

Home “ticket sales” dwarf theater attendance 5-1, survey shows  
**Increasingly, Americans Prefer Going to  
the Movies At Home**

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**PewResearchCenter**  
A Social Trends Report

## Increasingly, Americans Prefer Going to the Movies At Home

The start of the summer blockbuster movie season has Hollywood hoping for the usual stampede to the theaters, but now more than ever, the place that most Americans would rather watch movies is under their own roof.

Three-quarters of all adults say they would prefer watching movies at home rather than in a theater, according to a Pew Research Center survey, up from 67% in 1994.

The survey finds that more than seven-in-ten adults (71%) watch at least one movie a week, but the great bulk of this viewing occurs at home rather than in a theater.

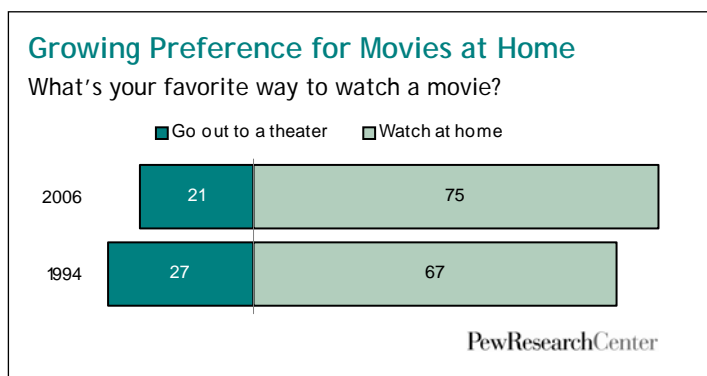
While the most popular way to watch movies at home is on broadcast, cable or satellite television programming, fully half of the public says that at least once a week they watch a movie on a DVD or by pay-per-view.

Viewing movies at home in this manner—which, like theater-going, requires consumers to pay for each movie they see—is roughly five times more prevalent than going out to the movies in a theater, the Pew survey finds.

This heightened preference for home movie viewing tracks a rapid expansion over the past decade in a variety of home movie viewing services and options.

Beyond the familiar staple

of movies on broadcast, cable, satellite or pay-per-view television, there are now faster turnaround times for first-release movie DVDs, as well as mail services (such as Netflix) and recording devices (such as TiVo) that make home movie viewing more convenient. Also, the burgeoning sales of large-screen, high-resolution television sets have created a home-theater setting in a growing number of American living rooms and dens.



### Seven-in-Ten Americans Watch Movies Every Week

How often people watch movies on...

	-----Movies at Home-----				Total
	Movies at home-- any source	Broad-cast or cable TV	DVD or Pay-per-View <sup>a</sup>	Movies at theater	Movie Viewing <sup>b</sup>
	%	%	%	%	%
Once a week or more	71	57	50	5	71
Every few weeks	11	10	14	8	12
Once a month	6	8	10	13	6
Every few months	4	4	7	20	4
Less often	2	4	4	10	2
Hardly ever or never	6	16	14	44	5
Don't have (vol.)/Don't know	0	1	1	*	0
	100	100	100	100	100

<sup>a</sup>Includes combined frequency of watching movies on DVD and watching movies on pay-per-view

<sup>b</sup>Includes combined frequency of watching movies from any of these sources: broadcast, cable or satellite TV, DVD, pay-per-view, and at the theater.

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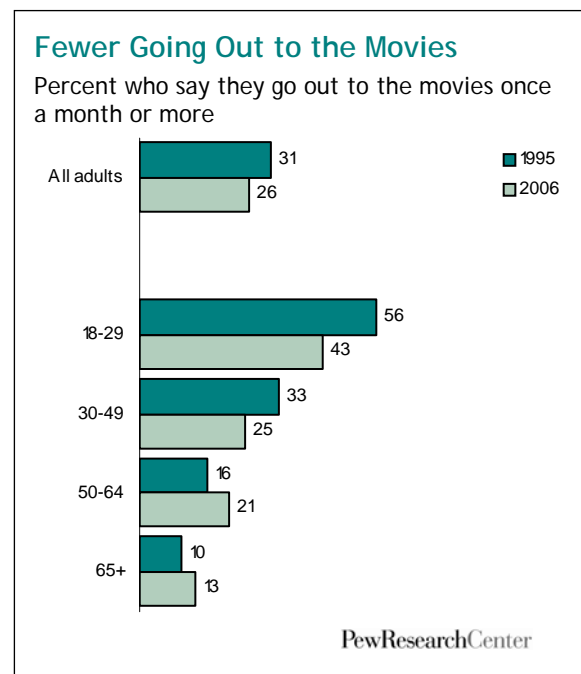
As more people say they prefer to watch movies at home, fewer are going out to theaters. Since 1995, when Pew last asked these questions, there has been a small overall decline in the percentage of adults who report that they go to theaters at least monthly. This decline, while modest among the full adult population, has been more substantial among those segments of the public most coveted by the theater industry—younger, better educated, and higher-income consumers.

Are home viewing devices and services eating into the theater-going audience? The Pew findings on this question are mixed. Among people who rarely or never go to the theater, "the ease of waiting for the DVD" is the most oft-cited reason in our survey for not going to the theater more often. But our survey finds that people with more home movie viewing devices and services are also the ones most likely to watch a lot of movies—both in the theater as well as at home. Movie buffs, in short, tend to watch a lot of movies, no matter what the venue.

These findings come from a new survey by the Pew Research Center, conducted by telephone with a nationally representative, randomly selected sample of 2,250 adults from February 8 through March 7, 2006.

The Pew survey findings on the declining theater audience comport with statistics from the Motion Picture Association of America that show a drop in admissions since the mid 1990's. Peak admissions occurred in 2002 at 1.6 billion and dropped in 2005 to 1.4 billion<sup>1</sup>, the lowest admissions figure since 1997.

One way to understand current movie-going habits is to compare the number of people who buy movie tickets for theater viewing with the number who, in effect, "buy tickets" to watch movies at home—either by watching a rented or purchased DVD or by arranging for a pay-per-view showing on their television. From the survey responses, we estimate that the typical adult "buys tickets" to watch movies at home 3.41 times a month and at the theater 0.66 times a month, for a ratio of about five-to-one<sup>2</sup>.



