The Relationship Between Movie theater Attendance and Streaming Behavior

Survey Findings

December 2018
Overview

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I: About this study

► All results in this study are based on an EY survey fielded in November 2018 that asked questions about:
  ► Movie theater attendance over the last twelve months
  ► Streaming consumption over the last twelve months
  ► Demographic information (race, age, income, etc.)

► The survey included 2,500 respondents, 80% of whom saw at least one movie in theaters over the last twelve months.

► Unless otherwise noted, the survey results presented in this study only include respondents who saw at least one movie in theaters and streamed at least one hour of online content per week in the last twelve months. These 1,732 respondents are called “dual-consumers” (DC’s).
II: Movie theater attendance and streaming consumption, dual-consumers

During the last 12 months, about how many times did you go to the movies at theaters?

- 1 movie: 11%
- 2 movies: 15%
- 3 movies: 13%
- 4 movies: 10%
- 5 movies: 7%
- 6 movies: 9%
- 7 movies: 5%
- 8 movies: 5%
- 9 movies: 3%
- 10 or more: 22%

Mean*: 6.5 visits

During the last 12 months, on average, how many hours per week would you say you spent streaming online-subscription content or downloads from any of the following services?

- 1 to 3 hours: 26%
- 4 to 7 hours: 30%
- 8 to 14 hours: 22%
- 15 or more hours: 22%

Services include: Netflix, Hulu, Amazon Video, HBO, Showtime, Starz, RedBox On-Demand, iTunes

*Means are reported as 95% trimmed means
Positive relationship between movie theater attendance and streaming behavior

Movie theater attendance and streaming consumption are positively related – those who attend movies in theaters more frequently also tend to consume streaming content more frequently.

<table>
<thead>
<tr>
<th>Number of visits to a movie theater over the last 12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 2</td>
</tr>
<tr>
<td>1 to 3 hours</td>
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<tr>
<td>4 to 7 hours</td>
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<tr>
<td>8 to 14 hours</td>
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<tr>
<td>15 or more hours</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hours per week spent streaming</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean hours spent streaming</td>
</tr>
<tr>
<td># of respondents</td>
</tr>
<tr>
<td>7 hr/wk</td>
</tr>
</tbody>
</table>

Of dual-consumers (DC’s) who visited a movie theater twice at most in the last 12 months, 39% streamed less than 4 hours per week. Of DC’s who reported 9 or more visits to a movie theater in the last 12 months, only 15% streamed less than 4 hours per week.

Of DC’s who visited a movie theater twice at most in the last 12 months, only 15% streamed online content for 15 or more hours per week. Of DC’s who reported 9 or more visits to a movie theater in the last 12 months, 59% streamed online content for 8 or more hours per week, and 31% streamed at least 15 hours per week.

Note: Columns may not sum to 100% due to rounding.
*Means are reported as 95% trimmed means.
Nearly half of those who did not visit a movie theater in the last 12 months did not stream online content

Of those who didn’t visit a movie theater in the last 12 months, nearly half (49%) didn’t stream any online content.

Of those who did not visit a movie theater at all in the last 12 months, only 18% streamed online content for 8 or more hours per week.

Note: Numbers may not sum due to rounding.
*Means are reported as 95% trimmed means.
The positive relationship between movie theater attendance and streaming consumption is strong across all races/ethnicities - the mean hours spent streaming per week generally increases with the number of movie theater visits in the last 12 months.

