20,139 <i>(+18% higher)</i>
A25-54	\$18,399	\$21,503 <i>(+17% higher)</i>	\$22,412 <i>(+22% 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)

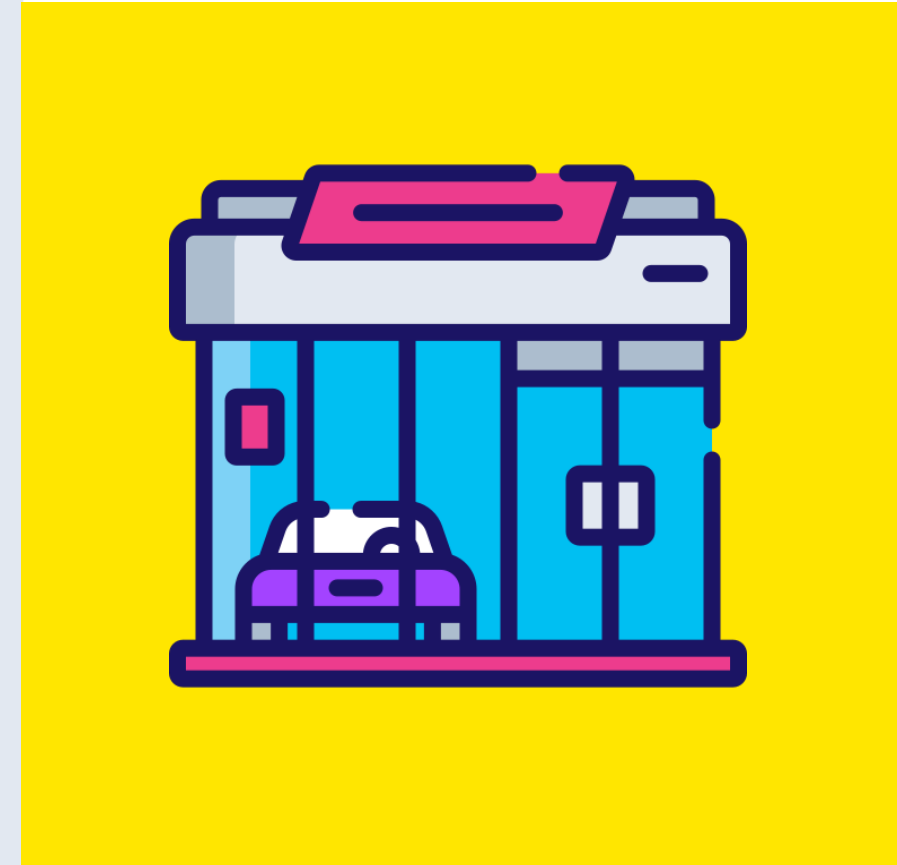
Demo	Non-Moviegoers	Moviegoers	‘Frequent’ Moviegoers
A18+	\$534	\$719 <i>(+35% higher)</i>	\$817 <i>(+53% higher)</i>
A25-44	\$591	\$748 <i>(+27% higher)</i>	\$861 <i>(+46% higher)</i>
A25-54	\$601	\$774 <i>(+29% higher)</i>	\$881 <i>(+46% higher)</i>

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>
A25-44	\$1,540	\$1,621 <i>(+5% higher)</i>	\$1,584 <i>(+3% higher)</i>
A25-54	\$1,584	\$1,657 <i>(+5% higher)</i>	\$1,622 <i>(+2% 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. '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>
A25-44	\$246	\$333 <i>(+36% higher)</i>	\$355 <i>(+45% higher)</i>
A25-54	\$250	\$341 <i>(+37% higher)</i>	\$368 <i>(+47% 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>
A25-44	\$92	\$127 <i>(+37% higher)</i>	\$109 <i>(+18% higher)</i>
A25-54	\$107	\$149 <i>(+39% higher)</i>	\$132 <i>(+24% 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)

