



A SERVICE OF AMERICA ONLINE

Moviegoer Poll and Activity Report for October 2002

AOL Moviefone® (777-FILM®) and its sister service, moviefone.com®, are now the single largest source of movie showtime information in the country, providing information to over 100 million moviegoers each year.

QUESTION OF THE MONTH:

Comparing the movies you saw in movie theaters in 2002 with those of past years, were the 2002 movies better or worse?		Compared to 5 years ago, do you think movie theaters today offer a better or worse experience?	
Better	36.7%	Better	66.7%
Worse	24.9%	Worse	11.1%
About the same	38.5%	About the same	14.7%
		Don't know	7.5%

Data based on a Moviefone poll with a total of 892 callers aged 12 and over, conducted November 8-10, 2002.

Top 10 Exhibitors & Theatres

Most Requested Exhibitors

Rank	Exhibitor	Total Requests	Last Month's Rank
1	AMC THEATRES	1,023,034	1
2	UNITED ARTISTS	812,511	2
3	LOEWS CINEPLEX	788,493	3
4	REGAL CINEMAS	409,454	4
5	CINEMARK	251,208	5
6	HARKINS	234,272	6
7	CENTURY	214,218	7
8	NATIONAL AMUSEMENTS	170,253	9
9	CLEARVIEW	158,157	8
10	PACIFIC	111,726	11

Most Requested Theatres

Rank	Market	Theatre	Total Requests	Last Month's Rank
1	NY	UA Union Square Stadium 14	47,213	3
2	PH	UA Riverview Stadium	45,221	1
3	NY	LCE Lincoln Square	37,076	5
4	LA	Pacific Grove Stadium 14	34,567	24
5	PX	HARK Metrocenter 12	32,751	2
6	LA	AMC Century 14	32,345	16
7	PH	UA Cheltenham Square	31,181	4
8	NY	LCE Kips Bay Theatre	30,793	15
9	NY	AMC Empire 25	27,698	6
10	DA	AMC Mesquite 30	27,080	7

Most Requested Theatres Per Screen

Total Requests	Rank Theatre	Total (#screens)	Last Month's Requests	Rank
New York 1,158,949	1 Clearview Ziegfeld Theater	(1)	5,722	1
	2 UA East	(1)	3,563	4
	3 Union Square Stadium 14	(14)	47,213	14
Los Angeles 665,539	1 ArcLight Hollywood at The Dome	(1)	15,806	1
	2 LAE Royal	(1)	5,628	43
	3 Grauman's Chinese	(1)	3,700	7
Dallas 545,746	1 UA Grand Prairie 10	(10)	21,286	11
	2 UA Bowen 8	(8)	15,204	9
	3 Cinemark Tinseltown Six Flags Mall	(9)	15,975	2
Philadelphia 367,157	1 Cinemagic 3 At Penn	(3)	20,962	1
	2 UA Cheltenham Square	(8)	31,181	2
	3 69th Street	(9)	24,796	4
Phoenix 345,674	1 Harkins Metrocenter 12	(12)	32,751	2
	2 Harkins Southwest 8	(8)	12,818	3
	3 Harkins Christown 11	(11)	17,219	5
Chicago 337,730	1 LCE River Oaks 9 + 10	(2)	3,689	2
	2 ICE 62nd and Western	(10)	17,939	3
	3 LCE 900 North Michigan	(2)	3,451	15
Miami 295,911	1 UA Movies At The Falls 12	(12)	19,258	1
	2 Regal Kendall 9	(9)	13,610	3
	3 AMC South Dade 8	(8)	10,224	2
San Francisco 276,015	1 Century 21	(1)	3,661	12
	2 UA Vogue Theatre	(1)	2,538	7
	3 Century Presidio Theatre	(1)	1,762	22
Minneapolis 159,421	1 AMC Har-Mar 1-3	(3)	3,688	3
	2 Landmark Uptown Theatre	(1)	831	1
	3 Mann Grandview Theatre	(2)	1,614	2
Houston 158,374	1 LCE Fountain Theatre	(18)	10,194	2
	2 AMC Willowbrook 24	(24)	11,933	4
	3 AMC Studio 30 Theatres	(30)	14,884	3

Total Requests	Rank Theatre	Total (#screens)	Last Month's Requests	Rank
Toronto 149,855	1 LCE Morningside & 401 Cinema	(11)	13,294	1
	2 LCE First Markham Place	(10)	10,767	2
	3 LCE The Grand at Orion Gate	(10)	9,517	4
Denver 149,267	1 UA Colorado Center Stadium 9	(9)	11,707	5
	2 UA Denver Pavilions Stadium 15	(15)	16,949	3
	3 UA Continental 6	(6)	5,241	7
Atlanta 147,041	1 AMC Galleria 8	(8)	5,588	3
	2 UA Midtown Cinemas	(8)	5,327	7
	3 GTC Merchants Walk Cinemas	(8)	5,253	5
Boston 135,989	1 AMC Fenway 13	(13)	20,778	1
	2 LCE Boston Common	(19)	21,107	2
	3 LCE Fresh Pond	(10)	8,307	5
San Diego 114,443	1 Metropolitan Rancho 16	(16)	14,007	1
	2 Metropolitan Metro 8 Theatre	(8)	5,228	6
	3 AMC Fashion Valley 18	(18)	11,104	8
Sacramento 109,501	1 Century Downtown Plaza 7	(7)	10,163	2
	2 UA Olympus Pointe Stadium 12	(12)	14,551	8
	3 UA Laguna Village 12	(12)	13,650	1
Las Vegas 106,336	1 UA Showcase Cinemas	(8)	11,480	2
	2 UA Rainbow Promenade	(10)	13,148	1
	3 Century Suncoast 16	(16)	10,474	3
Kansas City 83,976	1 Crown Center 6	(6)	5,119	2
	2 AMC Oak Park Plaza 6	(6)	3,944	10
	3 I-70 4 Screen Drive-In	(4)	2,524	1
Seattle 76,678	1 AMC Cinerama	(1)	939	4
	2 AMC Pacific Place 11	(11)	6,413	2
	3 Regal Parkway Plaza 12	(12)	6,879	3
San Antonio 66,171	1 Regal Cielo Vista 18	(18)	12,466	1
	2 Santikos Mission Drive-In	(4)	2,397	2
	3 Regal Live Oak 18	(18)	8,904	3

Key to Exhibitors

AMC
BMO
Century
CinemaStar
CityGn
Civw
CMG

AMC Theatres, Inc.
Boston Museum of Science
Century Theatres
Luxury Cinemas
City Cinemas
Clearview Cinemas
Cinemagic

Cmck
DIC
Edws
Et
Famous
FST
GCC

Cinemark Theatres
Dickinson
Edwards Theatres
Elites Theatre
Famous Players
Five Star Theatres
General Cinema Theatres

Hark
Indp
Landmk
LCE
Mann
Mann MN
MET

Harkins Theatres
Independent
Landmark Theatre Corp.
Loews Cineplex Entertainment
Mann Theatres
Mann/MN Minneapolis
Metropolitan Theatres

NA
R&R
REC
Regal/Actll
RGT
Star
UA

National Amusements
R&R Theatres
Reading Cinemas
Regal Theatres
Regal Theatres
Loeks-Star Theatres
United Artists Theatres