

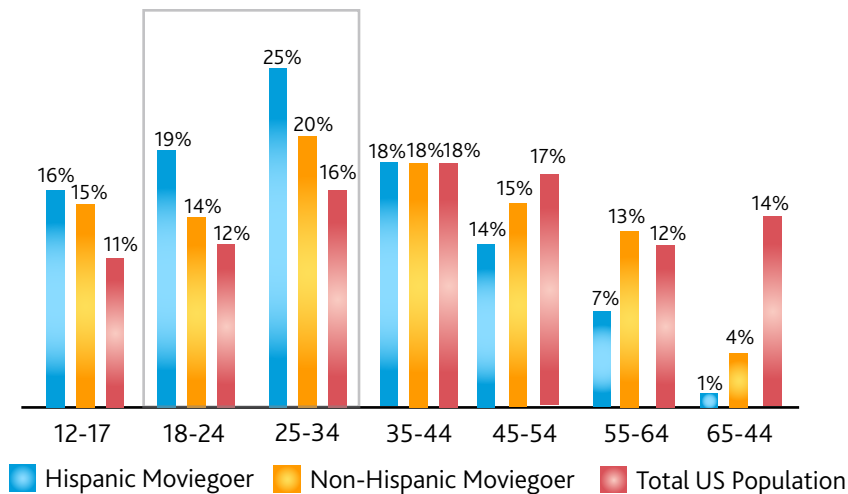
# The Basics

## The Moviegoing Consumer: Age and Ethnicity

Why should an advertiser be in the medium? Who is the moviegoing consumer?

According to a survey by Nielsen NRG, moviegoers are disproportionately young (under 35) relative to the U.S. population. Breaking this down by ethnicity reveals that young Hispanics see movies in droves. An overwhelming 35% of all Hispanic moviegoers are under 25, compared to 29% on average for all other ethnic groups and 23% for the overall population. A quarter of Hispanic moviegoers are between the ages of 25 and 34, compared to 20% on average for all other ethnic groups and 16% for the overall population. Looking at the moviegoer from the household level, 45% have children 17 or under compared to 40% for the overall population.

Moviegoers - Age and Ethnicity Distribution



These facts make the moviegoing consumer an attractive target for marketers. Moviegoers skew toward teens, young families and Hispanics.