**By 5-1, Adults Buy More Movie Tickets to Watch at Home Than in Theaters**  
Estimated number of movies viewed monthly

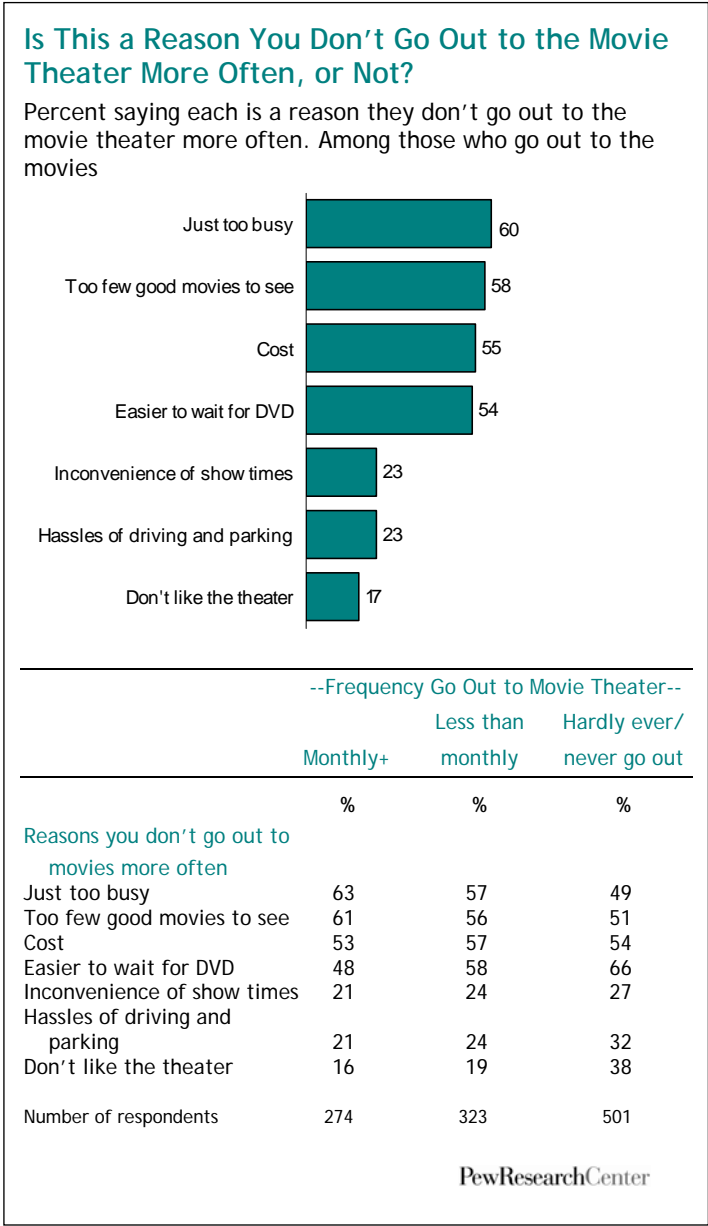
	"Bought" for home viewing	Bought at theater	Ratio
Mean number of movies viewed per month	3.41	0.66	5.17

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<sup>1</sup> See "U.S. Entertainment Industry: 2005 MPS Market Statistics" Motion Picture Association, Worldwide Market Research. <http://www.mpa.org/researchStatistics.asp>

<sup>2</sup> The questions asked of respondents about their frequency of movie viewing did not specify an exact number. We estimated the number of movies watched each month based on the following assumptions. Respondents who report watching movies "about once a week or more" are estimated to view 6 movies per month. Those saying they watch movies "every few weeks" are estimated to watch 2 movies per month. Those saying they watch movies "every few months" are estimated to watch 0.5 movies per month and those saying "about once a month"

Theater-goers give a number of different reasons for not going out to the theaters more frequently—including being too busy (60%), a lack of good movies to see (58%), cost (55%), and the ease of waiting for the DVD version (54%). Ease of waiting for DVDs is more often cited by non-frequent theater-goers than by frequent theater-goers as a reason for not going out to the movies more often.



are estimated to watch 1 movie per month. Those saying that they watch movies “less often” than every few months, “hardly ever or never” or “don't know” are estimated to watch 0 movies per month.

## More Home Movie-Viewing Options

A growing number of movie services and devices have changed the ways that Americans see movies at home. About eight-in-ten (81%) Americans have cable or satellite service in their home and 30% subscribe to premium channels such as HBO. More than a third (36%) of Americans report owning a flat screen, plasma, or high-definition TV. Nearly a fifth (17%) have a digital video recording device such as TiVo in their home and 6% use a mail delivery service such as Netflix for home movies. Tallying up those who have each of these devices and services<sup>3</sup>, 23% of all adults have three or more of these devices and services and another three-in-ten have two such devices. Those most likely to have such devices and services are under age 50 and more affluent.

Respondents with more of these movie-viewing devices and services are more likely to watch movies frequently—both at home and in the theater—than are those with fewer such devices.

## Who's Got What? Accessorizing for Home Movie Viewing

Percent who have each item...

	Cable/ Satellite	Flat Screen TV <sup>a</sup>	Premium Channels	DVR/ TiVo	Mail delivery/ Netflix
	%	%	%	%	%
<b>All Adults</b>	81	36	30	17	6
<b>Gender</b>					
Men	80	39	31	18	7
Women	82	33	29	15	6
<b>Race/Ethnicity</b>					
White	82	35	28	16	6
Black	78	43	44	23	6
Hispanic*	70	33	25	11	8
<b>Age</b>					
18-29	74	41	33	16	8
30-49	82	37	33	18	7
50-64	82	34	31	16	6
65+	86	29	18	15	3
<b>Education</b>					
College grad	83	37	30	22	11
Some college	82	36	34	18	6
H.S. grad or less	80	35	28	14	4
<b>Family Income</b>					
\$100,000+	91	54	45	31	9
\$50K - \$100K	85	40	33	20	8
\$30K - \$50K	80	33	31	16	5
Less than \$30K	72	28	19	8	5
<b>Region</b>					
Northeast	86	36	37	16	6
Midwest	77	33	26	14	6
South	83	38	30	18	6
West	77	35	26	18	8
<b>Location</b>					
Urban	74	32	29	17	6
Suburban	85	40	32	18	7
Rural	83	31	26	12	5

\* Hispanics are of any race.