*Means are reported as 95% trimmed means

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<table>
<thead>
<tr>
<th>Movie theater visits vs. streaming hours per week - White Dual-Consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 3 hours</td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>36%</td>
</tr>
<tr>
<td>4 to 7 hours</td>
</tr>
<tr>
<td>8 to 14 hours</td>
</tr>
<tr>
<td>15 or more hours</td>
</tr>
<tr>
<td># of respondents:</td>
</tr>
<tr>
<td>Mean* hours spent streaming</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Movie theatre visits vs. streaming hours per week - Black Dual-Consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 3 hours</td>
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<tr>
<td>----------------</td>
</tr>
<tr>
<td>45%</td>
</tr>
<tr>
<td>4 to 7 hours</td>
</tr>
<tr>
<td>8 to 14 hours</td>
</tr>
<tr>
<td>15 or more hours</td>
</tr>
<tr>
<td># of respondents:</td>
</tr>
<tr>
<td>Mean* hours spent streaming</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Movie theatre visits vs. streaming hours per week - Asian Dual-Consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 3 hours</td>
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<tr>
<td>----------------</td>
</tr>
<tr>
<td>50%</td>
</tr>
<tr>
<td>4 to 7 hours</td>
</tr>
<tr>
<td>8 to 14 hours</td>
</tr>
<tr>
<td>15 or more hours</td>
</tr>
<tr>
<td># of respondents:</td>
</tr>
<tr>
<td>Mean* hours spent streaming</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Movie theatre visits vs. streaming hours per week - Multi Race Dual-Consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 3 hours</td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>36%</td>
</tr>
<tr>
<td>4 to 7 hours</td>
</tr>
<tr>
<td>8 to 14 hours</td>
</tr>
<tr>
<td>15 or more hours</td>
</tr>
<tr>
<td># of respondents:</td>
</tr>
<tr>
<td>Mean* hours spent streaming</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Movie theatre visits vs. streaming hours per week - Hispanic Dual-Consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 3 hours</td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>44%</td>
</tr>
<tr>
<td>4 to 7 hours</td>
</tr>
<tr>
<td>8 to 14 hours</td>
</tr>
<tr>
<td>15 or more hours</td>
</tr>
<tr>
<td># of respondents:</td>
</tr>
<tr>
<td>Mean* hours spent streaming</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Movie theatre visits vs. streaming hours per week - Non-Hispanic Dual-Consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 3 hours</td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>38%</td>
</tr>
<tr>
<td>4 to 7 hours</td>
</tr>
<tr>
<td>8 to 14 hours</td>
</tr>
<tr>
<td>15 or more hours</td>
</tr>
<tr>
<td># of respondents:</td>
</tr>
<tr>
<td>Mean* hours spent streaming</td>
</tr>
</tbody>
</table>
II: Movie theater attendance and streaming consumption, dual-consumers by age group

- Across all age groups, those respondents that visited a movie theater 9 or more times in the last 12 months also streamed at least 10 hours of online content per week.

*Means are reported as 95% trimmed means
Note: Dual-Consumers ages 73+ are not shown as no movie attendance range includes more than four respondents.
## II: Movie theater attendance and streaming consumption, dual-consumers by race

<table>
<thead>
<tr>
<th>Race</th>
<th>Mean* movie visits over the last 12 months</th>
<th>Mean* hours spent streaming per week over the last 12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pacific Islander</td>
<td>10.8</td>
<td>6.9</td>
</tr>
<tr>
<td>Native American</td>
<td>8.2</td>
<td>8.6</td>
</tr>
<tr>
<td>Multi-race</td>
<td>7.6</td>
<td>10.0</td>
</tr>
<tr>
<td>White</td>
<td>6.5</td>
<td>8.9</td>
</tr>
<tr>
<td>Black</td>
<td>6.1</td>
<td>8.2</td>
</tr>
<tr>
<td>Asian</td>
<td>6.1</td>
<td>7.9</td>
</tr>
<tr>
<td>Hispanic</td>
<td>7.2</td>
<td>8.6</td>
</tr>
<tr>
<td>Non-Hispanic</td>
<td>6.3</td>
<td>8.8</td>
</tr>
</tbody>
</table>

*Means are reported as 95% trimmed means
## II: Movie theater attendance and streaming consumption, dual-consumers by age

<table>
<thead>
<tr>
<th>Mean* movie visits over the last 12 months</th>
<th>Mean* hours spent streaming per week over the last 12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.3</td>
<td>9.2</td>
</tr>
<tr>
<td>6.0</td>
<td>8.6</td>
</tr>
<tr>
<td>7.1</td>
<td>9.3</td>
</tr>
<tr>
<td>6.3</td>
<td>7.8</td>
</tr>
<tr>
<td>7.3</td>
<td>7.5</td>
</tr>
</tbody>
</table>

*Means are reported as 95% trimmed means
Of the time you spent streaming, what percentage of the time would you say you spent streaming the following content?

