

6-Week Film Tracking Report

The
Quorum

Date

May 12, 2022

Tracking Overview				Awareness <small>Are you aware of this film? (% out of 100)</small>			Interest <small>How interested are you in watching this movie? (from 1.0 - 10.0)</small>			Location <small>Would you watch this movie in a theater? (% out of 100)</small>			Fee or Free <small>Would you be willing to pay to watch this movie? (% out of 100)</small>		
Title	Date	Dist.	Group	Score	Change	Group Average	Score	Change	Group Average	Score	Change	Group Average	Score	Change	Group Average
FIRESTARTER	5/13/22	UNI	Horror	41	+8	32	5.7	+2	5.1	55	+2	45	71	-1	67
DOWNTON ABBEY: A NEW E...	5/20/22	FOC	Sequel	36	+2	39	4.3	0	5.6	51	0	47	69	0	68
MEN	5/20/22	A24	Horror	14	0	32	4.4	0	5.1	49	0	45	65	0	67
TOP GUN: MAVERICK	5/27/22	PAR	Known IP	59	+1	46	6.0	+3	5.6	60	-2	48	78	-1	70
BOB'S BURGERS MOVIE, T...	5/27/22	20TH	Ani/Family	39	0	44	5.0	+2	5.3	58	+2	46	76	+2	66
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low	15	+1	28	5.1	+2	5.3	52	+1	44	70	+2	65
JURASSIC WORLD DOMINI...	6/10/22	UNI	Tentpole	63	0	49	6.7	0	5.6	67	-1	52	81	-1	72
LIGHTYEAR	6/17/22	DIS	Ani/Family	58	+3	44	5.9	0	5.3	58	-1	46	73	0	66
ELVIS	6/24/22	WB	Orig - High	27	+1	39	5.1	+2	5.5	54	+1	45	73	+2	66
BLACK PHONE, THE	6/24/22	UNI	Horror	22	0	32	5.4	0	5.1	54	0	45	72	0	67

Awareness The percentage of respondents who are familiar with the film.
 Interest The average level of interest on a scale from 1.0 to 10.0.
 Location The percentage of respondents who would prefer to watch the film in a theater instead of at home.
 Fee or Free The percentage of respondents who would be willing to pay to watch the film (in a theater or at home) instead of only watching it if it was free.

Groups All films are sorted into one of seven groups. Go to the last page to learn more about groups.
 Change The change in score from last week.
 Group Average The average score for films in the group on the day of release. A score below the average is not necessarily cause for concern since these titles have more time to reach the group average.

Methodology Each week thousands of people are polled and asked about upcoming films releases. This report only includes films earmarked for a wide theatrical release. Domestic only.

Tracking Awareness

Table A-1.

Awareness				A Are you aware of this film? (% out of 100)		
Sorted by Date						
Title	Date	Dist.	Group	Score	Change	Group Average
FIRESTARTER	5/13/22	UNI	Horror	41	+8	32
DOWNTON ABBEY: A NEW E...	5/20/22	FOC	Sequel	36	+2	39
MEN	5/20/22	A24	Horror	14	0	32
TOP GUN: MAVERICK	5/27/22	PAR	Known IP	59	+1	46
BOB'S BURGERS MOVIE, T...	5/27/22	20TH	Ani/Family	39	0	44
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low	15	+1	28
JURASSIC WORLD DOMINI...	6/10/22	UNI	Tentpole	63	0	49
LIGHTYEAR	6/17/22	DIS	Ani/Family	58	+3	44
ELVIS	6/24/22	WB	Orig - High	27	+1	39
BLACK PHONE, THE	6/24/22	UNI	Horror	22	0	32

Table A-2.

Awareness				A Are you aware of this film? (% out of 100)		
Sorting by Score						
Title	Date	Dist.	Group	Score	Change	Group Average
JURASSIC WORLD DOMINI...	6/10/22	UNI	Tentpole	63	0	49
TOP GUN: MAVERICK	5/27/22	PAR	Known IP	59	+1	46
LIGHTYEAR	6/17/22	DIS	Ani/Family	58	+3	44
FIRESTARTER	5/13/22	UNI	Horror	41	+8	32
BOB'S BURGERS MOVIE, T...	5/27/22	20TH	Ani/Family	39	0	44
DOWNTON ABBEY: A NEW E...	5/20/22	FOC	Sequel	36	+2	39
ELVIS	6/24/22	WB	Orig - High	27	+1	39
BLACK PHONE, THE	6/24/22	UNI	Horror	22	0	32
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low	15	+1	28
MEN	5/20/22	A24	Horror	14	0	32

- Awareness** The percentage of respondents who are familiar with the film.
- Interest** The average level of interest on a scale from 1.0 to 10.0.
- Location** The percentage of respondents who would prefer to watch the film in a theater instead of at home.
- Fee or Free** The percentage of respondents who would be willing to pay to watch the film (in a theater or at home) instead of only watching it if it was free.
- Groups** All films are sorted into one of seven groups. Go to the last page to learn more about groups.
- Change** The change in score from last week.
- Group Average** The average score for films in the group on the day of release. A score below the average is not necessarily cause for concern since these titles have more time to reach the group average.
- Methodology** Each week thousands of people are polled and asked about upcoming films releases. This report only includes films earmarked for a wide theatrical release. Domestic only.