<sup>a</sup>Flat screen TV includes those who report having a flat screen, plasma, or high-definition TV in their household.

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<sup>3</sup> Based on an additive index that includes subscription to cable or satellite service, premium cable channels, mail delivery service, ownership of a flat screen, plasma or high-definition television, and a digital recording device.

## I. Home-Viewing Much Preferred Over Theater-Viewing

Three-quarters of all adults prefer to watch movies at home, up 8 points since 1994. Not surprisingly, those who hardly ever go out to theaters have an even stronger preference for watching movies at home (87%). Among those who go out to the theater at least monthly, four-in-ten prefer the theater and a 56% majority prefer watching movies at home.

Home movie watching is a regular part of every week for about seven-in-ten (71%) adults. Those who watch movies in the theater are more likely than those who don't to also watch movies at home on a regular basis.

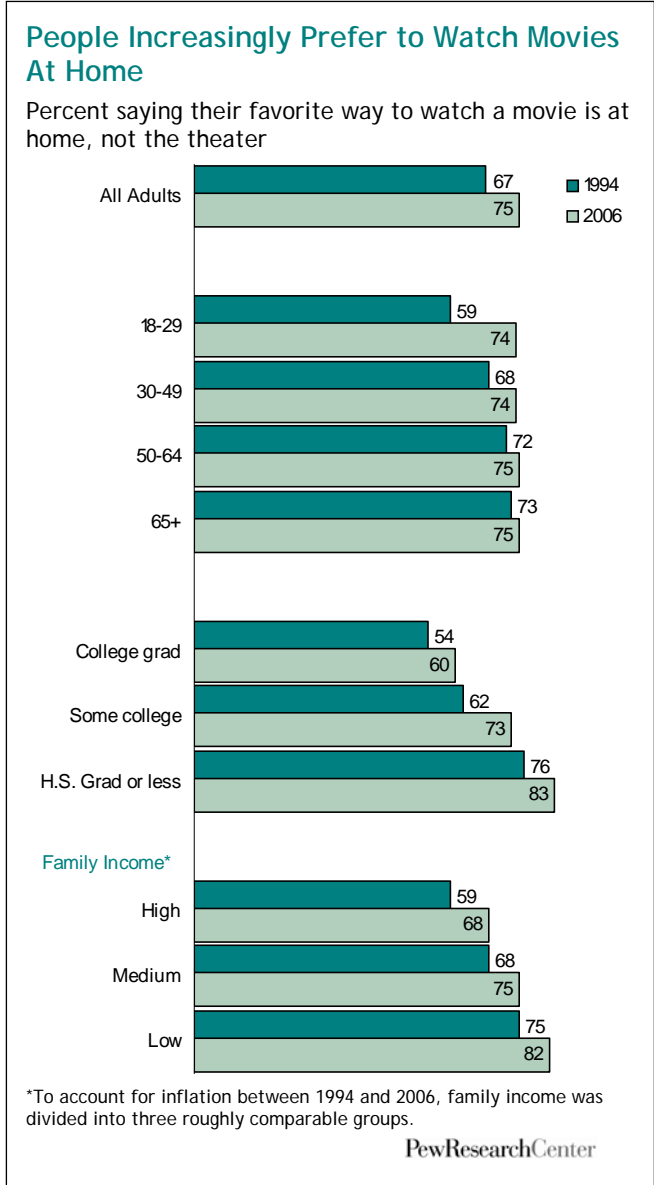
	1994	2006
	%	%
<b>What is your favorite way to watch a movie?</b>		
Watch at home	67	75
Go out to a theater	27	21
Depends on movie (vol.)	4	2
Don't like movies (vol.)/Don't know	<u>2</u>	<u>2</u>
	100	100

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	All Adults	-Frequency Monthly+	Go Out to Movie Theater- Less than monthly	Hardly ever/ never
	%	%	%	%
<b>Favorite way to watch a movie</b>				
Watch at home	75	56	73	87
Go out to a theater	21	40	24	9
Depends on movie (vol.)	2	3	2	1
Don't like movies (vol.)/ Don't know	<u>2</u>	<u>1</u>	<u>1</u>	<u>3</u>
	100	100	100	100
Number of respondents	2,250	541	673	1,028

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Preference for theater-viewing of movies is down among all major demographic groups, but it is down most sharply among the young and more affluent.



A lot has changed in home movie-viewing options and services since the mid 1990's. The Pew survey asked people if they have any of the following: cable or satellite service, premium cable channels, a mail delivery service for movies, a flat screen, plasma or high-definition television, and a digital recording device<sup>4</sup>.

Tallying up those who have each of these devices and services<sup>5</sup>, 23% of all adults have three or more of these devices and services and another three-in-ten have two such devices. Older adults are less likely to have these devices and services at home. Only about 14% of adults ages 65 and older have three or more of these devices and services at home, compared with 25% among those under age 30. Blacks have more of these devices and services than do either whites or Hispanics. Not surprisingly, those with higher incomes are more likely to have these devices and services. Fully 44% of those earning \$100,000 and up have three or more, compared with 14% of those earning under \$30,000 a year.

### More TV & Movie-Viewing Devices in Homes of Younger, More Affluent Adults

Index of devices and services for home TV and movie viewing

	3 - 5 Items	2 Items	1 Item	Broadcast TV only
	%	%	%	%
All Adults	23	30	34	13=100
<b>Age</b>				
18-29	25	30	26	19=100
30-49	27	28	33	12=100
50-64	20	34	36	10=100
65+	14	30	45	11=100
<b>Race/Ethnicity</b>				
White	21	30	36	13=100
Black	32	31	23	14=100
Hispanic*	19	23	37	21=100
<b>Family Income</b>				
\$100,000+	44	31	19	6=100
\$50K - \$100K	27	34	31	8=100
\$30K - \$50K	21	30	36	13=100
Less than \$30K	14	23	42	21=100

Based on an additive index that includes subscription to cable or satellite service, premium cable channels, mail delivery service for movies, ownership of a flat screen, plasma or high-definition television, and a digital recording device.