- TV Series, 45%
- Movies, 40%
- Other, 15%

Note: The streaming content groups were described to respondents as the following:
- TV Series - a group of episodes of a television program released simultaneously or broadcasted in regular intervals
- Movies - films/motion pictures usually anywhere from 1-3 hours in length
- Other - sports, comedy specials, etc.
II: Streaming content, dual-consumers by movie theater attendance

Of the time you spent streaming, what percentage of the time would you say you spent streaming the following content?

Respondents who visited a movie theater 1 to 2 times in the last 12 months

- TV Series: 45%
- Movies: 40%
- Other: 15%
  
  n = 460

Respondents who visited a movie theater 3 to 5 times in the last 12 months

- TV Series: 43%
- Movies: 40%
- Other: 17%
  
  n = 511

Respondents who visited a movie theater 6 to 8 times in the last 12 months

- TV Series: 45%
- Movies: 42%
- Other: 13%
  
  n = 323

Respondents who visited a movie theater 9 or more times in the last 12 months

- TV Series: 46%
- Movies: 41%
- Other: 13%
  
  n = 438
II: Streaming content, dual-consumers by race

Of the time you spent streaming, what percentage of the time would you say you spent streaming the following content?

White Dual-Consumers
- Movies, 39%
- TV Series, 47%
- Other, 14%

n = 1,010

Black Dual-Consumers
- Movies, 41%
- TV Series, 41%
- Other, 18%

n = 312

Asian Dual-Consumers
- Movies, 40%
- TV Series, 43%
- Other, 16%

n = 166

Multi-race Dual-Consumers
- Movies, 45%
- TV Series, 42%
- Other, 13%

n = 189

Hispanic Dual-Consumers
- Movies, 42%
- TV Series, 41%
- Other, 16%

n = 440

Non-Hispanic Dual-Consumers
- Movies, 40%
- TV Series, 46%
- Other, 14%

n = 1,292
II: Streaming content, dual-consumers by age group

Of the time you spent streaming, what percentage of the time would you say you spent streaming the following content?

Dual-Consumers Ages 13-17
- TV Series: 46%
- Movies: 40%
- Other: 14%
- n = 339

Dual-Consumers Ages 18-37
- TV Series: 45%
- Movies: 39%
- Other: 16%
- n = 738

Dual-Consumers Ages 38-52
- TV Series: 44%
- Movies: 41%
- Other: 15%
- n = 406

Dual-Consumers Ages 53-72
- TV Series: 44%
- Movies: 46%
- Other: 11%
- n = 238

n = 339
n = 738
n = 406
n = 238
III: Quadrant Analysis: Segmenting dual-consumers into four quadrants

1. Low Movie/Low Streaming
   - $\leq 3$ movies in last 12 months
   - $\leq 4$ hours/week streaming online content
   - $n = 333$

2. High Movie/Low Streaming
   - $\geq 7$ movies in last 12 months
   - $\leq 4$ hours/week streaming online content
   - $n = 139$

3. Low Movie/High Streaming
   - $\leq 3$ movies in last 12 months
   - $\geq 11$ hours/week streaming online content
   - $n = 140$

4. High Movie/High Streaming
   - $\geq 7$ movies in last 12 months
   - $\geq 11$ hours/week streaming online content
   - $n = 259$

Note: Only 871 of the 1,732 dual-consumers fall into one of the four quadrants. The remaining 861 dual-consumers reported 4 to 6 movie theater visits and 5 to 10 hours of streaming online content.
Low-movie/Low-streaming: Quadrant profile

- **Race**
  - Quadrant: White: 56%, Black: 22%, Asian: 12%, Native-American: 2%, Pacific-Islander: 1%, Multi-race: 8%

- **Hispanic Origin**
  - Quadrant: 27% Hispanic
  - Population: 25% Hispanic

- **Gender**
  - Quadrant: 53% male, 47% female
  - Population: 49% male, 51% female

