



2024 Canadian Moviegoing

May 28, 2025



Introduction

ERm Research was commissioned by MTAC and Telefilm Canada to conduct a study to explore the current state of moviegoing in Canada. This is the latest in a series of Canadian moviegoer studies, the first of which was fielded in 2014, then again in 2019. When applicable, comparisons are made to these earlier waves, highlighting key shifts and changes over time.

The online portion of this study was fielded from April 8 through April 20, 2025, among a sample of Canadian residents aged 13 and older, with a total of 3,458 respondents. Additionally, two discussion groups were conducted online in May 2025, with moviegoers aged 18–59 years old.

Any opinions, findings, conclusions, or recommendations expressed in this material are those of the author and do not necessarily reflect the views of Telefilm Canada, or the Government of Canada. Telefilm is in no way bound by any recommendations that may be contained in this document.



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Executive Summary

The State of Canadian Moviegoing

Overall, 62% of Canadians 13+ attended a movie in 2024. The most avid set of moviegoers—those who attended 10+ times (just 12% of the marketplace) is making an outsize contribution to the box office, accounting for 49% of admissions.

As a national pastime, consumers continue to love spending evenings watching movies and TV. While concerns about cost, the type of content playing, and increasingly warm perceptions of streaming-exclusive fare keep consumers from going to theatres more often, there is continued opportunity to grow box office and excite moviegoers with great content.

The top qualities that attract moviegoers to cinemas include high-spectacle genres like action films, as well as content that taps into a feeling of community, like horror movies.

The importance of moviegoing is driven not just by the movies themselves but also by the value of seeing a movie in a theatre. Moviegoers' expectations for cinemas have increased, and many value luxury seating, large formats, and in-theatre dining/beverage options. Overall, moviegoing contributes nearly \$3B to the Canadian economy between box office and additional spending related to a trip to the movies, and projects to increase in 2025.

Movie Consumption: By the Numbers

62%

of Canadians
13+ are
moviegoers

85%

of Canadians
under 35 are
moviegoers

Just over six in ten Canadians are moviegoers, but that number climbs to 85% when only looking at teens and adults 13 to 34, compared to 54% of those aged 35 and older.

12%

of Canadians
are heavy
moviegoers

49%

of ticket sales
are to heavy
moviegoers

The heaviest moviegoers (those who saw 10 or more movies in 2024) make up an outsized proportion of the box office; despite being just 12% of the population, they account for nearly half of ticket sales.

55%

of action fans
prioritize it
theatrically

38%

of horror fans
prioritize it
theatrically

When asked which genres are most important to see in theatres, fans of action and horror movies (along with sci-fi, thriller, and superhero) named those as the most important to see in theatres.

Key Takeaways

1

MOVIE TICKETS PER CAPITA HAVE DECREASED

Per capita consumption is down 46%, and the proportion who saw a movie in a theatre in 2024 is also down, with 62% of the population qualifying as moviegoers. Younger Canadians are a bastion of moviegoing.

2

GROWTH POTENTIAL FOR 2025 DRIVEN BY YOUNGERS

On average, moviegoers intend to see more movies theatrically than they did in 2024, with the strongest intentions coming from those between the ages of 18 to 34, and among more avid moviegoers.

3

MOVIEGOING IS MORE CONCENTRATED

Just 12% of Canadians account for half of admissions, meaning a small subset of the Canadian population makes up an even larger share of box office than they have in previous years.

4

MOVIEGOING HAS ECONOMIC RIPPLE EFFECT

Moviegoing generated more than \$2B in spending beyond the box office, with moviegoers valuing theatre amenities, dining and alcohol, and other elements that make moviegoing a special event.

5

ACTION AND HORROR DRIVE THEATRICALITY

Horror movies are seen as key theatrical experiences now more than ever before, while the superhero genre has regressed somewhat. Action remains a top theatrical draw.

