

The Basics

The Moviegoing Consumer: Income

Another strong case to marketers is the fact frequent moviegoers tend to be wealthier than the average American. According to Nielsen, roughly 46% make over \$75,000 a year compared to 35% of the overall population. This means moviegoers probably have more disposable income to spend.

Household Income	Total US %	Moviegoer %	Moviegoer Index
Under \$10,000	6.1%	4.0%	65
\$10,000 - \$19,999	8.3%	4.7%	57
\$20,000 - \$29,999	9.7%	6.3%	64
\$30,000 - \$39,999	10.2%	9.0%	88
\$40,000 - \$49,999	10.0%	8.7%	87
\$50,000 - \$74,999	20.7%	20.8%	101
\$75,000 - \$99,999	13.5%	15.9%	118
\$100,000 or More	21.3%	30.6%	143