

IF YOU LOVE MOVIES, YOU LOVE TECHNOLOGY

Frequent moviegoers tend to own more key technology products than the general population. Nearly three-quarters of all frequent moviegoers (74%) own at least four different types of key technology products, compared to 51% of the total adult population.

74%
OF FREQUENT MOVIEGOERS OWN AT LEAST 4 TECH PRODUCTS



NUMBER OF KEY TECHNOLOGY PRODUCTS OWNED

● % OF TOTAL POPULATION ● % OF MOVIEGOERS ● % OF FREQUENT MOVIEGOERS

