



**MOTION PICTURE ASSOCIATION**  
**Worldwide Market Research**

**2004**

**US Movie Attendance Study**

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- **In 2004, the number of moviegoers reached its highest point in five years**
  - 37% of total moviegoers are frequent moviegoers
  - 46% of total moviegoers are occasional moviegoers
  - 17% of total moviegoers are infrequent moviegoers
- **Young and frequent moviegoers continue to represent the majority of admissions in 2004**
  - The 12-29 age group makes up 30% of the population and represents almost half of annual theatrical admissions
  - Frequent moviegoers make up 81% of total admissions.
- **Increase in moviegoing among the 40 and over age group**
  - The number of moviegoers aged 12-39 declined slightly in 2004, but moviegoers aged 40 and over increased 2 points.
  - Moviegoers aged 50 and over have increased 11% to reach the highest point in the last five years.

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

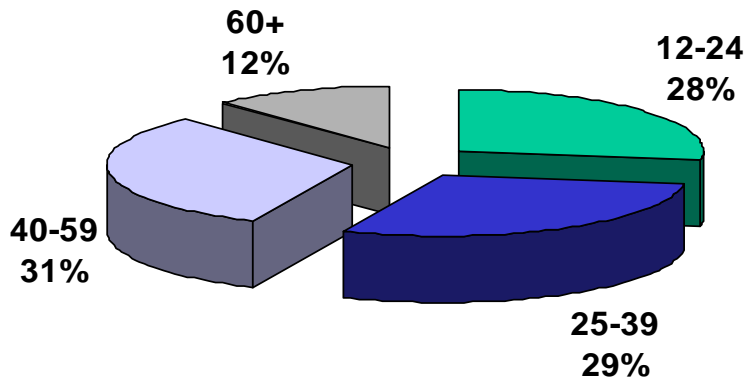
*Occasional = at least once in six months (2-11x/year)*

*Infrequent = less than once in six months*

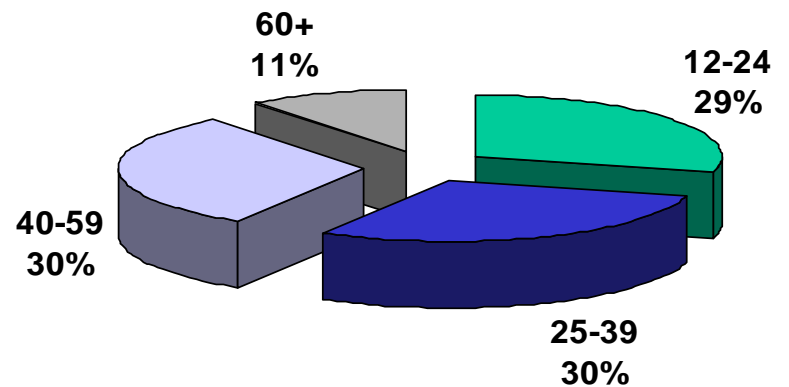
# Moviegoers

- 12-39 year olds account for 57% of total moviegoers.
- The 12-24, 25-39 and 40-59 age groups represent similar shares of the moviegoing population.

