AUDIENCE EVOLUTION

A QUIET PLACE

MOVIO

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A QUIET PLACE

SUMMARY

APR 5TH – APR 19TH

- *A Quiet Place* broke out by attracting a wider audience compared to more traditional horror movies, behaving and evolving in a similar way to most blockbusters.

- It attracted a higher proportion of male moviegoers (+6%), over 30 moviegoers (+10%) and Caucasian moviegoers (+14%) compared to more traditional horror movies such as *The Strangers: Prey at Night, Winchester* and *Insidious: The Last Key.*

Dr Bryan Smith
Chief Data Scientist at Movio

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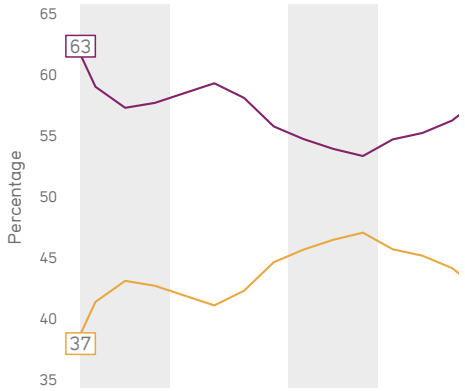
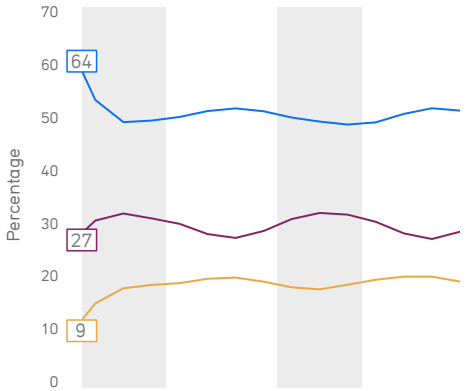
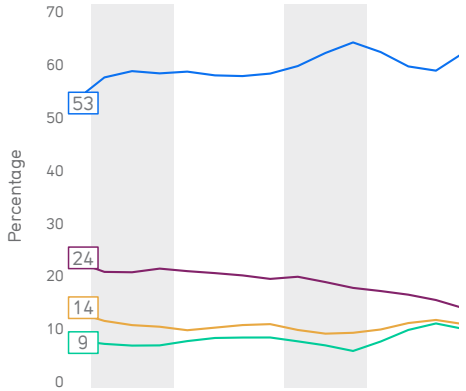
GENDER



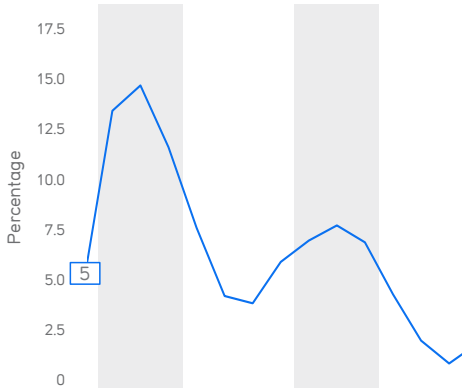
AGE



ETHNICITY

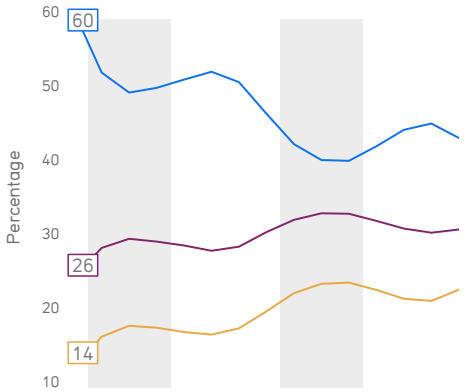


ATTENDANCE

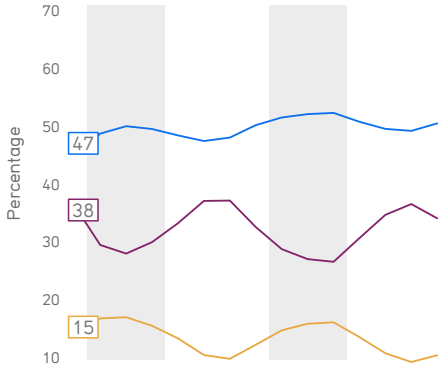


Movie attendance on each day since release, expressed as a % of the total audience.

