

# 6-Week Film Tracking Report

The  
Quorum

Date

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May 26, 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
TOP GUN: MAVERICK	5/27/22	PAR	Tentpole	63	5	49	6.3	.3	5.6	65	5	52	80	3	72
BOB'S BURGERS MOVIE, T...	5/27/22	20TH	Ani/Family	46	5	44	5.2	.1	5.4	60	0	53	76	-1	71
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low												
JURASSIC WORLD DOMINIO...	6/10/22	UNI	Tentpole												
LIGHTYEAR	6/17/22	DIS	Ani/Family												
ELVIS	6/24/22	WB	Orig. - High												
BLACK PHONE, THE	6/24/22	UNI	Horror												
MINIONS: THE RISE OF G...	7/1/22	UNI	Ani/Family												
MR. MALCOLM'S LIST	7/1/22	BST	Orig. - Low												
THOR: LOVE AND THUNDER	7/8/22	DIS	DC/MCU												

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- 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
TOP GUN: MAVERICK	5/27/22	PAR	Tentpole	63	5	49
BOB'S BURGERS MOVIE, T...	5/27/22	20TH	Ani/Family	46	5	44
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low			
JURASSIC WORLD DOMINIO...	6/10/22	UNI	Tentpole			
LIGHTYEAR	6/17/22	DIS	Ani/Family			
ELVIS	6/24/22	WB	Orig. - High			
BLACK PHONE, THE	6/24/22	UNI	Horror			
MINIONS: THE RISE OF G...	7/1/22	UNI	Ani/Family			
MR. MALCOLM'S LIST	7/1/22	BST	Orig. - Low			
THOR: LOVE AND THUNDER	7/8/22	DIS	DC/MCU			

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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
TOP GUN: MAVERICK	5/27/22	PAR	Tentpole	63	5	49
JURASSIC WORLD DOMINIO...	6/10/22	UNI	Tentpole	62	-1	44
LIGHTYEAR	6/17/22	DIS	Ani/Family			
THOR: LOVE AND THUNDER	7/8/22	DIS	DC/MCU			
BOB'S BURGERS MOVIE, T...	5/27/22	20TH	Ani/Family			
MINIONS: THE RISE OF G...	7/1/22	UNI	Ani/Family			
ELVIS	6/24/22	WB	Orig. - High			
BLACK PHONE, THE	6/24/22	UNI	Horror			
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low			
MR. MALCOLM'S LIST	7/1/22	BST	Orig. - Low			

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# Tracking Interest

Table I-1.

Interest				 How interested are you in watching this movie? (from 1.0 - 10.0)		
Sorted by Date						
Title	Date	Dist.	Group	Score	Change	Group Average
TOP GUN: MAVERICK	5/27/22	PAR	Tentpole	<b>6.3</b>	<b>.3</b>	<b>0.3</b>
BOB'S BURGERS MOVIE, T...	5/27/22	20TH	Ani/Family	<b>5.2</b>	<b>.1</b>	<b>0.1</b>
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low			
JURASSIC WORLD DOMINIO...	6/10/22	UNI	Tentpole			
LIGHTYEAR	6/17/22	DIS	Ani/Family			
ELVIS	6/24/22	WB	Orig. - High			
BLACK PHONE, THE	6/24/22	UNI	Horror			
MINIONS: THE RISE OF G...	7/1/22	UNI	Ani/Family			
MR. MALCOLM'S LIST	7/1/22	BST	Orig. - Low			
THOR: LOVE AND THUNDER	7/8/22	DIS	DC/MCU			

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Table I-2.

Interest				 How interested are you in watching this movie? (from 1.0 - 10.0)		
Sorted by Score						
Title	Date	Dist.	Group	Score	Change	Group Average
JURASSIC WORLD DOMINIO...	6/10/22	UNI	Tentpole	<b>6.6</b>	<b>-.1</b>	<b>5.6</b>
TOP GUN: MAVERICK	5/27/22	PAR	Tentpole	<b>6.3</b>	<b>.3</b>	<b>5.6</b>
THOR: LOVE AND THUNDER	7/8/22	DIS	DC/MCU			
LIGHTYEAR	6/17/22	DIS	Ani/Family			
MINIONS: THE RISE OF G...	7/1/22	UNI	Ani/Family			
BLACK PHONE, THE	6/24/22	UNI	Horror			
BOB'S BURGERS MOVIE, T...	5/27/22	20TH	Ani/Family			
ELVIS	6/24/22	WB	Orig. - High			
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low			
MR. MALCOLM'S LIST	7/1/22	BST	Orig. - Low			

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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
TOP GUN: MAVERICK	5/27/22	PAR	Tentpole	65	5	52
BOB'S BURGERS MOVIE, T...	5/27/22	20TH	Ani/Family	60	0	53
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low			
JURASSIC WORLD DOMINIO...	6/10/22	UNI	Tentpole			
LIGHTYEAR	6/17/22	DIS	Ani/Family			
ELVIS	6/24/22	WB	Orig. - High			
BLACK PHONE, THE	6/24/22	UNI	Orig. - High			
MINIONS: THE RISE OF G...	7/1/22	UNI	Ani/Family			
MR. MALCOLM'S LIST	7/1/22	BST	Orig. - Low			
THOR: LOVE AND THUNDER	7/8/22	DIS	DC/MCU			

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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
THOR: LOVE AND THUNDER	7/8/22	DIS	DC/MCU	67	0	60
JURASSIC WORLD DOMINIO...	6/10/22	UNI	Tentpole	65	-1	51
TOP GUN: MAVERICK	5/27/22	PAR	Tentpole			
LIGHTYEAR	6/17/22	DIS	Ani/Family			
MINIONS: THE RISE OF G...	7/1/22	UNI	Ani/Family			
BOB'S BURGERS MOVIE, T...	5/27/22	20TH	Ani/Family			
BLACK PHONE, THE	6/24/22	UNI	Orig. - High			
ELVIS	6/24/22	WB	Orig. - High			
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low			
MR. MALCOLM'S LIST	7/1/22	BST	Orig. - Low			

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# 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
TOP GUN: MAVERICK	5/27/22	PAR	Tentpole	80	3	72
BOB'S BURGERS MOVIE, T...	5/27/22	20TH	Ani/Family	76	-1	71
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low			
JURASSIC WORLD DOMINIO...	6/10/22	UNI	Tentpole			
LIGHTYEAR	6/17/22	DIS	Ani/Family			
ELVIS	6/24/22	WB	Orig. - High			
BLACK PHONE, THE	6/24/22	UNI	Horror			
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THOR: LOVE AND THUNDER	7/8/22	DIS	DC/MCU			

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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
THOR: LOVE AND THUNDER	7/8/22	DIS	DC/MCU	82	1	77
JURASSIC WORLD DOMINIO...	6/10/22	UNI	Tentpole	80	0	72
TOP GUN: MAVERICK	5/27/22	PAR	Tentpole			
MINIONS: THE RISE OF G...	7/1/22	UNI	Ani/Family			
BOB'S BURGERS MOVIE, T...	5/27/22	20TH	Ani/Family			
BLACK PHONE, THE	6/24/22	UNI	Horror			
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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	\$14M
TENTPOLE	SEQUELS WITH A BUDGET ABOVE \$100M THAT ARE NOT PART OF DC/MCU	\$45M
SEQUEL	SEQUELS TO FILMS WITH A BUDGET UNDER \$100M	\$10M
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.