

6-Week Film Tracking Report

The
Quorum

Date

May 19, 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>			Pay <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
DOWNTON ABBEY: A NEW E...	5/20/22	FOC	Sequel	37	1	40	4.3	0	5.5	55	4	48	72	3	69
MEN	5/20/22	A24	Horror	18	4	32	4.7	.3	5.2	51	2	48	70	5	69
TOP GUN: MAVERICK	5/27/22	PAR	Tentpole	58	-1	47	6.0	0	5.7	60	0	51	77	-1	72
BOB'S BURGERS MOVIE, T...	5/27/22	20TH	Ani/Family	41	2	39	5.1	.1	5.3	60	2	47	77	1	67
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low	18	3	24	5.1	0	5.1	53	1	44	73	3	64
JURASSIC WORLD DOMINIO...	6/10/22	UNI	Tentpole	63	0	43	6.7	0	5.6	66	-1	50	80	-1	72
LIGHTYEAR	6/17/22	DIS	Ani/Family	57	-1	32	6.0	.1	5.0	60	2	41	74	1	62
ELVIS	6/24/22	WB	Orig - High	29	2	27	5.2	.1	5.5	55	1	45	74	1	67
BLACK PHONE, THE	6/24/22	UNI	Horror	24	2	25	5.3	-1	4.9	55	1	45	73	1	67
MINIONS: THE RISE OF G...	7/1/22	UNI	Ani/Family	43	-3	30	5.8	.1	4.9	60	3	41	77	2	62
MR. MALCOLM'S LIST	7/1/22	BST	Orig. - Low	9	1	21	4.3	0	5.0	48	2	42	67	2	63

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 at the same distance from release.

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
DOWNTON ABBEY: A NEW E...	5/20/22	FOC	Sequel	37	1	40
MEN	5/20/22	A24	Horror	18	4	32
TOP GUN: MAVERICK	5/27/22	PAR	Tentpole	58	-1	47
BOB'S BURGERS MOVIE, T...	5/27/22	20TH	Ani/Family	41	2	39
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low	18	3	24
JURASSIC WORLD DOMINIO...	6/10/22	UNI	Tentpole	63	0	43
LIGHTYEAR	6/17/22	DIS	Ani/Family	57	-1	32
ELVIS	6/24/22	WB	Orig - High	29	2	27
BLACK PHONE, THE	6/24/22	UNI	Horror	24	2	25
MINIONS: THE RISE OF G...	7/1/22	UNI	Ani/Family	43	-3	30
MR. MALCOLM'S LIST	7/1/22	BST	Orig. - Low	9	1	21

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 DOMINIO...	6/10/22	UNI	Tentpole	63	0	43
TOP GUN: MAVERICK	5/27/22	PAR	Tentpole	58	-1	47
LIGHTYEAR	6/17/22	DIS	Ani/Family	57	-1	32
MINIONS: THE RISE OF G...	7/1/22	UNI	Ani/Family	43	-3	30
BOB'S BURGERS MOVIE, T...	5/27/22	20TH	Ani/Family	41	2	39
DOWNTON ABBEY: A NEW E...	5/20/22	FOC	Sequel	37	1	40
ELVIS	6/24/22	WB	Orig - High	29	2	27
BLACK PHONE, THE	6/24/22	UNI	Horror	24	2	25
MEN	5/20/22	A24	Horror	18	4	32
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low	18	3	24
MR. MALCOLM'S LIST	7/1/22	BST	Orig. - Low	9	1	21

Awareness The percentage of respondents who are familiar with the film.
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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
DOWNTON ABBEY: A NEW E...	5/20/22	FOC	Sequel	4.3	0	5.5
MEN	5/20/22	A24	Horror	4.7	.3	5.2
TOP GUN: MAVERICK	5/27/22	PAR	Tentpole	6.0	0	5.7
BOB'S BURGERS MOVIE, T...	5/27/22	20TH	Ani/Family	5.1	.1	5.3
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low	5.1	0	5.1
JURASSIC WORLD DOMINIO...	6/10/22	UNI	Tentpole	6.7	0	5.6
LIGHTYEAR	6/17/22	DIS	Ani/Family	6.0	.1	5.0
ELVIS	6/24/22	WB	Orig - High	5.2	.1	5.5
BLACK PHONE, THE	6/24/22	UNI	Horror	5.3	-.1	4.9
MINIONS: THE RISE OF G...	7/1/22	UNI	Ani/Family	5.8	.1	4.9
MR. MALCOLM'S LIST	7/1/22	BST	Orig. - Low	4.3	0	5.0