FREQUENCY



ADMISSIONS



Fri - Sun

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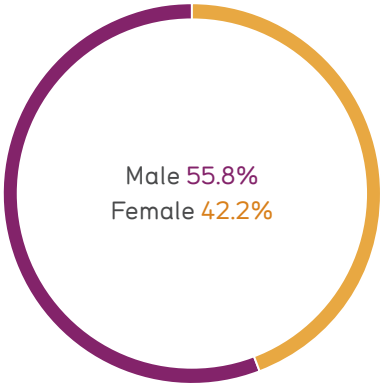
A QUIET PLACE

REPORT RUN

APR 5TH - APR 19TH

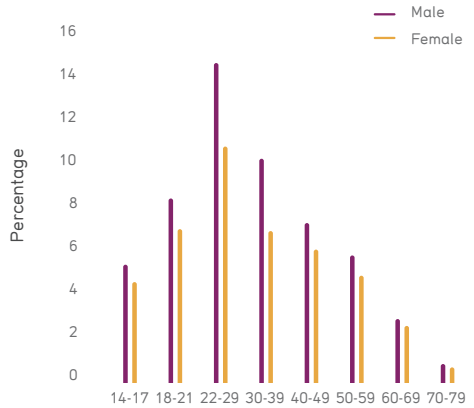
This is a profile of the movie audience over this report's run. 'Attendance' indicates the percentage of all moviegoers and the percentage of this movie's audience that saw the movie during this time period.

GENDER



The gender split of the audience over the report run.

AGE & GENDER DISTRIBUTION



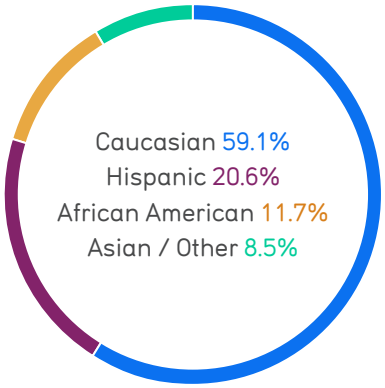
The audience broken down by age and gender.

AUDIENCE

Percentage of total audience for period	100%
Average age	33.9
Most similar audience	Annihilation It Ready Player One Game Night Split

MOST SIMILAR AUDIENCE indicates the five most similar movies by audiences in the Movio Media database. It uses Movio Media's Similarity Ratings algorithm, which is based on a comparison between the size of the audience intersection for a pair of movies with the size of the expected intersection given the overall audience for each movie in the pair.

ETHNICITY



The ethnicity share of the audience over the report run.

SESSION TIMES

	F	S	S	M	T	W	T
11pm	0.4	0.4	0.1	0.0	0.1	0.0	0.1
10pm	3.0	2.7	0.9	0.4	0.8	0.4	1.3
9pm	2.7	2.7	1.0	0.4	0.8	0.4	1.6
8pm	3.1	3.0	1.4	0.6	1.2	0.6	1.0
7pm	4.8	4.5	2.7	1.0	2.2	1.0	3.7
6pm	1.5	1.6	1.1	0.3	0.7	0.3	0.4
5pm	1.9	2.6	2.0	0.5	1.0	0.4	0.5
4pm	1.2	2.0	1.9	0.3	0.6	0.3	0.3
3pm	0.7	1.6	1.6	0.2	0.4	0.2	0.2
2pm	1.1	2.2	2.5	0.3	0.6	0.3	0.3
1pm	0.7	1.4	1.5	0.3	0.4	0.2	0.3
12pm	1.0	1.7	1.8	0.4	0.7	0.4	0.4
11am	0.5	0.9	0.9	0.2	0.3	0.2	0.2
10am	0.1	0.2	0.2	0.0	0.0	0.0	0.0

Dark red indicates more popular session times.
The number indicates % of total audience.

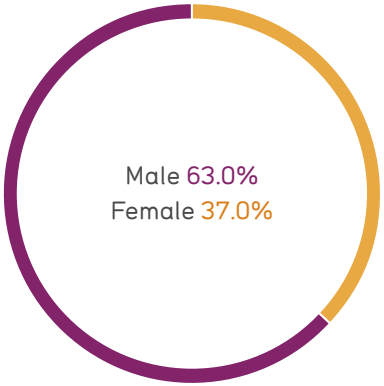
A QUIET PLACE

OPENING NIGHT

APR 5TH

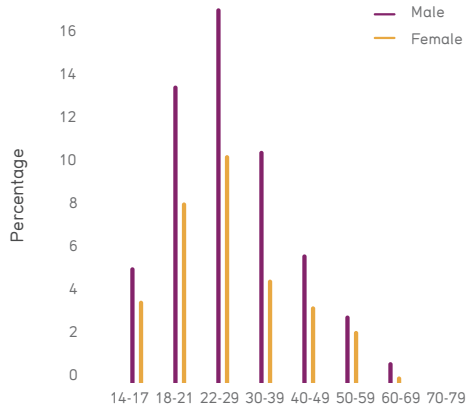
A profile of the movie audience on opening night.