**Moviegoers by Age Group**  
**2004**

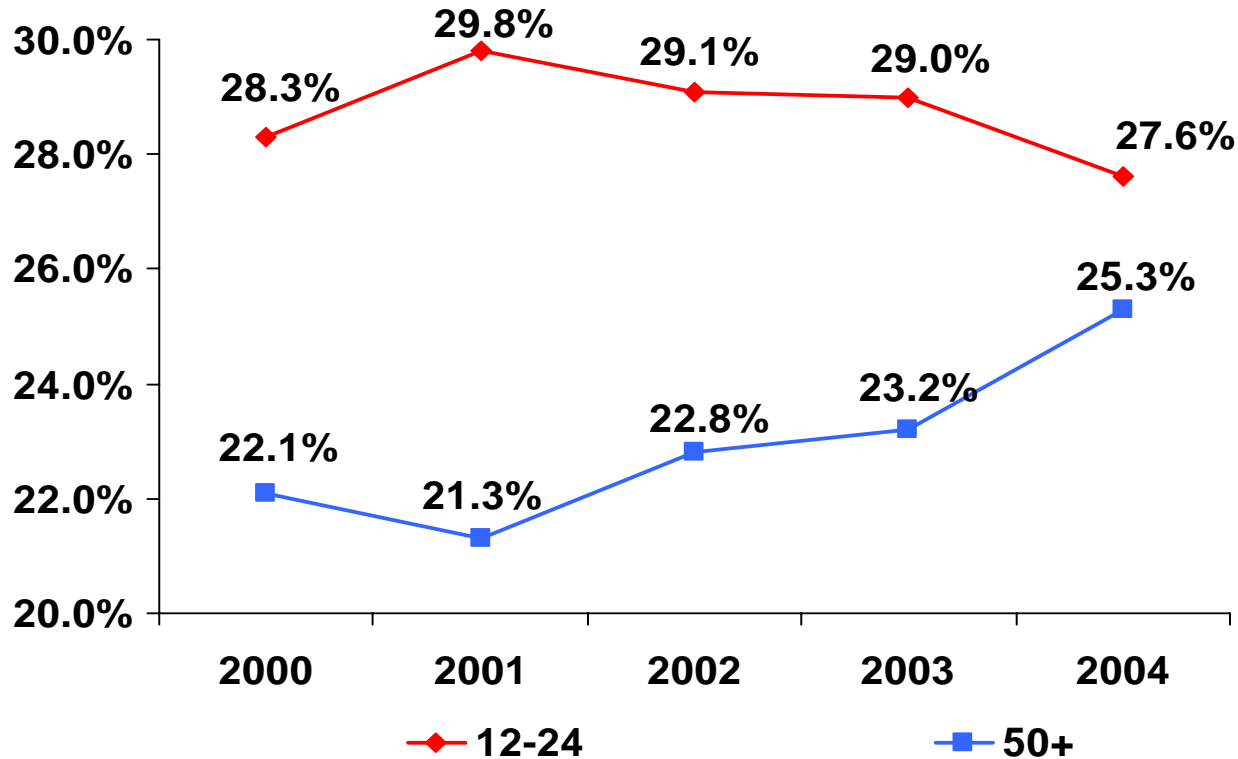


**Moviegoers by Age Group**  
**2003**



- With an eleven percent increase, the percentage of moviegoers aged 50 and over inched closer to the percentage of moviegoers aged 12-24.

**Percent of Moviegoers by Age Group**  
**2004**



# Admissions

- Admissions are almost equally dispersed among all age groups with those aged 30-39 having the highest percentage at 18%.

## Percent of Yearly Admissions by Age Group

2000-2004

Age Group	2000-2004					Resident Civilian Population as of 1/04		
	2000	2001	2002	2003	2004			
12-15	10%	12%	10%	11%	11%	..... 47% .....	7%	..... 30% .....
16-20	17%	16%	17%	16%	17%		9%	
21-24	11%	10%	12%	12%	10%		6%	
25-29	12%	9%	11%	9%	9%		8%	
30-39	18%	19%	17%	19%	18%		18%	
40-49	14%	17%	15%	14%	16%	19%		
50-59	10%	9%	8%	11%	10%	14%		
60+	8%	8%	9%	8%	9%	19%		
12-17	17%	19%	16%	18%	19%	11%		
18+	83%	82%	85%	81%	80%	89%		

- The percent of frequent moviegoers among the moviegoing population increased 2 points.
- The combination of frequent and occasional moviegoers total 83%.

## Frequency of Total Moviegoing Population 2000-2004

	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	
<b>Frequent</b>	40%	38%	38%	35%	37%	83%
<b>Occasional</b>	46%	45%	47%	50%	46%	
<b>Infrequent</b>	14%	16%	15%	15%	17%	

*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

- While frequent moviegoers increased three points to reach similar levels seen in 2002, those that go to the movies occasionally still represent the majority of moviegoers aged twelve and over.
- Frequent moviegoers comprise 81% of total admissions of all moviegoers.

