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Working thesis- Movie theaters should lower tickets/snacks prices.

Urls-

1. <http://www.wisegeek.org/why-are-movie-tickets-so-expensive.htm>

2.<http://www.nytimes.com/2011/08/01/business/media/as-ticket-prices-rise-theater-audiences-shrink.html?pagewanted=all&_r=1>

3. <http://www.usatoday.com/story/life/movies/2013/07/23/movie-ticket-prices-nato/2577199/>

4. <http://time.com/3666765/movie-theaters-ticket-prices-box-office-revenue-summer/>

General issue: I want to try to prove that movie theaters should lower the prices on tickets and snacks. It’s a rip-off to the customers because their paying over 20$ to sit in a movie for only two or two hours. Also if a family has a family of four the average cost is to about 50$ dollars, to see a movie if it is evening good or bad. Many people would rather rent a movie have there own snacks than going to the movies.

Facts:

1. “A survey conducted by the American Association of Retired People show that 40% of seniors no longer attend films because they can no longer afford the prices.” (Wise Geek).
2. “Historically, the big theater chains like Regal, AMC Entertainment, Cinemark Theatres and Carmike or their predecessors have been reluctant to raise ticket prices because their profit margins were higher on the sale of popcorn and other concessions than from tickets.” (Ny Times).
3. “Adjusted for inflation, that $1.76 movie ticket in 1973 would cost $9.26 today.” (Usa Today).
4. “For a family of two adults and two children, the cost of tickets, two medium-size sodas, a large bag of popcorn and a box of M&M's can vary from as much as $42 at the United Artists Criterion theater in Times Square to as little as $30.75 at the Plaza Twin Cinema in Park Slope, Brooklyn, the Commissioner of Consumer Affairs, Jules Polonetsky, said yesterday.” (Ny Times).
5. “From 2005 to 2006, when the cost to produce a movie [jumped 3 percent](http://blog.moviefone.com/2007/03/08/mpaa-in-2006-an-average-movie-cost-65-8m-to-produce/), the cost of an average movie ticket jumped 2 percent. From 2006 to 2007, when the cost to produce and market a movie [jumped 6 percent](http://latimesblogs.latimes.com/entertainmentnewsbuzz/2010/03/mpaa-report-on-soaring-box-office-omits-key-stat.html), the cost of an average movie ticket [jumped a little more than 5 percent](http://www.natoonline.org/statisticstickets.htm).” (Magazine Good).
6. “At the [Comic-Con](http://topics.nytimes.com/top/reference/timestopics/subjects/c/comiccon/index.html?inline=nyt-classifier) International fantasy convention in San Diego last month, Steven Spielberg and Peter Jackson, two of Hollywood’s most prominent directors, voiced a strong hope that ticket prices for 3-D films would ultimately fall into line with the lower charge for 2-D movies.” (2).
7. “In some markets, too, pricing changes have caused surprising distortions. In Santa Monica, for instance, the price of a regular adult ticket at AMC Loews Broadway 4 theater, also owned by AMC, has risen by 47 percent since 2001, to $11.75 from $8 — only a little more than the 41 percent increase in the average ticket price for the same years.” (2).
8. “In surveys conducted by the firm, 53 percent of respondents cited increasing ticket costs during the past five years as one of the chief reasons why they opted to skip out on the cinema.” (Time).

Solutions:

1. Snacks price limit should cost $5.00 or less.
2. Maybe on a certain day or certain time they should have a discount limit for the customers.