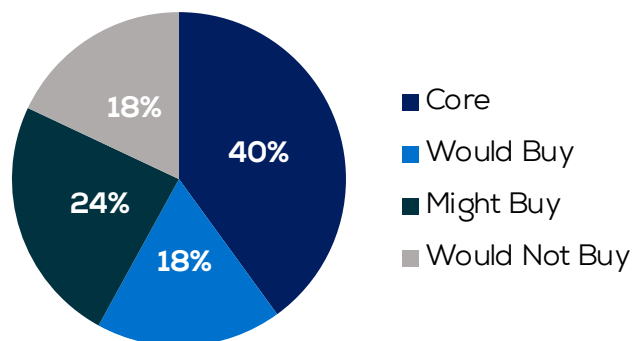


# IMAX's Audience

## Purchase-based Segmentation

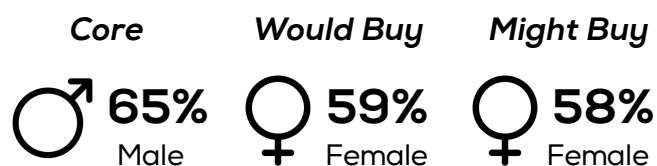


IMAX has segmented moviegoers into 4 groups – Core, Would Buy, Might Buy, and Would Not Buy. The **Core**, **Would Buy**, and **Might Buy** segments represent approximately 80% of U.S. moviegoers, ages 18-54.

**Core** consumers have seen 3+ movies in an IMAX theatre in the past year

**Would Buy** and **Might Buy** consumers have seen 0-2 movies in an IMAX theatre in the past year, but demonstrate strong brand affinity and engagement

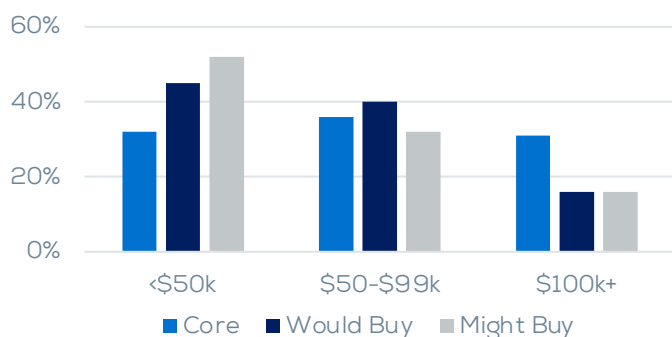
## Gender



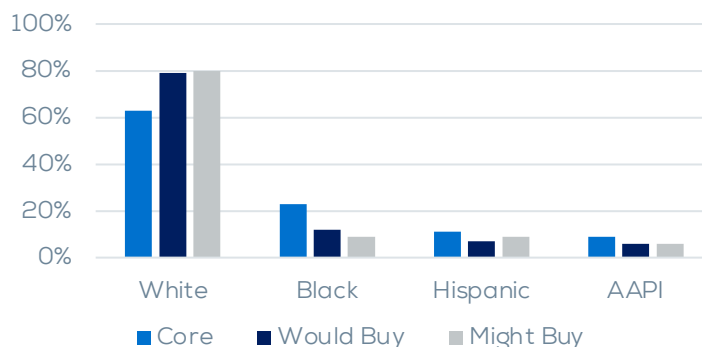
## Age (18-44)



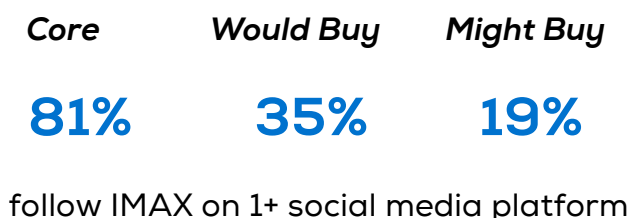
## Income



## Race



## Social Media Engagement



## Hobbies

