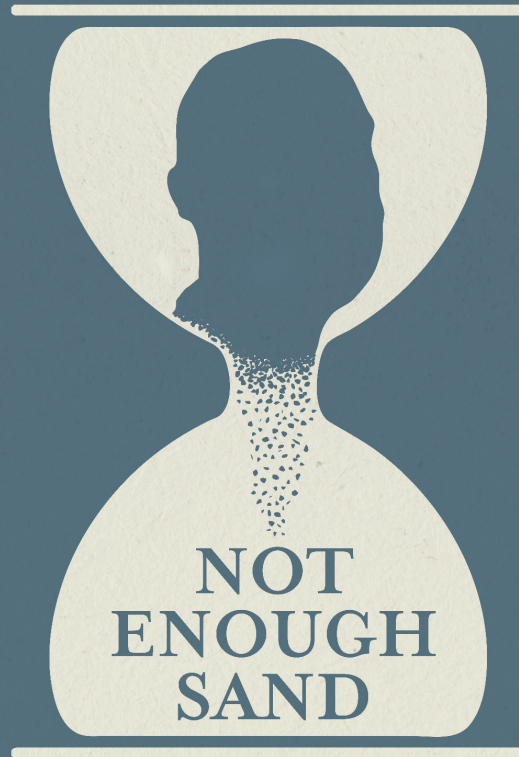


Nathan Hults
Max Hofer
Tyler Navarrete
Debbi Jones
Emily Wilson
Tyler Johnson
Daniel Bergeson



A film by Kai David

MARKET ANALYSIS

SURVEY OVERVIEW

The data present in this document was taken from a survey of adults in the USA using an online tool conducted June 10-11, 2024. The total number of respondents was 300, which provides a margin of error of +/- 4.7% at a 90% confidence level. Respondents were shown a trailer for the film Not Enough Sand and then asked a series of questions regarding their perceptions of the trailer and the film itself. Responses have not been broken down by demographic as the margin of error for specific demographics would be too high to be of value.

KEY POINTS

19%

of respondents stated that if the film were playing in a nearby theater, they would be very likely to see it in the next week

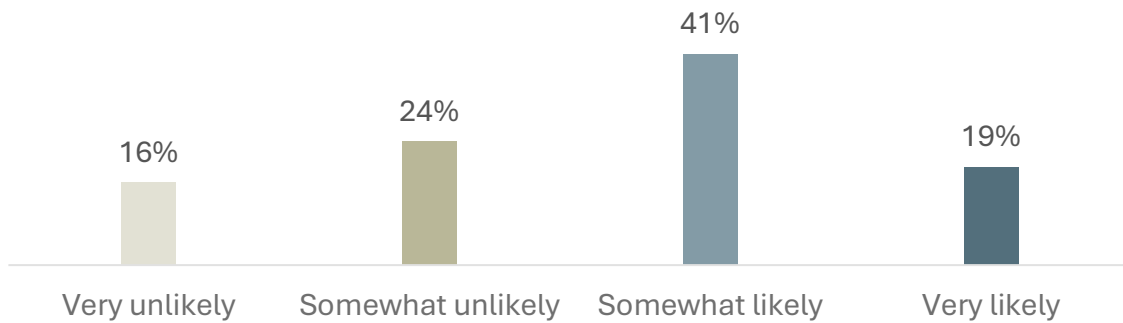
27%

of respondents stated that if they could pay to stream the film at home, they would be very likely to see it in the next week

