

6-Weeks Out Film Tracking Report

The
Quorum

Date

June 29, 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
MINIONS: THE RISE OF G...	7/1/22	UNI	Ani/Family	65	12	46	6.4	.4	5.5	64	3	56	79	3	73
MR. MALCOLM'S LIST	7/1/22	BST	Orig. - Low	23	3	31	4.4	-.4	5.2	50	-1	46	71	-1	67
THOR: LOVE AND THUNDER	7/8/22	DIS	DC/MCU	60	4	53	6.6	0	6.2	67	-1	59	82	-1	78
WHERE THE CRAWDADS SIN...	7/15/22	SNY	Orig. - Low	25	0	24	5.3	0	5.0	51	-1	42	70	-1	63
PAWS OF FURY: THE LEGE...	7/15/22	PAR	Ani/Family	35	2	39	5.2	.1	5.3	52	4	56	71	1	72
MRS. HARRIS	7/15/22	FOC	Orig. - Low	17	0	24	4.2	-.1	5.0	52	-2	42	71	-2	63
NOPE	7/22/22	UNI	Horror	26	-1	25	5.4	-.1	5.10	54	-1	50	72	-1	70
DC LEAGUE OF SUPER PET...	7/29/22	WB	Ani/Family	40	1	35	5.4	-.2	5.1	57	0	52	77	1	69
VENGEANCE	7/29/22	FOC	Orig. - Low	14	0	21	5.5	0	4.9	51	0	42	72	0	63
BULLET TRAIN	8/5/22	SNY	Orig. - High	32	1	28	5.7	-.2	5.3	54	-1	47	73	0	68
EASTER SUNDAY	8/5/22	UNI	Orig. - Low	19	-1	20	4.8	-.1	5.0	55	1	42	72	1	63
FALL	8/12/22	LGF	Orig. - Low	20	0	20	4.9	-.1	4.9	53	0	41	71	-1	62

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 Comps Over Time

Minions: The Rise of Gru

GROUP: ANIMATION/FAMILY

These tables show scores over time for a high, medium, and low comp.
The average at the bottom is for all films in the group, not just the three selected comps.

Awareness Are you aware of this film? (% out of 100)				DAYS BEFORE RELEASE							
Title	Date	Dist.	Opening	42	35	28	21	14	7	0	
MINIONS: THE RISE OF GRU	7/1/22	UNI	TBD	44	45	45	50	50	53	65	
LIGHTYEAR	6/17/22	DIS	\$51M	55	58	57	57	57	61	62	
SING 2	12/22/21	UNI	\$22M	33	32	32	37	40	46	48	
THE BOB'S BURGERS MOVIE	5/27/22	FOX	\$13M	30	33	36	39	39	41	48	
GROUP AVGERAGE			\$26M	32	35	35	37	39	41	46	

Interest How interested are you in watching this movie? (from 1.0 - 10.0)				DAYS BEFORE RELEASE							
Title	Date	Dist.	Opening	42	35	28	21	14	7	0	
MINIONS: THE RISE OF GRU	7/1/22	UNI	TBD	5.8	5.8	5.9	6.1	6.1	6.0	6.4	
LIGHTYEAR	6/17/22	DIS	\$51M	5.9	5.9	6.0	6.1	6.3	6.3	6.3	
SING 2	12/22/21	UNI	\$22M	4.9	5.1	5.1	5.3	5.7	5.6	5.5	
THE BOB'S BURGERS MOVIE	5/27/22	FOX	\$13M	4.8	4.8	4.8	4.8	5.0	5.1	5.2	
GROUP AVGERAGE			\$26M	5.0	5.1	5.1	5.1	5.3	5.4	5.5	

Theater or Home Would you watch this movie in a theater? (% out of 100)				DAYS BEFORE RELEASE							
Title	Date	Dist.	Opening	42	35	28	21	14	7	0	
MINIONS: THE RISE OF GRU	7/1/22	UNI	TBD	60	60	60	61	61	61	64	
LIGHTYEAR	6/17/22	DIS	\$51M	59	58	60	60	62	60	60	
SING 2	12/22/21	UNI	\$22M	42	42	42	46	50	48	47	
THE BOB'S BURGERS MOVIE	5/27/22	FOX	\$13M	56	55	54	56	58	60	60	
GROUP AVGERAGE			\$26M	51	51	52	54	56	58	56	

Fee or Free Would you be willing to pay to watch this movie? (% out of 100)				DAYS BEFORE RELEASE							
Title	Date	Dist.	Opening	42	35	28	21	14	7	0	
MINIONS: THE RISE OF GRU	7/1/22	UNI	TBD	77	77	76	77	77	76	79	
LIGHTYEAR	6/17/22	DIS	\$51M	73	73	74	74	76	76	77	
SING 2	12/22/21	UNI	\$22M	63	62	62	65	69	70	69	
THE BOB'S BURGERS MOVIE	5/27/22	FOX	\$13M	72	73	73	74	76	77	77	
GROUP AVGERAGE			\$26M	69	68	69	70	72	73	73	

Tracking Comps Over Time

Mr. Malcolm's List

GROUP: ORIGINAL - LOW

These tables show scores over time for a high, medium, and low comp.
The average at the bottom is for all films in the group, not just the three selected comps.

