National Theater Operations Survey 2015
Conducted and Presented by

BRYN MAWR FILM INSTITUTE
Sixth annual online survey, conducted October-November 2104

- Respondents included 129 theaters from 29 states plus DC and Canada
- 89% independent
  - 11% in chain/group consisting of 6 theaters on average
  - Single-screen theaters are least likely to be in a group (only 3%, vs. nearly one-third of theaters with four or more screens)
- 73% nonprofit
- Just under half (47%) own their theater buildings
- As in previous surveys, most theaters are located in metropolitan areas (slightly more than in 2013), and most are near a college or university
- Audiences continue to consist primarily of adults (including many seniors)
Location of respondents’ theaters

Q35/Q36: Which of the following BEST describes the area where your theater is located? Is there a college or university near your theater?

n=75

Percent of theaters

- Urban: 60%
- Suburban: 23%
- Exurban: 5%
- Rural: 12%

79% of theaters are near a college or university
Q37: Please estimate the percent of your attendees who fall into each category.

n=74
*High school or college
As in 2013, three-fourths of respondents characterize their theaters as art-house cinemas.

- 2 screens per theater*
- Generated, in 2013
- 424 total seats*
- About 69,000 in total attendance per theater*
Q3: Which of the following BEST describes your theater?.
n=124
Q4: How many screens does your theater have?
n=122

Number of screens

- 1 screen: 51%
- 2 screens: 25%
- 3 screens: 10%
- 4 or more screens: 14%

Mean number of screens = 2
Mean seats per screen = 249
Mean TOTAL seats per theater = 424
Total number of seats (across all screens)

Q5: How many seats for each screen?
n=120

Percent of theaters

Mean seats per screen = 249
(median 178)

Mean TOTAL seats per theater = 424
(median 324)
How do we help our hearing- and vision-impaired patrons?

• Over half of theaters provide headphones that amplify volume but are not equipped for audio description

  - Other types of hearing-assistance devices remain relatively uncommon, as do those designed for the vision-impaired

  - Most theaters that do provide devices have only one type

• Theaters that provide headphones without audio description average one device for every 62 seats

  - As would be expected, other types of devices are fewer in number and thus must “serve” more seats
The 2014 survey of art-house patrons reveals about 5% have impaired hearing or vision

- Half of the impaired report using any type of assistance device (mainly headphones)

7% of hearing- or vision-impaired patrons report being denied an assistance device for any reason, such as lack of availability

- This suggests that the current supply of devices in our theaters generally meets current demand

However, the majority of patrons with impairments are not sure whether their preferred art-house theater offers assistance devices, suggesting a need for more (or more effective) advertisement of their availability
Availability of devices for hearing- and vision-impaired patrons

Q6: For each screen, please check the types of devices you provide.

n=129

- Headphones w/o audio descr.: 54%
- Headphones WITH audio descr.: 13%
- Hearing loop: 9%
- Closed-caption “cupholder”: 9%
- Closed-caption glasses: 1%

Percent of theaters
Q6: For each screen, please check the types of devices you provide.

n=84

*In theaters that have any type of device.
Number of hearing and vision devices provided by theaters

Q7: Please indicate the TOTAL number of each type of device you provide.

- Headphones w/o audio descr. (n=66): 11
- Headphones WITH audio descr. (n=14): 6
- Hearing loop (n=9): 4
- Closed-caption “cupholder” (n=12): 4
- Closed-caption glasses (n=1): 6

Mean total number per theater
Q6/Q7: For each screen, please check the types of devices you provide. Please indicate the TOTAL number of each type of device you provide.
Total attendance in 2013 for all screenings and other programs

Q10: Please estimate your total attendance in 2013.

n=91

Mean attendance in 2013:
All theaters = 68,609
Art houses only = 73,188
Q11: Which best describes your 2013 total attendance?
n=97

Three-fourths of theaters report same or higher attendance in 2013

2013 significantly higher
13%

2013 somewhat higher
39%

2013 about the same
25%

2013 somewhat lower
18%

2013 significantly lower
5%
Most theaters offer some type of “educational” programs

Q12: Which of the following does your theater offer?

