




 = Not to Scale
 = Overall Buzz
 = Intent to View Buzz

All data is for the time period
Thursday September 25th to Wednesday October 1st

 = Performing Above Genre Benchmark
 = Performing Below Genre Benchmark
 = Performing At Genre Benchmark



OPENING THIS WEEK

Gone Girl  3,887
 1,250



Dracula Untold  2,451
 451



Life After Beth  1,103
 167



Dolphin Tale 2  561
 83



HOLDOVERS (WEEK 2)

The Equalizer  4,210
 1,393





Maps To The Stars  1,537
 420



What We Did On Our Holiday  1,056
 249



COMING SOON

The Maze Runner  3,254
 783




Annabelle  567
 139



The Rewrite  263
 28



'71  241
 61

