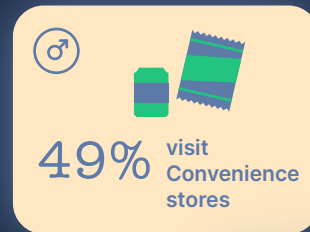


# Unlocking the Silver Screen

Females who prefer watching newly released movies in theaters



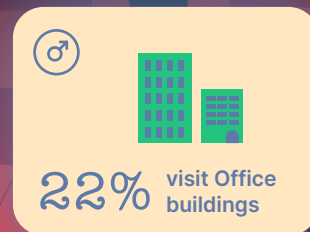
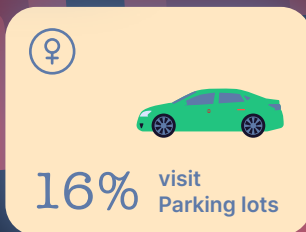
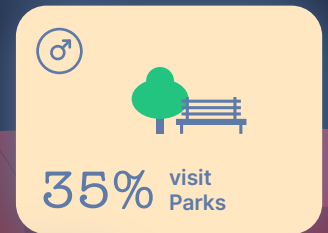
## DELVING INTO IN-THEATER MOVIEGOERS' GENDER-DRIVEN VENUE VISITATION



Males who prefer watching newly released movies in theaters



People are heading back into theaters to watch new movies. We wanted to learn more about this specific group and used location + behavior data to discover that females in this category frequent certain locations while males have different location preferences.



## NEED RESEARCH?

Contact us now: [solutions@mfour.com](mailto:solutions@mfour.com) or call 714-754-1234.  
Data witnessed September 2023.

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