- Classes or seminars: 72% currently offer, 41% plan to offer
- Film intros or commentaries: 90% currently offer, 11% plan to offer
- Panel discussions: 89% currently offer, 78% plan to offer
- Q & As: 99% currently offer, 5% plan to offer

Percent of theaters

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Currently Offered</th>
<th>Plan to Offer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classes or seminars</td>
<td>72% (94)</td>
<td>41% (94)</td>
</tr>
<tr>
<td>Film intros or commentaries</td>
<td>90% (104)</td>
<td>11% (104)</td>
</tr>
<tr>
<td>Panel discussions</td>
<td>89% (105)</td>
<td>78% (105)</td>
</tr>
<tr>
<td>Q &amp; As</td>
<td>99% (105)</td>
<td>5% (105)</td>
</tr>
</tbody>
</table>

(n) indicates the number of theaters responding for each category.
Many theaters offer educational programs for local students (K-12)*

- Topics include:
  - Film literacy and history
  - Classes in acting, editing, screenwriting, and film criticism
  - Master classes or public lectures with filmmakers

- Special screenings for area schools; e.g.:
  - Documentaries
  - Films related to curricula
  - Foreign cinema for children

- Classroom visits and programs led by theater staff at local schools
- Filmmaking workshops

*Open-ended
How much do we make?

$1,053,047 mean total revenue per theater*

50% from box office*

Generated, in 2013

Box office about $521 K/theater or $260 K/screen*

About $80,000,000 grand total revenue for 76 responding theaters

*On average
Q14: Please estimate your total gross revenue in 2013.
n=76

Mean gross revenue in 2013 = $1,053,047
Median = $800,000

Percent of theaters

- $1,000,000 or higher 40%
- Under $250,000 25%
- $250,000 to $499,999 13%
- $500,000 to $999,999 22%
- $1,000,000 or higher 40%

Total gross revenue in 2013
Nearly two-thirds of theaters report higher gross revenue in 2013.
Gross revenue in 2013: Box office ONLY
- By Number of Screens -

Q14: Please estimate your total gross revenue in 2013.
Q16: What percent of all 2013 revenue came from each source?
Total BOX OFFICE revenue in 2013
- By Number of Screens -

Total 2013 box office

<table>
<thead>
<tr>
<th>Screens</th>
<th>Actual change</th>
<th>Change Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 screen</td>
<td>$216,388</td>
<td>+101%*</td>
</tr>
<tr>
<td>2 screens</td>
<td>$434,638</td>
<td>+58%*</td>
</tr>
<tr>
<td>3 screens</td>
<td>$686,852</td>
<td>+19%*</td>
</tr>
<tr>
<td>4 or more screens</td>
<td>$817,521</td>
<td></td>
</tr>
</tbody>
</table>

*Percent difference with additional screen.

Q14/Q16: Please estimate your total gross revenue in 2013.
What percent of all 2013 revenue came from box office?
Impact of adding screens: The case of Bryn Mawr Film Institute

2 screens
660 seats

CONSTRUCTION:
9 months with 1 screen
<300 seats

4 screens
862 seats

2012

2013

2014
## Impact of adding screens: The case of Bryn Mawr Film Institute

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>2012 2 screens 660 seats</th>
<th>2014 4 screens 862 seats</th>
<th>Percent increase</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Box office gross revenue</strong></td>
<td>$927,000</td>
<td>$1,473,000</td>
<td>60%</td>
</tr>
<tr>
<td><strong>Total gross revenue (all sources)</strong></td>
<td>$1,973,500</td>
<td>$2,900,000</td>
<td>47%</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td>$1,780,000</td>
<td>$2,297,000</td>
<td>30%</td>
</tr>
<tr>
<td><strong>Total attendance</strong></td>
<td>126,332</td>
<td>166,036</td>
<td>32%</td>
</tr>
<tr>
<td><strong>Number of members</strong></td>
<td>6,700</td>
<td>8,000</td>
<td>19%</td>
</tr>
</tbody>
</table>
Attendance and revenue 2008-2013
- Theaters that provided financial information in all six surveys -

Q6: Please estimate your total attendance in 2013.
Q14: Please estimate your total gross revenue in 2013.
Q16: What percent of all 2013 revenue came from each source?

n=5
Attendance and revenue 2008-2013
- Theaters providing financial information in consecutive years’ surveys -

Q6: Please estimate your total attendance in 2013.
Q14: Please estimate your total gross revenue in 2013.
Q16: What percent of all 2013 revenue came from each source?
Where does our revenue come from?