## Frequency of Moviegoing\* 2000-2004

	2000	2001	2002	2003	2004
<b>Frequent</b>	30%	27%	28%	25%	28%
<b>Occasional</b>	34%	32%	34%	36%	35%
<b>Infrequent</b>	10%	12%	11%	11%	13%
<b>Never</b>	26%	30%	26%	27%	24%

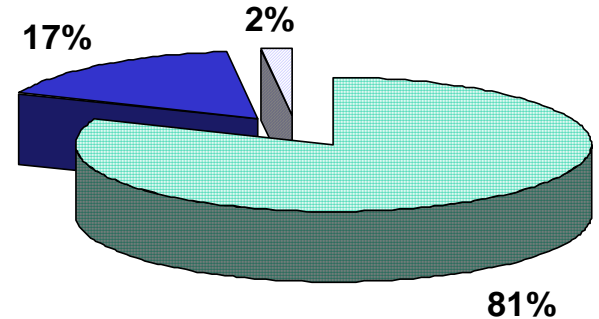
\* Aged 12 and over

*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 2004

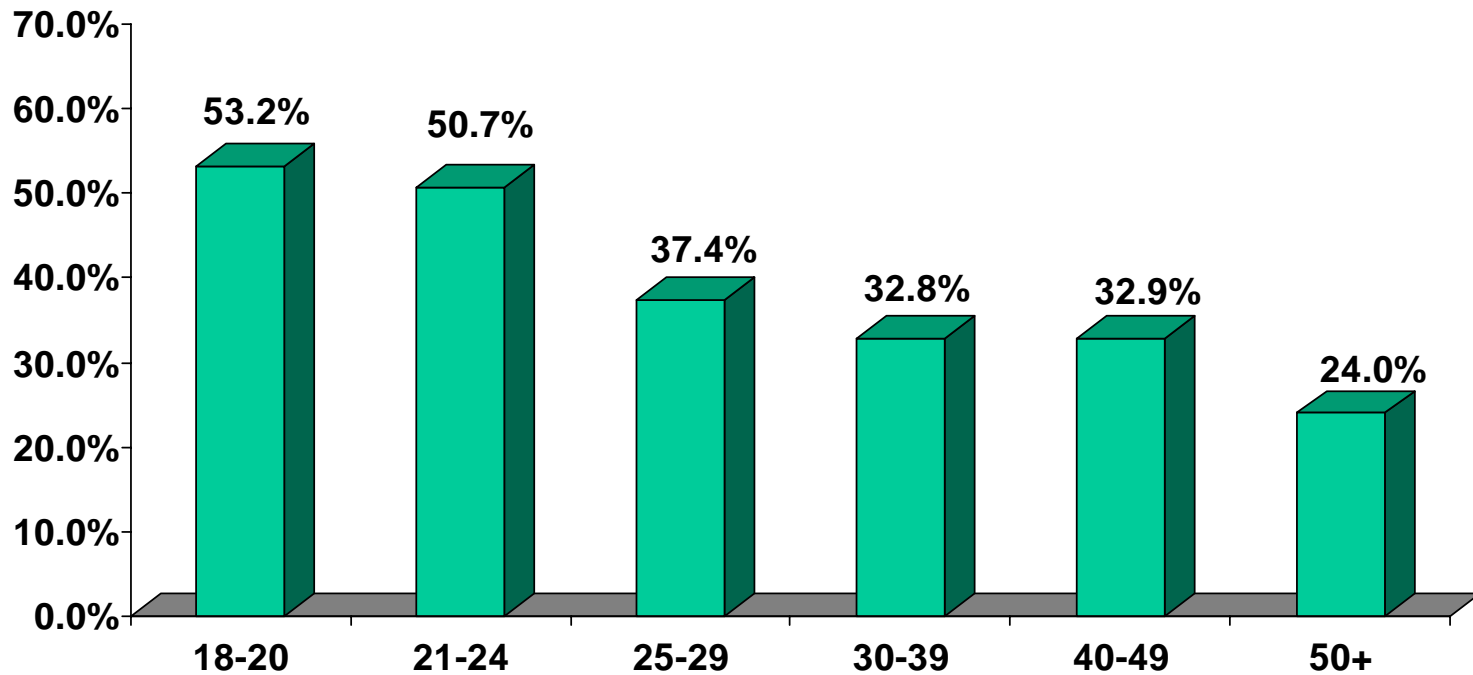


■ Frequent ■ Occasional ■ Infrequent



- Among all age brackets, 18-20 year olds continue to have the most frequent moviegoers.