Awareness Are you aware of this film? (% out of 100)				DAYS BEFORE RELEASE							
Title	Date	Dist.	Opening	42	35	28	21	14	7	0	
MR. MALCOLM'S LIST	7/1/22	BST	TBD	9	12	16	19	20	20	23	
DOG	2/18/22	UA	\$14.9M	32	32	32	35	37	43	52	
REDEEMING LOVE	1/21/22	UNI	\$3.5M	27	27	25	23	21	21	21	
CYRANO	2/25/22	UA	\$1.4M	21	21	19	19	22	22	32	
GROUP AVGERAGE			\$5.1M	20	20	21	21	24	26	31	

Interest How interested are you in watching this movie? (from 1.0 - 10.0)				DAYS BEFORE RELEASE							
Title	Date	Dist.	Opening	42	35	28	21	14	7	0	
MR. MALCOLM'S LIST	7/1/22	BST	TBD	4.4	4.5	4.7	4.8	4.8	4.7	4.4	
DOG	2/18/22	UA	\$14.9M	5.6	5.6	5.2	5.1	5.2	5.3	5.9	
REDEEMING LOVE	1/21/22	UNI	\$3.5M	5.3	5.3	5.2	5.1	5.0	5.0	4.8	
CYRANO	2/25/22	UA	\$1.4M	4.5	4.5	4.5	4.3	4.1	4.1	4.4	
GROUP AVGERAGE			\$5.1M	4.9	5.0	4.9	4.9	5.0	5.1	5.2	

Theater or Home Would you watch this movie in a theater? (% out of 100)				DAYS BEFORE RELEASE							
Title	Date	Dist.	Opening	42	35	28	21	14	7	0	
MR. MALCOLM'S LIST	7/1/22	BST	TBD	48	49	52	52	51	51	50	
DOG	2/18/22	UA	\$14.9M	42	42	38	36	37	37	48	
REDEEMING LOVE	1/21/22	UNI	\$3.5M	47	47	46	44	42	42	40	
CYRANO	2/25/22	UA	\$1.4M	36	36	35	33	33	33	42	
GROUP AVGERAGE			\$5.1M	41	42	42	41	42	43	46	

Fee or Free Would you be willing to pay to watch this movie? (% out of 100)				DAYS BEFORE RELEASE							
Title	Date	Dist.	Opening	42	35	28	21	14	7	0	
MR. MALCOLM'S LIST	7/1/22	BST	TBD	68	68	71	73	73	72	70	
DOG	2/18/22	UA	\$14.9M	65	65	60	59	59	65	70	
REDEEMING LOVE	1/21/22	UNI	\$3.5M	69	69	67	65	64	64	63	
CYRANO	2/25/22	UA	\$1.4M	58	58	58	55	58	58	64	
GROUP AVGERAGE			\$5.1M	62	63	63	62	63	65	67	

Tracking Comps Over Time

Thor: Love and Thunder

GROUP: DC/MCU

These tables show scores over time for a high, medium, and low comp.
The average at the bottom is for all films in the group, not just the three selected comps.

Awareness Are you aware of this film? (% out of 100)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
THOR: LOVE AND THUNDER	7/8/22	DIS	TBD	51	52	51	51	56	60	
SPIDER-MAN: NO WAY HOME	12/17/21	SNY	\$260M	52	51	54	54	57	56	73
DOCTOR STRANGE IN THE...	5/6/22	DIS	\$187M	54	54	55	55	58	58	70
VENOM: LET THERE BE CAR...	10/1/21	SNY	\$90M	42	47	47	50	50	52	54
GROUP AVGERAGE			\$136M	46	47	49	50	51	53	60

Interest How interested are you in watching this movie? (from 1.0 - 10.0)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
THOR: LOVE AND THUNDER	7/8/22	DIS	TBD	6.3	6.4	6.5	6.5	6.6	6.6	
SPIDER-MAN: NO WAY HOME	12/17/21	SNY	\$260M	6.5	6.4	6.4	6.4	6.6	6.7	7.2
DOCTOR STRANGE IN THE...	5/6/22	DIS	\$187M	6.5	6.5	6.5	6.5	6.4	6.5	6.8
VENOM: LET THERE BE CAR...	10/1/21	SNY	\$90M	5.6	5.7	5.8	5.7	5.8	5.7	5.9
GROUP AVGERAGE			\$136M	6.0	6.0	6.0	6.0	6.1	6.2	6.4

Theater or Home Would you watch this movie in a theater? (% out of 100)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
THOR: LOVE AND THUNDER	7/8/22	DIS	TBD	68	68	69	69	68	67	
SPIDER-MAN: NO WAY HOME	12/17/21	SNY	\$260M	57	57	56	57	55	58	61
DOCTOR STRANGE IN THE...	5/6/22	DIS	\$187M	67	69	68	67	65	67	68
VENOM: LET THERE BE CAR...	10/1/21	SNY	\$90M	51	50	50	50	52	50	48
GROUP AVGERAGE			\$136M	58	58	58	58	58	59	61

Fee or Free Would you be willing to pay to watch this movie? (% out of 100)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
THOR: LOVE AND THUNDER	7/8/22	DIS	TBD	83	83	85	85	83	82	
SPIDER-MAN: NO WAY HOME	12/17/21	SNY	\$260M	75	76	76	76	75	76	80
DOCTOR STRANGE IN THE...	5/6/22	DIS	\$187M	79	81	80	81	81	84	82
VENOM: LET THERE BE CAR...	10/1/21	SNY	\$90M	73	72	73	73	74	74	71
GROUP AVGERAGE			\$136M	76	77	76	77	77	78	78

Tracking Comps Over Time

Where The Crawdads Sing

GROUP: ORIGINAL - LOW

These tables show scores over time for a high, medium, and low comp.
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Awareness Are you aware of this film? (% out of 100)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
WHERE THE CRAWDADS SING	7/15/22	SNY	TBD	23	23	22	25	25		
DEAR EVAN HANSEN	9/24/21	UNI	\$7.4M	20	22	22	24	26	28	32
LAST NIGHT IN SOHO	10/29/21	FOC	\$4.2M	21	22	22	22	24	25	31
REDEEMING LOVE	1/21/22	UNI	\$3.5M	27	27	25	23	21	21	21
GROUP AVGERAGE			\$5.1M	20	20	21	21	24	26	31