- 50% box office
  - Mean adult evening admission:
    - Senior $7.73 (range $1 to $12)
    - Non-senior $9.54 (range $5 to $13)

- 15% concessions
  - Mean per-capita concessions sales = $2.86 (range $1 to $16)
  - Half of patrons buy any concessions item

- 12% development and donations
  - About half of donations come from individuals

- These three revenue streams account for three-fourths of all revenue
Sources of revenue in 2013

Box office 50%
Concessions & merchandise 15%
Membership dues 6%
Development 12%
Fundraising events 3%
Advertising 3%
Space rentals 7%
Other 4%

Percent of total 2013 revenue

8% among theaters that offer memberships

Q16/Q22: What percent of all 2013 revenue came from each source?

n=73

Mean ticket price:
Senior $7.73
Non-senior $9.54

• Mean per-capita concessions sales = $2.86
• 49% of patrons buy concessions items
Sources of development/fundraising revenue in 2013

- Individuals: 51%
- Government: 16%
- Foundations: 14%
- Corporations and businesses: 16%
- Other donors: 3%

Percent of total 2013 development revenue

Q17/18: What percent of all 2013 development and fundraising revenue came from each source? What percent of government revenue came from each source?

- 6% local
- 8% state
- 1% federal

n=57/36
<table>
<thead>
<tr>
<th>Characteristic</th>
<th>High 2013 gross ($800 K or more)</th>
<th>Low 2013 gross ($250 K or less)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 gross revenue</td>
<td>$1,781 K</td>
<td>$139 K</td>
</tr>
<tr>
<td>% of 2013 revenue from box office</td>
<td>43%</td>
<td>59%</td>
</tr>
<tr>
<td>% of 2013 revenue from development/donations</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>% of 2013 revenue from membership dues</td>
<td>8%</td>
<td>1%</td>
</tr>
<tr>
<td>Mean number of screens</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>% with 3 or more screens</td>
<td>49%</td>
<td>5%</td>
</tr>
<tr>
<td>Total seats</td>
<td>571</td>
<td>232</td>
</tr>
<tr>
<td>Total screenings per week</td>
<td>68</td>
<td>15</td>
</tr>
<tr>
<td>Total 2013 attendance</td>
<td>124 K</td>
<td>15 K</td>
</tr>
<tr>
<td>Offer classes/seminars</td>
<td>47%</td>
<td>28%</td>
</tr>
<tr>
<td>Own building</td>
<td>57%</td>
<td>20%</td>
</tr>
<tr>
<td>Urban/suburban location</td>
<td>94%</td>
<td>73%</td>
</tr>
</tbody>
</table>
Q23: Does your theater offer each of the following?

Most arts centers and film societies offer alcohol, vs. less than half of other types of venues.
Q22: Please estimate your per capita concessions sales in 2013.
Q23: Does your theater offer each of the following?
How much do we spend, and for what purposes?

- Mean total operating expenses in 2013 = $1,043,744
  - Salaries/benefits and film rentals together account for over half
  - Another 12% goes to occupancy costs (rent or mortgage, utilities, maintenance, etc.)
Operating expenses in 2013

Total mean expenses = $1,043,744  
Median = $800,000

Percent of total 2013 operating expenses

- Salaries & benefits: 30%
- Film rental: 24%
- Occupancy: 12%
- Concessions costs: 7%
- Promotion: 5%
- Equipment costs: 6%
- Taxes: 3%
- Insurance: 10%
- Other: 10%

Mean # of employees: 8 full-time  
12 part-time

Q25/Q26: What percent of all 2013 operating expenses went toward each?

How many paid employees do you currently have?

n=63/70/72
How profitable are we?

