

6-Weeks Out Film Tracking Report

The
Quorum

Date

June 1, 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>			Theater or Home <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
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low	17	1	32	5.1	0	5.4	53	1	48	73	0	65
JURASSIC WORLD DOMINIO...	6/10/22	UNI	Tentpole	63	1	47	6.8	.2	5.7	66	1	51	81	1	72
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												
WHERE THE CRAWDADS SIN...	7/15/22	SNY	Orig. - Low												
PAWS OF FURY: THE LEGE...	7/15/22	PAR	Ani/Family												
MRS. HARRIS GOES TO PA...	7/15/22	FOC	Orig. - Low												

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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		
Sorted by Date				Are you aware of this film? (% out of 100)		
Title	Date	Dist.	Group	Score	Change	Group Average
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low	17	1	32
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			
WHERE THE CRAWDADS SIN...	7/15/22	SNY	Orig. - Low			
PAWS OF FURY: THE LEGE...	7/15/22	PAR	Ani/Family			
MRS. HARRIS GOES TO PA...	7/15/22	FOC	Orig. - Low			

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Table A-2.

Awareness				A		
Sorting by Score				Are you aware of this film? (% out of 100)		
Title	Date	Dist.	Group	Score	Change	Group Average
JURASSIC WORLD DOMINIO...	6/10/22	UNI	Tentpole	63	1	47
LIGHTYEAR	6/17/22	DIS	Ani/Family			
THOR: LOVE AND THUNDER	7/8/22	DIS	DC/MCU			
MINIONS: THE RISE OF G...	7/1/22	UNI	Ani/Family			
ELVIS	6/24/22	WB	Orig. - High			
PAWS OF FURY: THE LEGE...	7/15/22	PAR	Ani/Family			
BLACK PHONE, THE	6/24/22	UNI	Horror			
WHERE THE CRAWDADS SIN...	7/15/22	SNY	Orig. - Low			
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low			
MR. MALCOLM'S LIST	7/1/22	BST	Orig. - Low			
MRS. HARRIS GOES TO PA...	7/15/22	FOC	Orig. - Low			

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- 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
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low	5.1	0	5.4
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	Horor			
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			
WHERE THE CRAWDADS SIN...	7/15/22	SNY	Orig. - Low			
PAWS OF FURY: THE LEGE...	7/15/22	PAR	Ani/Family			
MRS. HARRIS GOES TO PA...	7/15/22	FOC	Orig. - Low			

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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	6.8	.2	5.7
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	Horor			
ELVIS	6/24/22	WB	Orig. - High			
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low			
PAWS OF FURY: THE LEGE...	7/15/22	PAR	Ani/Family			
WHERE THE CRAWDADS SIN...	7/15/22	SNY	Orig. - Low			
MR. MALCOLM'S LIST	7/1/22	BST	Orig. - Low			
MRS. HARRIS GOES TO PA...	7/15/22	FOC	Orig. - Low			

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Awareness The percentage of respondents who are familiar with the film.
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Tracking Location

Table I-1.

Theater or Home				C Would you watch this movie in a theater? (% out of 100)		
Sorted by Date						
Title	Date	Dist.	Group	Score	Change	Group Average
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low	53	1	48
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	Horor			
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			
WHERE THE CRAWDADS SIN...	7/15/22	SNY	Orig. - Low			
PAWS OF FURY: THE LEGE...	7/15/22	PAR	Ani/Family			
MRS. HARRIS GOES TO PA...	7/15/22	FOC	Orig. - Low			

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Table I-2.

Theater or Home				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	68	1	61
JURASSIC WORLD DOMINIO...	6/10/22	UNI	Tentpole			
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	Horor			
ELVIS	6/24/22	WB	Orig. - High			
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low			
WHERE THE CRAWDADS SIN...	7/15/22	SNY	Orig. - Low			
MR. MALCOLM'S LIST	7/1/22	BST	Orig. - Low			
MRS. HARRIS GOES TO PA...	7/15/22	FOC	Orig. - Low			
PAWS OF FURY: THE LEGE...	7/15/22	PAR	Ani/Family			

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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
CRIMES OF THE FUTURE	6/3/22	NEON	Orig. - Low	73	0	65
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	Horor			
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PAWS OF FURY: THE LEGE...	7/15/22	PAR	Ani/Family			
MRS. HARRIS GOES TO PA...	7/15/22	FOC	Orig. - Low			

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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	83	1	78
JURASSIC WORLD DOMINIO...	6/10/22	UNI	Tentpole			
BLACK PHONE, THE	6/24/22	UNI	Horor			
LIGHTYEAR	6/17/22	DIS	Ani/Family			
MINIONS: THE RISE OF G...	7/1/22	UNI	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			
WHERE THE CRAWDADS SIN...	7/15/22	SNY	Orig. - Low			
MRS. HARRIS GOES TO PA...	7/15/22	FOC	Orig. - Low			
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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	
DC/MCU	FILMS FROM THE DC OR MARVEL UNIVERSES	
HORROR	HORROR FILMS	
TENTPOLE	SEQUELS WITH A BUDGET ABOVE \$100M THAT ARE NOT PART OF DC/MCU	
SEQUEL	SEQUELS TO FILMS WITH A BUDGET UNDER \$100M	
KNOWN IP	ORIGINAL FILMS BASED ON WIDELY KNOWN IP OR REMAKES OR SEQUELS MORE THAN TEN YEARS AFTER THE PREVIOUS FILM.	
ORIGINAL - HIGH	ORIGINAL FILMS NOT BASED ON WIDELY KNOWN IP WITH A PRODUCTION BUDGET OVER \$50M	
ORIGINAL - LOW	ORIGINAL FILMS NOT BASED ON WIDELY KNOWN IP WITH A PRODUCTION BUDGET BELOW \$50M	

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.