

What Boomers Want: Insights Into Cinema Experience Preferences and Behaviors

Annotated Questionnaire

- Reading Notes:
 - Weighted data shown
 - U.S. Population, age 18 and older
 - Sample balanced on gender, age, ethnicity, region, AARP membership status
 - Generations are defined as the following:
 - Millennials: 21-37
 - Gen X: 38-53
 - Boomers: 54-72

SCREENER

Base: all respondents

S1. Let's start with a few demographic questions:

Please select your gender. **[SC]**

	Total	Millennials	Gen X	Boomers
Male	48	51	47	47
Female	52	49	53	53

Base: all respondents

S2. Please tell us your age.

	Total	Millennials	Gen X	Boomers
18-24	13	24	0	0
25-34	16	54	0	0
35-44	17	23	39	0
45-49	11	0	40	0
50-69	32	0	21	83
70+	12	0	0	17
Mean	46.9	29.6	45.5	63.2

Base: all respondents

S3. Please select the state in which you currently reside?

	Total	Millennials	Gen X	Boomers
South	38	37	37	37
West	22	24	22	23
Midwest	22	21	23	22
Northeast	18	18	18	18

Base: all respondents

S4a. Are you of Hispanic or Latino origin (ethnicity)? [SC]

	Total	Millennials	Gen X	Boomers
Yes	15	20	14	9
No	85	80	86	91

Base: all respondents

S4b. What is your race? *Select all that apply*

	Total	Millennials	Gen X	Boomers
White/Caucasian	75	78	80	82
Black/African American	15	15	14	11
Asian/Asian American	5	6	6	4
Native American	3	1	1	3
Other (Please Specify)	6	3	2	2

HRACE - ADD BEFORE hRace

S4a=1, PUNCH HISPANIC

OR

S4b=1 ONLY, PUNCH AS CAUCASIAN

S4b=2 ONLY, PUNCH AS BLACK/AFRICAN AMERICAN

S4b=3 ONLY, PUNCH AS ASIAN

S4b=4 ONLY, PUNCH AS NATIVE AMERICAN

S4b=5 ONLY, PUNCH AS OTHER

IF THE RESPONDENT IS 4b=4,5 OR MULTIPUNCHES, PLEASE CLASSIFY THEM AS "OTHER"

RESPONDENT IS ONLY PUNCHED *ONCE* – AT S4A=1 (HISPANIC) OR BASED ON THEIR S4B RESPONSE

Base: all respondents

	Total	Millennials	Gen X	Boomers
White/Caucasian	63	62	67	72
Hispanic	15	20	14	9
Black/African American	12	12	11	11
Asian/Asian American	4	4	4	4
Other	6	3	3	4

Base: all respondents

S4. Which of the following organizations are you currently a member of? *Select all that apply*

	Total	Millennials	Gen X	Boomers
AARP	13	0	5	34
AAA ('Triple A')	28	26	29	31
USAA	9	13	8	6
Costco	23	32	25	17
None of the above	48	50	51	41

SURVEY

Base: all respondents

Q1. Today's survey is about going to the movie theater.

To start, how frequently do you go to a movie theater to see a film?

	Total	Millennials	Gen X	Boomers
Ever (NET)	79	89	84	71
Occasionally Or More Often (SUBNET)	63	78	70	48
Frequent (SUB-SUBNET)	38	56	44	22
Several times a week (130)	4	12	4	1
Once a week (52)	6	12	8	2
Several times a month (48)	12	16	13	7
Once a month (12)	16	17	20	13
Several times a year (4)	26	22	27	26
Once a year (1)	16	11	13	23
Never (0)	21	11	17	29
Mean Times Per Year	17.5	31.8	18.5	8.3

[CREATE 'FREQUENCY' VARIABLE:

Q1=1:4; Frequent

Q1=5; Occasional

Q1=6; Infrequent

Q1=7; Non-moviegoers]

Base: all respondents

	Total	Millennials	Gen X	Boomers
Frequent	38	56	44	22
Occasional	26	22	27	26
Infrequent	16	11	13	23
Non-moviegoers	21	11	17	29

Base: Ever sees movies

Q2. When you go to the movies, who do you typically go with? You may select up to 3 responses.