- **Internet**
  - Quadrant: 87% at-home, 85% mobile
  - Population: 93% at-home, 90% mobile

- **Children**
  - Quadrant: 46% w/ at least one child under 17
  - Population: 48% w/ at least one child under 17

- **Marital Status**
  - Quadrant: 44% have never been married
  - Population: 44% have never been married

- **Age**
  - Quadrant: Mean: 34
  - Population: Mean: 34

- **Income**
  - Quadrant: Mean: $42,800
  - Population: Mean: $50,600

- **Education**
  - Quadrant: ≤ 4 hours/week streaming

- **Marital Status**
  - Quadrant: 44% have never been married
  - Population: 44% have never been married

- **Children**
  - Quadrant: 46% w/ at least one child under 17
  - Population: 48% w/ at least one child under 17

*Reported as 95% trimmed mean

Le 3 movie visits in 12 months
≤ 4 hours/week streaming

# of respondents
333 (19% of 1,732)
High-movie/Low-streaming: Quadrant profile

**Quadrant**: 45% w/ at least one child under 17
**Population**: 48% w/ at least one child under 17

**Race**
- **Quadrant**: White: 63%
- Black: 12%
- Asian: 10%
- Native-American: 2%
- Pacific-Islander: 2%
- Multi-race: 11%
- **Population**: White: 58%
- Black: 18%
- Asian: 10%
- Native-American: 2%
- Pacific-Islander: 1%
- Multi-race: 11%

**Hispanic Origin**
- **Quadrant**: 28% Hispanic
- **Population**: 25% Hispanic

**Gender**
- **Quadrant**: 57% male, 43% female
- **Population**: 49% male, 51% female

**Internet**
- **Quadrant**: 94% at-home, 94% mobile
- **Population**: 93% at-home, 90% mobile

**Marital Status**
- **Quadrant**: 42% have never been married
- **Population**: 44% have never been married

**Children**
- **Quadrant**: 45% w/ at least one child under 17
- **Population**: 48% w/ at least one child under 17

*Reported as 95% trimmed mean

**AGE**
- **Quadrant**: 34
- **Population**: 36

**INCOME**
- **Quadrant**: $50,600
- **Population**: $65,700

≥ 7 movie visits in 12 months
≤ 4 hours/week streaming

**# of respondents**
139 (8% of 1,732)

The Relationship Between Movie theater Attendance and Streaming Behavior
**Low-movie/High-streaming:** Quadrant profile

- **Quadrant mean** vs. **Population mean**
  - **AGE**: 34 vs. 35
  - **INCOME**: $50,600 vs. $50,500

**Race**
- **Quadrant**:
  - White: 63%
  - Black: 18%
  - Asian: 6%
  - Native-American: 1%
  - Pacific-Islander: 1%
  - Multi-race: 11%
- **Population**:
  - White: 58%
  - Black: 18%
  - Asian: 10%
  - Native-American: 2%
  - Pacific-Islander: 1%
  - Multi-race: 11%