Interest How interested are you in watching this movie? (from 1.0 - 10.0)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
WHERE THE CRAWDADS SING	7/15/22	SNY	TBD	5.1	5.1	5.1	5.3	5.3		
DEAR EVAN HANSEN	9/24/21	UNI	\$7.4M	4.7	4.7	4.7	4.7	4.7	4.9	4.9
LAST NIGHT IN SOHO	10/29/21	FOC	\$4.2M	4.7	4.7	4.7	4.7	4.6	4.8	5.1
REDEEMING LOVE	1/21/22	UNI	\$3.5M	5.3	5.3	5.2	5.1	5.0	5.0	4.8
GROUP AVGERAGE			\$5.1M	4.9	5.0	4.9	4.9	5.0	5.1	5.2

Theater or Home Would you watch this movie in a theater? (% out of 100)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
WHERE THE CRAWDADS SING	7/15/22	SNY	TBD	54	54	53	52	51		
DEAR EVAN HANSEN	9/24/21	UNI	\$7.4M	39	41	41	37	37	35	38
LAST NIGHT IN SOHO	10/29/21	FOC	\$4.2M	40	37	37	37	38	37	41
REDEEMING LOVE	1/21/22	UNI	\$3.5M	47	47	46	44	42	42	40
GROUP AVGERAGE			\$5.1M	41	42	42	41	42	43	46

Fee or Free Would you be willing to pay to watch this movie? (% out of 100)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
WHERE THE CRAWDADS SING	7/15/22	SNY	TBD	72	72	72	71	70		
DEAR EVAN HANSEN	9/24/21	UNI	\$7.4M	62	62	62	60	60	60	63
LAST NIGHT IN SOHO	10/29/21	FOC	\$4.2M	59	58	58	58	61	60	64
REDEEMING LOVE	1/21/22	UNI	\$3.5M	69	69	67	65	64	64	63
GROUP AVGERAGE			\$5.1M	62	63	63	62	63	65	67

Tracking Comps Over Time

Paws of Fury: The Legend of Hank

GROUP: ANIMATION/FAMILY

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The average at the bottom is for all films in the group, not just the three selected comps.

Awareness Are you aware of this film? (% out of 100)				DAYS BEFORE RELEASE							
Title	Date	Dist.	Opening	42	35	28	21	14	7	0	
PAW OF FURY: THE LEGEND...	7/15/22	PAR	TBD	31	31	33	33	35			
LIGHTYEAR	6/17/22	DIS	\$51M	55	58	57	57	57	61	62	
THE BAD GUYS	4/22/22	UNI	\$24M	25	28	28	30	33	35	48	
RON'S GONE WRONG	10/22/21	FOX	\$7M	16	18	18	18	21	24	26	
GROUP AVGERAGE			\$26M	32	35	35	37	39	41	46	

Interest How interested are you in watching this movie? (from 1.0 - 10.0)				DAYS BEFORE RELEASE							
Title	Date	Dist.	Opening	42	35	28	21	14	7	0	
PAW OF FURY: THE LEGEND...	7/15/22	PAR	TBD	5.0	5.0	5.1	5.1	5.2			
LIGHTYEAR	6/17/22	DIS	\$51M	5.9	5.9	6.0	6.1	6.3	6.3	6.3	
THE BAD GUYS	4/22/22	UNI	\$24M	5.2	5.3	5.3	5.3	5.3	5.3	5.3	
RON'S GONE WRONG	10/22/21	FOX	\$7M	4.5	4.8	4.8	4.8	4.9	5.1	5.1	
GROUP AVGERAGE			\$26M	5.0	5.1	5.1	5.1	5.3	5.4	5.5	

Theater or Home Would you watch this movie in a theater? (% out of 100)				DAYS BEFORE RELEASE							
Title	Date	Dist.	Opening	42	35	28	21	14	7	0	
PAW OF FURY: THE LEGEND...	7/15/22	PAR	TBD	46	46	46	48	52			
LIGHTYEAR	6/17/22	DIS	\$51M	59	58	60	60	62	60	60	
THE BAD GUYS	4/22/22	UNI	\$24M	42	41	41	46	47	51	49	
RON'S GONE WRONG	10/22/21	FOX	\$7M	35	35	35	35	37	40	41	
GROUP AVGERAGE			\$26M	51	51	52	54	56	58	56	

Fee or Free Would you be willing to pay to watch this movie? (% out of 100)				DAYS BEFORE RELEASE							
Title	Date	Dist.	Opening	42	35	28	21	14	7	0	
PAW OF FURY: THE LEGEND...	7/15/22	PAR	TBD	67	67	70	70	71			
LIGHTYEAR	6/17/22	DIS	\$51M	73	73	74	74	76	76	77	
THE BAD GUYS	4/22/22	UNI	\$24M	66	63	63	65	64	68	69	
RON'S GONE WRONG	10/22/21	FOX	\$7M	57	56	56	56	60	66	63	
GROUP AVGERAGE			\$26M	69	68	69	70	72	73	73	

Tracking Comps Over Time

Mrs. Harris

GROUP: ORIGINAL - LOW

These tables show scores over time for a high, medium, and low comp. The average at the bottom is for all films in the group, not just the three selected comps.

Awareness Are you aware of this film? (% out of 100)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
MRS. HARRIS	7/15/22	FOC	TBD	14	14	14	17	17		
DOG	2/18/22	UA	\$14.9M	32	32	32	35	37	43	52
DEAR EVAN HANSEN	9/24/21	UNI	\$7.4M	20	22	22	24	26	28	32
REDEEMING LOVE	1/21/22	UNI	\$3.5M	27	27	25	23	21	21	21
GROUP AVGERAGE			\$5.1M	20	20	21	21	24	26	31

Interest How interested are you in watching this movie? (from 1.0 - 10.0)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
MRS. HARRIS	7/15/22	FOC	TBD	4.1	4.1	4.3	4.3	4.2		
DOG	2/18/22	UA	\$14.9M	5.6	5.6	5.2	5.1	5.2	5.3	5.9
DEAR EVAN HANSEN	9/24/21	UNI	\$7.4M	4.7	4.7	4.7	4.7	4.7	4.9	4.9
REDEEMING LOVE	1/21/22	UNI	\$3.5M	5.3	5.3	5.2	5.1	5.0	5.0	4.8
GROUP AVGERAGE			\$5.1M	4.9	5.0	4.9	4.9	5.0	5.1	5.2