	Total	Millennials	Gen X	Boomers
Base: Ever Sees Movies	1503	521	414	428
With my spouse/significant other	53	55	59	50
With a date (not a spouse or significant other)	8	10	8	4
With children	31	33	47	24
With a parent	9	13	6	2
With a friend or two	30	34	28	26

With a group of friends	13	17	10	6
By myself	20	24	18	21
Other (Specify)	3	1	1	5

Base: Ever sees movies

Q2b. How comfortable are you, or would you be, going to a movie by yourself?

	Total	Millennials	Gen X	Boomers
Base: Ever Sees Movies	1503	521	414	428
Top Two Box (NET)	71	75	77	68
Very comfortable	49	53	51	50
Somewhat comfortable	22	22	25	18
Neutral	13	11	11	14
Bottom Two Box (NET)	16	14	13	19
Somewhat uncomfortable	10	8	8	13
Very uncomfortable	6	6	5	6

Base: Ever sees movies

Q4. What typically prompts your decision/desire to go to the movies? You may select up to 3 responses.

	Total	Millennials	Gen X	Boomers
Base: Ever Sees Movies	1503	521	414	428
A new movie I am interested in	80	77	81	84
Just something to do	38	43	38	32
An actor/actress that I like is in a new movie	31	32	29	34
Date night	28	36	35	11
Special occasion (e.g. birthday, anniversary)	18	22	19	13
Special event (e.g. private screening)	8	13	8	4
Other (Specify)	2	1	2	3

Base: all respondents

Q4b. How do you typically hear about new movies [you want to see]?

Please select all that apply

	Total	Millennials	Gen X	Boomers
Traditional advertising (e.g. TV, online, outdoor)	58	51	62	64
Social media networks (e.g. Facebook, Twitter)	42	63	42	22
Other online sites (e.g. YouTube, Moviefone)	27	44	26	13
Through friends and family	45	43	44	48
Television shows (e.g. Today Show, Tonight Show)	30	33	32	29
Entertainment news (e.g. print, online, radio)	29	31	31	27
Other (specify)	4	1	2	6

Base: Ever sees movies

Q4c. Which of the following best describes how you typically approach your movie-going?

	Total	Millennials	Gen X	Boomers
Base: Ever Sees Movies	1503	521	414	428
Just go straight to and from the movie	42	43	42	45
Make a day/night of it by doing something before or after (e.g. eating, shopping, etc.)	40	44	41	33

Half the time it's rolled into other activities, half the time it's the only activity	18	13	17	22
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Base: Sees movies occasionally or more often

Q5. Using the table below, please indicate the days of the week and time of day you typically go to the movies? You may select up to 3 options.

1. Sunday	Total	Millennials	Gen X	Boomers
Base: See Movies Occasionally Or More Often	1200	458	349	288
Afternoon/Matinee (Noon - 4:30pm)	33	31	38	38
Early Evening	13	12	12	14
Evening	10	14	9	6
Late Evening	4	6	4	2
Midnight	1	1	1	0

2. Monday	Total	Millennials	Gen X	Boomers
Base: See Movies Occasionally Or More Often	1200	458	349	288
Afternoon/Matinee (Noon - 4:30pm)	6	4	6	13
Early Evening	4	7	4	3
Evening	4	6	5	3
Late Evening	2	4	2	0
Midnight	1	2	1	0

3. Tuesday	Total	Millennials	Gen X	Boomers
Base: See Movies Occasionally Or More Often	1200	458	349	288
Afternoon/Matinee (Noon - 4:30pm)	9	5	6	21
Early Evening	4	3	3	6
Evening	8	11	8	6
Late Evening	2	3	2	1
Midnight	0	1	0	0

4. Wednesday	Total	Millennials	Gen X	Boomers
Base: See Movies Occasionally Or More Often	1200	458	349	288
Afternoon/Matinee (Noon - 4:30pm)	6	2	5	13
Early Evening	3	3	3	3
Evening	5	5	6	4
Late Evening	2	4	1	2
Midnight	0	0	1	0

5. Thursday	Total	Millennials	Gen X	Boomers
Base: See Movies Occasionally Or More Often	1200	458	349	288
Afternoon/Matinee (Noon - 4:30pm)	5	3	3	11
Early Evening	3	4	2	2
Evening	6	6	6	4
Late Evening	3	5	1	1
Midnight	1	1	1	0