**Hispanic Origin**
- **Quadrant**: 20% Hispanic
- **Population**: 25% Hispanic

**Children**
- **Quadrant**: 49% w/ at least one child under 17
- **Population**: 48% w/ at least one child under 17

**Gender**
- **Quadrant**: 39% male, 61% female
- **Population**: 49% male, 51% female

**Marital Status**
- **Quadrant**: 43% have never been married
- **Population**: 44% have never been married

**Internet**
- **Quadrant**: 94% at-home, 89% mobile
- **Population**: 93% at-home, 90% mobile

**# of respondents**: 140 (8% of 1,732)

*Reported as 95% trimmed mean*
High-movie/High-streaming: Quadrant profile

**Quadrant**
- White: 56%
- Black: 19%
- Asian: 9%
- Native-American: 2%
- Pacific-Islander: 1%
- Multi-race: 14%

**Population**
- White: 58%
- Black: 18%
- Asian: 10%
- Native-American: 2%
- Pacific-Islander: 1%
- Multi-race: 11%

**Race**

**Gender**
- Quadrant: 51% male, 49% female
- Population: 49% male, 51% female

**Internet**
- Quadrant: 98% at-home, 93% mobile
- Population: 93% at-home, 90% mobile

**Hispanic Origin**
- Quadrant: 27% Hispanic
- Population: 25% Hispanic

**Marital Status**
- Quadrant: 46% have never been married
- Population: 44% have never been married

**Children**
- Quadrant: 56% w/ at least one child under 17
- Population: 48% w/ at least one child under 17

**Age**
- Quadrant mean: 33
- Population mean: 34

**Income**
- Quadrant: $50,600
- Population: $58,400

**# of respondents**
- 259 (15% of 1,732)

*Reported as 95% trimmed mean*
A: Demographics
Demographics of dual-consumers

**Gender**
- Female: 51%
- Male: 49%

**Generation**
- 13-17 years old: 20%
- 18-37 years old: 43%
- 38-52 years old: 23%
- 53-72 years old: 14%
- 73+ years old: 1%

*Source: US Census Bureau 2017 state population estimates*
Demographics of dual-consumers

Marital Status

- Married: 47%
- Never married: 44%
- Divorced: 6%
- Separated: 2%
- Widowed: 2%

Race

- White: 58%
- Black: 18%
- Asian: 10%
- Native American: 2%
- Pacific Islander: 1%
- Multi-race: 11%

Note: Respondents were asked about Hispanic origin in a separate question.

Number of Children

- None: 43%
- 1: 20%
- 2: 23%
- 3: 9%
- 4: 4%
- 5 or more: 2%

Age of Children

- All children less than 6: 15%
- Oldest child between 6 and 11 and at least one child less than 6: 11%
- All children between 6 and 11: 9%
- Oldest child between 12 and 17 and at least one child less than 12: 23%
- All children between 12 and 17: 17%
- Oldest child greater than 17 and at least one child less than 17: 9%
- All children greater than 17: 17%
Access to high-speed internet

Access to wired high-speed internet at home

Yes: 93%
No: 7%

Access to wireless high-speed internet within household

Yes: 90%
No: 10%

n = 1,732
Demographics of non dual-consumers

Race

- White: 61%
- Black: 14%
- Asian: 10%
- Native American: 2%
- Pacific Islander: 1%
- Multi-race: 12%

Generation

- 13-17 years old: 12%
- 18-37 years old: 23%
- 38-52 years old: 24%
- 53-72 years old: 37%
- 73+ years old: 4%

Note: Respondents were asked about Hispanic origin in a separate question.
B: Methodology
Two main types of error are considered in survey research; variable and systematic errors. **Variable errors** are the cumulative effect of the total error for a particular observation, either positive or negative. When the frequency of variable error is high, the data are often referred to as ‘noisy’, since variable error limits our ability to understand what the data are telling us. **Systematic errors** arise from faults in the measurement process; these errors lead to bias.

Variable errors are unavoidable, but can be reduced using appropriate techniques of statistical inference. Systematic errors can be reduced by making improvements to the survey process – these errors are the chief focus of our survey quality process.

Survey error can also be classified by its two main sources – sampling error and non-sampling error. Sampling error arises from basing an estimate for the population value on a sample rather than the entire population. In general, sampling error contributes to increased variability in the data. It is measurable and often can be reduced by increasing the sample size or using more sophisticated sample designs.

Non-sampling errors are those arising from sources other than sampling. They tend to contribute to the systematic errors which can be mitigated through good survey practice. On the next page, we describe the steps we have taken to mitigate survey error at each of the five survey stages outlined in the figure below.
Steps taken to mitigate survey error

**Plan**
- Coordinated with National Association of theater Owners (NATO) to develop research objectives
- Considered lessons learned from the first iteration of the study

**Design**
- Developed a survey questionnaire to achieve research objectives
- Partnered with a panel vendor to deploy the survey on the web to 2,500 target respondents
- Extensively tested the web survey tool for coherence and logic
- Targeted respondents based on the demographic profile of movie goers provided by NATO

**Collect**
- Checked quality of incoming data through the collection period
- Collected data in an efficient manner in November 2018