Tracking Interest

Table I-1.

Interest				B		
Sorted by Date				How interested are you in watching this movie? (from 1.0 - 10.0)		
Title	Date	Dist.	Group	Score	Change	Group Average
FIRESTARTER	5/13/22	UNI	Horror	5.7	+2	5.1
DOWNTON ABBEY: A NEW E...	5/20/22	FOC	Sequel	4.3	0	5.6
MEN	5/20/22	A24	Horror	4.4	0	5.1
TOP GUN: MAVERICK	5/27/22	PAR	Known IP	6.0	+3	5.6
BOB'S BURGERS MOVIE, T...	5/27/22	20TH	Ani/Family	5.0	+2	5.3
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low	5.1	+2	5.3
JURASSIC WORLD DOMINI...	6/10/22	UNI	Tentpole	6.7	0	5.6
LIGHTYEAR	6/17/22	DIS	Ani/Family	5.9	0	5.3
ELVIS	6/24/22	WB	Orig - High	5.1	+2	5.5
BLACK PHONE, THE	6/24/22	UNI	Horror	5.4	0	5.1

Table I-2.

Interest				B		
Sorted by Score				How interested are you in watching this movie? (from 1.0 - 10.0)		
Title	Date	Dist.	Group	Score	Change	Group Average
JURASSIC WORLD DOMINI...	6/10/22	UNI	Tentpole	6.7	0	5.6
TOP GUN: MAVERICK	5/27/22	PAR	Known IP	6.0	+3	5.6
LIGHTYEAR	6/17/22	DIS	Ani/Family	5.9	0	5.3
FIRESTARTER	5/13/22	UNI	Horror	5.7	+2	5.1
BLACK PHONE, THE	6/24/22	UNI	Horror	5.4	0	5.1
ELVIS	6/24/22	WB	Orig - High	5.1	+2	5.5
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low	5.1	+2	5.3
BOB'S BURGERS MOVIE, T...	5/27/22	20TH	Ani/Family	5.0	+2	5.3
MEN	5/20/22	A24	Horror	4.4	0	5.1
DOWNTON ABBEY: A NEW E...	5/20/22	FOC	Sequel	4.3	0	5.6

- Awareness** The percentage of respondents who are familiar with the film.
- Interest** The average level of interest on a scale from 1.0 to 10.0.
- Location** The percentage of respondents who would prefer to watch the film in a theater instead of at home.
- Fee or Free** The percentage of respondents who would be willing to pay to watch the film (in a theater or at home) instead of only watching it if it was free.
- Groups** All films are sorted into one of seven groups. Go to the last page to learn more about groups.
- Change** The change in score from last week.
- Group Average** The average score for films in the group on the day of release. A score below the average is not necessarily cause for concern since these titles have more time to reach the group average.
- Methodology** Each week thousands of people are polled and asked about upcoming films releases. This report only includes films earmarked for a wide theatrical release. Domestic only.

Tracking Location

Table I-1.

Location				C Would you watch this movie in a theater? (% out of 100)		
Sorted by Date						
Title	Date	Dist.	Group	Score	Change	Group Average
FIRESTARTER	5/13/22	UNI	Horror	55	+2	45
DOWNTON ABBEY: A NEW E...	5/20/22	FOC	Sequel	51	0	47
MEN	5/20/22	A24	Horror	49	0	45
TOP GUN: MAVERICK	5/27/22	PAR	Known IP	60	-2	48
BOB'S BURGERS MOVIE, T...	5/27/22	20TH	Ani/Family	58	+2	46
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low	52	+1	44
JURASSIC WORLD DOMINI...	6/10/22	UNI	Tentpole	67	-1	52
LIGHTYEAR	6/17/22	DIS	Ani/Family	58	-1	46
ELVIS	6/24/22	WB	Orig - High	54	+1	45
BLACK PHONE, THE	6/24/22	UNI	Horror	54	0	45

Table I-2.

Location				C Would you watch this movie in a theater? (% out of 100)		
Sorted by Score						
Title	Date	Dist.	Group	Score	Change	Group Average
JURASSIC WORLD DOMINI...	6/10/22	UNI	Tentpole	67	-1	52
TOP GUN: MAVERICK	5/27/22	PAR	Known IP	60	-2	48
LIGHTYEAR	6/17/22	DIS	Ani/Family	58	-1	46
BOB'S BURGERS MOVIE, T...	5/27/22	20TH	Ani/Family	58	+2	46
FIRESTARTER	5/13/22	UNI	Horror	55	+2	45
BLACK PHONE, THE	6/24/22	UNI	Horror	54	0	45
ELVIS	6/24/22	WB	Orig - High	54	+1	45
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low	52	+1	44
DOWNTON ABBEY: A NEW E...	5/20/22	FOC	Sequel	51	0	47
MEN	5/20/22	A24	Horror	49	0	45

- Awareness** The percentage of respondents who are familiar with the film.
- Interest** The average level of interest on a scale from 1.0 to 10.0.
- Location** The percentage of respondents who would prefer to watch the film in a theater instead of at home.
- Fee or Free** The percentage of respondents who would be willing to pay to watch the film (in a theater or at home) instead of only watching it if it was free.
- Groups** All films are sorted into one of seven groups. Go to the last page to learn more about groups.
- Change** The change in score from last week.
- Group Average** The average score for films in the group on the day of release. A score below the average is not necessarily cause for concern since these titles have more time to reach the group average.
- Methodology** Each week thousands of people are polled and asked about upcoming films releases. This report only includes films earmarked for a wide theatrical release. Domestic only.

