

Moviegoing in Canada: Understanding Your Customers in the Age of COVID-19



Objectives

ERm Research will set out to understand how your customer's perceptions and likely behaviour differ from moviegoers in Canada overall. This is the chance to start the conversation toward re-opening, focusing on what matters most to your customers. In addition to existing COVID-19 moviegoer questions, including necessary safety measures and profiling the first returners, the study will look to identify what type of content your customer wants first.



Methodology

Each theatre will receive a custom link to deploy to their moviegoer database or post on social channels. There will be no cap on the number of responses collected from your list and to help increase response rate, your customers can be offered a small incentive for an additional cost. ERm will take care of hosting, data cleaning, and analysis focusing on trends and patterns at both 90% and 95% confidence intervals.

What you will learn

How entertainment habits are changing in light of COVID-19

Profile of likely first returners to your theatre

General levels of concern for COVID-19 among your customers

How moviegoing ranks compared to other forms of entertainment

Most important safety measures needed to bring customers back

Costs

Pricing starts at C\$500 per theatre/location for MTAC members pending size of theatre and number of locations tested. Flexible payment options are available. Cost for non-members starts at C\$2,000 per theatre/location. For more details please email theatres@ermresearch.com.