• Average net profit in 2013 was 6%

  - 73% of responding theaters showed a profit, while 22% ran a deficit (vs. 2012, when only 16% ran a deficit)

• Theaters that ran a deficit earned a smaller proportion of their revenue from box office, and were more reliant on development and donations than more profitable organizations

• Theaters with three or more screens -- while generating more revenue than smaller venues -- were actually less profitable, probably because of correspondingly higher expenses (personnel, utilities, etc.) associated with larger operations
Net profit or deficit in 2013

Mean profit = 6%

Percent of theaters

Ran deficit 22%
Broke even 5%
>10% profit 31%
1 to 10% profit 42%

Q14/Q24: Please estimate your total gross revenue in 2013.
Please estimate your total operating expenses in 2013.
n=58
Percent of theaters that showed a profit in 2013, by number of screens

Q14: Please estimate your organization’s total gross revenue in 2013.
Q24: Please estimate your organization’s total operating expenses in 2013.
Profitability by number of screens

Mean profit in 2013

Q14: Please estimate your organization’s total gross revenue in 2013.

Q24: Please estimate your organization’s total operating expenses in 2013.
# Theater characteristics by 2013 profitability

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>&gt;10% profit in 2013</th>
<th>1-10% profit in 2013</th>
<th>Ran deficit in 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 gross revenue</td>
<td>$937 K</td>
<td>$1,121 K</td>
<td>$1,283 K</td>
</tr>
<tr>
<td>2013 total expenses</td>
<td>$746 K</td>
<td>$1,066 K</td>
<td>$1,418 K</td>
</tr>
<tr>
<td>Mean profit margin in 2013</td>
<td>+23%</td>
<td>+5%</td>
<td>-14%</td>
</tr>
<tr>
<td>% of 2013 revenue from box office</td>
<td>51%</td>
<td>47%</td>
<td>40%</td>
</tr>
<tr>
<td>% of 2013 revenue from development/donations</td>
<td>11%</td>
<td>14%</td>
<td>17%</td>
</tr>
<tr>
<td>Per-capita concessions sales</td>
<td>$3.49</td>
<td>$2.70</td>
<td>$2.73</td>
</tr>
<tr>
<td>Total seats</td>
<td>338</td>
<td>515</td>
<td>474</td>
</tr>
<tr>
<td>Total screenings per week</td>
<td>34</td>
<td>40</td>
<td>82</td>
</tr>
<tr>
<td>Total 2013 attendance</td>
<td>66 K</td>
<td>71 K</td>
<td>101 K</td>
</tr>
<tr>
<td>Employees FT/PT</td>
<td>5/8</td>
<td>12/16</td>
<td>7/15</td>
</tr>
</tbody>
</table>
**Use of dedicated staff for key functions**

<table>
<thead>
<tr>
<th>Function</th>
<th>Part time</th>
<th>Full time</th>
<th>Percent of Theaters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exec. Director/President/CEO</td>
<td>14%</td>
<td>71%</td>
<td>85%</td>
</tr>
<tr>
<td>Theater mgmt.</td>
<td>18%</td>
<td>66%</td>
<td>84%</td>
</tr>
<tr>
<td>Programming</td>
<td>18%</td>
<td>46%</td>
<td>64%</td>
</tr>
<tr>
<td>Marketing</td>
<td>18%</td>
<td>41%</td>
<td>59%</td>
</tr>
<tr>
<td>Finance</td>
<td>52%</td>
<td>26%</td>
<td>28%</td>
</tr>
<tr>
<td>Development/fundraising</td>
<td>40%</td>
<td>33%</td>
<td>40%</td>
</tr>
<tr>
<td>Education*</td>
<td>7%</td>
<td>20%</td>
<td>28%</td>
</tr>
<tr>
<td>Membership*</td>
<td>7%</td>
<td>20%</td>
<td>22%</td>
</tr>
</tbody>
</table>

- **Q27**: For which of the following functions did you have a DEDICATED staff member in 2013?
- **Source**: 2013 survey
- **Among theaters that offer memberships**
Q28: Please indicate the 2013 salary for each position.
Q28: Please indicate the 2013 salary for each position.
How do we show films?