6

LIGHTER MOVIEGOERS RESPOND TO LONG WINDOWS

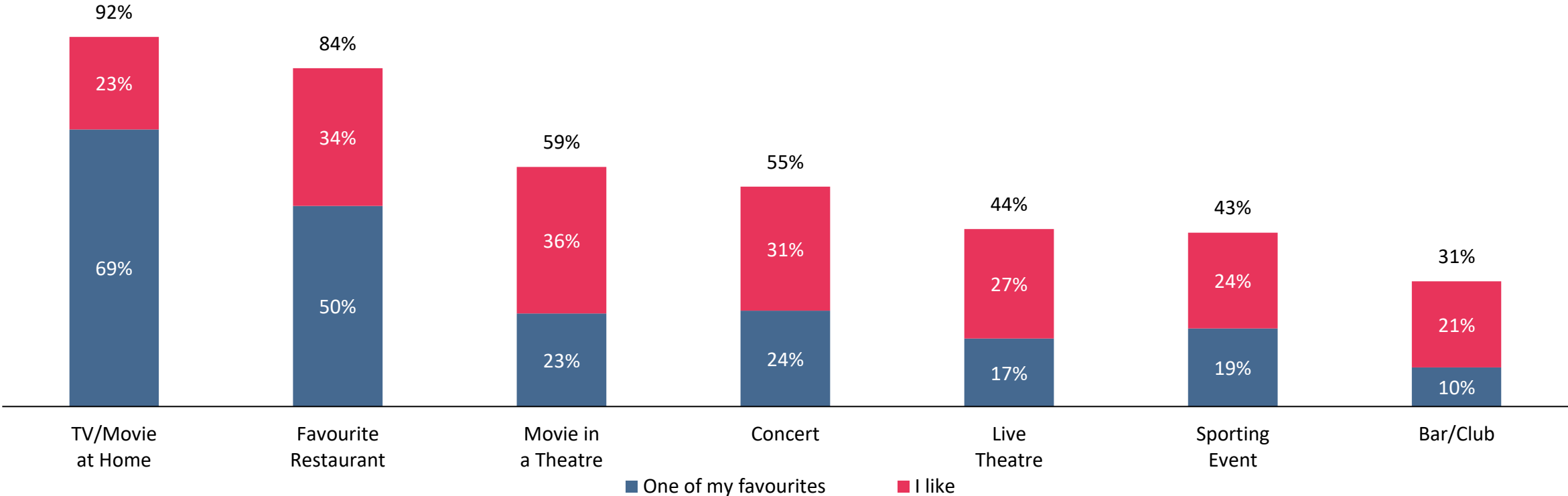
Creating a reason for moviegoers to go to cinemas is important, as many increasingly believe streaming titles are just as good or better than theatrical titles. Lighter moviegoers are most responsive to longer windows.

Attendance Patterns

A high 92% of consumers enjoy spending evenings at home watching movies or TV—even more than dining out. While this number drops to 59% for theatrical movie viewing, it indicates an ongoing opportunity to continue to grow box office and excite moviegoers with great films.

Favourite Ways to Spend an Evening

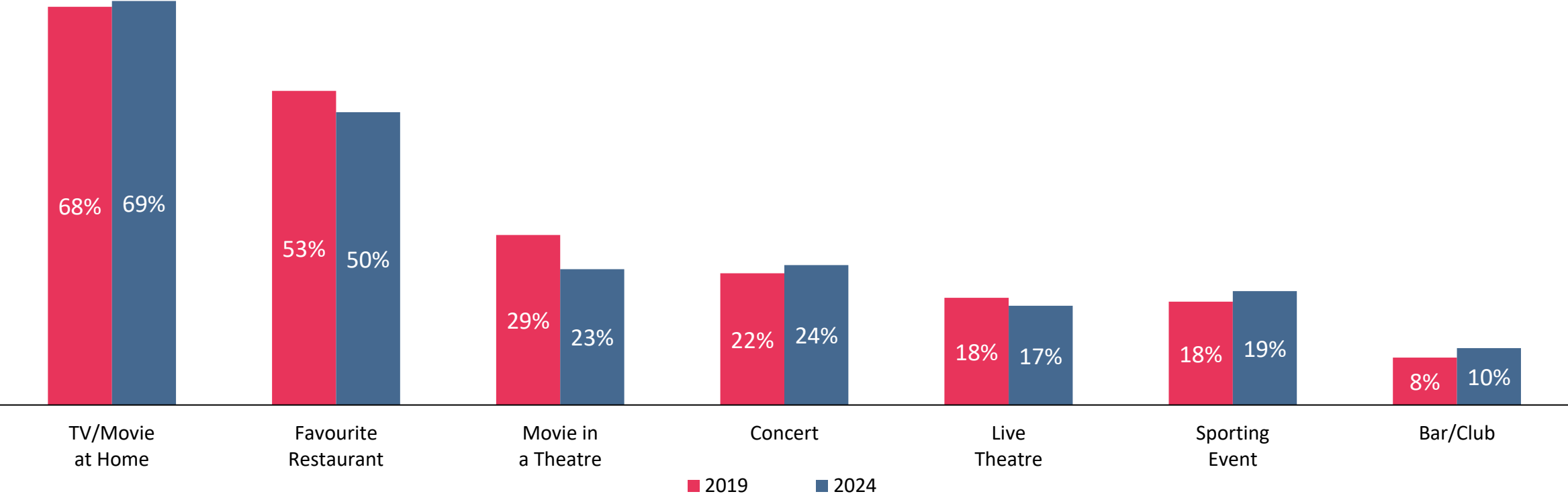
Canada General Population 13+



While watching movies remains a very popular activity, seeing a movie in theatres has fallen slightly since 2019 as one of the favourite ways to spend an evening.