Theater or Home Would you watch this movie in a theater? (% out of 100)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
MRS. HARRIS	7/15/22	FOC	TBD	51	51	51	54	52		
DOG	2/18/22	UA	\$14.9M	42	42	38	36	37	37	48
DEAR EVAN HANSEN	9/24/21	UNI	\$7.4M	39	41	41	37	37	35	38
REDEEMING LOVE	1/21/22	UNI	\$3.5M	47	47	46	44	42	42	40
GROUP AVGERAGE			\$5.1M	41	42	42	41	42	43	46

Fee or Free Would you be willing to pay to watch this movie? (% out of 100)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
MRS. HARRIS	7/15/22	FOC	TBD	70	70	70	73	71		
DOG	2/18/22	UA	\$14.9M	65	65	60	59	59	65	70
DEAR EVAN HANSEN	9/24/21	UNI	\$7.4M	62	62	62	60	60	60	63
REDEEMING LOVE	1/21/22	UNI	\$3.5M	69	69	67	65	64	64	63
GROUP AVGERAGE			\$5.1M	62	63	63	62	63	65	67

Tracking Comps Over Time

Nope

GROUP: HORROR

These tables show scores over time for a high, medium, and low comp. The average at the bottom is for all films in the group, not just the three selected comps.

Awareness Are you aware of this film? (% out of 100)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
NOPE	7/22/22	UNI	TBD	26	26	27	26			
SCREAM	1/14/22	PAR	\$31M	44	42	43	43	45	52	55
OLD	7/23/21	UNI	\$17M	26	30	30	28	28	30	34
X	3/18/22	A24	\$5M	17	18	18	18	19	20	24
GROUP AVGERAGE			\$14M	24	24	24	25	26	28	32

Interest How interested are you in watching this movie? (from 1.0 - 10.0)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
NOPE	7/22/22	UNI	TBD	5.2	5.3	5.5	5.4			
SCREAM	1/14/22	PAR	\$31M	5.3	5.5	5.5	5.5	5.5	5.4	5.4
OLD	7/23/21	UNI	\$17M	5.7	5.7	5.7	5.5	5.5	5.5	5.7
X	3/18/22	A24	\$5M	4.6	4.7	4.8	4.8	4.9	4.9	4.9
GROUP AVGERAGE			\$14M	4.9	4.9	5.0	5.0	5.1	5.1	5.2

Theater or Home Would you watch this movie in a theater? (% out of 100)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
NOPE	7/22/22	UNI	TBD	52	54	55	54			
SCREAM	1/14/22	PAR	\$31M	51	53	53	53	53	50	52
OLD	7/23/21	UNI	\$17M	42	44	44	46	46	44	42
X	3/18/22	A24	\$5M	42	41	41	43	43	47	47
GROUP AVGERAGE			\$14M	46	47	47	50	50	50	50