• By now, nearly all theaters have DCI-compliant digital projection
  - Three-fourths of theaters have converted all of their screens to digital
  - Christie remains the most widely used type of projector

• Most theaters still have 35mm projectors, with platter systems slightly more popular than reel-to-reel
  - Most also plan to keep their 35mm capabilities

• Only 20% of theaters currently offer 3D programming
In-house projection equipment and capabilities as of 2014

Q29/Q33: Which of the following projection equipment/capabilities do you have in house?
- DCI-compliant digital projector: 84%
- Power-Point-type consumer-quality video projector: 47%
- 35mm projector & platter system: 39%
- 35mm projector & reel-to-reel system: 35%
- Pro-quality non-DCI digital projector: 33%
- 16mm projector: 33%
- 70mm projector: 9%

Percent of theaters

Vs. 73% in 2013

20% of theaters currently offer 3D
Another 12% plan to do so

What is your status regarding 3D programming?

n=75

45
Current digital conversion status

Percent of theaters

Q31: Which best describes your theater’s status regarding DCI conversion?  
n=75

All screens converted 74%  
No screens converted 15%  
Some screens converted 11%  

Vs. 70% in 2013
Which of the following projection equipment/capabilities do you have in house?
Which best describes your theater’s status regarding DCI conversion?

*Question not asked in 2010

DCI conversion, 2010-2013

Percent of theaters

- Have DCI
- All screens converted

Which best describes your theater’s status regarding DCI conversion?

2010: 24%
2011: 41%
2012: 73%
2013: 84%

N: (66) (83/84) (100/89) (75/75)
Use of specific types of DCI-compliant projector

Q30: For how many screens do you use each type of DCI-compliant projector?

n=63
Q32: Do you plan to retain your 35mm projection capabilities after completion of DCI conversion?

n=64

*11 theaters have no 35mm capabilities
When do we show films?

- Theaters average 36 screenings per week

- As might be expected, first screenings generally begin earlier on weekends (Saturday-Sunday) than during the week
  - Over one-third of theaters do not “open” until 4:00 pm or later
  - Half of theaters have no matinees before the 3:00 hour during the week, while on weekends, half begin screening by 1:00

- Start times for last screenings exhibit less differentiation between weekends and weekdays
  - Only 15% of theaters begin their last weekday show at 10:00 or later, vs. nearly one-third on weekends.
  - Most common starting time for last screening is the 9:00 hour
Q9: In TOTAL, how many screenings does your theater usually present per WEEK, across all screens?

Mean = 36 per week (median 20)
Q8: Please indicate your theater’s USUAL starting time for EARLIEST screening.
n=114/116

*Within the hour beginning at indicated time; e.g., 7:00 = 7:00 to 7:59.
Q8: Please indicate your theater's USUAL starting time for LAST screening.
n=112/116
*Within the hour beginning at indicated time; e.g., 7:00 = 7:00 to 7:59.
Usual starting time for FIRST screening of day

Q8: Please indicate your theater's USUAL starting time for EARLIEST screening.

n=114/116

*Within the hour beginning at indicated time; e.g., 7:00 = 7:00 to 7:59.
Q8: Please indicate your theater's USUAL starting time for LAST screening.

n=112/116

*Within the hour beginning at indicated time; e.g., 7:00 = 7:00 to 7:59.
How do we communicate with our audiences?

- All theaters rely on their websites and on email updates and notifications to promote programming.
  - Respondents feel that these media are the most effective in reaching patrons.

- Printed film and program guides also still play an important role for most theaters.

- Among social media, Facebook and Twitter are most widely used.
  - In addition, over half of theaters use Instagram.
  - But social media are generally viewed as significantly less effective means of communication than websites and email.
Q38/39: Please check ALL types of media that your theater currently uses. Choose and rank the FIVE media that you have found most effective.

n=75
Q38: Please check ALL types of media that your theater currently uses.

n=75
Most effective marketing and communications media (cont’d.)