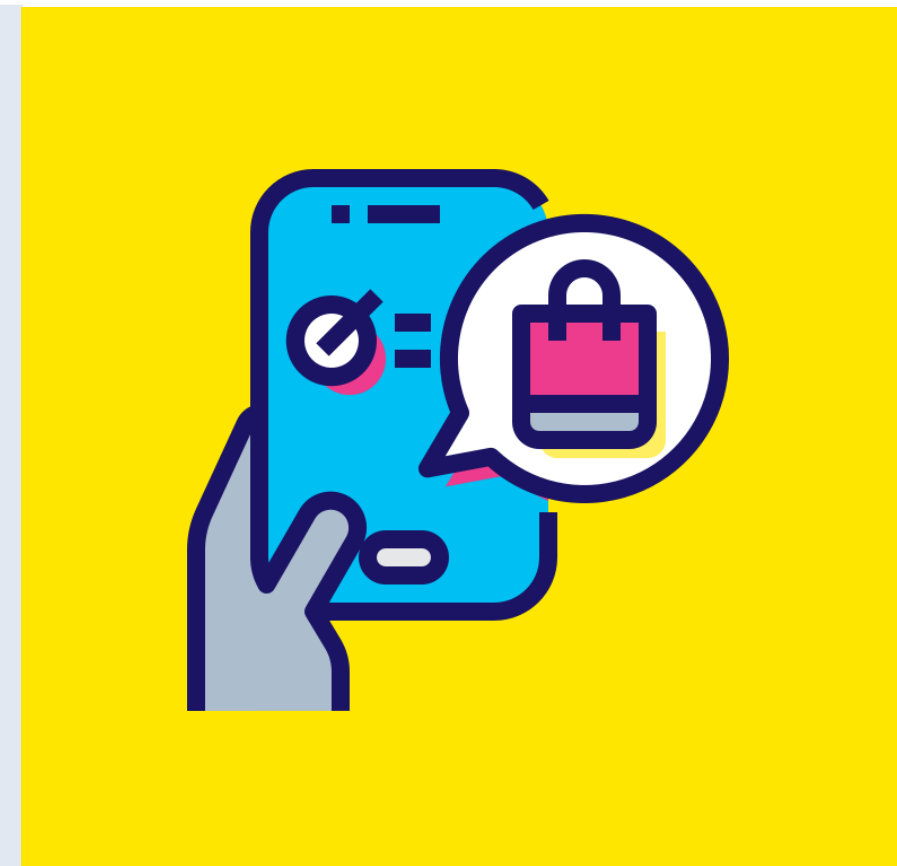
Demo	Non-Moviegoers	Moviegoers	'Frequent' Moviegoers
A18+	\$6,190	\$6,449 <i>(+4% higher)</i>	\$6,452 <i>(+4% higher)</i>
A25-44	\$6,550	\$6,675 <i>(+2% higher)</i>	\$6,623 <i>(+1% higher)</i>
A25-54	\$6,547	\$6,673 <i>(+2% higher)</i>	\$6,640 <i>(+1% higher)</i>

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. '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>
A25-44	\$939	\$1,143 <i>(+22% higher)</i>	\$1,139 <i>(+21% higher)</i>
A25-54	\$937	\$1,160 <i>(+24% higher)</i>	\$1,158 <i>(+24% 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>
A25-44	\$58	\$72 <i>(+26% higher)</i>	\$89 <i>(+55% higher)</i>
A25-54	\$55	\$72 <i>(+29% higher)</i>	\$84 <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. '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>
A25-44	\$374	\$403 <i>(+8% higher)</i>	\$383 <i>(+2% higher)</i>
A25-54	\$319	\$362 <i>(+13% higher)</i>	\$349 <i>(+9% 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)