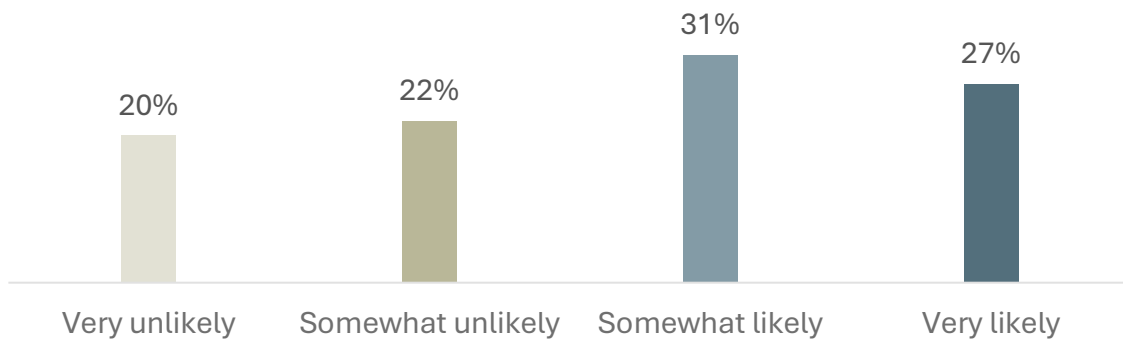
47%

of respondents stated that if they could see the film through a streaming service they already subscribe to, they would be very likely to see it in the next week

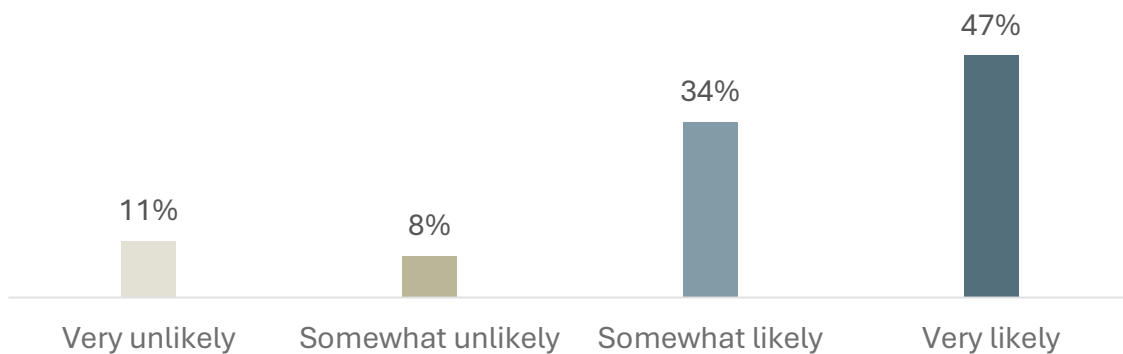
How likely would you be to watch Not Enough Sand in the next week if it were only playing in a nearby theater?



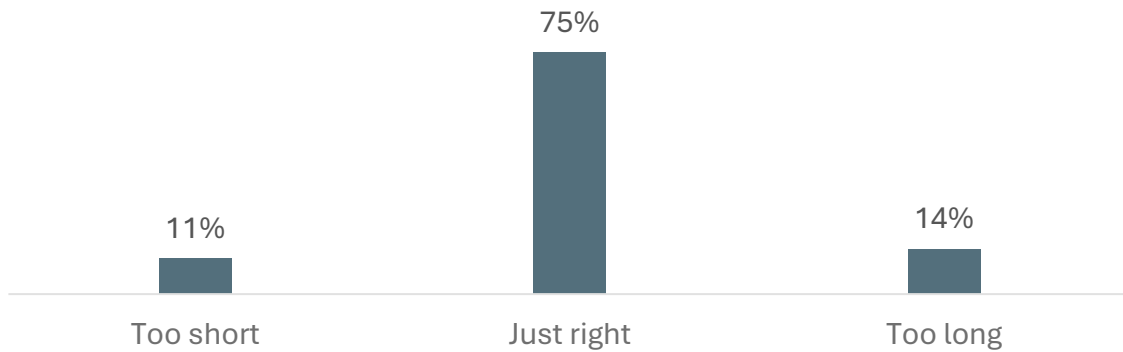
How likely would you be to watch Not Enough Sand in the next week if you could pay to stream it at home?