Q38: Please check ALL types of media that your theater currently uses.

n=75
### Rankings of effectiveness of media

<table>
<thead>
<tr>
<th>Type of media</th>
<th>% including in top 5</th>
<th>Mean ranking (1 = highest)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>91%</td>
<td>1.9</td>
</tr>
<tr>
<td>Email updates/notifications</td>
<td>91%</td>
<td>2.0</td>
</tr>
<tr>
<td>Facebook</td>
<td>84%</td>
<td>3.8</td>
</tr>
<tr>
<td>Newspaper/magazine ads</td>
<td>51%</td>
<td>3.5</td>
</tr>
<tr>
<td>Onscreen ads re coming events</td>
<td>45%</td>
<td>3.2</td>
</tr>
<tr>
<td>Flyers re specific events</td>
<td>44%</td>
<td>3.9</td>
</tr>
<tr>
<td>Printed film or program guide</td>
<td>41%</td>
<td><strong>2.9</strong></td>
</tr>
<tr>
<td>Twitter</td>
<td>19%</td>
<td>4.6</td>
</tr>
<tr>
<td>Instagram</td>
<td>7%</td>
<td>4.4</td>
</tr>
<tr>
<td>Crowd sourcing</td>
<td>4%</td>
<td>4.7</td>
</tr>
<tr>
<td>Dedicated mobile app</td>
<td>3%</td>
<td>3.5</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>1%</td>
<td>3.0</td>
</tr>
<tr>
<td>Google Groups</td>
<td>1%</td>
<td>5.0</td>
</tr>
</tbody>
</table>

Q39: Choose and rank the FIVE media that you have found most effective.

n=75
We provide a variety of special offers, usually involving discounts.

Q41: Which of the following does your theater offer? 
n=74

- Member discounts: 76%
- Discounts for members of other organizations: 51%
- Free-for-all evenings: 26%
- Loyalty/rewards programs: 19%
- Online group buying discounts*: 19%

*E.g., Living Social, Groupon, etc.
Three-fourths of us offer memberships

- Mean number of members = 2,131 (up slightly from 2,014 in 2013; range 10 to 11,000)
- Average annual dues are about the same as last year:
  - Basic individual -- $67 (range $20 to $300)
  - Basic couple/family -- $124 (range $35 to $550)
What challenges keep us awake at night?*

- Engaging younger audiences, especially as theaters’ principal audiences continue to age
- Frustration in marketing, whether due to limited budgets or uncertainty about where to spend most effectively
- Building issues and costs, especially for older theaters
- Fundraising, particularly for theaters undergoing or contemplating renovations or expansion
- Competition from cineplexes, especially as more of them are showing “art-house” films
- Competition from other platforms, especially given the shrinking pre-VOD/video window

*Open-ended
Additional challenges*

- Understaffing

- Challenges associated with digital conversion (service issues, confusion about future expenses and technological changes)

- Small theaters (especially those with only one screen) face several problems specific to their limitations:
  - Selling out popular shows (and thus having to turn patrons away)
  - Not being able to show as many films as they would like
  - Low distributor interest

- Some theaters in urban areas have concerns about patrons’ fear of coming downtown at night

*Open-ended
Additional slides
Total number of seats (across all screens) - By number of screens -

Q5: How many seats for each screen? (TOTAL for all screens)

*Percent difference with additional screen.

Mean total # of seats

<table>
<thead>
<tr>
<th>Screens</th>
<th>Mean Total # of Seats</th>
<th>(n)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 screen</td>
<td>312</td>
<td>60</td>
</tr>
<tr>
<td>2 screens</td>
<td>440</td>
<td>31</td>
</tr>
<tr>
<td>3 screens</td>
<td>459</td>
<td>12</td>
</tr>
<tr>
<td>4 or more</td>
<td>765</td>
<td>17</td>
</tr>
</tbody>
</table>

+41%*  
+4%*  
+67%*
Total 2013 attendance
- By number of screens -

Mean attendance

<table>
<thead>
<tr>
<th>Screens</th>
<th>Actual change (n)</th>
<th>+31,093</th>
<th>+55,982</th>
<th>+21,586</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 screen</td>
<td>(42)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 screens</td>
<td>(24)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 screens</td>
<td>(10)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 or more screens</td>
<td>(15)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Percent difference with additional screen.

Q10: Please estimate your total attendance in 2013.