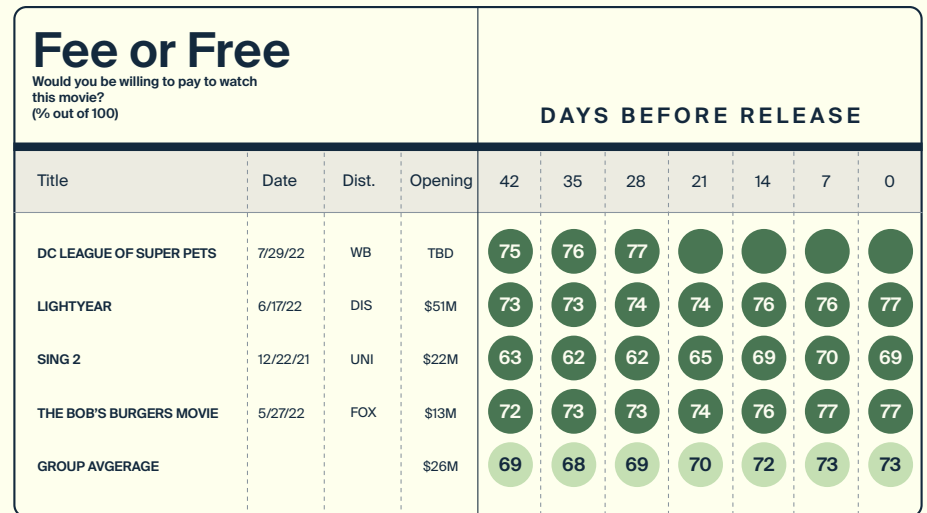
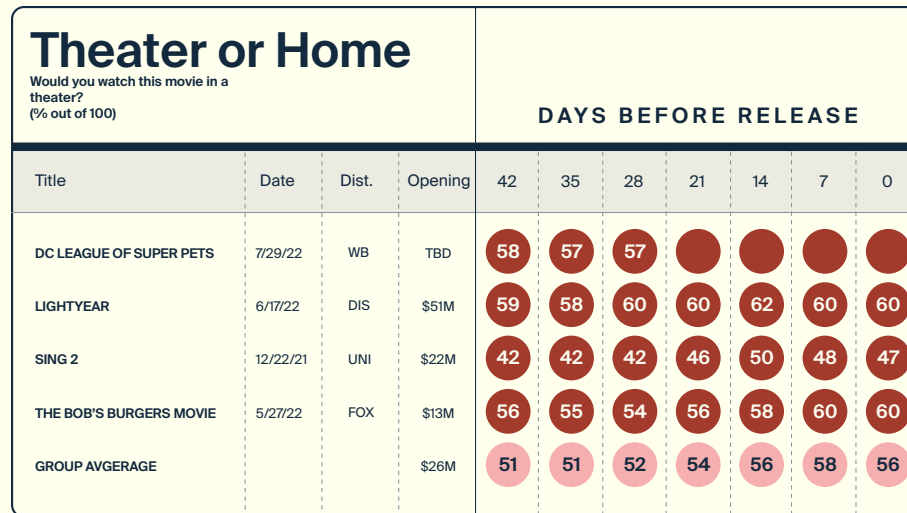
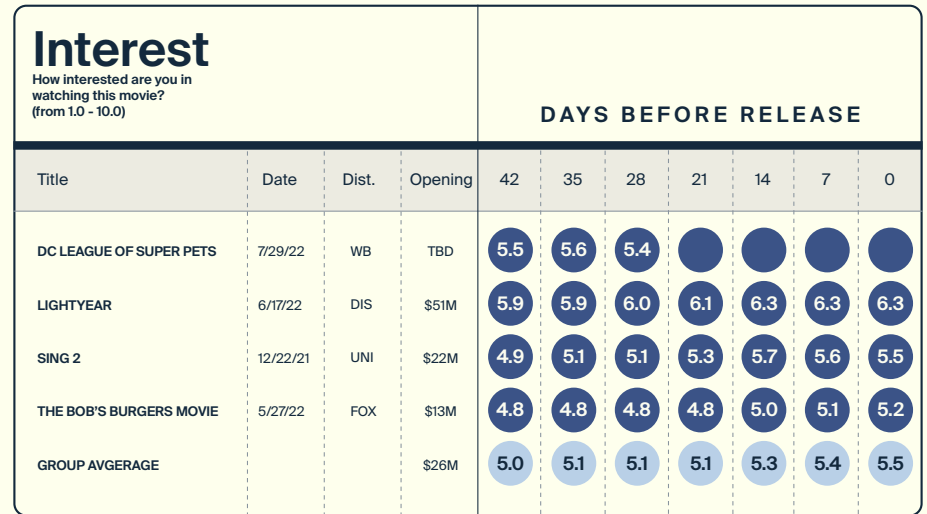
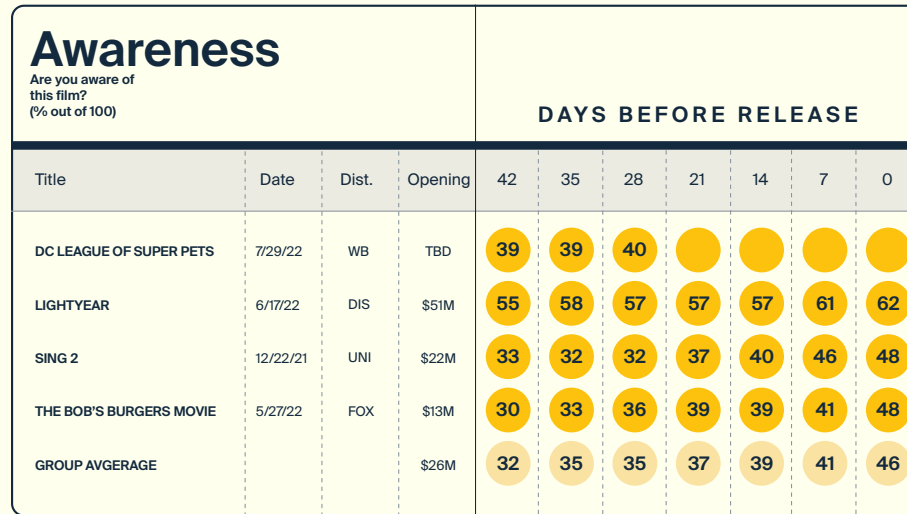
Fee or Free Would you be willing to pay to watch this movie? (% out of 100)				DAYS BEFORE RELEASE						
Title	Date	Dist.	Opening	42	35	28	21	14	7	0
NOPE	7/22/22	UNI	TBD	71	73	73	72			
SCREAM	1/14/22	PAR	\$31M	73	75	75	76	76	73	74
OLD	7/23/21	UNI	\$17M	64	66	66	67	67	65	65
X	3/18/22	A24	\$5M	64	64	64	65	66	68	68
GROUP AVGERAGE			\$14M	67	68	68	70	70	70	70

Tracking Comps Over Time

DC League of Super Pets

GROUP: ANIMATION/FAMILY

These tables show scores over time for a high, medium, and low comp. The average at the bottom is for all films in the group, not just the three selected comps.



Tracking Comps Over Time

Vengeance

GROUP: ORIGINAL - SMALL

These tables show scores over time for a high, medium, and low comp.
The average at the bottom is for all films in the group, not just the three selected comps.

Awareness Are you aware of this film? (% out of 100)				DAYS BEFORE RELEASE							
Title	Date	Dist.	Opening	42	35	28	21	14	7	0	
VENGEANCE	7/29/22	FOC	TBD	12	14	14					
AMBULANCE	4/8/22	UNI	\$8.7M	30	26	26	27	29	35	38	
LAST NIGHT IN SOHO	10/29/21	FOC	\$4.2M	21	22	22	22	24	25	31	
CRIMES OF THE FUTURE	6/3/22	NEON	\$1.1M	11	14	14	15	18	16	16	
GROUP AVGERAGE			\$5.1M	20	20	21	21	24	26	31	

Interest How interested are you in watching this movie? (from 1.0 - 10.0)				DAYS BEFORE RELEASE							
Title	Date	Dist.	Opening	42	35	28	21	14	7	0	
VENGEANCE	7/29/22	FOC	TBD	5.5	5.5	5.5					
AMBULANCE	4/8/22	UNI	\$8.7M	5.4	5.2	5.2	5.2	5.4	5.6	5.7	
LAST NIGHT IN SOHO	10/29/21	FOC	\$4.2M	4.7	4.7	4.7	4.7	4.6	4.8	5.1	
CRIMES OF THE FUTURE	6/3/22	NEON	\$1.1M	4.9	4.9	4.9	5.1	5.1	5.1	5.2	
GROUP AVGERAGE			\$5.1M	4.9	5.0	4.9	4.9	5.0	5.1	5.2	