\*Hispanics are of any race

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<sup>4</sup> Media reports indicate that some people also obtain "pirated" movie DVDs which they view at home; the Pew survey did not ask respondents about this phenomenon.

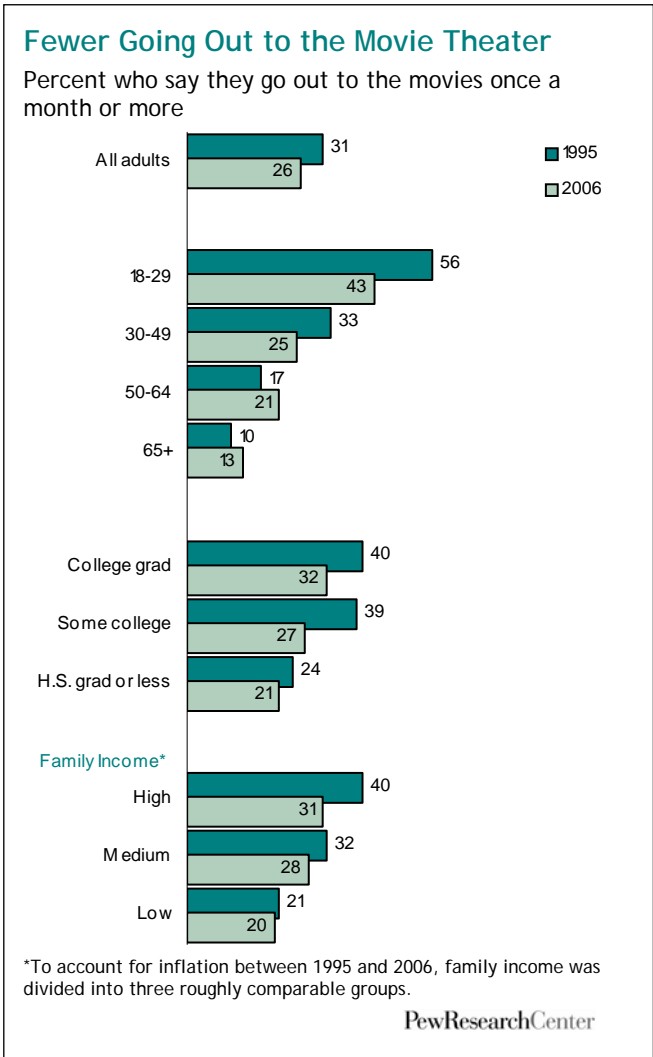
<sup>5</sup> Based on an additive index that includes subscription to cable or satellite service, premium cable channels, mail delivery service for movies, ownership of a flat screen, plasma or high-definition television, and a digital recording device.



## II. Movie Theater Audience Slipping Away in Key Demographic Groups

About a quarter (26%) of Americans report going to the movie theater at least monthly; another three-in-ten report going less frequently; and 44% say they never or hardly ever go to a theater. Theater-going is down since 1995 by five percentage points among all adults, and down even more sharply among younger, more educated, and more affluent adults.

About four-in-ten (43%) adults under age 30 say they go out to the movies once a month or more, down 13 points since 1995. Both college graduates (down 8 points) and those with some college education (down 12 points) are going out to movies less often. Four-in-ten of those with higher family incomes went out to the movies at least monthly in 1995; that figure is down to 31% today.



### Who's in the Theater-going Audience?

A majority of adults (56%) go to the movie theater at least occasionally. Theater-goers are more likely to be young, college educated, and more affluent. Men are more likely to go to the theaters than are women. Blacks, whites, and Hispanics are about equally likely to go out to a movie. Rural residents are less likely than their counterparts in urban or suburban areas to go to the theater.

More than four-in-ten (44%) Americans say that they never or hardly ever go to the theater. Fully 67% of older adults (ages 65 and older) say this, as do more than half (57%) of those with family incomes under \$30,000.

### Who's Going Out to the Movies?

Go out to movies...	Ever go out	Hardly ever or never	Don't know	N
	%	%	%	
All Adults	56	44	*=100	2,250
<b>Gender</b>				
Men	58	41	1=100	1,038
Women	52	48	*=100	1,212
<b>Race/Ethnicity</b>				
White	55	45	*=100	1,842
Black	55	44	1=100	234
Hispanic*	53	45	2=100	239
<b>Age</b>				
18-29	70	30	*=100	332
30-49	61	39	*=100	799
50-64	51	49	*=100	580
65+	33	67	0=100	484
<b>Education</b>				
College grad	71	29	*=100	703
Some college	59	41	*=100	526
H.S. grad or less	45	54	1=100	1,004
<b>Family Income</b>				
\$100,000+	71	28	1=100	273
\$50K - \$100K	63	37	0=100	584
\$30K - \$50K	58	42	0=100	469
Less than \$30K	43	57	*=100	561
<b>Region</b>				
Northeast	56	43	1=100	421
Midwest	58	42	*=100	541
South	52	48	*=100	834
West	56	44	0=100	454
<b>Location</b>				
Urban	59	40	1=100	682
Suburban	55	45	*=100	1,092
Rural	49	51	*=100	476

\* Hispanics are of any race.

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### Who’s Pining for More Movies in the Theater?

Those who currently attend movies in the theater are split as to whether they would like to do so more often. A 52% majority of those who go to theaters at least occasionally have no desire to do so more than they do already, while 47% would like to go to theaters more often.

Among theater-goers, those in their middle adult years (ages 30 to 64) are most likely to say they want to go to theaters more often. Men and women are about equally likely to want to go out to movies more often. Those with higher education are more likely than those with less education to want to see movies in the theater more often. The desire to go out to the theaters more often does not vary significantly by income groups.

For the most part, those who have already voted with their seats by staying out of movie theaters have little inclination to change their ways; just 26% of those who hardly ever go to the theater say they would like to do so more often.

Those who want to go out to the movies more often point to time constraints (30%) and expense (29%) as the two top reasons that keep them from doing so. In response to this open-ended question, some also mention logistical concerns such as the need for babysitting (13%), problems getting to the theater (6%) or health problems (3%). Just 7% complain about the choice of movies and 1% mention the ease of watching movies at home. Also, 9% say the reason they don’t go to the movie theaters more often is that they have no one to go with.