Favourite Ways to Spend an Evening

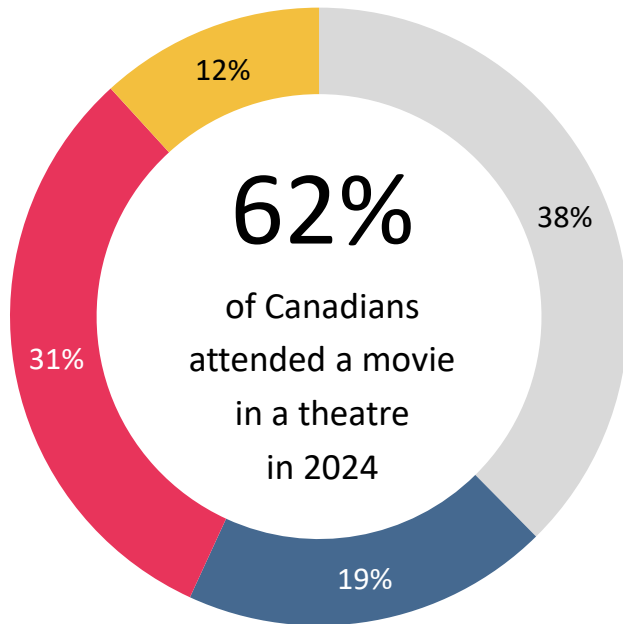
Canada General Population 13+



62% of Canadians 13+ saw a movie in a theatre in 2024, equating to 1.6 movie tickets purchased per capita (age 2+). The most avid moviegoers account for 49% of total admissions.

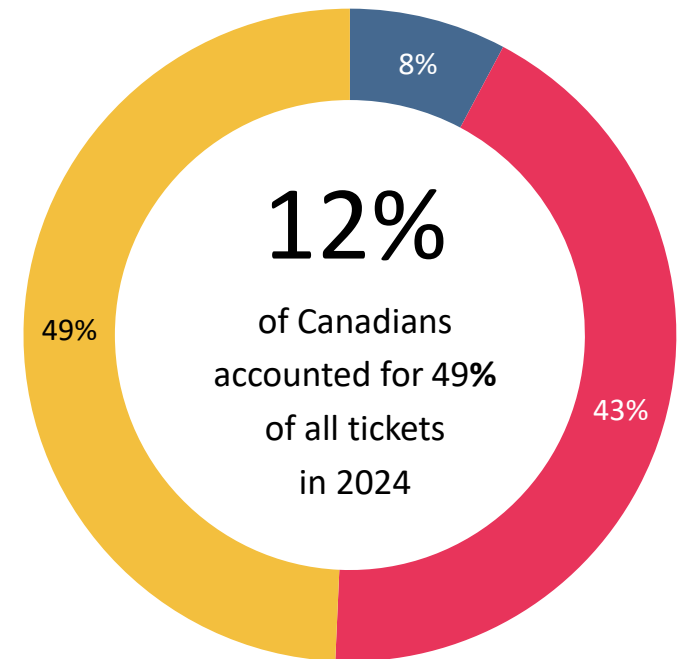
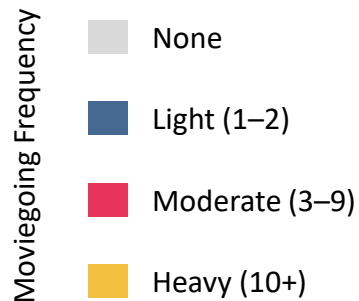
2024 Movie Ticket Consumption

Canada General Population 13+



Moviegoing Share
(Ages 13+)