6. Friday	Total	Millennials	Gen X	Boomers
Base: See Movies Occasionally Or More Often	1200	458	349	288
Afternoon/Matinee (Noon - 4:30pm)	6	3	6	11
Early Evening	9	8	7	12
Evening	23	25	22	20
Late Evening	18	20	18	8
Midnight	2	4	0	1

7. Saturday	Total	Millennials	Gen X	Boomers
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Base: See Movies Occasionally Or More Often	1200	458	349	288
Afternoon/Matinee (Noon - 4:30pm)	22	17	26	27
Early Evening	16	14	18	15
Evening	26	28	28	21
Late Evening	19	22	17	7
Midnight	4	5	2	1

Q6. Why do you like to go to the movies on [Q5 DAY]'s for the [TIME] shows?

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Base: Sees movies occasionally or more often

Q7a. Which of the following describes how you prefer to buy movie theater tickets?

	Total	Millennials	Gen X	Boomers
Base: See Movies Occasionally Or More Often	1200	458	349	288
In person at the theater	67	59	66	77
Online before going to the theater	21	29	22	11
No preference	12	12	13	12

Base: ASK IF Q7a=2,3

Q7b. More specifically, which online method do you use most often for buying movie theater tickets in advance?

	Total	Millennials	Gen X	Boomers
Base: Buys Tickets Online/No Preference	402	187	120	66
Online (via a website)	67	64	64	61
Mobile App (via an application downloaded to your mobile device)	29	35	33	25
Other (Specify)	4	1	3	14

Base: Sees movies occasionally or more often

Q7c. MoviePass is another way to obtain movie tickets. Once you subscribe to MoviePass you can use your MoviePass card to see up to one movie a day, at select theaters and shows, for \$10 a month. What was your level of familiarity with MoviePass before today?

	Total	Millennials	Gen X	Boomers
Base: See Movies Occasionally Or More Often	1200	458	349	288
Have a subscription	8	16	8	2
Heard of it but don't have it	59	57	64	54
Never heard of it	34	27	28	44

Base: ASK IF Q7c=3

Q7d. If your preferred theater didn't accept MoviePass, how likely would you be to start going to a different theater that accepted it?

	Total	Millennials	Gen X	Boomers
Base: Has MoviePass Subscription	95	73	27	5
Top Two Box (NET)	92	97	89	86
Very likely	74	77	81	54
Somewhat likely	18	21	8	32
Not sure	4	2	8	0
Bottom Two Box (NET)	4	1	4	15
Somewhat unlikely	4	1	4	15

Very unlikely	0	0	0	0
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Base: Sees movies occasionally or more often

Q8. In the recent past, some movie theaters have started to use reserved seating.

Q8a. First, do the theaters you most commonly go to have reserved seating?

	Total	Millennials	Gen X	Boomers
Base: See Movies Occasionally Or More Often	1200	458	349	288
Yes	42	57	38	28
No	44	35	48	50
Not sure	15	9	14	23

Q8b. Second, do you prefer the open seating option or reserved seating?

	Total	Millennials	Gen X	Boomers
Base: See Movies Occasionally Or More Often	1200	458	349	288
Open seating	53	53	50	58
Reserved seating	27	32	28	19
Not sure/No preference	20	15	22	24

Base: Sees movies occasionally or more often

Q9a. While on the subject of seating, do you, or the person/people you typically go to the movies with, have any mobility issues that require special attention or seating options (e.g. wheelchair access, hand rails)?

	Total	Millennials	Gen X	Boomers
Base: See Movies Occasionally Or More Often	1200	458	349	288
Yes, I do	16	23	17	14
Yes, my companion does	6	6	5	4
No	78	72	78	82

Base: ASK IF Q9a=1,2

Q9b. How well does your local movie theater accommodate your mobility assistance needs?

	Total	Millennials	Gen X	Boomers
Base: Self/Companion Has Mobility Issues	262	130	77	52
Top Two Box (NET)	97	97	100	96
Very well	60	68	68	59
Somewhat well	37	29	33	37
Bottom Two Box (NET)	3	3	0	4
Not very well	2	3	0	2
Not at all well	1	0	0	2

Base: Sees movies occasionally or more often

Q9c. Do you, or the person/people you typically go to the movies with, have any hearing issues that require a closed caption option for watching the movie?

