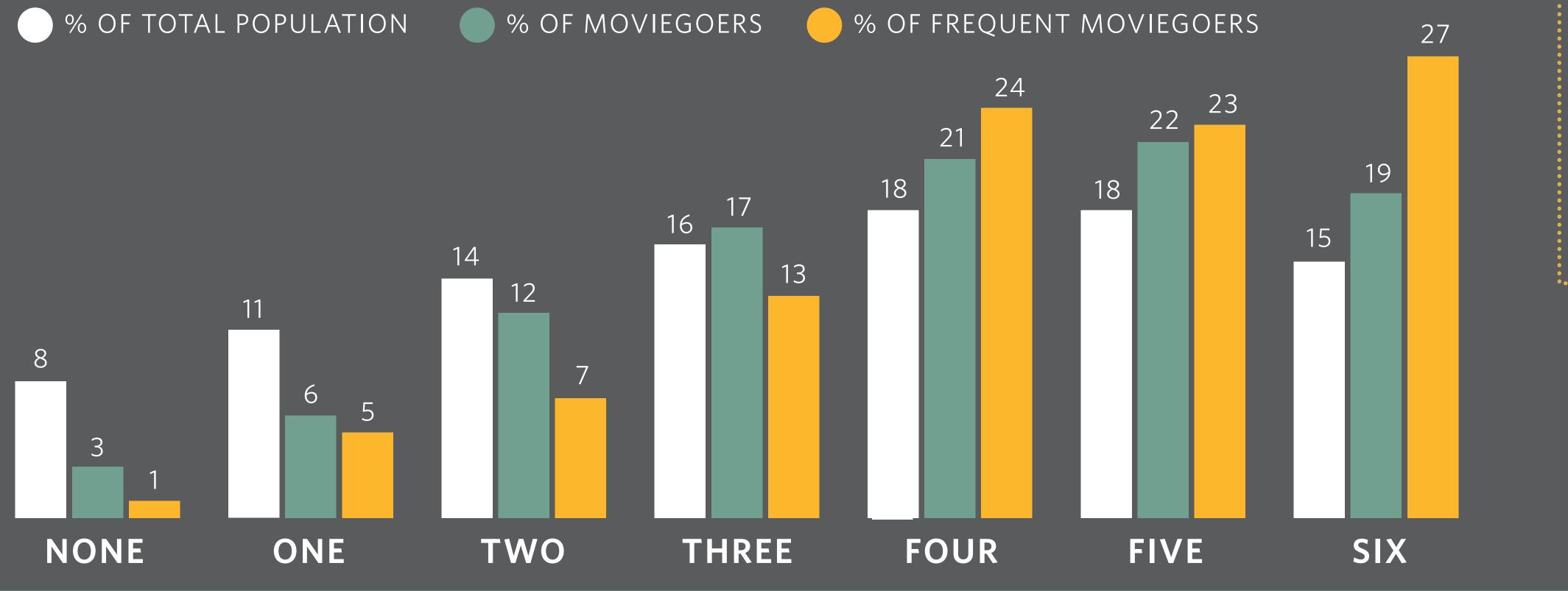
IF YOU LOVE MOVIES, YOU LOVE TECHNOLOGY

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.

NUMBER OF KEY TECHNOLOGY PRODUCTS OWNED



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74% NF FRFNIIFN' MOVIEGOERS OWN AT LEAST 4 TECH PRODUCTS