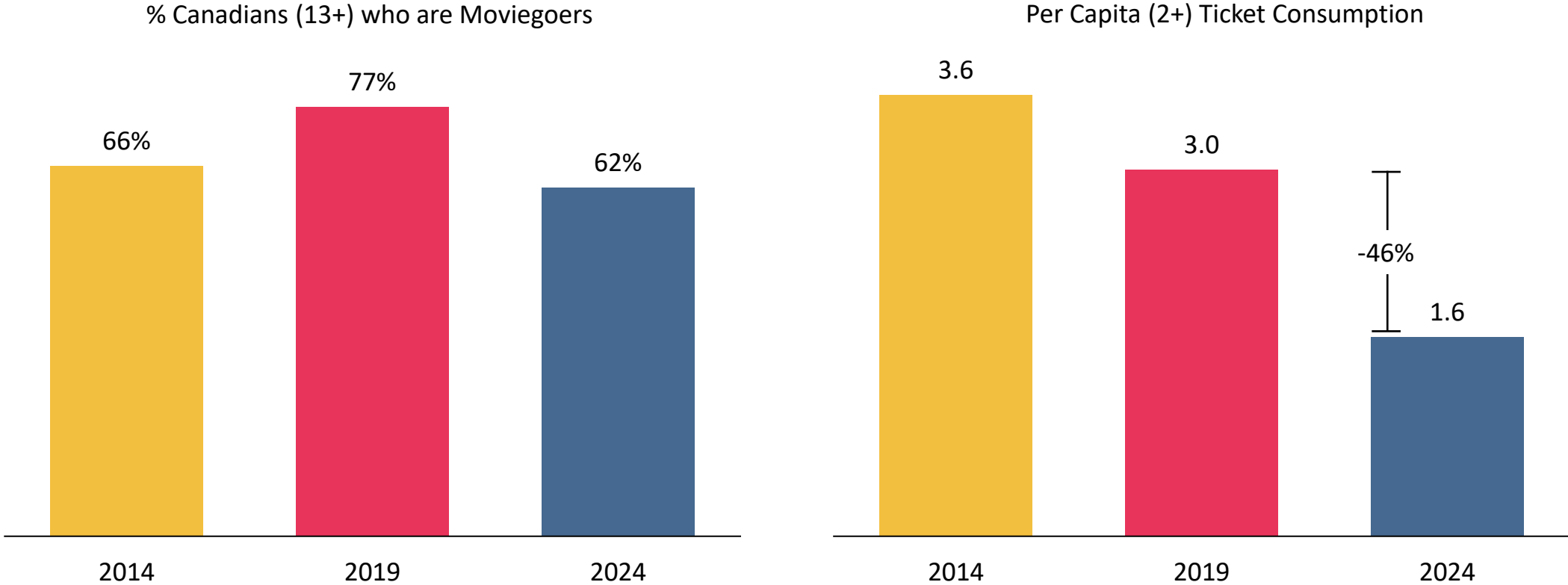
1.6 Average tickets each Canadian (2+) purchased in 2024



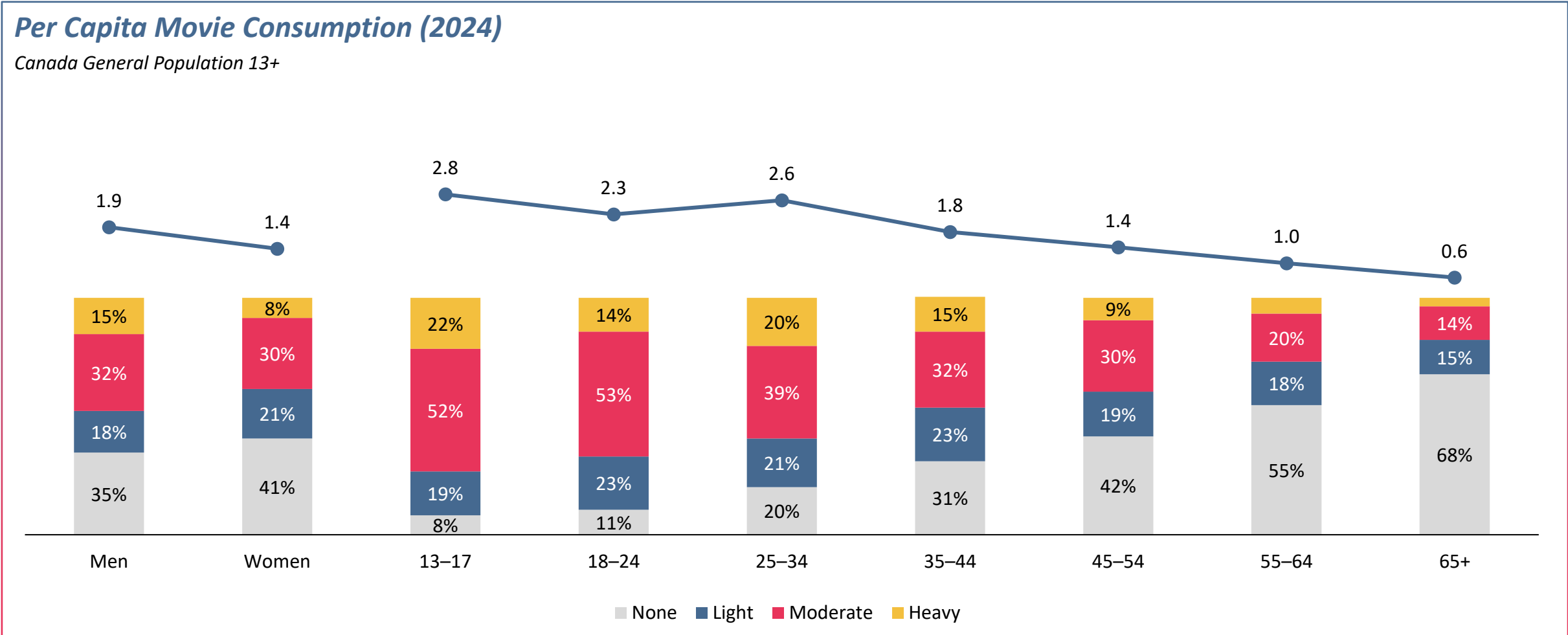
Tickets Sold
(Ages 13+)

Per capita ticket consumption is roughly half of that of 2019 and down two tickets since 2014. However, the portion of Canadian moviegoers is more aligned with 2014 than 2019, which was a year with an abundance of films that drew in the lighter/casual moviegoer.