### Theater-Goers Have Mixed Desires Over Whether to Go Out to Movies More Often

Go out to movies...	Ever go out	Hardly ever/never
	%	%
<b>Would you like to go out to the movie theater more?</b>		
Yes	47	26
No	52	73
Don’t know	1	1
	100	100
Number of respondents	1,214	1,028

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### In Their Own Words: Time, Cost Keep Potential Audience from Going to Theaters More Often

Open-ended reasons they don’t go out to the movies more often

	Among those who would like to go out to movies more
	%
Time constraints	30
Expense	29
Childcare	13
No one to go with	9
Poor movie selection	7
Getting to the theater	6
Inconvenience, hassle	3
Health or physical problems	3
Theater experience, people talking, etc.	2
Movies don’t interest me	1
Too tired	1
Easier to watch at home	1
Movie content (sex, language, violence)	*
Other/None	3
Don’t know	2

Based on 831 respondents who say they would like to go out to the movie theater more often. Figures add to more than 100% due to multiple responses.

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### What Keeps Potential Viewers Out of the Theater?

The lineup of reasons people give for staying away from theaters changes somewhat when respondents are asked to consider a list of possible reasons rather than asked to respond to an open-ended question. In response to a list of seven possible reasons, being too busy was cited most often, followed closely by there being too few good movies to see. A majority of theatergoers also cite costs and the ease of waiting for the DVD as reasons they don't go out to the movies more frequently.

The reasons people say keep them out of theaters vary for frequent and less frequent theater-goers. Those going out to theaters at least monthly are more likely than less frequent theatergoers to cite the press of time and the lack of good movies. Among those going out to the theaters less than monthly, the ease of waiting for the DVD is the most frequently cited reason for not going to the theaters more often.

Among those who report a desire to go out to theaters more frequently, lack of time and cost are more likely to be cited as reasons they don't go out to the movies more often. Among those who say they have little desire to go to the theaters more often, the ease of waiting for the DVD is the most oft-cited reason.

### Is This a Reason You Don't Go to the Theater More Often?

Percent saying each is a reason they don't go to the theater more often

	--Frequency Go Out to Movie Theater--		
	Monthly+	Less than monthly	Hardly ever/ never go out
	%	%	%
<b>Reasons you don't go out to movie theater more often</b>			
Just too busy	63	57	49
Too few good movies to see	61	56	51
Cost	53	57	54
Easier to wait for DVD	48	59	66
Inconvenience of show times	21	24	27
Hassles of driving and parking	21	24	32
Don't like the theater	16	19	38
Number of respondents	274	323	501

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### Is This a Reason You Don't Go to the Theater More Often?

Percent saying each is a reason they don't go to the theater more often

	-Go to movie theater-	
	Want to go more	Don't want to
	%	%
<b>Reasons you don't go out to movie theater more often</b>		
Just too busy	66	49
Cost	60	52
Easier to wait for DVD	55	61
Too few good movies to see	55	55
Inconvenience of show times	26	23
Hassles of driving and parking	23	29
Don't like the theater	10	37
Number of respondents	401	691

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### III. Movies at Home

About seven-in-ten (71%) adults say they watch a movie at home at least weekly, while 23% say they do so less often than that, and just 6% say they hardly ever or never watch movies at home.

Home movie-viewing is a weekly habit both among a majority of those who go to movies in the theater as well as among those who almost never do so. Three-quarters of those who go out to the theaters at least occasionally and two-thirds of those who hardly ever or never go out to movies watch a movie at home at least weekly on either broadcast, cable, DVD, or pay-per-view.

#### A Majority of Americans Watch Movies at Home Every Week

How often people watch movies on...

	Broad-cast or Cable TV	DVD or Pay-per-view*	Movies at home--any source
	%	%	%
Once a week or more	57	50	71
Every few weeks	10	14	11
Once a month	8	10	6
Every few months	4	7	4
Less often	4	4	2
Hardly ever or never	16	14	6
Don't have (vol.)/Don't know	<u>1</u>	<u>1</u>	<u>0</u>
	100	100	100

\*Based on combined frequency of watching movies on DVD and watching movies on pay-per-view

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#### Home Movie Audience Goes Beyond Theater-goers

Frequency of watching movies on either broadcast, cable, DVD, or pay-per-view by frequency of going out to the movies

	--- Go out to movies --- Ever go	Hardly ever/ never
	%	%
Once a week or more	75	66
Every few weeks	13	9
Once a month	5	8
Every few months	3	4
Less often	2	2
Hardly ever or never	2	11
Don't know	<u>0</u>	<u>0</u>
	100	100
Number of respondents	1,214	1,028

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Those regularly watching movies at home tend to be younger, male, less educated and somewhat less affluent. Blacks and Hispanics watch movies at home more often than do whites.

Younger adults (under 30) are watching more movies at home on DVD or pay-per-view; older adults watch more movies on broadcast TV or cable channels.

### Weekly Viewers of Movies at Home

Percent who report watching a movie once a week or more on broadcast/cable or DVD/Pay-per-view

	Broad- cast or Cable TV	DVD or Pay-per- View <sup>a</sup>	Movies at home-- any source
	%	%	%
All adults watching weekly	57	50	71
<b>Gender</b>			
Men	60	52	73
Women	55	48	69
<b>Race/Ethnicity</b>			
White	56	49	69
Black	67	55	76
Hispanic*	63	58	77
<b>Age</b>			
18-29	62	70	82
30-49	58	55	74
50-64	57	40	66
65 and older	53	26	59
<b>Education</b>			
College grad	49	44	64
Some college	56	56	73
H.S. grad or less	63	51	74
<b>Family Income</b>			
\$100,000+	51	48	65
\$50K - \$100K	57	52	70
\$30K - \$50K	60	52	74
Less than \$30K	59	52	73
<b>Region</b>			
Northeast	57	46	68
Midwest	55	50	69
South	61	50	73
West	55	52	72
<b>Location</b>			
Urban	54	53	70
Suburban	58	48	70
Rural	63	49	76

<sup>a</sup>Includes combined frequency of watching movies on DVD and watching movies on pay-per-view

\* Hispanics are of any race.