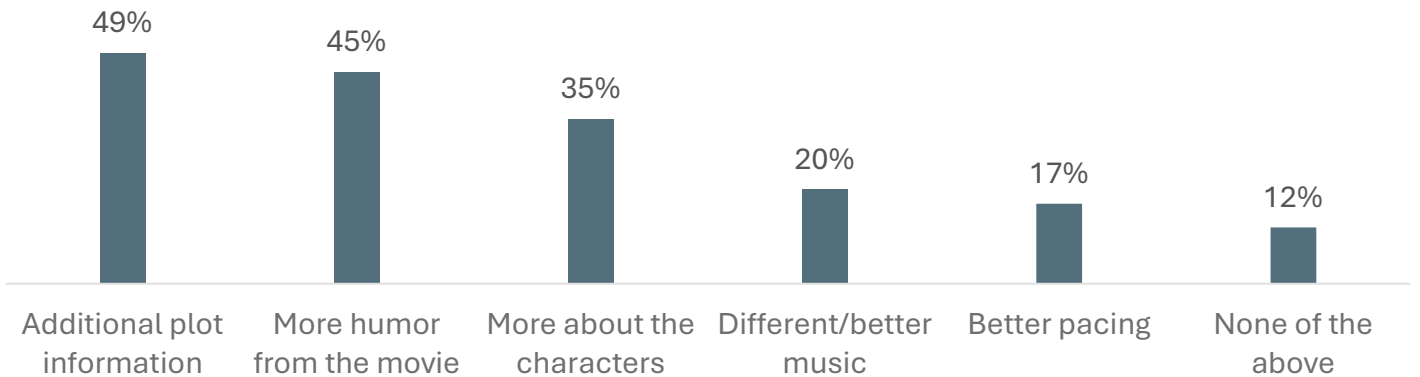
How likely would you be to watch Not Enough Sand in the next week if you could stream it through a service you already subscribe to (such as Netflix or Amazon Prime)?



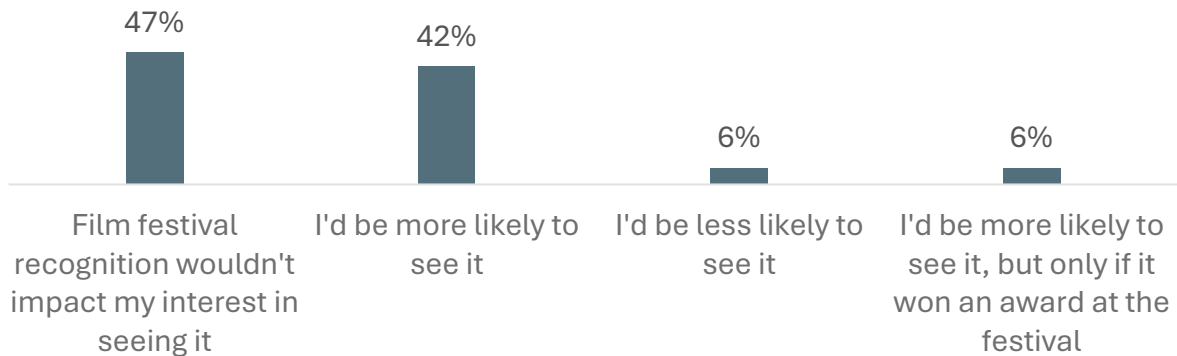
Did you think the trailer length was...