	Total	Millennials	Gen X	Boomers
Base: See Movies Occasionally Or More Often	1200	458	349	288
Yes, I do	13	21	14	6
Yes, my companion does	4	3	4	4
No	84	77	83	90

Base: ASK IF Q9c=1,2

Q9d. Do the theaters you most commonly go to offer closed caption for the hearing impaired?

	Total	Millennials	Gen X	Boomers
Base: Self/Companion Has Hearing Issues	195	107	59	28
Yes	65	83	58	53
No	24	15	26	26
Not sure	11	3	16	21

Base: Sees movies occasionally or more often

Q10a. Another new trend in theaters is creating different kinds of movie experiences. Please indicate which of the following movie theater experiences you are aware of and which ones you have tried?
Please select all that apply

1. Aware Of	Total	Millennials	Gen X	Boomers
Base: See Movies Occasionally Or More Often	1200	458	349	288
Food service (food and beverages brought to you)	60	64	56	58
Large screen formats (e.g. IMAX)	60	62	62	60
Beverage service (drinks brought to you)	59	63	54	55
Recliners	58	58	58	56
Premium Sound	55	61	55	45
Sofa Seating	52	57	51	47
None of these	9	5	10	13

2. Have Tried	Total	Millennials	Gen X	Boomers
Base: See Movies Occasionally Or More Often	1200	458	349	288
Large screen formats (e.g. IMAX)	61	61	61	58
Recliners	51	53	47	51
Premium Sound	42	44	47	37
Food service (food and beverages brought to you)	30	36	30	23
Beverage service (drinks brought to you)	28	34	28	20
Sofa Seating	22	33	16	15
None of these	15	13	17	18

Base: ASK IF Q10a=2 for option

Q10b. Please rate your opinion of the new movie theater experiences you have tried.

1. Recliners	Total	Millennials	Gen X	Boomers
Base: Have Tried Recliners	613	241	165	146
Top Two Box (NET)	93	95	97	91
Loved it	69	72	76	59
Liked it	24	23	21	32
So-So	6	5	3	8
Bottom Two Box (NET)	1	0	0	1
Didn't like it	1	0	0	1
Hated it	0	0	0	0

2. Sofa Seating	Total	Millennials	Gen X	Boomers
Base: Have Tried Sofa Seating	267	149	56	43
Top Two Box (NET)	87	92	87	76
Loved it	58	60	54	57
Liked it	29	32	32	19
So-So	10	8	9	18
Bottom Two Box (NET)	3	0	4	6
Didn't like it	3	0	4	6
Hated it	0	0	1	0

3. Beverage service (drinks brought to you)	Total	Millennials	Gen X	Boomers
Base: Have Tried Beverage service (drinks brought to you)	337	155	97	59
Top Two Box (NET)	88	94	92	66
Loved it	56	56	62	40
Liked it	32	38	30	26
So-So	11	5	7	31
Bottom Two Box (NET)	1	1	1	4
Didn't like it	1	1	1	4
Hated it	0	0	0	0

4. Food service (food and beverages brought to you)	Total	Millennials	Gen X	Boomers
Base: Have Tried Food service (food and beverages brought to you)	364	165	103	66
Top Two Box (NET)	84	91	87	65
Loved it	56	62	61	32
Liked it	28	29	26	33
So-So	13	7	12	26
Bottom Two Box (NET)	4	3	1	9
Didn't like it	4	3	1	9
Hated it	0	0	0	0

5. Premium Sound	Total	Millennials	Gen X	Boomers
Base: Have Tried Premium Sound	498	202	163	105
Top Two Box (NET)	93	95	94	89
Loved it	65	69	68	60
Liked it	28	26	27	29
So-So	6	5	4	11
Bottom Two Box (NET)	1	0	1	0
Didn't like it	1	0	1	0
Hated it	0	0	0	0

6. Large screen formats (e.g. IMAX)	Total	Millennials	Gen X	Boomers
Base: Have Tried Large screen formats (e.g. IMAX)	730	280	214	167
Top Two Box (NET)	90	93	88	90
Loved it	60	65	60	54
Liked it	30	27	29	36
So-So	8	6	10	8
Bottom Two Box (NET)	2	1	2	2
Didn't like it	1	0	2	1
Hated it	1	1	1	2

Base: Sees movies occasionally or more often

Q11. Now let's talk about what you like to buy at the movie theater. For starters, which of the following best describes how often you buy something from concessions?