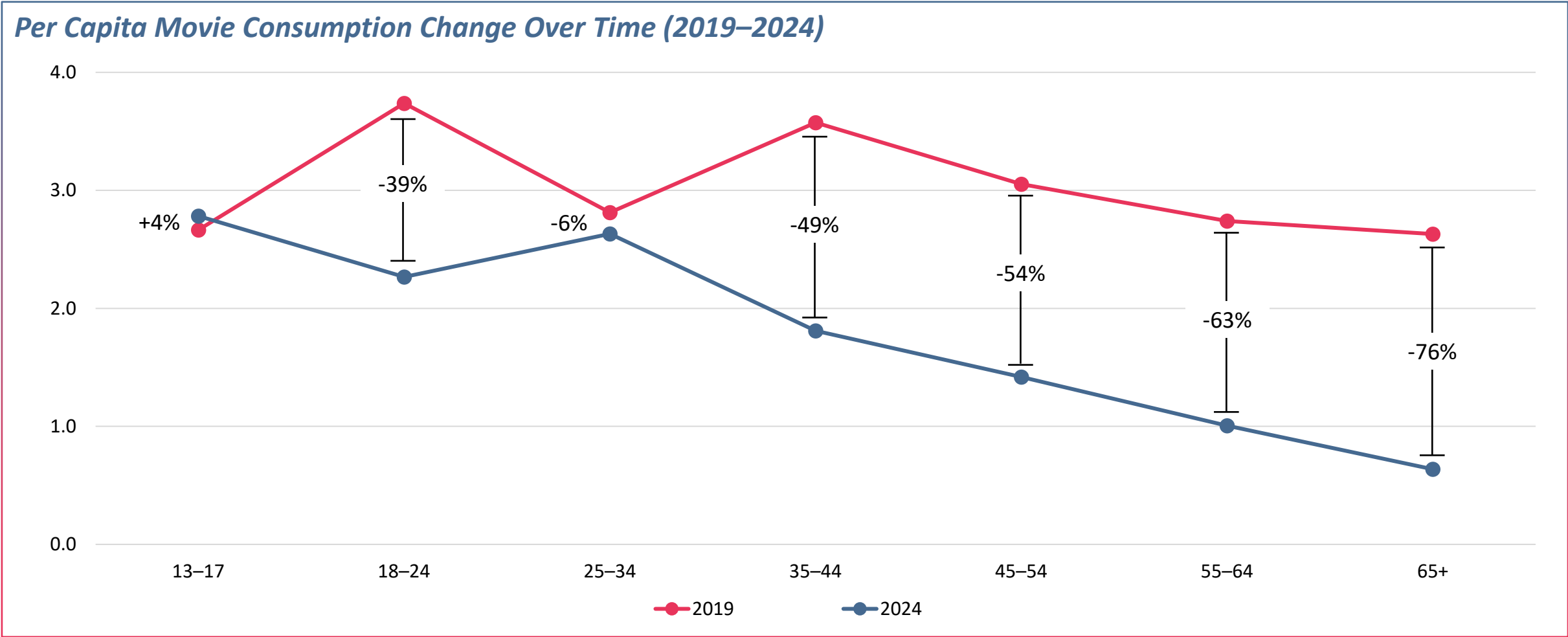
Changes in Moviegoing (2014–2024)



Men and those under 35 are the heaviest moviegoing sets, with per capita attendance nearly double that of the older cohorts. Teens are particularly active moviegoers, with a per capita attendance of 2.8, and just 8% not attending in 2024.