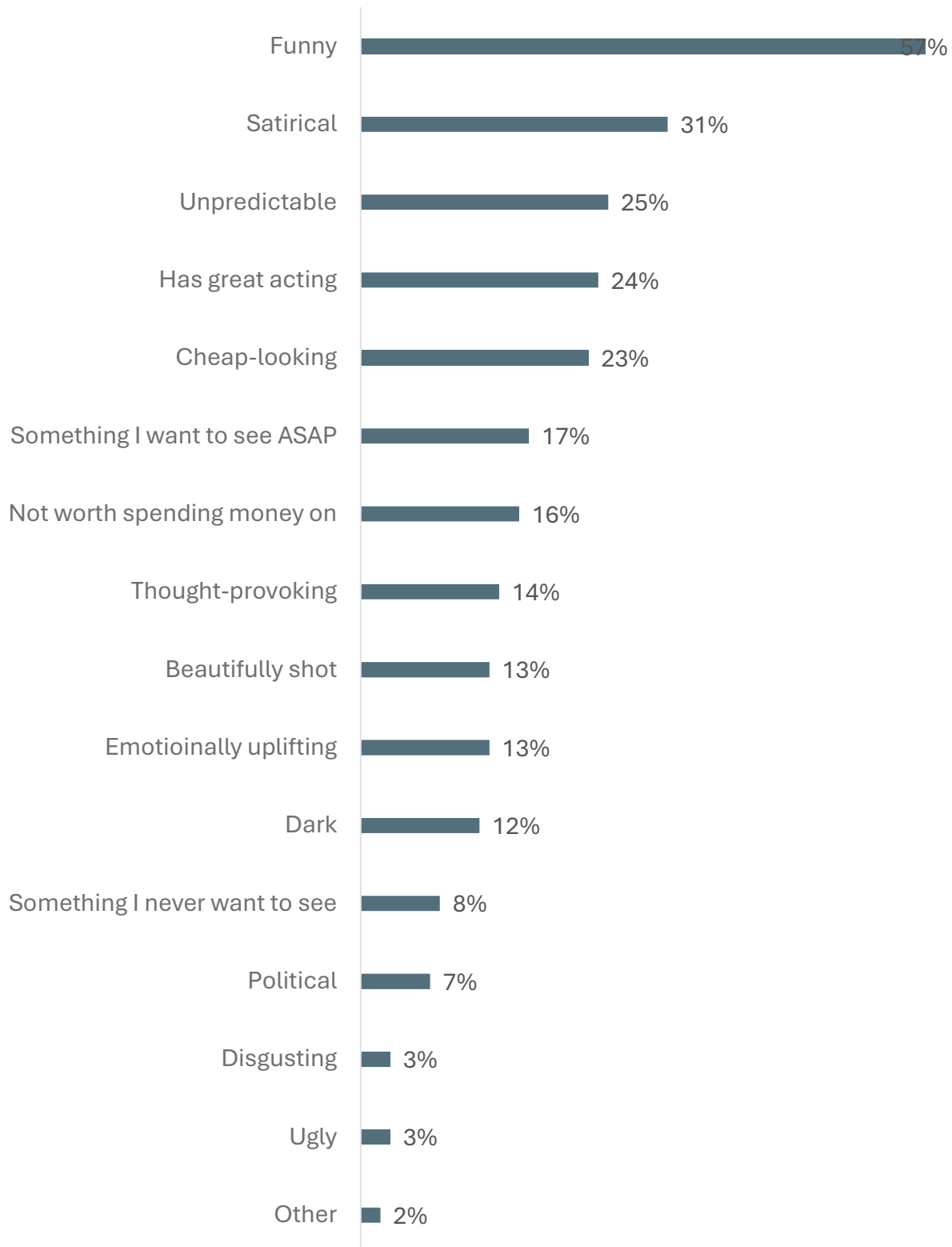
Which of the following, if present in the trailer, would make you more likely to see the movie? Select all that apply.



