



CANADIAN MOVIE-GOING & IMPACT OF COVID-19 Q&A

The following questions were asked during a webinar presentation on May 8, 2020 and given time constraints, were not able to be answered live.

ERm Research has provided the following answers. A link to the full presentation can be found at www.mtacanada.com.

Was it asked about staff wearing masks?

We did not ask specifically about additional staff safety measures, such as wearing a mask or putting up plexiglass; both of those are ideas that are certainly worth investigating.

Can you talk about how one would do “temperature checks upon entry”?

We aren't talking about how any specific solutions can/would be implemented, per se, rather what is or isn't important for respondents.

Was the assumption that people would be seeing first run films in cinemas or any product when asking to return?

Yes, this study was specifically about people returning for a new movie that "they really want to see." It can be assumed that if the question included other forms of programming that they really wanted to see, we would see similar trends.

This research seems biased towards a more commercial view of movie-going?

The research is representative of the Canadian population on the whole, who, yes, sees more commercial movies than independent movies.

Cineplex just released info from a survey of Scene members indicating that once restrictions are lifted 67% would return to theatres within a month and 87% within 3 months. Wondering if you have asked the same question/have the same info from your survey?

Given how quickly things are moving, we focused on consumer perception at the moment rather than trying to get them to guess their perceptions in a fixed time period from now (which is extremely difficult as we have no idea what next week, let alone next month, will bring).

Any sense of the numbers if only library content was screened as opposed to new releases?

We did not ask about library content specifically, we asked how moviegoers would feel seeing a new movie they were potentially interested in. But again, if they were highly interested in library content, we would expect similar trends.

Any questions about whether moviegoers expect to pay more to go to the cinema given all of the extra costs to ensure their safety?

We did not get into costs here, but that is certainly something that needs to be explored. Our expectation is that the consumer will not be willing to pay more as they will expect all businesses to provide necessary safety measures.

Will the popcorn still taste as delicious when we return? :)

Finally, an important question. We expect it to taste even better!

I would recommend we complete a follow up survey to measure the shift in perceptions and expectations.

Agree — it's going to be so important to understand how consumer sentiment is shifting, and when is the optimal time to start messaging again.

Are you planning to keep the movie in the theatres longer than normal considering the social distancing (less people in each session)?

Not our call, but this is an interesting discussion point. Ideally we will see people spread their moviegoing out across the entire day and week to start.

Did any group state how they want to sit with family or friends....1 seat empty or group then 2 seats etc.?

Seating arrangement was only discussed in a very high level sense; asking a question like this is extremely important and should be done before new practices are locked in place.

Why was comedy not listed in the genre list?

It was — however the only data that was presented today was those which showed differences. Stay tuned for the full 2019 Canadian Moviegoing presentation for more!

For forecasting purposes, can we detail the distribution of heavy movie goers vs. light and their propensity to return?

Of course, heavy is certainly where we'll start, but more can be done to segment the different types of heavy moviegoers and build a plan for them.

When a theatre sanitizes their seats what does that include, bit of soap?

That's going to depend on what your exact customer perceives—it needs to be asked what your customer considers to be clean enough for them

Did you ask parents about bringing their families to theatres? More/less comfortable?

We did not focus in on parents taking their kids, but we do know that the older you are the more hesitant you are so it may take parents a bit longer; however, most are going stir crazy, so we can see that potentially offsetting!

Any Questions about Drive-In Theatres?

Nothing specifically, unfortunately. Although we see drive-ins and their natural social distancing capabilities as a strong selling point.

Was the discussion of bathroom sanitation brought up?

Not specifically, but we do encourage every movie theatre, regardless of Covid, to clean their bathrooms. In all seriousness, it routinely comes up as an important factor when choosing a theatre.

Has there been any work done on willingness of staff to come back?

Not on this study, but talking to staff and all workers will be an important step in re-opening and making sure they are comfortable.

What were the date ranges/last date that people were surveyed?

This survey was conducted April 8-20, 2020.

Would it be possible to do a deep dive on family moviegoers? How do parents feel about returning to cinemas with their children?

Again, we think this is a really important area to dig into and we hope to have the chance to do so.