Theater or Home Would you watch this movie in a theater? (% out of 100)				DAYS BEFORE RELEASE							
Title	Date	Dist.	Opening	42	35	28	21	14	7	0	
VENGEANCE	7/29/22	FOC	TBD	51	51	51					
AMBULANCE	4/8/22	UNI	\$8.7M	42	44	44	45	47	47	51	
LAST NIGHT IN SOHO	10/29/21	FOC	\$4.2M	40	37	37	37	38	37	41	
CRIMES OF THE FUTURE	6/3/22	NEON	\$1.1M	48	51	51	52	52	53	53	
GROUP AVGERAGE			\$5.1M	41	42	42	41	42	43	46	

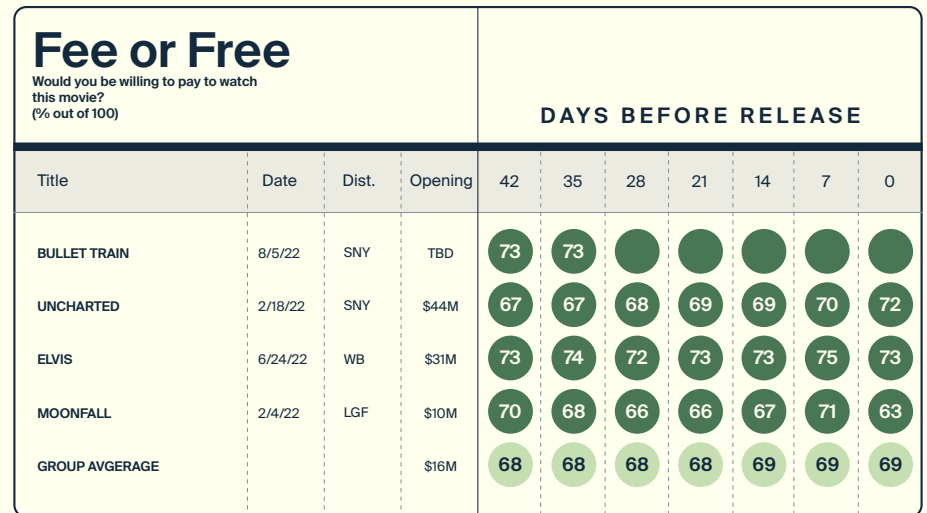
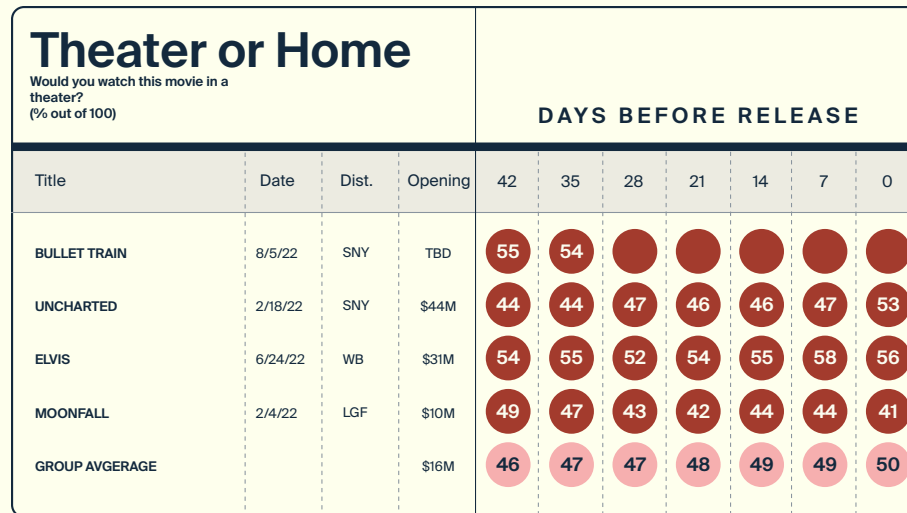
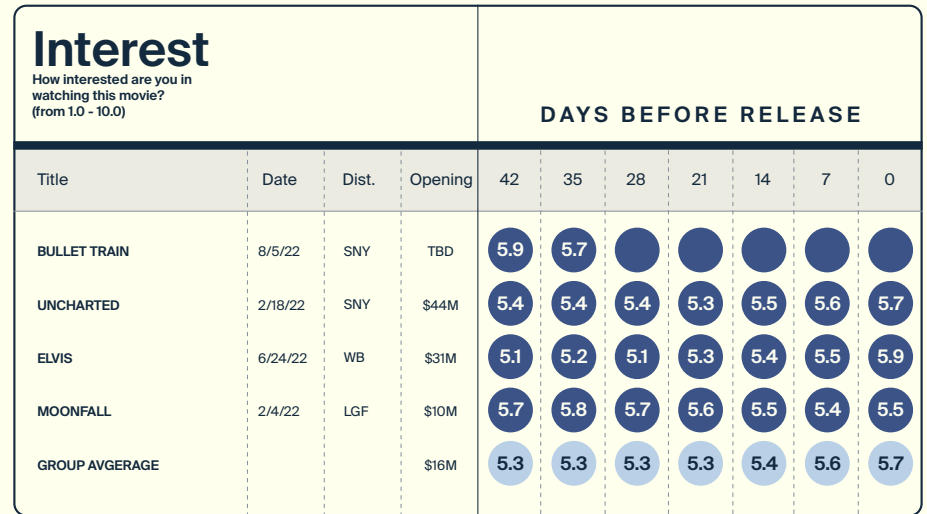
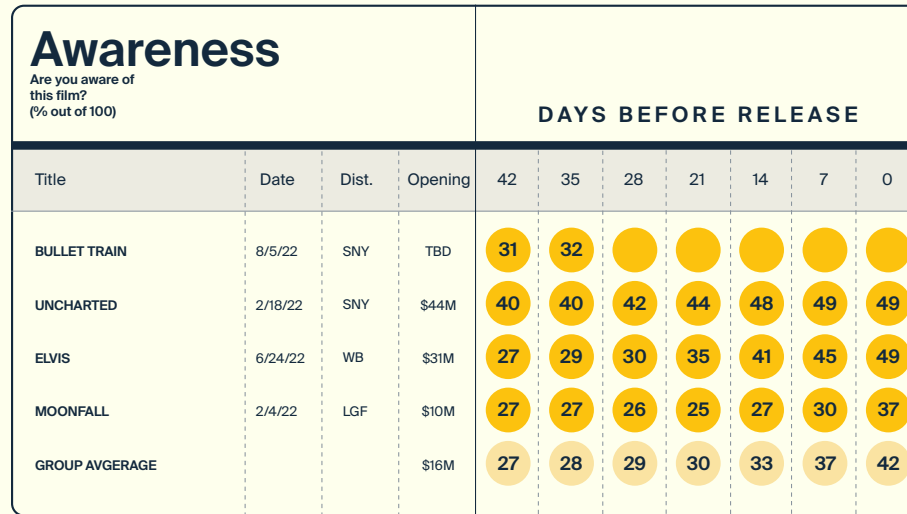
Fee or Free Would you be willing to pay to watch this movie? (% out of 100)				DAYS BEFORE RELEASE							
Title	Date	Dist.	Opening	42	35	28	21	14	7	0	
VENGEANCE	7/29/22	FOC	TBD	70	72	72					
AMBULANCE	4/8/22	UNI	\$8.7M	62	63	63	64	65	67	68	
LAST NIGHT IN SOHO	10/29/21	FOC	\$4.2M	59	58	58	58	61	60	64	
CRIMES OF THE FUTURE	6/3/22	NEON	\$1.1M	64	68	68	70	73	73	72	
GROUP AVGERAGE			\$5.1M	62	63	63	62	63	65	67	