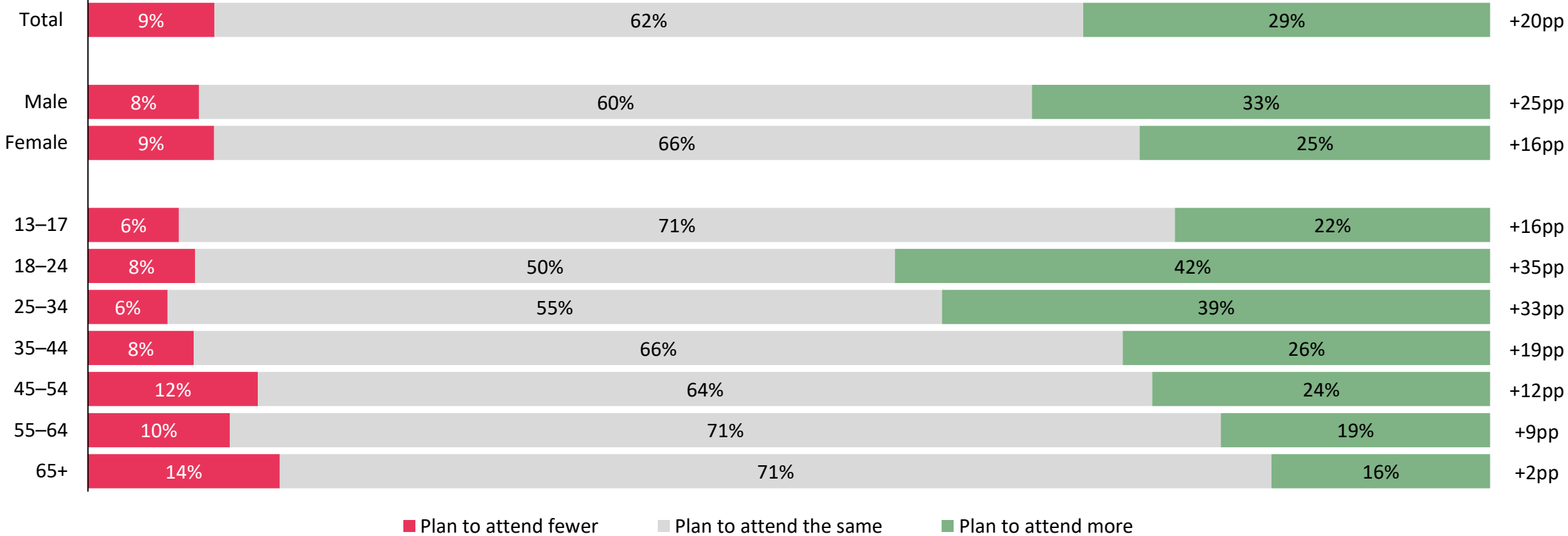
Compared to 2019, teen consumption is up 4% and attendance among those aged 25 to 34 is steady. The sharpest decreases in moviegoing have happened among those aged 35+, who are seeing roughly two fewer movies per capita than in 2019.



Aligning with the higher YTD box office so far in 2025 vs. 2024, moviegoers indicate a plan to see more movies, with audiences aged 18 to 34 and men driving the increase. All age groups intend to go more in 2025, tapering off with those 55+.