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### DVDs Favored Mode For Movies at Home

When it comes to home movie watching, most prefer watching movies on DVD. More than half (56%) prefer to watch movies on DVD, while 37% prefer watching what’s on cable or broadcast TV and just 5% would rather see movies on pay-per-view. Those who rarely go out to movie theaters tilt in the opposite direction on this point; 48% prefer to watch movies on broadcast or cable while 45% prefer watching movies on DVD. Among theatergoers, the preference for watching DVDs over broadcast and cable is 65% to 29%.

Younger adults have a stronger preference than older adults for movies on DVD. Those under age 50 prefer DVDs to broadcast and cable movies by a margin of 65% to 27%. Those ages 50 and older take the opposite view, with 52% preferring to watch what’s on cable or broadcast television and 42% preferring movies on DVD among this group. Those with more education and higher incomes also show a stronger preference for home movie-viewing on DVD.

### A Majority Prefer Movies on DVD Over Broadcast or Pay-per-view

What’s your favorite way to watch a movie at home?

	DVD	TV/ Cable	Pay- per- view	Don’t Know
	%	%	%	%
All adults	56	37	5	2=100
<b>TV reception</b>				
Broadcast only	73	20	2	5=100
Cable or satellite	52	41	5	2=100
Premium channels	48	42	9	1=100
No premium channels	53	41	4	2=100
<b>Mail Delivery Service</b>				
Yes	82	12	4	2=100
No	54	39	5	2=100
<b>Flat Screen TV<sup>a</sup></b>				
Yes	56	36	7	1=100
No	56	37	4	3=100
<b>Digital Video Recorder</b>				
Yes	55	35	9	1=100
No	56	37	4	3=100

<sup>a</sup>Flat screen TV includes those who report having a flat screen, plasma, or high-definition TV in their household.

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Home viewing preferences vary somewhat depending on the movie services and devices in the household. Not surprisingly, those using a mail delivery service such as Netflix have a strong preference for movies on DVD. Those without cable or satellite service also have a strong preference for movies on DVD. Subscribers to premium cable channels prefer movies on DVD less strongly than their counterparts with basic cable.

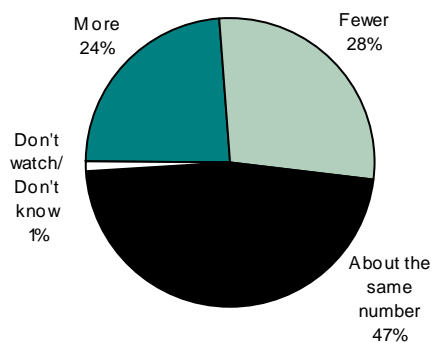
## IV. Movie-Viewing Regardless of Venue

When asked if they are watching movies as often as they have in the past, a plurality (47%) of Americans report watching about the same number of movies, with the remainder split between watching more (24%) and fewer (28%) than before.

Movie-viewing habits over the past few years are judged in similar ways by both men and women, adults under and over age 50, and income groups.

### A Plurality Judge Their Movie-Viewing Unchanged Over the Past Few Years

Compared to a few years ago, are you watching more, fewer or about the same number of movies that you were then?



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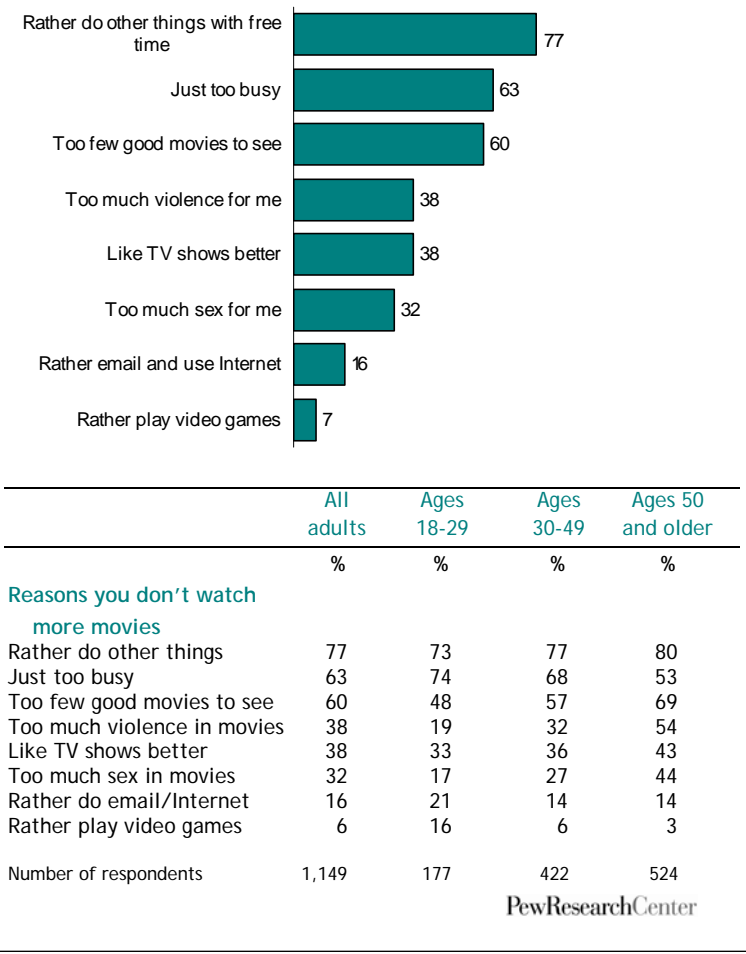
### Reasons We Don't Watch More—Either At Home or Theater

Most Americans cite a preference for other activities as a reason they don't watch movies more often—either at home or in the theater. When asked to consider a list of possible reasons and then report whether or not each is a reason they don't watch more movies, either at home or in the theater, 77% say they'd rather do other things in their free time. Other top reasons cited include being too busy, and a limited number of "good movies to see."

Older and younger adults report somewhat different reasons for their behavior. Younger adults are more likely than those ages 50 and older to say they are just too busy. Older adults are more likely to say that there is too much violence and sex in movies. Older adults also say they prefer television shows over movies and they are the age group most likely to say there are too few good movies to see.