Tracking Comps Over Time

Bullet Train

GROUP: ORIGINAL - HIGH

These tables show scores over time for a high, medium, and low comp.
The average at the bottom is for all films in the group, not just the three selected comps.



Tracking Comps Over Time

Easter Sunday

GROUP: ORIGINAL - SMALL

These tables show scores over time for a high, medium, and low comp.
The average at the bottom is for all films in the group, not just the three selected comps.

Awareness Are you aware of this film? (% out of 100)				DAYS BEFORE RELEASE							
Title	Date	Dist.	Opening	42	35	28	21	14	7	0	
EASTER SUNDAY	7/29/22	UNI	TBD	20	19						
JACKASS FOREVER	2/4/22	PAR	\$23.1M	26	25	26	31	37	42	50	
UNBEARABLE WEIGHT OF...	4/22/22	LGF	\$7.1M	17	18	20	21	21	24	33	
CYRANO	2/25/22	UA	\$1.4M	21	21	19	19	22	22	32	
GROUP AVGERAGE			\$5.1M	20	20	21	21	24	26	31	

Interest How interested are you in watching this movie? (from 1.0 - 10.0)				DAYS BEFORE RELEASE							
Title	Date	Dist.	Opening	42	35	28	21	14	7	0	
EASTER SUNDAY	7/29/22	UNI	TBD	4.9	4.8						
JACKASS FOREVER	2/4/22	PAR	\$23.1M	5.1	5.2	5.2	5.1	4.7	4.7	5.3	
UNBEARABLE WEIGHT OF...	4/22/22	LGF	\$7.1M	4.9	5.2	5.3	5.2	5.2	5.2	5.0	
CYRANO	2/25/22	UA	\$1.4M	4.5	4.5	4.5	4.3	4.1	4.1	4.4	
GROUP AVGERAGE			\$5.1M	4.9	5.0	4.9	4.9	5.0	5.1	5.2	

Theater or Home Would you watch this movie in a theater? (% out of 100)				DAYS BEFORE RELEASE							
Title	Date	Dist.	Opening	42	35	28	21	14	7	0	
EASTER SUNDAY	7/29/22	UNI	TBD	53	55						
JACKASS FOREVER	2/4/22	PAR	\$23.1M	51	52	52	51	47	48	45	
UNBEARABLE WEIGHT OF...	4/22/22	LGF	\$7.1M	44	49	49	48	48	48	52	
CYRANO	2/25/22	UA	\$1.4M	36	36	35	33	33	33	42	
GROUP AVGERAGE			\$5.1M	41	42	42	41	42	43	46	