	Total	Millennials	Gen X	Boomers
Base: See Movies Occasionally Or More Often	1200	458	349	288
Top Two Box (NET)	67	74	72	59
Every time	35	37	41	31
Most of the time	32	37	32	28
Some of the time	19	16	17	22
Bottom Two Box (NET)	14	10	11	19
Rarely	11	9	8	14
Never	3	1	3	5

Base: ASK IF Q11=2:5

Q12. Which of the following standard movie theater **concession** offerings do you typically buy, for yourself or someone else, when you go to see a movie?

	Total	Millennials	Gen X	Boomers
Base: Ever Purchases Concessions	1164	452	338	273
Popcorn	84	82	87	88
Soda/Pop	73	73	75	75
Candy	44	53	44	28
Warm food (e.g. nachos, pizza, pretzels)	33	42	31	18
Water	23	27	24	16
Premium food options (e.g. gourmet chocolate, truffle fries)	16	26	15	6
Other	2	2	1	2

Q12b. What, if anything, would you like to see added to the theater concession offerings that is not currently, readily available today?

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Base: ASK IF S2=21+ and sees movies occasionally or more often

Q13. Another new trend in movie theaters is the presence of a bar offering beer, wine, and cocktails.

Q13a. First, do the theaters you most commonly go to have a bar inside the theater, close to or available within the theater concession offerings?

	Total	Millennials	Gen X	Boomers
Base: 21+, See Movies Occasionally Or More Often	1131	458	349	288
Yes	34	48	30	22
No	59	49	62	70
Not sure	7	4	8	8

Q13b. Second, which of the following describes how you feel about having bars or alcoholic beverages available within the theater concession offerings?

	Total	Millennials	Gen X	Boomers
Base: 21+, See Movies Occasionally Or More Often	1131	458	349	288
Top Two Box (NET)	51	72	48	30
Love it	27	40	25	13
Like it	24	32	23	17
No opinion	24	18	27	26
Bottom Two Box (NET)	25	10	25	44
Don't like it	17	6	17	30
Hate it	8	4	8	14

Base: ASK IF Q13a=1

Q13c. Third, how often do you buy a beverage from the theater bar or concessions, for yourself or someone in your party, to drink while in the movie?

	Total	Millennials	Gen X	Boomers
Base: Theater Most Commonly Attends Has Bar Inside/Near Concessions	381	218	104	64*
Top Two Box (NET)	64	73	68	51
Every time	35	43	40	22
Most of the time	29	30	28	29
Some of the time	17	15	14	14

Bottom Two Box (NET)	19	13	18	34
Rarely	13	10	11	22
Never	7	2	7	13

Base: ASK IF S2=21+ and sees movies occasionally or more often

Q14a. Do the theaters you most commonly go to have a bar as part of the movie-going experience?
Meaning not within the concession area, but perhaps next to the theater building?

	Total	Millennials	Gen X	Boomers
Base: 21+, See Movies Occasionally Or More Often	1131	458	349	288
Yes	26	39	24	16
No	63	53	66	71
Not sure	11	9	10	13

Base: ASK IF Q14a=1

Q14b. How often do you go to the movie theater bar (the one attached, not within concessions) either before or after you see a movie at your local theater?

	Total	Millennials	Gen X	Boomers
Base: Theater Most Commonly Attends Has Bar Outside/Attached	294	177	85	47
Top Two Box (NET)	55	69	58	25
Every time	30	40	35	11
Most of the time	25	29	23	14
Some of the time	19	17	15	23
Bottom Two Box (NET)	26	15	27	52
Rarely	14	11	16	21
Never	12	4	11	30

Base: Ever sees movies

Q15. Now, let's talk about the movies themselves. Please indicate your level of interest in watching movies in the following formats.