### Is This a Reason You Don't Watch More Movies Either at Home or in the Theater?

Percent saying each is a reason they don't watch more movies



### Video Games and the Movie Audience

The rise of the gaming industry—through video consoles such as PlayStation or games played on the computer and through the internet—provide potential movie-viewers with more ways to spend free time. About 36% of all adults report that they play video games either on a video console, computer, or online. The figure rises to 62% among adults under 30. Three-quarters of men and 48% of women under the age of 30 play video games of this sort.

Game players are more likely to watch movies frequently—both at home and in the theater—than are those who don't play such games. This relationship holds even after taking age into account; game players under age 30 are more likely than their non game-playing peers to watch movies.

Game players are just as likely as those who don't play such games to prefer watching movies at home over going out to the theater. Among those who play video games, the top reason for not going to the theaters more often is the ease of waiting for the DVD; 64% of game players cite this as a reason compared with 55% among those

who don't play such games. Not surprisingly, more game players than non-players say that a preference for playing games is a reason they don't watch movies more often. However, just 17% of game players said this was a reason they don't watch movies more often, the lowest among game players of any of the eight reasons considered.

### About the Pew Social Trends Reports

The Pew social trends reports explore the behaviors and attitudes of Americans in key realms of their lives – family, community, health, finance, work and leisure. Reports analyze changes over time in social behaviors and probe for differences and similarities between key sub-groups in the population.

The surveys are conducted by the Pew Research Center, a nonpartisan “fact tank” that provides information on the issues, attitudes and trends shaping America and the world.

Survey reports are the result of the collaborative effort of the social trends staff, which consists of:

Paul Taylor, Executive Vice President  
Cary Funk, Senior Project Director  
Peyton Craighill, Project Director

### About the Survey

Results for this survey are based on telephone interviews conducted with a nationally representative sample of adults, ages 18 years and older, living in continental U.S. telephone households.

- Interviews conducted February 8- March 7, 2006
- 2,250 interviews
- Margin of sampling error is plus or minus 2.5 percentage points for results based on the total sample at the 95% confidence level. The margin of sampling error is higher for results based on subgroups of respondents.

Survey interviews conducted under the direction of Princeton Survey Research Associates International. Interviews were conducted in English and Spanish.

In addition to sampling error, bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias in the findings of opinion polls.

### Related Reports from the Pew Research Center

Support for Tougher Indecency Measures, But Worries About Government Intrusiveness: New Concerns About Internet and Reality Shows. April 19, 2005. Pew Research Center for the People and the Press.

<http://people-press.org/reports/display.php3?ReportID=241>

**PEW SOCIAL TRENDS**  
**FINAL TOPLINE**  
**February 8 - March 7, 2006**  
**N=2,250**

**QUESTIONS 1 THROUGH 78 IN PREVIOUS OR FUTURE RELEASE**

**ASK ALL:**

On a different topic...

**ASK FORM 1 ONLY:**

Q.79F1 How often if ever do you go out to the movies? **[DO NOT READ CHOICES. PROBE FOR APPROPRIATE CATEGORY.]**

**ASK FORM 2 ONLY:**

Q.80F2 How often if ever do you go out to the movies? **(READ)**

COMBINED FORM 1 & FORM 2	Q.79F1 FORM 1	Q.80F2 FORM 2	June <sup>6</sup> 1995	Feb 1994
5 About once a week, or more often	4	5	6	6
8 About once every few weeks	8	8	10	9
13 About once a month	15	11	15	16
20 About once every few months	19	22	15	17
10 Less often	10	9	14	11
44 Hardly ever or never	44	45	40	41
* Don't know/Refused <b>(VOL.—DO NOT READ)</b>	*	*	*	*
100	100	100	100	100
	<b>N=1101</b>	<b>N=1149</b>		

**ASK ALL:**

Q.81 And how often if ever do you watch movies on BROADCAST television, OR cable OR satellite channels? **(READ)**

57 About once a week, or more often
10 About once every few weeks
8 About once a month
4 About once every few months
4 Less often
16 Hardly ever or never
1 Don't know/Refused <b>(VOL.—DO NOT READ)</b>
100

Q.82 How often if ever do you watch movies at home on a DVD or video player? **(READ)**

48 About once a week, or more often
14 About once every few weeks
10 About once a month
7 About once every few months
4 Less often
16 Hardly ever or never
1 Don't have a DVD or video player <b>(VOL.—DO NOT READ)</b>
* Don't know/Refused <b>(VOL.—DO NOT READ)</b>
100

<sup>6</sup> The trend for 1995 and 1994 is based on form 1 question wording.

Q.83 How often if ever do you watch movies on pay-per-view through your cable or satellite provider? **(READ)**

- 8 About once a week, or more often
  - 3 About once every few weeks
  - 5 About once a month
  - 5 About once every few months
  - 4 Less often
  - 71 Hardly ever or never
  - 3 Don't have pay-per-view **(VOL.—DO NOT READ)**
  - 1 Don't know/Refused **(VOL.—DO NOT READ)**
- 100

M.1 All things considered, compared to a few years ago, are you watching more movies, fewer movies, or about the same number of movies that you were then?

- 24 More
  - 28 Fewer
  - 47 About the same number
  - 1 Don't watch movies **[VOL. DO NOT READ]**
  - \* Don't know/Refused
- 100

**ASK FORM 1 ONLY:**

Q.84F1 All things being equal, what's your favorite way to watch a movie: would you prefer to go out to a theater or would you prefer to watch at home?

**ASK FORM 2 ONLY:**

Q.85F2 All things considered, what's your favorite way to watch a movie: would you prefer to go out to a theater or would you prefer to watch at home?

COMBINED FORM 1 & FORM 2	Q.84F1 <u>FORM 1</u>	Q.85F2 <u>FORM 2</u>	<u>Feb 1994</u> <sup>7</sup>
21 Go out to a theater	20	23	27
75 Watch at home	76	73	67
2 Depends on the movie <b>[VOL. DO NOT READ]</b>	2	2	4
1 Don't like to watch movies <b>[VOL. DO NOT READ]</b>	1	1	--
<u>1</u> Don't know/Refused	<u>1</u>	<u>1</u>	<u>2</u>
100	100	100	100
	<b>N=1101</b>	<b>N=1149</b>	

**ASK ALL:**

Q.86 What's your favorite way to get a movie to watch at home? **[READ AND RANDOMIZE]**

- 56 Watching a movie on DVD or video
  - 5 Watching a movie on pay-per-view
  - 37 Watching what's on Cable or regular TV
  - 2 Don't know/Refused **(VOL. DO NOT READ)**
- 100

Q.87 Would you like to go out to the movie theater more often than you currently do, or not?