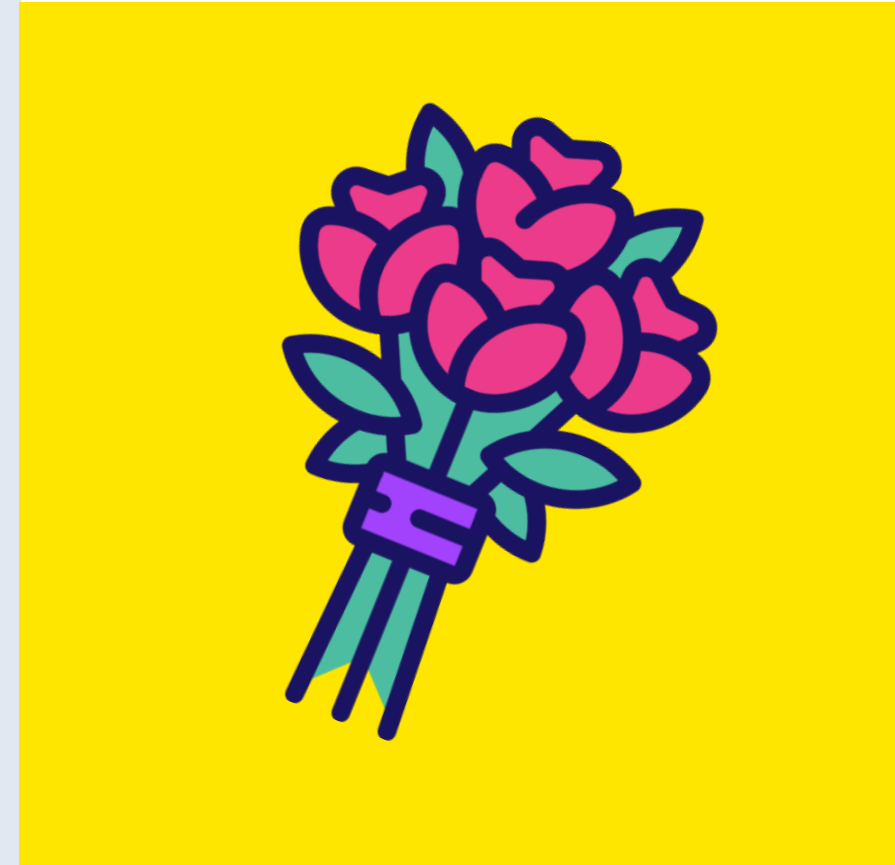
Demo	Non-Moviegoers	Moviegoers	'Frequent' Moviegoers
A18+	\$9,987	\$12,091 <i>(+21% higher)</i>	\$11,847 <i>(+19% higher)</i>
A25-44	\$10,008	\$12,220 <i>(+22% higher)</i>	\$12,156 <i>(+21% higher)</i>
A25-54	\$10,203	\$12,583 <i>(+23% higher)</i>	\$12,578 <i>(+23% higher)</i>

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>
A25-44	\$10	\$15 <i>(+53% higher)</i>	\$16 <i>(+65% higher)</i>
A25-54	\$12	\$17 <i>(+46% higher)</i>	\$19 <i>(+63% 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>
A25-44	\$58	\$82 <i>(+42% higher)</i>	\$82 <i>(+41% higher)</i>
A25-54	\$64	\$92 <i>(+43% higher)</i>	\$92 <i>(+42% 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>
A25-44	\$208	\$264 <i>(+27% higher)</i>	\$274 <i>(+32% higher)</i>
A25-54	\$219	\$275 <i>(+26% higher)</i>	\$284 <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. '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>
A25-44	\$1,223	\$1,476 <i>(+21% higher)</i>	\$1,432 <i>(+17% higher)</i>
A25-54	\$1,290	\$1,553 <i>(+20% higher)</i>	\$1,479 <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. ‘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>
A25-44	\$136	\$157 <i>(+16% higher)</i>	\$186 <i>(+37% higher)</i>
A25-54	\$140	\$164 <i>(+17% higher)</i>	\$192 <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. '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>
A25-44	\$471	\$517 <i>(+10% higher)</i>	\$473 <i>(+1% higher)</i>
A25-54	\$501	\$546 <i>(+9% higher)</i>	\$496 <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. '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>
A25-44	\$1,499	\$2,002 <i>(+33% higher)</i>	\$2,330 <i>(+55% higher)</i>
A25-54	\$1,527	\$2,085 <i>(+37% higher)</i>	\$2,428 <i>(+59% higher)</i>

