The Future of Cinema: The Changing and Diverse Audience

National Association of Concessionaires

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Changing Face of Consumers

U.S. Hispanic population reached nearly 60 million in 2018

PEW Research Institute
Frequent Moviegoers

- Age: 25-39 (Millennials)
- Ethnicity: Caucasian and Hispanic
- Gender: Skewed Female (51%)
FORWARD FOCUS

Purpose

Product

People/Service
KEY LEARNING

▶ Starts Internal
▶ Priority
▶ Risks and Rewards
▶ Measure Results
▶ Celebrate Success
"Understanding the impact of diversity is not about being politically correct. It is good business practice for business survival, in our industry – more so - now than ever."