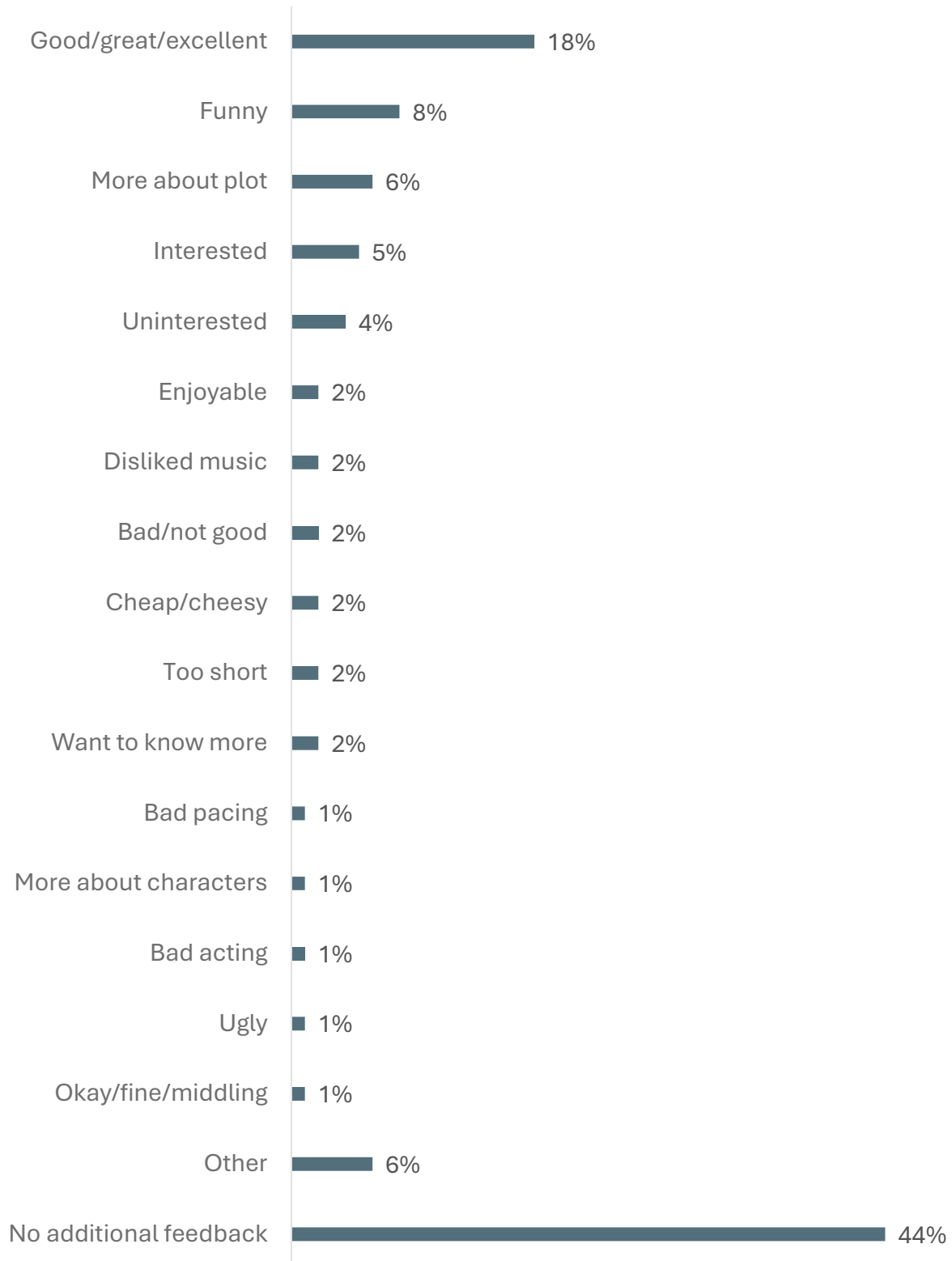
If Not Enough Sand got into a major film festival, such as Sundance or Telluride, how would that impact your interest in seeing it?



Based on this trailer, what do you think about the movie
Not Enough Sand? Select all that apply.



Do you have any additional feedback regarding what you like or don't like about the trailer?
(open-ended question with coded answers; more than one code provided for some answers)



ANALYSIS

The survey was aimed at US residents ages 16 and up. As of July 1, 2022, there were approximately 252.3 million US citizens ages 20 and older, with another 21.6 million between the ages of 15-19¹. Additionally, 94% of Americans have access to the Internet², indicating this survey is only applicable to 94%. According to the U.S. Census, 8.3% of Americans are not fluent in English³. The survey had a completion rate of 29.74%.

