

Why Gen Z Prefer Their Local Theater to Others

As a member of Gen Z, I can tell you that the reason I prefer my own movie theater to others is due to the sense of community. The community of Gen Z grew up with access to the internet more than any generation before us. So, you would think that we would be inclined to want to stay at home for movies as we have gotten older, however this is not the case. Everyone remembers going to the movies when they were younger and this is nothing new. This feeling of nostalgia is one of the things that drive Gen Z to go to the movies. Even more so is the feeling of returning to the theater where it all first happened. Going to watch a movie in the theater that you used to go to when you were a kid creates a sense of comfort. Being able to go to the same theater, with the same popcorn and have some of the same people working there makes it feel like home. This trend could have also been started by the lack of being able to go to the movies during covid back in 2020. With the social distancing that had to be in place when covid was in full swing, movie theaters were almost not allowed to be opened. Also, Hollywood was unable or very limited on what movies and scenes they could shoot which caused a drop in new movie releases. Most stores and workplaces required you to wear a mask while there and movie theaters were no exception. This went on until about late 2021 when stores and other businesses started getting the ok to stop wearing masks and for things to slowly go back to normal. For movie theaters this was great news because there would be people starting to come through the doors again. By this point Gen Z would not have been able to go to the movies in almost 2 years, so the excitement of getting together in person with friends to go to the movie theater again was very high. Now 5 years later we are seeing more Gen Z come into the theater to watch movies, my thought is so they can make up for lost time. Something I learned was that spending time with

people in person should be valued and made time for and the classic going out to dinner and a movie is a great way to do that.