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Meet your newest A-List audience: the moviegoing millennial

Millennials see more movies per capita than any other generation, averaging 5.1 movies a year. Buoying this number is a set of well-dressed, active film buffs with an acute case of wanderlust. Cue the moviegoing millennial.

Defying stereotypes, these millennials have a well-established home base

High household income
(2.1x more likely above $125K)

Young families
(2.6x more likely to visit toddler parenting sites)

Older millennials
(49% higher prevalence in 30-39 age range)

Tend to live in major coastal cities
Seattle, Boston, San Francisco, New York City

While very tech savvy, the moviegoing millennial also embraces older conventions

20%
more usage of Twitter

68%
read movie reviews

47%
more likely to communicate via email

Mixing a love of travel with sport, they're constantly on the move

Skiing/Snowboarding
(21% more likely)

Yoga
(56% more likely)

Cycling/Biking
(26% more likely)

Travel
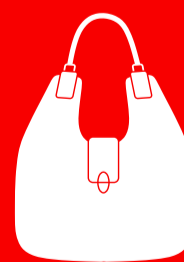(60% index on car rentals)

No matter their taste in movies, they prefer the finer things in life

Premium health & beauty
(St. Ives, Aveeno, Neutrogena)

Luxury autos
(Land Rover, Audi, Porsche, BMW)

Retail-end retailers
(Diane von Furstenberg, Birkenstock, Kenneth Cole)

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