**Process**
- Reviewed responses to flag outliers as needed
- Used trimmed means to reduce the impact of outliers

**Report**
- Identified key differences between subgroups throughout report
- Used analytic techniques like cross-tabulation to derive deeper insight and segment the survey population
C: Study comparison
Dual consumer movie theater attendance and streaming consumption comparison

**New Study – December 2018**

<table>
<thead>
<tr>
<th>Hours per week spent streaming</th>
<th>Number of visits to a movie theater over the last 12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 3 hours</td>
<td>1 to 2: 39%</td>
</tr>
<tr>
<td>4 to 7 hours</td>
<td>39%</td>
</tr>
<tr>
<td>8 to 14 hours</td>
<td>28%</td>
</tr>
<tr>
<td>15 or more hours</td>
<td>18%</td>
</tr>
</tbody>
</table>

| # of respondents | 460 | 511 | 323 | 438 |

<table>
<thead>
<tr>
<th>Hours per week spent streaming</th>
<th>Mean hours spent streaming</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 3 hours</td>
<td>7 hr/wk</td>
</tr>
<tr>
<td>4 to 7 hours</td>
<td>8 hr/wk</td>
</tr>
<tr>
<td>8 to 14 hours</td>
<td>10 hr/wk</td>
</tr>
<tr>
<td>15 or more hours</td>
<td>11 hr/wk</td>
</tr>
</tbody>
</table>

**Previous Study – February 2018**

<table>
<thead>
<tr>
<th>Hours per week spent streaming</th>
<th>Number of visits to a movie theater in 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 3 hours</td>
<td>1 to 2: 28%</td>
</tr>
<tr>
<td>4 to 7 hours</td>
<td>28%</td>
</tr>
<tr>
<td>8 to 14 hours</td>
<td>32%</td>
</tr>
<tr>
<td>15 or more hours</td>
<td>20%</td>
</tr>
</tbody>
</table>

| # of respondents | 358 | 440 | 288 | 332 |

<table>
<thead>
<tr>
<th>Hours per week spent streaming</th>
<th>Mean hours spent streaming</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 3 hours</td>
<td>8 hr/wk</td>
</tr>
<tr>
<td>4 to 7 hours</td>
<td>9 hr/wk</td>
</tr>
<tr>
<td>8 to 14 hours</td>
<td>10 hr/wk</td>
</tr>
<tr>
<td>15 or more hours</td>
<td>12 hr/wk</td>
</tr>
</tbody>
</table>

Note: Columns may not sum to 100% due to rounding. Means are reported as 95% trimmed means.
## Streaming behavior of non-moviegoers comparison

**New Study – December 2018**

Online streaming behavior of those who did not visit a movie theater in the last 12 months

<table>
<thead>
<tr>
<th>Hours</th>
<th>Percentage</th>
<th># of respondents</th>
<th>Mean hours spent streaming</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did not stream</td>
<td>49%</td>
<td>500</td>
<td>4 hr/wk</td>
</tr>
<tr>
<td>1 to 3 hours</td>
<td>20%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 to 7 hours</td>
<td>14%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 to 14 hours</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15 or more hours</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Of those who didn’t visit a movie theater in the last 12 months, nearly half (49%) didn’t stream any online content.

Of those who did not visit a movie theater at all in the last 12 months, only 18% streamed online content for 8 or more hours per week.

**Previous Study – February 2018**

Online streaming behavior of those who did not visit a movie theater in 2017

<table>
<thead>
<tr>
<th>Hours</th>
<th>Percentage</th>
<th># of respondents</th>
<th>Mean hours spent streaming</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did not stream</td>
<td>48%</td>
<td>401</td>
<td>5 hr/wk</td>
</tr>
<tr>
<td>1 to 3 hours</td>
<td>13%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 to 7 hours</td>
<td>13%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 to 14 hours</td>
<td>11%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15 or more hours</td>
<td>14%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Of those who didn’t visit a movie theater in 2017, nearly half (48%) didn’t stream any online content.

Of those who did not visit a movie theater at all in 2017, only a quarter (25%) streamed online content for 8 or more hours per week.

Note: Numbers may not sum due to rounding.
*Means are reported as 95% trimmed means.