

## Movie Theaters - US - November 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Both theater owners and studio executives continue to see moderate revenue growth. While consumers remain hesitant about the overall cost of going to the movies, they are willing to spend around \$20 per person for the entire experience. Theater selection is still mainly based on the convenience of the location."

**Jennifer White Boehm, Associate Director,  
Financial Services**

This report looks at the following areas:

- Expense continues to be an issue
- One third are going to the movies less frequently than they did five years ago
- Convenience still trumps innovation for theater selection

This report examines the US consumer decision-making process for selecting a movie theater:

- What motivates people to select a movie in the theater?
- What factors are influencing the consumer's choice of theater/movie?
- How much are consumers willing to pay for their movie-going experience?
- What are the barriers for lapsed movie goers?

For the purposes of this Report, Mintel concentrates on commercial cinema venues. Festivals, army bases, schools, museums, libraries, prisons, airlines, restaurants, cafés, and other venues that license films for profit are not included; only sites whose primary day-to-day function is the commercial display of cinema are considered.

Companies that own, lease, manage, or operate facilities for the day-to-day commercial display of films are the subject of this Report, and will be referred to as "movie theaters" or "movie theater owners and operators."

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Ticket Twosdays with AT&T

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