**Frequent Moviegoers by Age Group\***  
**2004**



\* These figures represent the percent of frequent moviegoers among the moviegoing population per age group

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

# Frequency

- Among the teen population, frequent and occasional moviegoers represent 88% of total teen moviegoers.
- The frequency of moviegoing among the adult population (18+) has been consistent among all categories with occasional moviegoers having the highest representation (35%) in 2004.

## Frequency of Moviegoing Among Adult Population (18+)

	2000	2001	2002	2003	2004
<b>Frequent</b>	27%	24%	25%	23%	25%
<b>Occasional</b>	33%	31%	34%	35%	35%
<b>Infrequent</b>	11%	12%	11%	12%	13%
<b>Never</b>	28%	33%	29%	30%	26%

Frequent and Occasional = 60%

## Frequency of Moviegoing Among Teen Population (12-17)

	2000	2001	2002	2003	2004
<b>Frequent</b>	49%	51%	46%	44%	54%
<b>Occasional</b>	38%	37%	42%	48%	34%
<b>Infrequent</b>	8%	7%	9%	5%	8%
<b>Never</b>	5%	5%	2%	3%	4%

Frequent and Occasional = 88%

Frequency of Moviegoing Among  
Adults and Teens - Male

	2000	2001	2002	2003	2004	
Frequent	33%	29%	29%	27%	28%	61%
Occasional	33%	31%	34%	35%	33%	
Infrequent	9%	12%	11%	12%	12%	
Never	35%	27%	25%	25%	27%	

Frequency of Moviegoing Among  
Adults and Teens - Female

	2000	2001	2002	2003	2004	
Frequent	26%	24%	26%	23%	24%	58%
Occasional	35%	32%	35%	37%	34%	
Infrequent	12%	11%	11%	10%	13%	
Never	27%	32%	27%	29%	29%	

Frequency of Moviegoing Among  
Single Adults

	2000	2001	2002	2003	2004
Frequent	32%	29%	28%	25%	28%
Occasional	32%	30%	32%	32%	33%
Infrequent	10%	10%	11%	11%	11%
Never	26%	30%	29%	31%	27%

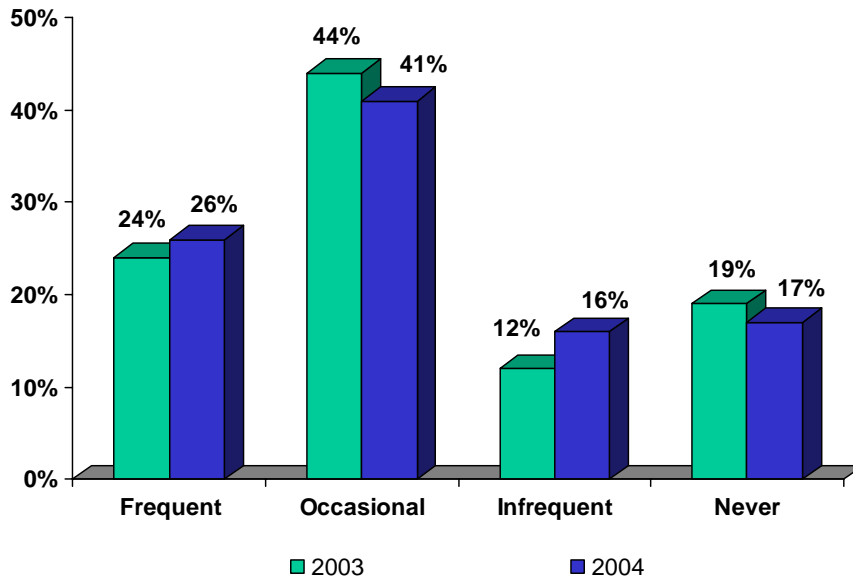
Frequency of Moviegoing Among  
Married Adults

	2000	2001	2002	2003	2004
Frequent	24%	19%	23%	21%	22%
Occasional	34%	32%	36%	37%	37%
Infrequent	12%	14%	12%	12%	15%
Never	30%	34%	29%	30%	26%

# Frequency

- Among families with children under the age of twelve, the percentage of occasional moviegoers continued to be the highest.
- Among families with teenagers, frequent and occasional moviegoers represent a combined 71%.

**Frequency of Moviegoing:  
Families with Children (under 12)  
2003-2004**



**Frequency of Moviegoing:  
Families with Teenagers (12-17)  
2003-2004**

