

SUPER CINEMA GOERS ARE SUPER SPENDERS, SOCIAL & ACTIVE CONSUMERS.

35%

**MORE LIKELY TO GO TO
BARS/NIGHTCLUBS**

57%

**MORE LIKELY TO
FREQUENTLY DINE OUT**

48%

**MORE LIKELY TO SPEND \$1K+
ON VACATIONS ANNUALLY**

43%

**MORE LIKELY TO BE
GYM MEMBERS**

20%

**MORE LIKELY TO SOCIALIZE
WITH FRIENDS AROUND TOWN**

33%

**MORE LIKELY TO ATTEND
SPORTS EVENTS**

**THE POWER OF
SUPER CINEMA GOERS**

**They are more likely to spend on entertainment,
leisure activities, products and services than the average adult.**

SUPER CINEMA GOERS ARE THE FIRST TO HEAD BACK TO THE MOVIES.

Source: MRI-Simmons, Spring 2020, Base: P18+, 'Super Cinema Goer' - attend a movie at least once a month.
Percentages = 'Super Cinema Goer' vs. average adult 18+. Frequently dine out = 5+ times in last 30 days.
Socialize with friends = 6+ hours weekly.