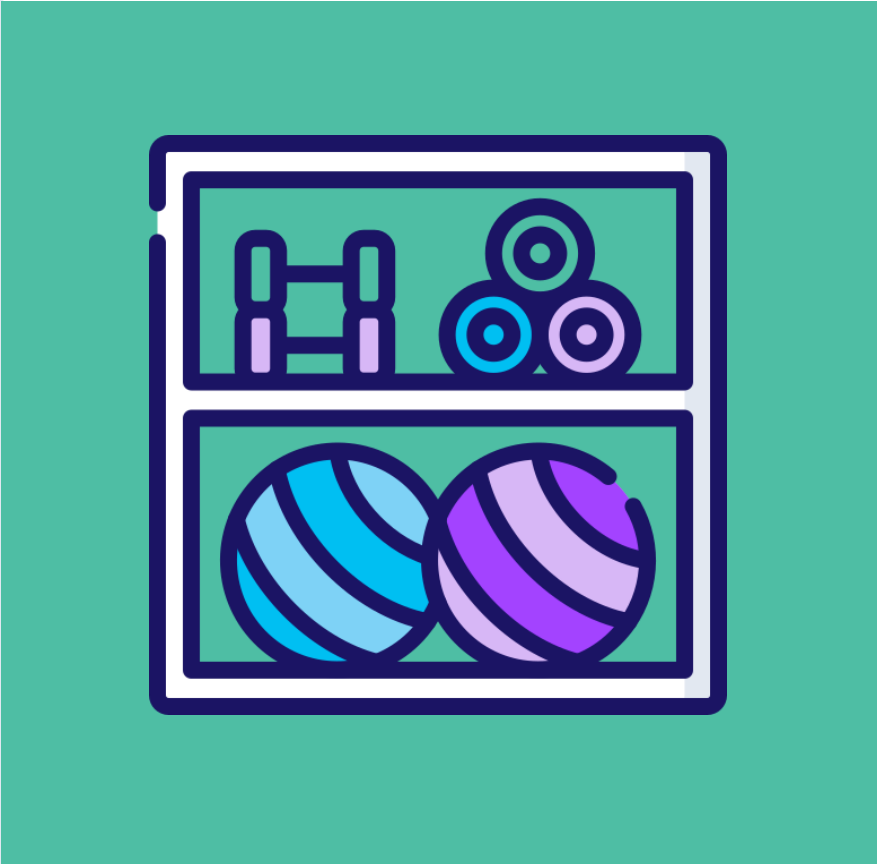
Source: VAB analysis of MRI-Simmons Spring 2024 Doublebase Study, A18+. 'Non-Moviegoer' = Has not gone to the movies in the last 12 months; 'Moviegoer' = Attended a movie in the last 12 months; 'Frequent Moviegoer' = Attend a movie at least once a month. 'Restaurants' includes expenses on fast food & 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>
A25-44	\$193	\$273 <i>(+42% higher)</i>	\$275 <i>(+42% higher)</i>
A25-54	\$188	\$271 <i>(+45% higher)</i>	\$272 <i>(+45% 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>
A25-44	\$1,329	\$1,387 <i>(+4% higher)</i>	\$1,409 <i>(+6% higher)</i>
A25-54	\$2,392	\$2,788 <i>(+17% higher)</i>	\$3,244 <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. '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>
A25-44	\$1,286	\$2,053 <i>(+60% higher)</i>	\$2,219 <i>(+73% higher)</i>
A25-54	\$1,379	\$2,216 <i>(+61% higher)</i>	\$2,344 <i>(+70% 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>
A25-44	\$77	\$90 <i>(+17% higher)</i>	\$100 <i>(+31% higher)</i>
A25-54	\$69	\$82 <i>(+20% higher)</i>	\$93 <i>(+35% 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.

# 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**





# Download our full report to learn more about how moviegoers contribute outsized sales to brands across a variety of categories

[Click report cover below to download](#)



**40-page report  
which includes  
A18-34 &  
HHI \$100K+  
demos**

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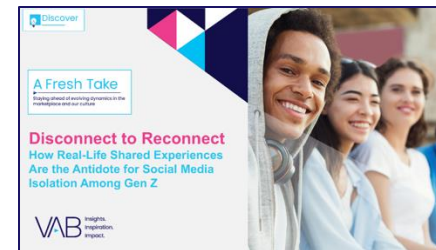
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10 Acts of Attention Along  
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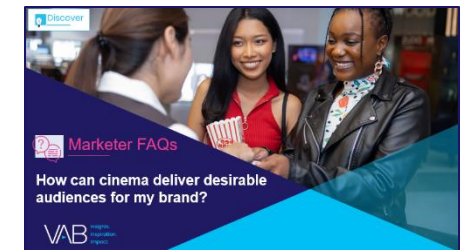
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