

6-Weeks Out Film Tracking Report

The
Quorum

Date

June 15, 2022

6/9/22 - 6/15/22

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
LIGHTYEAR	6/17/22	DIS	Ani/Family	62	1	44	6.1	-.2	5.4	60	0	55	76	0	73
ELVIS	6/24/22	WB	Orig. - High	44	3	37	5.5	.1	5.6	57	2	50	74	1	70
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												
NOPE	7/22/22	UNI	Orig. - High												
DC LEAGUE OF SUPER PET...	7/29/22	WB	Ani/Family												
VENGEANCE	7/29/22	FOC	Horror												

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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.
 Theater or Home 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
LIGHTYEAR	6/17/22	DIS	Ani/Family	62	1	44
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			
NOPE	7/22/22	UNI	Orig. - High			
DC LEAGUE OF SUPER PET...	7/29/22	WB	Ani/Family			
VENGEANCE	7/29/22	FOC	Horror			

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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
LIGHTYEAR	6/17/22	DIS	Ani/Family	62	1	44
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			
DC LEAGUE OF SUPER PET...	7/29/22	WB	Ani/Family			
BLACK PHONE, THE	6/24/22	UNI	Horror			
PAWS OF FURY: THE LEGE...	7/15/22	PAR	Ani/Family			
NOPE	7/22/22	UNI	Orig. - High			
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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Tracking Interest

Table I-1.

Interest				B How interested are you in watching this movie? (from 1.0 - 10.0)		
Sorted by Date						
Title	Date	Dist.	Group	Score	Change	Group Average
LIGHTYEAR	6/17/22	DIS	Ani/Family	6.1	-.2	5.4
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			
NOPE	7/22/22	UNI	Orig. - High			
DC LEAGUE OF SUPER PET...	7/29/22	WB	Ani/Family			
VENGEANCE	7/29/22	FOC	Horror			

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Table I-2.

Interest				B How interested are you in watching this movie? (from 1.0 - 10.0)		
Sorted by Score						
Title	Date	Dist.	Group	Score	Change	Group Average
THOR: LOVE AND THUNDER	7/8/22	DIS	DC/MCU	6.5	.1	6.3
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			
ELVIS	6/24/22	WB	Orig. - High			
DC LEAGUE OF SUPER PET...	7/29/22	WB	Ani/Family			
VENGEANCE	7/29/22	FOC	Horror			
NOPE	7/22/22	UNI	Orig. - High			
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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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
LIGHTYEAR	6/17/22	DIS	Ani/Family	60	0	55
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			
NOPE	7/22/22	UNI	Orig. - High			
DC LEAGUE OF SUPER PET...	7/29/22	WB	Ani/Family			
VENGEANCE	7/29/22	FOC	Horror			

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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	69	1	60
MINIONS: THE RISE OF G...	7/1/22	UNI	Ani/Family			
LIGHTYEAR	6/17/22	DIS	Ani/Family			
BLACK PHONE, THE	6/24/22	UNI	Horror			
DC LEAGUE OF SUPER PET...	7/29/22	WB	Ani/Family			
ELVIS	6/24/22	WB	Orig. - High			
NOPE	7/22/22	UNI	Orig. - High			
WHERE THE CRAWDADS SIN...	7/15/22	SNY	Orig. - Low			
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VENGEANCE	7/29/22	FOC	Horror			
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PAWS OF FURY: THE LEGE...	7/15/22	PAR	Ani/Family			

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Fee or Free 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
LIGHTYEAR	6/17/22	DIS	Ani/Family	76	0	73
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			
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VENGEANCE	7/29/22	FOC	Horror			

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Table I-2.

Fee or Free 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
THOR: LOVE AND THUNDER	7/8/22	DIS	DC/MCU	85	2	78
MINIONS: THE RISE OF G...	7/1/22	UNI	Ani/Family			
LIGHTYEAR	6/17/22	DIS	Ani/Family			
BLACK PHONE, THE	6/24/22	UNI	Horror			
DC LEAGUE OF SUPER PET...	7/29/22	WB	Ani/Family			
ELVIS	6/24/22	WB	Orig. - High			
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PAWS OF FURY: THE LEGE...	7/15/22	PAR	Ani/Family			

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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	\$23M
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	\$12M
KNOWN IP	ORIGINAL FILMS BASED ON WIDELY KNOWN IP OR REMAKES OR SEQUELS MORE THAN TEN YEARS AFTER THE PREVIOUS FILM.	\$52M
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.