1. 3D (movie filming technique that enhances depth perception)	Total	Millennials	Gen X	Boomers
Base: Ever Sees Movies	1503	521	414	428
Top Two Box (NET)	58	67	61	47
Very Interested	30	40	34	17
Somewhat Interested	28	27	27	30
Neutral	22	17	20	27
Bottom Two Box (NET)	20	16	19	25
Not very interested	10	8	10	14
Not at all interested	9	8	9	12
Don't know what this is	1	1	1	1

2. 4D (combines a 3D film with physical effects that occur in the theater in synchronization with the film, water, wind, motion, etc.)	Total	Millennials	Gen X	Boomers
Base: Ever Sees Movies	1503	521	414	428
Top Two Box (NET)	54	65	57	40
Very Interested	32	46	36	16
Somewhat Interested	22	19	21	24
Neutral	22	16	24	24
Bottom Two Box (NET)	21	17	17	29
Not very interested	11	10	10	15

Not at all interested	9	8	8	14
Don't know what this is	4	2	2	7

3. IMAX (uses a larger screen ratio for a higher quality picture)	Total	Millennials	Gen X	Boomers
Base: Ever Sees Movies	1503	521	414	428
Top Two Box (NET)	74	81	76	66
Very Interested	45	52	49	35
Somewhat Interested	29	29	27	31
Neutral	17	14	16	20
Bottom Two Box (NET)	8	4	7	13
Not very interested	5	1	5	8
Not at all interested	4	3	3	6
Don't know what this is	1	1	1	1

4. XD (uses an oversized, wall-to-wall and ceiling-to-floor screen)	Total	Millennials	Gen X	Boomers
Base: Ever Sees Movies	1503	521	414	428
Top Two Box (NET)	59	70	62	48
Very Interested	30	38	35	18
Somewhat Interested	28	32	27	30
Neutral	22	18	23	24
Bottom Two Box (NET)	14	9	10	20
Not very interested	8	7	7	11
Not at all interested	6	3	4	10
Don't know what this is	6	3	5	8

Base: Ever sees movies

Q16. And how interested are you in the following special offerings, for current releases?

1. Adult-only screenings (e.g. show times secured for adults only)	Total	Millennials	Gen X	Boomers
Base: Ever Sees Movies	1503	521	414	428
Top Two Box (NET)	64	74	65	54
Very Interested	36	47	35	26
Somewhat Interested	28	27	30	28
Not sure	18	15	19	17
Bottom Two Box (NET)	18	11	16	29
Not very interested	11	7	11	14
Not at all interested	7	4	5	15

2. Q&A post-show with filmmakers/actors	Total	Millennials	Gen X	Boomers
Base: Ever Sees Movies	1503	521	414	428
Top Two Box (NET)	44	59	47	29
Very Interested	20	29	19	12
Somewhat Interested	25	30	28	18
Not sure	23	20	23	24
Bottom Two Box (NET)	33	22	30	47
Not very interested	20	13	18	28
Not at all interested	13	8	12	19

3. Family-friendly screenings (e.g. show times secured specifically for young kids; sound and volume cater to young attendees)	Total	Millennials	Gen X	Boomers
Base: Ever Sees Movies	1503	521	414	428
Top Two Box (NET)	57	69	62	43
Very Interested	30	41	32	19
Somewhat Interested	27	28	30	24
Not sure	15	12	16	14
Bottom Two Box (NET)	28	18	22	43
Not very interested	15	9	10	24
Not at all interested	13	9	12	20

4. Pre-Release Screening (e.g. invitation to view a film before its release)	Total	Millennials	Gen X	Boomers
Base: Ever Sees Movies	1503	521	414	428
Top Two Box (NET)	70	78	71	58
Very Interested	37	46	39	27
Somewhat Interested	33	32	32	32
Not sure	17	13	19	20
Bottom Two Box (NET)	14	9	10	22
Not very interested	10	8	6	15
Not at all interested	4	1	4	7

5. Discount for off-peak days/show times	Total	Millennials	Gen X	Boomers
Base: Ever Sees Movies	1503	521	414	428
Top Two Box (NET)	90	91	90	91
Very Interested	62	59	65	65
Somewhat Interested	27	32	25	26
Not sure	7	8	7	5
Bottom Two Box (NET)	3	1	3	4
Not very interested	2	1	2	3
Not at all interested	1	1	0	1

Base: Ever sees movies

Q17. What is your interest in going to the theater to see each of the following additional types of entertainment, **beyond current release movies**?

