**Survey: Millennials Would Pay to Watch New Films at Home**

A majority of young adults say they would be willing to pay about the same or even more money to watch a new movie on-demand at home even if the film was also playing in theaters, according to a June survey of 18-to-34 year-olds from Hub Entertainment Research. Nearly 70% of the respondents said they would "definitely/probably" pay $15 to stream a first-run film.

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[*https://www.mediapost.com/publications/article/353386/study-finds-18-to-34-year-olds-would-pay-comparab.html*](https://www.mediapost.com/publications/article/353386/study-finds-18-to-34-year-olds-would-pay-comparab.html)

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[*https://marketingland.com/wp-content/ml-loads/2014/09/millennials-ss-1920.jpg*](https://marketingland.com/wp-content/ml-loads/2014/09/millennials-ss-1920.jpg)