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# Seven-Day Summary: 'Hop' Scores Best Week of the Year

by Ray Subers  
April 8, 2011

**Hop** didn't reach **Alvin and the Chipmunks** levels for its first seven days, though it did post the best week of 2011. **Source Code** fell short of matching recent thrillers, while **Insidious** had a fine opening that was a bit below average for its genre. Overall box office was down a whopping 35 percent from last year, as that period was bolstered by the Easter holiday and strong performances from **Clash of the Titans** and **How to Train Your Dragon**.



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**Hop's** \$46.5 million opening week barely topped **Battle: Los Angeles** (\$46 million) and **Rango** (\$45.6 million) to claim the year's best seven-day start. Still, it trailed **Alvin and the Chipmunks** (\$55.9 million), its most directly comparable title, and was way behind Illumination Entertainment's previous movie, **Despicable Me** (\$85.6 million). With the Easter holiday quickly approaching, though, **Hop** will inevitably continue to cash in for weeks to come.

**Source Code** grossed \$19.6 million in its first week, which was down from 2011's other adult-leaning thrillers like **Unknown**, **The Adjustment Bureau** and **Limitless**. It did at least sell about the same number of tickets as star **Jake Gyllenhaal's Zodiac**, though that's a minor achievement considering that movie's ultimately disappointing performance.

**Insidious** opened in third place with \$17.4 million, which was a solid start considering the movie's incredibly low budget and the fact that it was upstart distributor FilmDistrict's first release. However, it was off a bit from **The Rite**, 2011's other major supernatural horror release, and was far behind the **Paranormal Activity** movies.

**Limitless** eased 38 percent to \$12.5 million to bring its three-week total to \$58.7 million. Despite opening lower, it will pass the respective totals of **The Adjustment Bureau** and **Unknown** this weekend.

**Diary of a Wimpy Kid: Rodrick Rules** rounded out the Top Five, falling 56 percent to \$12.4 million. That's a much steeper decline than its predecessor, though that movie was bolstered by the run-up to the Easter holiday. **Rodrick Rules** tallied \$40.6 million, which was almost exactly even with the first **Wimpy Kid** movie.

Last week's other new release **Sucker Punch** fared even worse than **Rodrick Rules**, plummeting 66 percent to \$8.1 million. That's the harshest percentage drop yet for a **Zack Snyder** movie, topping **Watchmen's** 65 percent. With a two-week total of \$31.9 million, **Sucker Punch** is poised to close below **Legend of the Guardians: The Owls of Ga'Hoole's** \$55.7 million to become Snyder's lowest-grossing movie yet.

Falling outside the Top 12, **The King's Speech (PG-13)** earned just \$1.6 million in its first week. It actually fell 27 percent from the R-rated version's last week in theaters, which is terrible considering the marketing muscle behind this re-release. Overall, the Academy Award winner for Best Picture has earned just north of \$137 million.

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