1. A pre-recorded or simulcasted concert	Total	Millennials	Gen X	Boomers
Base: Ever Sees Movies	1503	521	414	428
Top Two Box (NET)	40	53	40	28
Very Interested	16	24	17	8
Somewhat Interested	24	29	24	20
Not sure	21	21	21	18
Bottom Two Box (NET)	39	26	39	54
Not very interested	21	12	24	26
Not at all interested	18	14	14	28

2. A pre-recorded or simulcasted play	Total	Millennials	Gen X	Boomers
Base: Ever Sees Movies	1503	521	414	428
Top Two Box (NET)	36	52	36	25
Very Interested	14	23	14	7
Somewhat Interested	22	29	22	18
Not sure	25	23	24	26
Bottom Two Box (NET)	39	25	41	49
Not very interested	21	12	23	24
Not at all interested	18	13	18	26

3. Movie classics	Total	Millennials	Gen X	Boomers
Base: Ever Sees Movies	1503	521	414	428
Top Two Box (NET)	70	74	72	66
Very Interested	31	39	29	26
Somewhat Interested	40	36	43	40
Not sure	15	16	12	14
Bottom Two Box (NET)	15	10	16	20
Not very interested	9	6	9	12
Not at all interested	6	4	6	8

4. Cult favorites (e.g. The Rocky Horror Picture Show)	Total	Millennials	Gen X	Boomers
Base: Ever Sees Movies	1503	521	414	428
Top Two Box (NET)	50	65	51	34
Very Interested	21	33	21	10
Somewhat Interested	28	33	30	24
Not sure	17	17	19	13
Bottom Two Box (NET)	33	18	30	53
Not very interested	18	10	18	25
Not at all interested	15	7	12	28

5. Sporting events	Total	Millennials	Gen X	Boomers
Base: Ever Sees Movies	1503	521	414	428
Top Two Box (NET)	41	56	44	24
Very Interested	18	29	20	8
Somewhat Interested	22	27	24	16
Not sure	14	13	16	13
Bottom Two Box (NET)	45	32	40	63
Not very interested	18	12	18	22
Not at all interested	28	19	22	41

6. Interactive audience nights (e.g. Sing-a-longs, dancing in the aisles/on stage)	Total	Millennials	Gen X	Boomers
Base: Ever Sees Movies	1503	521	414	428
Top Two Box (NET)	35	53	34	16
Very Interested	16	29	14	6
Somewhat Interested	19	25	20	10
Not sure	18	18	20	15
Bottom Two Box (NET)	47	29	46	69
Not very interested	22	14	25	27
Not at all interested	26	15	21	42

Q18. What, if anything, tends to stop you from going to the theater to see movies?

Base: all respondents

Q19. Thinking about what the movie theaters control, please indicate what tends to stop you from going to the theater to see movies more often/at all. You may select up to 3 responses.

	Total	Millennials	Gen X	Boomers
Ticket prices	56	49	59	59
Concession prices	40	35	39	45

Theater is dirty	18	20	19	14
Seats are uncomfortable	15	16	14	14
Parking is an issue (availability, cost)	11	16	10	9
Theater temperatures are uncomfortable	11	13	10	10
Too hard to get a good seat	10	13	12	6
Concession offerings	7	10	8	4
They don't properly accommodate mobility issues	4	5	4	3
They don't accommodate closed caption needs	3	4	3	3
Other (Specify)	8	5	8	11
Nothing the theater is doing is stopping me	19	15	16	23

Base: all respondents

Q20. Reviewing the list below, please indicate any other reasons why you choose not to go to the movies more often/at all. *Please select all that apply.*

	Total	Millennials	Gen X	Boomers
The lack of good movies to see	36	34	34	36
Theaters are too crowded	22	29	23	17
Theater location is not convenient	16	16	16	16
I don't have anyone to go with	10	12	9	9
It's too hard to find movie times and theater information	7	11	6	4
Because of mobility issues	3	5	3	2
Because of hearing issues	3	5	3	1
Just not interested in going out to see a movie	17	10	14	24
Other (Specify)	6	5	7	6
No other reasons	19	22	21	18

Base: all respondents

Q21. To what degree has in-home entertainment and streaming impacted your movie-going behaviors?

	Total	Millennials	Gen X	Boomers
Top Two Box (NET)	8	14	10	2
I go to the movies far more often than I used to	4	8	5	1
I go to the movies somewhat more often than I used to	4	6	5	1
No impact on my movie-going frequency	40	30	41	46
Bottom Two Box (NET)	52	56	49	52
I go to the movies somewhat less often than I used to	16	20	16	14
I go to the movies far less often than I used to	35	36	33	39

Q22. Now, on the flip side, please tell us why you like going to see movies at the theater [even if infrequently.]