Tracking Location

Table I-1.

Fee or Free				C		
Sorted by Date				Would you be willing to pay to watch this movie? (% out of 100)		
Title	Date	Dist.	Group	Score	Change	Group Average
FIRESTARTER	5/13/22	UNI	Horror	71	-1	67
DOWNTON ABBEY: A NEW E...	5/20/22	FOC	Sequel	69	0	68
MEN	5/20/22	A24	Horror	65	0	67
TOP GUN: MAVERICK	5/27/22	PAR	Known IP	78	-1	70
BOB'S BURGERS MOVIE, T...	5/27/22	20TH	Ani/Family	76	+2	66
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low	70	+2	65
JURASSIC WORLD DOMINI...	6/10/22	UNI	Tentpole	81	-1	72
LIGHTYEAR	6/17/22	DIS	Ani/Family	73	0	66
ELVIS	6/24/22	WB	Orig - High	73	+2	66
BLACK PHONE, THE	6/24/22	UNI	Horror	72	0	67

Table I-2.

Fee or Free				C		
Sorted by Score				Would you be willing to pay to watch this movie? (% out of 100)		
Title	Date	Dist.	Group	Score	Change	Group Average
JURASSIC WORLD DOMINI...	6/10/22	UNI	Tentpole	81	-1	-1
TOP GUN: MAVERICK	5/27/22	PAR	Known IP	78	-1	-1
BOB'S BURGERS MOVIE, T...	5/27/22	20TH	Ani/Family	76	+2	2
LIGHTYEAR	6/17/22	DIS	Ani/Family	73	0	0
ELVIS	6/24/22	WB	Orig - High	73	+2	2
BLACK PHONE, THE	6/24/22	UNI	Horror	72	0	0
FIRESTARTER	5/13/22	UNI	Horror	71	-1	-1
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low	70	+2	2
DOWNTON ABBEY: A NEW E...	5/20/22	FOC	Sequel	69	0	0
MEN	5/20/22	A24	Horror	65	0	0

- Awareness** The percentage of respondents who are familiar with the film.
- Interest** The average level of interest on a scale from 1.0 to 10.0.
- Location** The percentage of respondents who would prefer to watch the film in a theater instead of at home.
- Fee or Free** The percentage of respondents who would be willing to pay to watch the film (in a theater or at home) instead of only watching it if it was free.
- Groups** All films are sorted into one of seven groups. Go to the last page to learn more about groups.
- Change** The change in score from last week.
- Group Average** The average score for films in the group on the day of release. A score below the average is not necessarily cause for concern since these titles have more time to reach the group average.
- Methodology** Each week thousands of people are polled and asked about upcoming films releases. This report only includes films earmarked for a wide theatrical release. Domestic only.

Groups

Table A-1.

Group Hierarchy and Average Openings

Title	Date	Average Opening
ANIMATION/FAMILY	INCLUDES ANIMATED AND LIVE-ACTION FILMS TARGETING A FAMILY AUDIENCE	\$24M
DC/MCU	FILMS FROM THE DC OR MARVEL UNIVERSES	\$136M
HORROR	HORROR FILMS	\$15M
TENTPOLE	SEQUELS WITH A BUDGET ABOVE \$100M THAT ARE NOT PART OF DC/MCU	\$45M
SEQUEL	SEQUELS TO FILMS WITH A BUDGET UNDER \$100M	\$9M
KNOWN IP	ORIGINAL FILMS BASED ON WIDELY KNOWN IP OR REMAKES OR SEQUELS MORE THAN TEN YEARS AFTER THE PREVIOUS FILM.	\$28M
ORIGINAL - HIGH	ORIGINAL FILMS NOT BASED ON WIDELY KNOWN IP WITH A PRODUCTION BUDGET OVER \$50M	\$13M
ORIGINAL - LOW	ORIGINAL FILMS NOT BASED ON WIDELY KNOWN IP WITH A PRODUCTION BUDGET BELOW \$50M	\$5M

Groups are in a hierarchy.

A film may belong to multiple groups but will be placed in the one that sits highest in the hierarchy.

For example, SPIDER-MAN: ACROSS THE SPIDER-VERSE qualifies as ANIMATION/FAMILY and DC/MCU, but it is allocated to the ANIMATION/FAMILY group since that group sits higher in the hierarchy. Likewise, HALLOWEEN ENDS is both HORROR and a SEQUEL, but it belongs to the HORROR group since that is higher in the hierarchy.