GENDER



The gender split of the audience over the opening night.

AGE & GENDER DISTRIBUTION

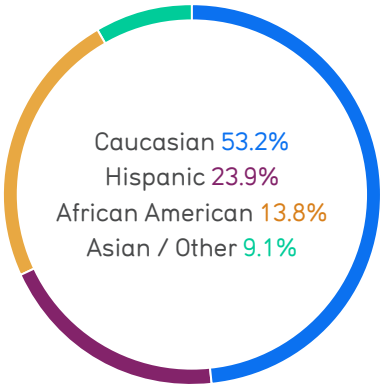


The audience broken down by age and gender.

AUDIENCE

Percentage of total audience for period	4.9%
Average age	29.3

ETHNICITY



The ethnicity share of the audience over the opening night.

SESSION TIMES

	F	S	S	M	T	W	T
11pm	0.0	0.0	0.0	0.0	0.0	0.0	0.7
10pm	0.0	0.0	0.0	0.0	0.0	0.0	16.4
9pm	0.0	0.0	0.0	0.0	0.0	0.0	25.4
8pm	0.0	0.0	0.0	0.0	0.0	0.0	7.0
7pm	0.0	0.0	0.0	0.0	0.0	0.0	50.5
6pm	0.0	0.0	0.0	0.0	0.0	0.0	0.1
5pm	0.0	0.0	0.0	0.0	0.0	0.0	0.0
4pm	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3pm	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2pm	0.0	0.0	0.0	0.0	0.0	0.0	0.0
1pm	0.0	0.0	0.0	0.0	0.0	0.0	0.0
12pm	0.0	0.0	0.0	0.0	0.0	0.0	0.0
11am	0.0	0.0	0.0	0.0	0.0	0.0	0.0
10am	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Dark red indicates more popular session times.
The number indicates % of total audience.

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A QUIET PLACE

OPENING WEEKEND

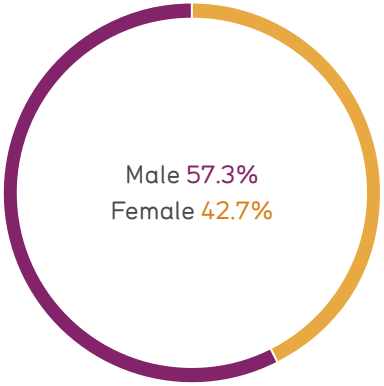
APR 5TH - APR 8TH

A profile of the movie audience on opening weekend.

AUDIENCE

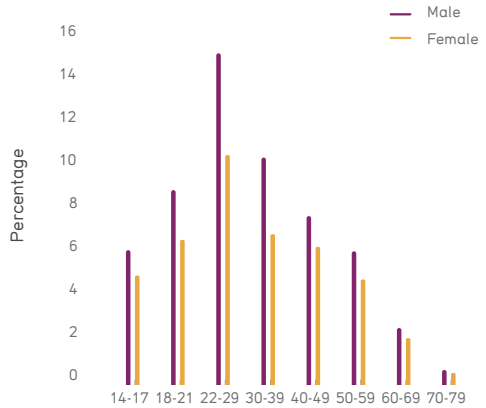
Percentage of total audience for period	46.2%
Average age	33.3

GENDER



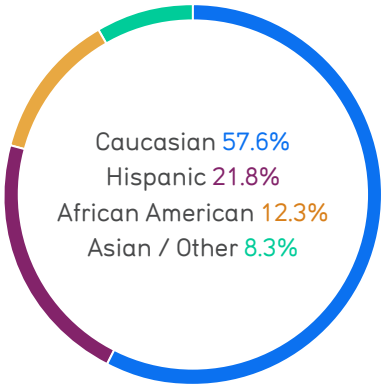
The gender split of the audience over the opening weekend.

AGE & GENDER DISTRIBUTION



The audience broken down by age and gender.

ETHNICITY



The ethnicity share of the audience over the opening weekend.