Anticipated Moviegoing in 2025

Moviegoers 13+

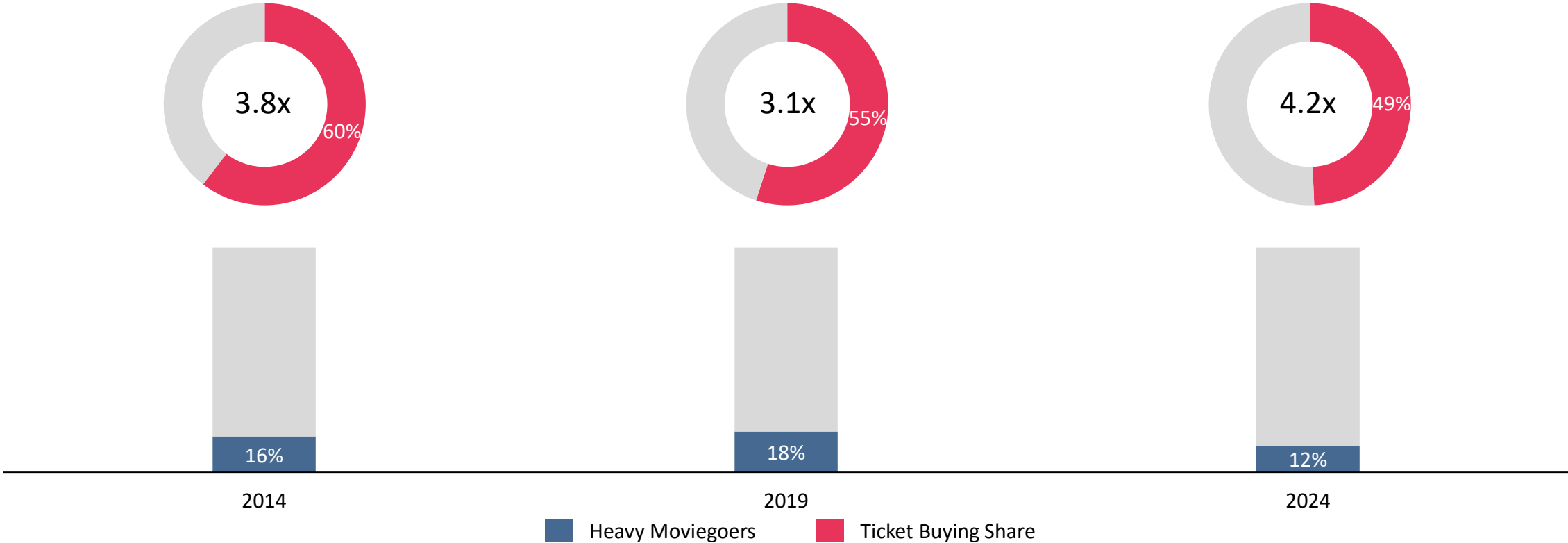


The Heavy Moviegoer

Despite making up just 12% of the marketplace, those who see 10+ movies in a given year account for 49% of ticket sales—an over-index of 4.2x; this outpaces previous years, where heavy moviegoers made a less outsized contribution to box office.

Heavy Moviegoer Ticket Consumption (2014—2024)

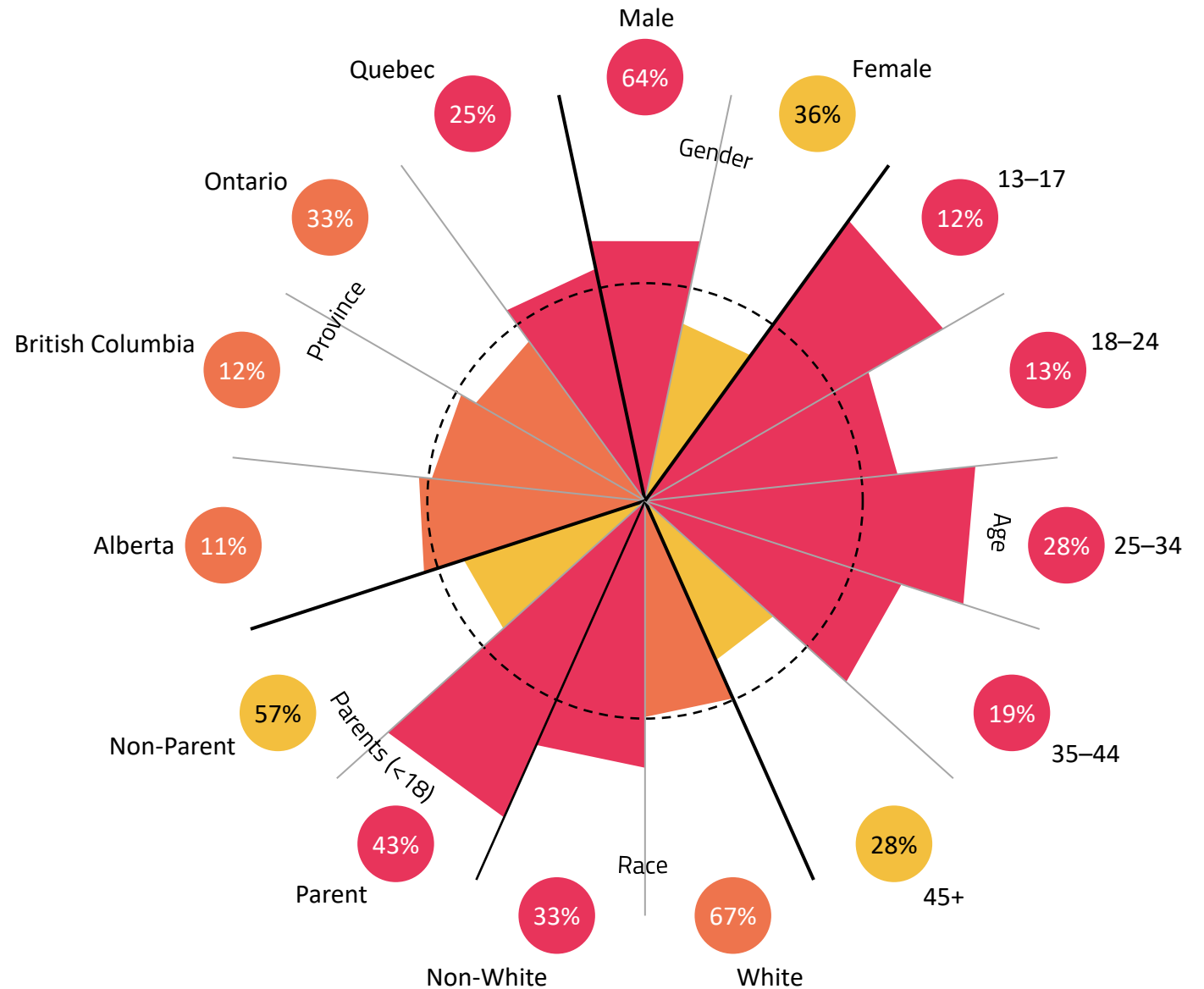
Moviegoers 13+



Heavy Moviegoer Core Demographics

At levels that over-index against the population overall, nearly two-thirds of heavy moviegoers identify as men. They also tend to be younger, with 12% aged 13–17 and 28% aged 25–34. While predominantly white, they are more diverse than the overall population. Residents of Quebec also over-index as heavy moviegoers, with Alberta also slightly over-indexing.

