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More Watching Movies on DVD than on Cable or in Movie Theaters

Watching DVDs typically a family affair

ROCHESTER, N.Y. – July 12, 2006 – Flexibility and the comfort of home seem to be key in how people view movies these days. Approximately 80 percent of adults watch at least one DVD per month, whereas only 45 percent go to the movie theater or watch a movie on a pay cable station (such as HBO, Showtime, Cinemax or Starz).

These are some recent results from a survey of 1,007 U.S. adults conducted by telephone between June 16 and 19, 2006 by Harris Interactive® in collaboration with the Entertainment Merchants Association.

"DVDs are America's favorite way to watch movies because they offer the convenience of being able to watch them when and where you want at a reasonable price," said Bo Andersen, President of the Entertainment Merchants Association (EMA). EMA is the trade association for DVD retailers and distributors.

DVD users are watching more movies overall

Fifteen percent of adults watch six to ten movies on DVD per month, while only 7 percent view that many on pay cable, and less than one percent see that many movies at the theater in an average month. In fact, one in ten (11%) adults claims to watch over 100 movies on DVD in a typical year.

DVD viewing habits

Not surprisingly, DVDs are most often viewed as a family, as two in five adults (41%) say they typically watch DVDs this way, while one-quarter (26%) watch them with their spouse or partner, 15 percent watch DVDs alone, and nine percent watch with a group of friends.

Interestingly, one-third of adults say they rent DVDs and occasionally (26%) or frequently (6%) do not watch them. More than a quarter say they purchase DVDs and occasionally (19%) or frequently (7%) do not end up watching them.

Movie watching varies by age

- Virtually all 18 to 34 year olds watch DVDs. Additionally, two in ten (20%) of those aged 18 to 24 and 12 percent of 25 to 34 year olds say they watch 200 or more DVDs per year. On the other hand, very few (2%) of those over 65 and five percent of those aged 55 to 64 years say they watch more than 200 DVDs in a typical year.

- Movie watching in general tends to steadily decrease with age. Only two percent of 18 to 24 year olds say they do not watch any DVDs in an average month, 22 percent report not going to a movie theater and 37 percent do not watch any movies on pay cable. Almost half (45%) of those 65 and over say they do not watch any DVDs in a typical month, eight in ten (79%) do not go to a movie theater, and 62% do not watch movies on pay cable.

TABLE 1
MOVIES WATCHED ON DVD

"How often in an average month would you say you watch a movie on a DVD?"

Base: All Adults

	Total	18-24	25-34	35-44	45-54	55-64	65+
	%	%	%	%	%	%	%
0	20	2	9	12	19	28	45
1-2	28	11	28	35	41	28	20
3-5	24	37	30	26	25	22	9
6-10	15	27	16	18	9	11	9
11-20	8	16	11	6	5	9	4
21-30	3	4	4	2	1	1	7
31+	2	2	2	2	1	*	3
Don't know/Refused	1	1	1	-	1	1	2

* Less than 0.5%.

TABLE 2
MOVIES WATCHED ON PAY CABLE

"And, how often in an average month would you say you watch a movie on pay cable television, that is, a station such as HBO, Showtime, Cinemax or Starz?"

Base: All Adults

	Total	18-24	25-34	35-44	45-54	55-64	65+
	%	%	%	%	%	%	%
0	55	37	48	53	66	62	62
1-2	11	14	12	9	14	9	10
3-5	13	15	13	16	8	14	12
6-10	7	14	12	6	3	5	7
11-20	6	10	9	6	3	5	4
21-30	4	5	5	5	2	1	3
31+	2	4	-	2	3	*	1
Don't know/Refused	1	1	-	2	1	3	2

* Less than 0.5%.

TABLE 3
THEATER GOING

"Thinking specifically about movies now, how often in an average month would you say you go to the movies in a theater?"

Base: All Adults

	Total	18-24	25-34	35-44	45-54	55-64	65+
	%	%	%	%	%	%	%
0	55	22	42	56	59	65	79
1	26	40	35	25	28	23	9
2	9	19	8	12	7	4	6
3	5	11	5	4	2	5	2
4	3	9	5	1	3	1	*
5	*	1	2	-	-	1	*
6	*	-	-	-	-	1	*
7	*	-	*	-	-	-	-
8	*	-	-	-	1	-	-
10	*	-	-	1	-	-	-
20	*	-	1	-	-	-	*
Don't know/Refused	1%	-	1	-	1	-	2

* Less than 0.5%.

TABLE 4
DVDS WATCHED IN A YEAR

"If you had to guess, how many DVDs would you say you watch in a typical year?"

Base: All Adults

	Total	18-24	25-34	35-44	45-54	55-64	65+
	%	%	%	%	%	%	%
0	13	1	1	3	8	20	41
1-20	40	27	36	43	49	45	35
21-40	12	14	10	14	19	11	5
41-60	12	17	17	11	8	13	6
61-100	9	16	19	14	4	2	2
101-199	3	4	3	5	4	3	1
200+	8	20	12	7	4	5	2
Don't know/Refused	3	-	2	3	3	1	7

TABLE 5
WHO PEOPLE WATCH DVDs WITH

"When you typically watch a DVD, do you watch it alone, watch it with a spouse or partner, watch it with your family, or watch it with a group of friends?"

Base: All Adults

		Total
Watch it with your family	%	41
Watch it with a spouse or partner	%	26
Watch it alone	%	15
Watch it with a group of friends	%	9
Don't really watch DVDs	%	9
Don't know/Refused	%	*

***Less than 0.5%.

TABLE 6
HOW OFTEN NOT WATCHING RENTED OR PURCHASED DVD
"How often do you RENT a DVD and not watch it?"
"How often do you BUY a DVD and not watch it?"

Base: All Adults

		Rent	Buy
Never	%	66	72
Occasionally	%	26	19
Frequently	%	6	7
Don't know/Refused	%	2	2

Methodology

Harris Interactive conducted this study by telephone within the United States between June 16 and 19, 2006 among a nationwide cross section of 1,007 adults (aged 18 and over). Figures for age, sex, race, education, and region were weighted where necessary to align them with their actual proportions in the population.

All surveys are subject to several sources of error. These include: sampling error (because only a sample of a population is interviewed); measurement error due to question wording and/or question order, deliberately or unintentionally inaccurate responses, nonresponse (including refusals), interviewer effects (when live interviewers are used) and weighting.

With one exception (sampling error) the magnitude of the errors that result cannot be estimated. There is, therefore, no way to calculate a finite "margin of error" for any survey and the use of these words should be avoided.

With pure probability samples, with 100 percent response rates, it is possible to calculate the probability that the sampling error (but not other sources of error) is not greater than some number. With a pure probability sample of 1,007 adults one could say with a ninety-five percent probability that the overall results have a sampling error of +/-3 percentage points. However that does not take other sources of error into account.

These statements conform to the principles of disclosure of the National Council on Public Polls.

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About Harris Interactive

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About EMA

The Entertainment Merchants Association (EMA) was established in April 2006 through the merger of the Video Software Dealers Association (VSDA) and the Interactive Entertainment Merchants Association (IEMA). EMA is the not-for-profit international trade association dedicated to advancing the interests of the $32 billion home entertainment industry. EMA represents more than 1,000 companies throughout the United States, Canada and other nations. Its members operate more than 20,000 retail outlets in the U.S.

that sell and/or rent DVDs and computer and console video games. Membership comprises the full spectrum of retailers (from single-store specialists to multi-line mass merchants), distributors, the home video divisions of major and independent motion picture studios, and other related businesses that constitute and support the home entertainment industry.

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