- 38 Yes, would like to go out more often
  - 61 No, would not
  - 1 Don't know/Refused
- 100

<sup>7</sup> The trend for 1994 is based on form 1 question wording.

**ASK IF 'YES' (Q87=1) [N=831]:**

Q.88 Why don't you go out to the movies more often? [**OPEN END; ACCEPT UP TO THREE ANSWERS; PROBE ONCE FOR ADDITIONAL**]

- 30 Lack of time/too busy/involved in other things/work
- 29 Expense/cost/affordability/rather spend money on other things
- 13 Kids/children/childcare
- 9 No one to go to movies with/don't like going alone/spouse doesn't like to or can't go
- 7 Lack of choice/poor selection of movies/poor quality of movies
- 6 Theaters are far away/transportation problems /driving at night
- 3 Inconvenience/hassle
- 3 Health or physical problems/disability/handicapped/old age
- 2 Theater experience/people talking during show/large crowds/too cold/too loud/commercials at movies
- 1 Movies don't interest me/lack of interest
- 1 Too lazy/too tired
- 1 Easier to watch at home
- \* Movie content (sex, language, violence)
- 2 Other miscellaneous
- 1 None
- 2 Don't know/Refused

*Figures add to more than 100% due to multiple responses.*

**ASK FORM 1 ONLY [N=1101]:**

Q.89F1 As I read a few reasons people give for why they don't go out to the movie theater MORE OFTEN, tell me whether or not each is a reason you don't go out to the movies MORE OFTEN. First, [**INSERT ITEM; RANDOMIZE**]

**IF NECESSARY:** Is this a reason you don't go out to the movies MORE OFTEN, or not?

**NO ITEM a**

	Yes	No	Don't know
b. The cost	55	44	1=100
c. Inconvenience of show times	24	75	1=100
d. Hassles of driving and parking	27	72	1=100
e. Too few good movies to see	55	44	1=100
f. It's easier to wait for the DVD or video to come out	59	40	1=100
g. Just too busy	55	44	1=100
h. Just don't like the movie theater	27	71	2=100

**ASK FORM 2 ONLY [N=1149]:**

Q.90F2 As I read a few reasons people give for why they don't watch more movies either at home or in the theater, tell me whether or not each is a reason you don't watch more movies. First, **[INSERT ITEM; RANDOMIZE]**  
**IF NECESSARY:** Is this a reason you don't watch more movies, or not?

**NO ITEMS a-d, f, or l**

	Yes	No	Don't know
e. Too few good movies to see	60	38	2=100
g. Just too busy	63	36	1=100
h. I'd rather play video games	7	93	*=100
i. I'd rather do other things in my free time	77	22	1=100
j. I like TV shows better	38	60	2=100
k. I'd rather do email and other things on the Internet	16	84	*=100
m. There is too much violence in movies for me	38	61	1=100
n. There is too much sex in movies for me	32	66	2=100

**ASK ALL:**

CAB2 Do you currently subscribe to cable TV?

	Mar <u>2005</u>	Apr <u>2004</u>	Apr <u>2002</u>	Apr <u>2000</u>	Apr <u>1998</u>	Apr <u>1996</u>	Jun <u>1995</u>	Feb <u>1994</u>
64 Yes	62	64	66	67	67	69	67	64
36 No	28	27	26	24	24	23	33	25
* Don't know/Refused	<u>10</u>	<u>9</u>	<u>8</u>	<u>9</u>	<u>9</u>	<u>8</u>	<u>*</u>	<u>11</u>
100	100	100	100	100	100	100	100	100

CAB4 Do you currently subscribe to a satellite television service such as DirecTV or the Dish Network?

	Mar <u>2005</u>	Apr <u>2004</u>	Apr <u>2002</u>
29 Yes	26	25	14
70 No	74	74	86
<u>1</u> Don't know/Refused	<u>*</u>	<u>1</u>	<u>*</u>
100	100	100	100

**ASK IF YES TO CABLE OR YES TO SATELLITE (CAB2=1 OR CAB4=1):**

CAB5 Do you currently get any of the premium channels for which you have to pay extra such as HBO or Showtime?

**BASED ON CABLE/SATELLITE SUBSCRIBERS [N=1860]:**

36 Yes
63 No
<u>1</u> Don't know/Refused
100

**ASK ALL:**

CAB6 Do you currently subscribe to a service that delivers movies in the mail such as NetFlix?

6 Yes  
 94 No  
 \* Don't know/Refused  
 100

CAB7 Do you have a digital video recording device such as TiVo, or not?

		Apr <sup>8</sup> <u>2004</u>	Apr <u>2002</u>
17	Yes	13	3
82	No	86	96
<u>1</u>	Don't know/Refused	<u>1</u>	<u>1</u>
100		100	100

TV2 Do you have a flat screen, plasma, or high-definition TV in your household, or not?

36 Yes  
 63 No  
1 Don't know/Refused  
 100

TV3 Do you play games on a video console such as PlayStation, X-Box or GameCube that can be hooked up to a TV set, or don't you do this?

21 Yes  
 79 No  
 \* Don't know/Refused  
 100

NET1 Do you use the internet, at least occasionally?

NET2 Do you send or receive e-mail, at least occasionally?

			<u>October 2005</u>		
<i>Internet User</i>			<i>Internet User</i>		
<u>NET1</u>	<u>NET2</u>	<u>(NET1,2 Combined)</u>	<u>NET1</u>	<u>NET2</u>	<u>(NET1,2 Combined)</u>
70	66	72	69	63	70
30	34	28	31	37	30
<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>
100	100	100	100	100	100

NET3 Do you play computer or online games or don't you do this?

24 Yes  
 76 No  
 \* Don't know/Refused  
 100

<sup>8</sup> In April 2004 the question was worded "Do you happen to have a digital video recorder like TiVo that automatically records TV programs you select, or not?" In April 2002 the question was worded "... a smart TV product like TiVo or UltimateTV?"