SESSION TIMES

	F	S	S	M	T	W	T
11pm	0.5	0.5	0.1	0.0	0.1	0.0	0.0
10pm	3.3	2.8	1.0	0.5	1.0	0.5	0.6
9pm	2.8	2.6	1.1	0.4	0.9	0.4	0.5
8pm	3.2	3.0	1.5	0.7	1.3	0.6	0.8
7pm	4.7	4.5	2.8	1.1	2.5	1.1	1.4
6pm	1.5	1.6	1.1	0.3	0.8	0.3	0.5
5pm	2.1	2.6	2.0	0.6	1.2	0.5	0.5
4pm	1.2	2.0	1.7	0.3	0.7	0.3	0.4
3pm	0.9	1.6	1.5	0.2	0.4	0.2	0.3
2pm	1.3	2.4	2.4	0.4	0.8	0.4	0.4
1pm	0.8	1.4	1.4	0.3	0.5	0.3	0.3
12pm	1.2	1.9	1.9	0.4	0.9	0.5	0.5
11am	0.6	0.9	0.9	0.2	0.4	0.2	0.2
10am	0.1	0.2	0.2	0.0	0.0	0.0	0.0

Dark red indicates more popular session times. The number indicates % of total audience.

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A QUIET PLACE

OPENING WEEK

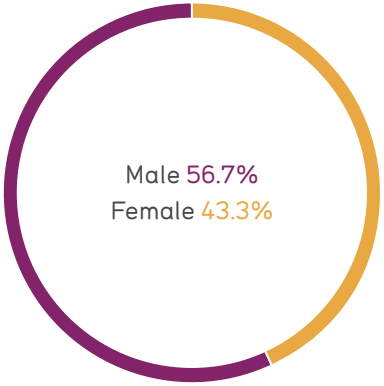
APR 9TH - APR 12TH

A profile of the movie audience on opening week.

AUDIENCE

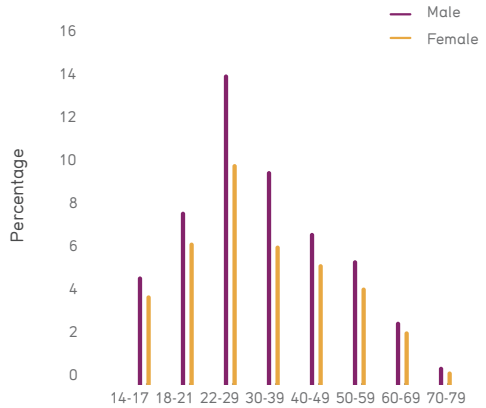
Percentage of total audience for period	60.0%
Average age	34.1

GENDER



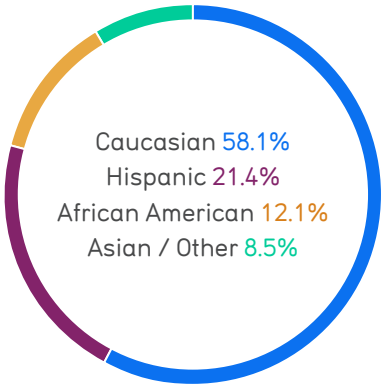
The gender split of the audience over the opening week.

AGE & GENDER DISTRIBUTION



The audience broken down by age and gender.

ETHNICITY



The ethnicity share of the audience over the opening week.

SESSION TIMES

	F	S	S	M	T	W	T
11pm	0.5	0.5	0.1	0.0	0.1	0.0	0.0
10pm	3.3	2.8	1.0	0.5	1.0	0.5	0.6
9pm	2.8	2.6	1.1	0.4	0.9	0.4	0.5
8pm	3.2	3.0	1.5	0.7	1.3	0.6	0.8
7pm	4.7	4.5	2.8	1.1	2.5	1.1	1.4
6pm	1.5	1.6	1.1	0.3	0.8	0.3	0.5
5pm	2.1	2.6	2.0	0.6	1.2	0.5	0.5
4pm	1.2	2.0	1.7	0.3	0.7	0.3	0.4
3pm	0.9	1.6	1.5	0.2	0.4	0.2	0.3
2pm	1.3	2.4	2.4	0.4	0.8	0.4	0.4
1pm	0.8	1.4	1.4	0.3	0.5	0.3	0.3
12pm	1.2	1.9	1.9	0.4	0.9	0.5	0.5
11am	0.6	0.9	0.9	0.2	0.4	0.2	0.2
10am	0.1	0.2	0.2	0.0	0.0	0.0	0.0

Dark red indicates more popular session times.
The number indicates % of total audience.