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 DOMINIO...	6/10/22	UNI	Tentpole	6.7	0	5.6
TOP GUN: MAVERICK	5/27/22	PAR	Tentpole	6.0	0	5.7
LIGHTYEAR	6/17/22	DIS	Ani/Family	6.0	.1	5.0
MINIONS: THE RISE OF G...	7/1/22	UNI	Ani/Family	5.8	.1	4.9
BLACK PHONE, THE	6/24/22	UNI	Horror	5.3	-.1	4.9
ELVIS	6/24/22	WB	Orig - High	5.2	.1	5.5
BOB'S BURGERS MOVIE, T...	5/27/22	20TH	Ani/Family	5.1	.1	5.3
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low	5.1	0	5.1
MEN	5/20/22	A24	Horror	4.7	.3	5.2
DOWNTON ABBEY: A NEW E...	5/20/22	FOC	Sequel	4.3	0	5.5
MR. MALCOLM'S LIST	7/1/22	BST	Orig. - Low	4.3	0	5.0

Awareness The percentage of respondents who are familiar with the film.
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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
DOWNTON ABBEY: A NEW E...	5/20/22	FOC	Sequel	55	4	48
MEN	5/20/22	A24	Horror	51	2	48
TOP GUN: MAVERICK	5/27/22	PAR	Tentpole	60	0	51
BOB'S BURGERS MOVIE, T...	5/27/22	20TH	Ani/Family	60	2	47
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low	53	1	44
JURASSIC WORLD DOMINIO...	6/10/22	UNI	Tentpole	66	-1	50
LIGHTYEAR	6/17/22	DIS	Ani/Family	60	2	41
ELVIS	6/24/22	WB	Orig - High	55	1	45
BLACK PHONE, THE	6/24/22	UNI	Horror	55	1	45
MINIONS: THE RISE OF G...	7/1/22	UNI	Ani/Family	60	3	41
MR. MALCOLM'S LIST	7/1/22	BST	Orig. - Low	48	2	42

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 DOMINIO...	6/10/22	UNI	Tentpole	66	-1	50
TOP GUN: MAVERICK	5/27/22	PAR	Tentpole	60	0	51
LIGHTYEAR	6/17/22	DIS	Ani/Family	60	2	41
MINIONS: THE RISE OF G...	7/1/22	UNI	Ani/Family	60	3	41
BOB'S BURGERS MOVIE, T...	5/27/22	20TH	Ani/Family	60	2	47
BLACK PHONE, THE	6/24/22	UNI	Horror	55	1	45
ELVIS	6/24/22	WB	Orig - High	55	1	45
DOWNTON ABBEY: A NEW E...	5/20/22	FOC	Sequel	55	4	48
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Tracking Location

Table I-1.

Pay Sorted by Date				C Would you be willing to pay to watch this movie? (% out of 100)		
Title	Date	Dist.	Group	Score	Change	Group Average
DOWNTON ABBEY: A NEW E...	5/20/22	FOC	Sequel	72	3	69
MEN	5/20/22	A24	Horror	70	5	69
TOP GUN: MAVERICK	5/27/22	PAR	Tentpole	77	-1	72
BOB'S BURGERS MOVIE, T...	5/27/22	20TH	Ani/Family	77	1	67
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low	73	3	64
JURASSIC WORLD DOMINIO...	6/10/22	UNI	Tentpole	80	-1	72
LIGHTYEAR	6/17/22	DIS	Ani/Family	74	1	62
ELVIS	6/24/22	WB	Orig - High	74	1	67
BLACK PHONE, THE	6/24/22	UNI	Horror	73	1	67
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Pay Sorted by Score				C Would you be willing to pay to watch this movie? (% out of 100)		
Title	Date	Dist.	Group	Score	Change	Group Average
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TOP GUN: MAVERICK	5/27/22	PAR	Tentpole	77	-1	72
MINIONS: THE RISE OF G...	7/1/22	UNI	Ani/Family	77	2	62
BOB'S BURGERS MOVIE, T...	5/27/22	20TH	Ani/Family	77	1	67
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 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.

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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	\$126M
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.