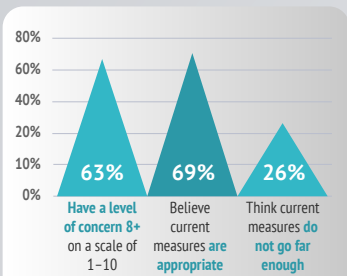


2020

MOVIEGOING IN CANADA

The Impact of Covid-19



CONCERNED MOVIEGOERS

The majority of moviegoers are concerned about the novel coronavirus, with older moviegoers expressing the highest levels of concern. More than two-thirds of survey respondents feel that current restrictions are commensurate with the threat, and an additional quarter of the population believes the restrictions do not go far enough. Though perceptions of the threat are fluid, moviegoers appear to be taking seriously the current measures to combat the virus's spread.

"I will need to know that Covid-19 is thoroughly contained and that we have a firm grasp on handling any outbreaks."

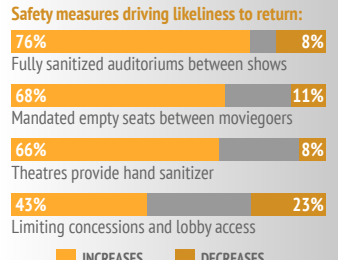
Female, 34
British Columbia

Male, 17
Quebec

"When the government gives the go ahead, that will be enough for me. I'll see a movie when normalcy has returned."

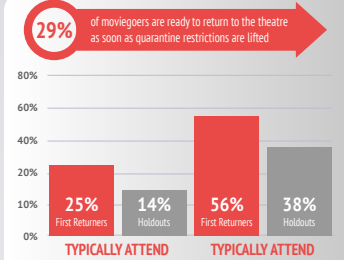
CAUTIOUS IN RETURN

Most moviegoers will be cautious in their return to theatres, with many only feeling comfortable once the disease has been nearly eradicated. Ten percent of moviegoers require even greater assurances—such as a vaccine—or claim they may never return. In the short term, a third of moviegoers indicate that they are more inclined to return soon, saying they will feel comfortable going to the movies just as things are starting to return to normal or even earlier.



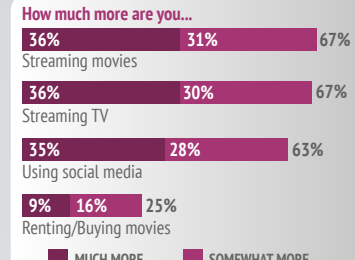
ASSURANCES REQUIRED

74% of moviegoers say they are willing to return to theatres before the approval of a vaccine, but will still be looking for theatres to maintain strong precautions. These include sanitizing houses after each show time, providing hand sanitizer and requiring physical distancing both in seating and in lines (though limiting concessions to maintain distancing is frowned upon). More drastic measures (e.g. masks) aren't currently popular, though views may evolve over time.



THE FIRST RETURNERS

The third of moviegoers who are most ready to return movie theatres are a distinct group: they are younger and less likely to be seriously imperiled by Covid-19, with half aged between 13 and 34 years old. They are more avid than the average moviegoer, seeing more movies and seeing them earlier. They are also more inclined to reserve tickets online, making them more accustomed to keeping personal interactions at a minimum in the theatre.



CHANGING HABITS

Moviegoers are cooking more, streaming more, and increasingly using the Internet to stay connected with friends and family. Although theatres are currently not an option, moviegoers have continued to make movies a big part of their lives with over 60% streaming more movies now than they have in the past. For a group that reports watching an average of three movies at home in a typical week, this increase in viewing demonstrates that their appetite for movies has not faded.



Canadian residents were surveyed about their habits, preferences, and how Covid-19 has affected their entertainment consumption. The study was conducted among 1,880 qualified and demographically representative respondents in April 2020, a few weeks after stay at home and social distancing measures had been enacted.