Weekend Report: 'Hop' Lays Golden Egg

April 4, 2011

Hop Domestic Total as of Apr. 3, 2011: $38,118,000 (Estimate) Distributor: Universal Release Date: April 1, 2011 Genre: Comedy Runtime: 1 hrs. 30 min. MPAA Rating: PG Production Budget: $63 million

HOLLYWOOD, CA (rushPRnews) 04/04/11 — Topping the weekend, **Hop** hatched an estimated $38.1 million on approximately 4,700 screens at 3,579 locations, narrowly edging out **Rango** to claim the highest-grossing opening weekend of 2011 so far (if the estimate holds). It was also a larger start than **G-Force** and **Beverly Hills Chihuahua** but below the two **Alvin and the Chipmunks** movies among similar titles. Easter comes late this year (April 24), so **Hop** is well-positioned to play well all month.

In second, **Source Code** generated an estimated $15.1 million on close to 3,400 screens at 2,961 locations. That was ho-hum compared to the starts for its fellow sci-fi thrillers currently in theaters, **Limitless** and **The Adjustment Bureau**. Distributor Summit Entertainment's exit polling indicated that 54 percent of the audience was male (whereas **Adjustment Bureau** and **Limitless** skewed female) and 64 percent was aged 30 years and older.

Insidious debuted in third with an estimated $13.5 million at 2,408 locations, which may be a solid showing for the inaugural release of distributor FilmDistrict but was below average for a supernatural horror movie.

As well as the three new nationwide releases may have done individually, collectively they couldn't match the three debuts on the same weekend last year (**Clash of the Titans**, **Why Did I Get Married Too?** and **The Last Song**), leading a 28 percent drop in overall business versus last year. The weekend was also below par for April kick-offs in general.

Among holdovers, last weekend's champ, **Diary of a Wimpy Kid: Rodrick Rules** shied away by 57 percent, ranking fourth with an estimated $10.2 million for a $38.4 million tally in ten days. Its drop was a bit steeper than predecessor **Diary of a Wimpy Kid**, but its total was a bit higher.

Sucker Punch bled 68 percent to an estimated $6.1 million for a $29.9 million sum in ten days. The drop was about as severe as Zack Snyder's last live-action movie, **Watchmen**, but with only a fraction of the gross. It was also worse than the more comparably-grossing **Kick-Ass**, which was off 53 percent in its second weekend last spring.

The Lincoln Lawyer saw the smallest decline among nationwide releases, slowing 34 percent to an estimated $7.1 million for a $39.6 million tally in 17 days. **Limitless** also hung in there with an estimated $9.4 million, down 38 percent for a $55.6 million total in 17 days. It's on the verge of surpassing **The Adjustment Bureau**, despite having a smaller start.

Rango seemed to feel the brunt of **Hop** and took its steepest hit yet. Off 53 percent, the animated Western comedy wrangeld an estimated $4.6 million for a $113.8 million sum in 31 days.

Meanwhile, few cared about to see the king's cursing censored. **The King's Speech (PG-13)** mustered a mere estimated $1.2 million at 1,011 locations, down from the original's $1.6 million haul last weekend, despite a new marketing push. This affirmed that no one weas clamoring for a modified version of the movie, especially at this point when the movie's word-of-mouth and Oscar momentum have died down.

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