Aiming for a conservative estimate, using the extreme end of the margin of error (+/- 4.7%), we will limit the total population to 252.3 million. Then, we'll assume the online survey in English is only applicable to individuals who have Internet access and are fluent in English; 94% of 252.3 million is 237.16 million, and removing another 8.3% gives 217.48 million. Although we don't know why the survey had a 29.74% completion rate, we will assume (again, to keep the estimate conservative) they have no interest in the film. Reducing 217.48 million to 29.74% means the survey should be taken to represent 64.6 million individuals.

As 19% of respondents stated they would be very likely to see the film in theaters in the next week if it's available in a nearby theater, and removing the extreme of the margin of error (4.7%) to reduce this number to 14.3%, approximately 9.2 million US individuals would be very likely to see the film in theaters in the next week if able based on the trailer alone. Using this methodology for the other survey responses, approximately 14.4 million Americans would pay to stream the film in the next week if able, and approximately 27.3 million Americans would stream the film using a service they already subscribe to in the next week if able.

At first glance, this might seem unrealistic – with average ticket prices well above \$10, 9.2 million US individuals seeing the film in theaters would earn the film a box office of over \$92 million. It's important to note that survey respondents do not necessarily know how they will react in hypothetical situations. Survey creators generally account for this by limiting the time period for hypothetical situations; this is why we limited the questions to just the next week. Still, there is reason to be cautious regarding the possibility of 9.2 million theater viewers. Generally, respondents are more accurate the easier the future-predicted action is; as such, we feel more confident in the estimates regarding streaming than in the estimate regarding potential box office return. Additional research may be warranted, especially regarding individual demographics.

¹ [Population of the U.S. by sex and age 2022 | Statista](#)

² [Internet usage in the United States - Statistics & Facts | Statista](#)

³ [People That Speak English Less Than "Very Well" in the United States \(census.gov\)](#)

What movie or movies do you think Not Enough Sand is similar to?

This question was asked as an open-ended question; the verbatim responses are provided below and on the remaining pages of this document.

- A fish called Wanda .
- Berry a tv show comes to mind . Barry is similar character to jack
- Parodies like the dog show one with Eugen Levy.
- Breaking bad
- Can't think of one
- the hangover
- Seth rogen
- cops
- Good and services
- No idea
- Daddy's Home
- I cannot think of any.
- I don't know any movies that are similar to this movie.
- A jack nicholson movie
- I believe that it is in a category of his own.
- Nothing that I can think of.
- The movie would be like a black and white film
- It's seems similar to wolf of Wall Street someone trying to get to the top by any means
- None
- Be cool
- Not sure, maybe Dune.
- I can't think of any
- That's a tough question cause I'm really not sure.
- I can't think of the name, but I think it was a movie with Jack Nicholson being an unpleasant and unscrupulous lawyer
- I like the idea of the concept
- I like the idea of the advertisement
- Pulp fiction
- Get shorty, oceans 10 and oceans 11
- Himself
- Himself
- Himself
- High School Musical
- I need more information before I can decide on that
- I can't think of any
- the president movie
- Any other but not this one
- Seems like a 1920s film.
- I like the idea of the concept
- Probably openheimer and interstellar

What movie or movies do you think Not Enough Sand is similar to?

- BLAZING SADDLER.
- this looks to be a very unique movie and cannot think of movie this is similar to.
- Not sure
- It seems similar to Bananas by Woody Allen.
- Can't think of one.
- kind of like sweeney todd some jim burton films
- I really don't know what it would be similar to.
- Norbit and the bad cop series
- I'm not sure I would have to see more of a trailer
- I don't have any comparisons which is not a bad thing
- Office Space
- I like the idea of the concept
- To catch a thief
- I think it is similar to armagedon
- I can not think of anything
- Not sure
- Nothing specific that I have seen.
- I would say it is similar to several movies.
- None
- That movie called Borak
- Fargo (the original movie), jeff who lives at home
- John Tucker Must Die
- Shameless
- I can't think of any movies it's similar to
- I can't think of any at this time.....
- I can't think of any, off the top of my head.
- Remind me of some sort of Indy comedy like Schitt's Creek
- I'm not really sure about this one
- Romantic movies
- None that I can think of
- The Onion, Shitts Creek,
- A Woody Allen movie like Annie Hall.
- Step brothers
- Frazier
- tiny bit of Wag the Dog, some Moonlight
- Knives out
- Don't know much about it
- Nothing
- Friends
- Not sure yet
- Not sure. No other movies came to mind
- A Colin Farrell movie.
- Movies in the 2010s
- I think it similar to the office

What movie or movies do you think Not Enough Sand is similar to?