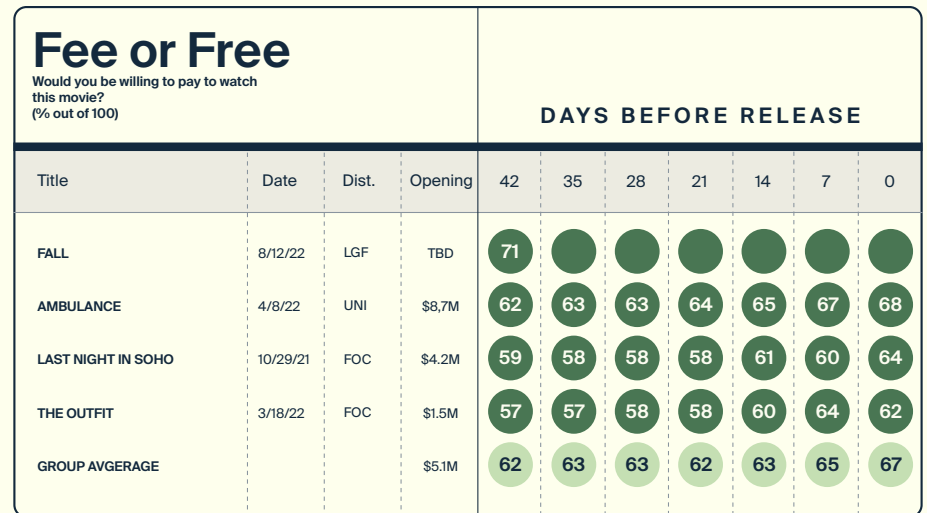
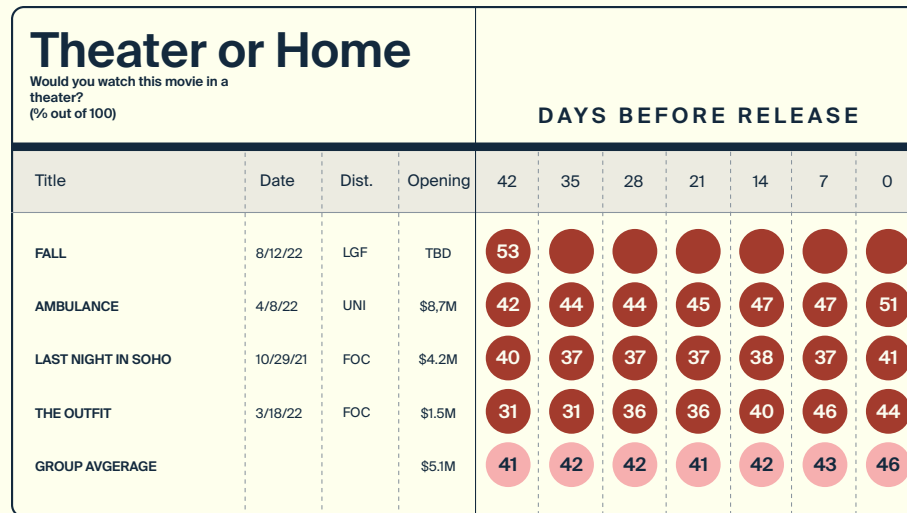
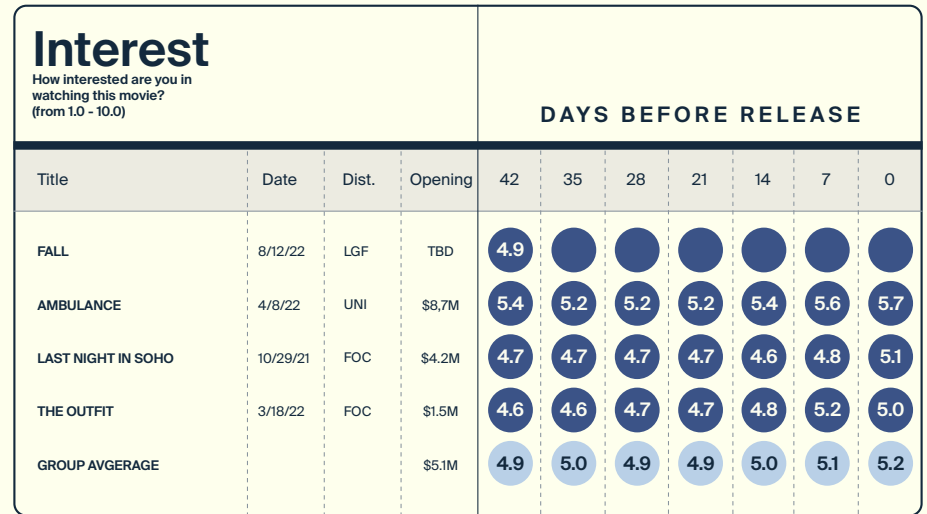
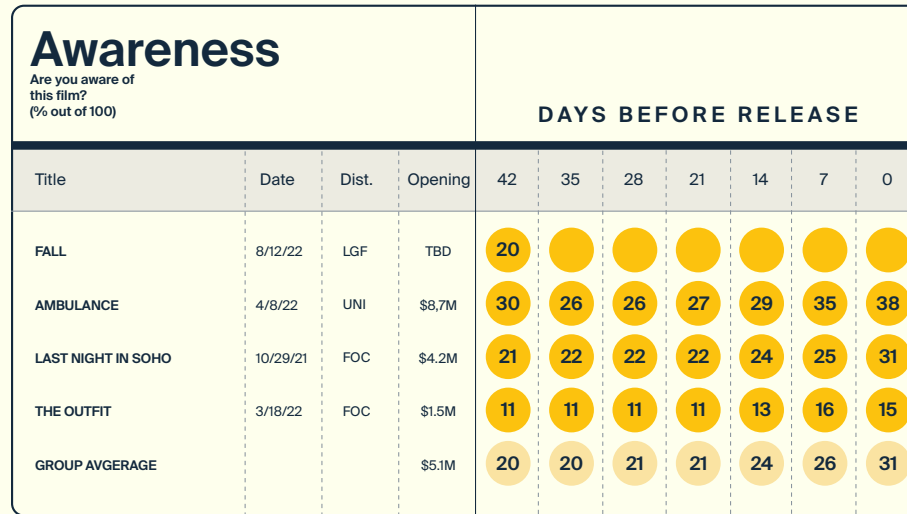
Fee or Free Would you be willing to pay to watch this movie? (% out of 100)				DAYS BEFORE RELEASE							
Title	Date	Dist.	Opening	42	35	28	21	14	7	0	
EASTER SUNDAY	7/29/22	UNI	TBD	72	72						
JACKASS FOREVER	2/4/22	PAR	\$23.1M	72	75	75	74	70	69	70	
UNBEARABLE WEIGHT OF...	4/22/22	LGF	\$7.1M	63	68	67	67	67	67	69	
CYRANO	2/25/22	UA	\$1.4M	58	58	58	55	58	58	64	
GROUP AVGERAGE			\$5.1M	62	63	63	62	63	65	67	

Tracking Comps Over Time

Fall

GROUP: ORIGINAL - SMALL

These tables show scores over time for a high, medium, and low comp. The average at the bottom is for all films in the group, not just the three selected comps.



Groups

Table A-1.

Group Hierarchy and Average Openings

Title	Date
ANIMATION/FAMILY	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.