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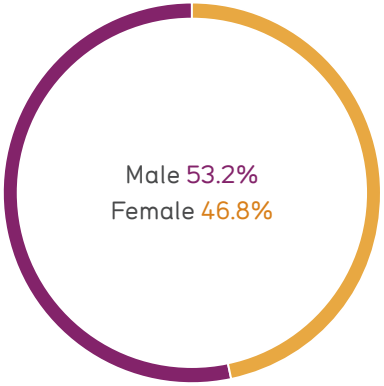
A QUIET PLACE

WEEK 2

APR 13TH - APR 19TH

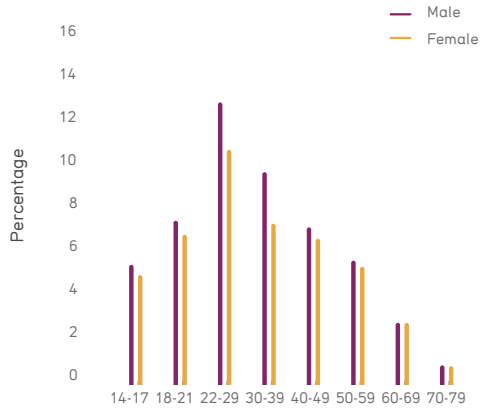
A profile of the movie audience on week 2.

GENDER



The gender split of the audience over week 2.

AGE & GENDER DISTRIBUTION

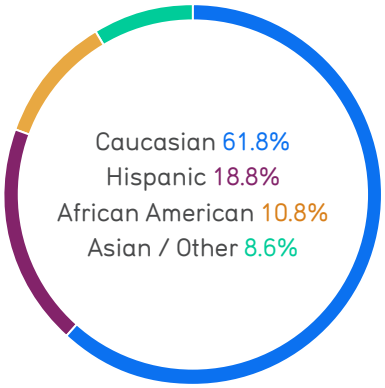


The audience broken down by age and gender.

AUDIENCE

Percentage of total audience for period	35.0%
Average age	34.4

ETHNICITY



The ethnicity share of the audience over week 2.

SESSION TIMES

	F	S	S	M	T	W	T
11pm	0.4	0.4	0.1	0.0	0.0	0.0	0.0
10pm	3.0	2.7	0.8	0.4	0.7	0.3	0.5
9pm	3.1	3.1	1.0	0.3	0.7	0.3	0.4
8pm	3.5	3.5	1.5	0.6	1.2	0.6	0.7
7pm	5.7	5.2	3.0	1.1	2.0	1.0	1.2
6pm	1.7	1.9	1.4	0.4	0.6	0.3	0.4
5pm	2.0	3.0	2.4	0.5	0.8	0.4	0.4
4pm	1.3	2.2	2.3	0.4	0.5	0.2	0.3
3pm	0.6	1.6	1.8	0.3	0.3	0.2	0.2
2pm	0.9	2.3	3.1	0.4	0.4	0.3	0.3
1pm	0.7	1.5	2.0	0.3	0.3	0.2	0.3
12pm	0.8	1.6	2.0	0.4	0.5	0.4	0.3
11am	0.5	0.9	1.1	0.2	0.3	0.2	0.1
10am	0.1	0.2	0.2	0.0	0.0	0.0	0.0

Dark red indicates more popular session times.
The number indicates % of total audience.

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METHODOLOGY

The statistics reported in this document are compiled using Movio Media's population weighted dataset. This population weighting is performed such that the relative contribution from each age/gender group is consistent with the demographic distribution reported in the MPAA Theatrical Market Statistics report. Ethnicity weighting is performed in combination with age weighting by assuming that each ethnic group's representation within the movie-going audience is equal to its proportion of the US population in each age bracket.

The time series plots for Gender, Ethnicity, Average Age, and Attendance reflect the audience composition on each during the period of analysis, and the plots for Frequency, and Average Admissions reflect the typical movie-going behavior for the moviegoers that attended on each day.

For the snapshot of the full run, we provide a list of movies with audiences most similar to the audience that attended the analyzed movie. This list is created using the Movio Media Similarity Rating algorithm, which compares the size of the audience intersection for a pair of movies with the size of the intersection that would be expected given the sizes of the individual audiences.

ABOUT MOVIO

Movio is the global leader in marketing data analytics and campaign management solutions, revolutionizing the way the film industry interacts with moviegoers. With a global database of over 100 million moviegoers, 750 million behavioral and transactional records and more than 5000 movie titles, Movio is the world's most comprehensive source of moviegoer data. The company's investment in data science and machine learning has produced market-leading technologies that redefine the possibilities of movie marketing. Movio empowers marketers to connect moviegoers with their ideal movie via online and offline channels, and link campaign data with actual ticket purchases to close the loop and measure campaign effectiveness.

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