- Crime scene movies
- Midnight laugh
- Can't think of anything
- I can't think of any movies this is similar to
- Not sure
- None.
- It had a similar vibe to other independent movies that are highly focused on dialogue and set in just one location. But no movie stands out
- Silent life
- kegs
- I think it's similar too get shorty movie
- Plotwise, nothing, however the production reminds me of Superbad or The Hangover.
- There is nothing I can think of
- I think that Not Enough Sand is similar to Mean Girls
- Nothing comes to mind
- Idk why but it reminds me of movies about bitcoin
- Laura and hardy.
- I cannot recall
- The Bird Cage
- I have never seen anything like this
- None come to mind
- I don't know enough about the movie to even compare. The trailer was very short
- Horror movies
- Fast and furious
- I'm not sure right now
- Extraction
- I can't think of any other movie that it reminds me of I think that it is kind of unique
- Black sheep
- don't know but it looked very funny
- Jon dies in the end
- Lincoln lawyer
- Can't think of any similar films
- I don't think any I haven't seen him over like that yet
- Kingpin, Sideways
- My cousin vinny
- Looney tunes because of the oldish vibe or country for old men
- Geez, I don't know. I honestly haven't seen many movies until this past year, so I don't have a lot to go on. (But the beginning, especially, does remind me of Trumpelthinskin!)
- Can't say for now
- Wrong missy

What movie or movies do you think Not Enough Sand is similar to?

- The great Gabptys
- Thereâ€™s not enough information in the trailer for me to decide that.
- National treasure
- ?not sure
- A lawyer movie
- Airplane
- At Close Range
- Big boys
- Breaking bad
- Canâ€™t think of anything
- Canâ€™t think of one
- Can't think of any
- can't think of any
- Cheap Comedies
- Clue/better off dead
- Could not tell u
- Don't know. I don't watch movies.
- Fast and furious
- Get hard
- I am not sure because I don't watch a lot of movies.
- I canâ€™t think of a movie similar to this movie
- I canâ€™t think of any movies itâ€™s similar to
- I canâ€™t think of anything
- I Canâ€™t think of One
- I cannot think of a single one to say.
- I donâ€™t know I never heard of it
- I don't really know, it's somewhat like a funny movie from Kevin Hart or Adam Sandler
- i have no idea
- I have no idea. The trailer was not easy to follow and didn't make any sense.
- I think not enough sand is unique
- Iâ€™m not sure
- Iâ€™m not sure but it looks very entertaining
- Iâ€™m not sure but overall it is interesting
- Iâ€™m not sure, a comedy drama looks like it could be interesting?
- Idont know right of the bat
- I'm not sure
- Italian job
- Like a typical romcom
- Mary poppins
- minions
- Monty python

What movie or movies do you think Not Enough Sand is similar to?

- Night shift
- No other movie I've seen it's like if it was recorded at home
- None
- None
- None
- none i can think of
- None I can think off
- Not really sure the trailer didn't give much information
- nothing comes to mind
- Nothing similar
- Sitcom Ghosts
- something about mary
- Thanks giving
- Throw momma from the trash
- Unsure
- Weekend at Bernies
- Hitman
- Shaun of the dead
- I can't think of any films that's similar to Not Enough Sand
- meet the parents
- It came across like a Wes Anderson film
- Mr bee
- Reminded me of Sopranos for some reason
- No idea
- I like the idea of the concept
- Nothing that I have seen before
- None that I can think of
- I don't know what movies Not Enough Sand is similar to. It didn't really give me much plot information through the short trailer to compare it.
- Sideways
- My Cousin Vinny
- Maybe THE STING or Ocean films.
- I can't honestly think of another movie it's similar to
- I think it is similar to grown ups but I'm just sure.
- Daddy's home
- Well i really dont have a mivie that are similar to Not Enough Sand
- It gives the office vibes to me.
- It reminds me of a Louis C.K. character, but as a lawyer instead of a dad.
- None
- Comedy movies
- reminds me a little bit of Raising Arizona. A movie I really like
- A Hitchcock film.
- Dark Forty