[_____]

Base: all respondents

Q23. To what degree does award season, Golden Globes and/or Academy Awards (The Oscars), influence your movie-going behaviors?

	Total	Millennials	Gen X	Boomers
I go more often than other times of the year to see nominated movies	16	32	15	8
My interest in movie-going does not change during award season	74	59	76	83
I go less often during award season	10	9	9	9

Base: all respondents

Q24. Which of the following 2018 Best Picture nominations have you seen this year?

	Total	Millennials	Gen X	Boomers
Get Out	22	37	20	10
Dunkirk	20	23	22	18
The Shape of Water	12	19	13	7
The Post	12	17	14	11
Darkest Hour	12	18	13	7
Lady Bird	10	19	8	6
Three Billboards Outside Ebbing Missouri	8	13	9	6
Call Me By Your Name	6	13	7	3
Phantom Thread	5	11	4	3
None of the above	51	32	49	65

Base: all respondents

Q25. Now, please take a minute to read about Movies for Grownups.

AARP’s Movies for Grownups celebrates and encourages films that appeal to audiences with a grownup state of mind. With free nationwide screenings, news and reviews on AARP.org and AARP the Magazine, and an annual awards event, AARP champions movies for grownups, by grownups.

What was your level of familiarity with Movies for Grownups before today? *Select all that apply*

	Total	Millennials	Gen X	Boomers
Never heard of it	74	59	78	84
Only heard the name/the Award Show	9	15	7	5
Knew it was associated with AARP but nothing more	5	5	4	6
Aware Movies for Grownups offers free screenings	4	7	4	3
Aware of the annual Movies for Grownups Awards	4	10	3	2
Have been to a Movies for Grownups screening	4	8	4	1
Follow the annual Movies for Grownups Awards	2	5	2	1

Engage with Movies for Grownups' entertainment news and reviews on a regular basis	3	6	3	1
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DEMOS

Base: all respondents

Q30. And finally, just a few demographic questions for classification purposes.

What is your current marital status?

	Total	Millennials	Gen X	Boomers
Single/Never married	30	42	21	17
Married/Living together	54	54	64	55
Separated/Divorced	12	3	12	18
Widowed	5	0	3	10

Base: all respondents

Q31. Do you have children in the household, under the age of 18?

	Total	Millennials	Gen X	Boomers
Yes	32	51	46	11
No	68	49	54	89

Base: all respondents

Q32. Do you have children in the household age 18 or older, or any at college who are still dependent on you?

	Total	Millennials	Gen X	Boomers
Yes	16	14	26	15
No	84	86	74	85

Base: all respondents

Q33. Which of the following best describes the last level of education you have completed?

	Total	Millennials	Gen X	Boomers
Some high school or less	3	3	4	1
High school graduate	21	20	18	20
Some college	23	20	22	24
2-year college/technical school	13	9	16	17
4-year college	22	26	22	20
Some postgraduate work	4	3	3	3
Postgraduate degree	14	18	15	15

Base: all respondents

Q34. Which of the following best describes your current employment status? [SC]

	Total	Millennials	Gen X	Boomers
Full-time employee	34	51	49	19
Full-time self employed	4	4	5	4
Part-time employee	9	11	7	7
Part-time self employed	3	4	3	2
Homemaker	9	10	15	6
Not currently working	12	13	14	9
Student	5	7	1	0
Retired	23	1	6	53

Base: all respondents

Q35. What is your current annual household income, before taxes? [SC]

	Total	Millennials	Gen X	Boomers
Below \$20,000 (15)	17	17	16	14
\$20,000 - \$29,999 (25)	12	12	9	14
\$30,000 - \$49,999 (40)	19	13	22	20
\$50,000 - \$74,999 (62.5)	19	21	17	19
\$75,000 - \$99,999 (87.5)	13	17	13	13
\$100,000 - \$149,999 (125)	10	10	12	9
More than \$150,000 (160)	6	7	8	5
Prefer not to answer	6	3	4	6
Mean in Thousands	60.2	64.1	65.4	59.2