What movie or movies do you think Not Enough Sand is similar to?

- Glass onion
- Greed
- i can not think of one
- I can't think of any right now.
- I don't know
- I'm not sure
- I'm not sure what movie is similar to. But I could says it's comedy movie
- Johnny the dog
- Liar liar
- Mad Max
- Maybe british humor
- Maybe nurse Betty
- Napoleon dinomite
- Never seen anything close to it
- None
- None
- None I know of
- None that I can think of
- None that I know.
- Not interested at all looks stupid related to cheaply made movies
- There isnâ€™t any other movie like it.
- Not sure but it seems boring or a chick flick
- Nothing comes to mind
- Robert redford
- Sopranos
- Trump trial
- Lincoln lawyer
- I like the idea of the concept
- I have no idea
- Idk it was that bad
- No preference
- None come to mind
- Phone booth
- Something like holes
- Fatal Instinct
- Maybe sinfeild
- Star Wars The Phantom Menace
- I cant hink of anything
- I'm not sure
- Iâ€™m not sure. There are a lot of them.
- Low-key reminds me of better call saul
- Great Gatsby
- not sure
- Grown Ups

What movie or movies do you think Not Enough Sand is similar to?

- I can't think of anything at the moment but I would like to see it based off the trailer. It looks like it will be funny
- Not sure
- Clue
- Not sure
- Nothing comes to mind
- Not the story or characters but it had a " My Big Fat Greek Wedding" vibe.
- Almost gave me wolf off Wall Street vibes
- Nothing I can think of
- Better call saul
- A sappy cheap romance business type
- My cousin Vinnie
- Lonely cat and baby driver
- Not sure- I'm horrible with movie titles.
- The movie "Ted" comes to mind. Also "Date Night"
- It seems a bit unique, I'm not familiar with a lot of movies but this is definitely one I'd go see!
- I'm not very sure but I do vaguely remember watching a show where the dad is in trouble legally because of money laundering thru his job
- Couldn't say right now
- Don't remember the name of the movie
- None Comes To Mind
- I am not to sure what movie it represents
- Throw mama from the train
- Maybe similar to a sleazy movie about a guy who's hated, and cheats a lot of me!
- Not enough sand looks similar to the most wanted man that nobody wants dead.
- Mad money
- the only way i could ever go
- Not really sure...I have not see a lot of movies lately
- I can't think of any
- Maybe like wolf of wall street
- I can't think of anything that looks like this
- La la land
- I can't remember the name exactly, but it's a movie about one guy who had it all, but then he ends up becoming a jerk and spending all his money and his wife and kids left him.
- I can't think of any at this moment.
- Kill Bill
- Dune and grown ups
- It isn't similar to any movie I have ever willing watched.
- I'm really not sure unless it's about mutder

What movie or movies do you think Not Enough Sand is similar to?

- Cub your enthusiasm.
- Friends
- Something about Mary
- My Cousin Vinny, Liar Liar.
- The Fall Guy, Deadpool
- Dune 2
- Comedy movies
- No idea, maybe the movie about a guy who faked being an attorney?
- Lady's man
- Boston Legal?
- I have no idea
- I'm not quite sure because I haven't seen the entire movie
- that would be a z-ranked home movie is about the same quality
- I think it doesn't have good quality the characters didn't act very well or anything
- Beauty and the beast
- I think not enough sand is similar to bad bosses