Aligning with the popularity of family movies, heavy moviegoers over-index as parents of children under 18, underscoring the value of taking your family to the movies.

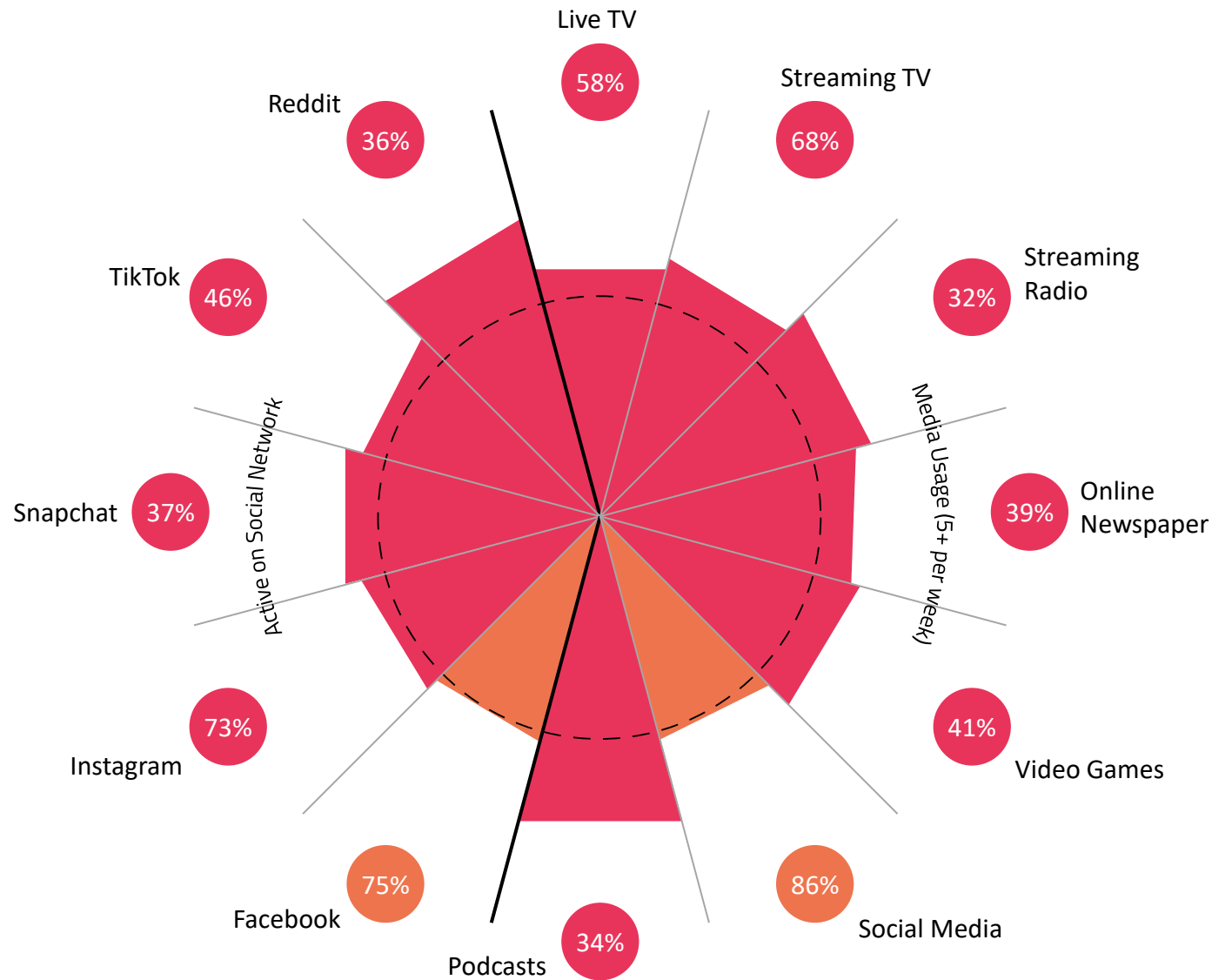


*% in circles who are/live in each; wedges represent index against overall Canadian population, (Dotted circle = index of 1)
Heavy moviegoers 13+ (2024)*

Media Usage and Social Activity

Heavy moviegoers are more likely to consume media at higher levels, but they are especially more likely than moviegoers overall to regularly listen to podcasts, stream TV/radio, or play video games.

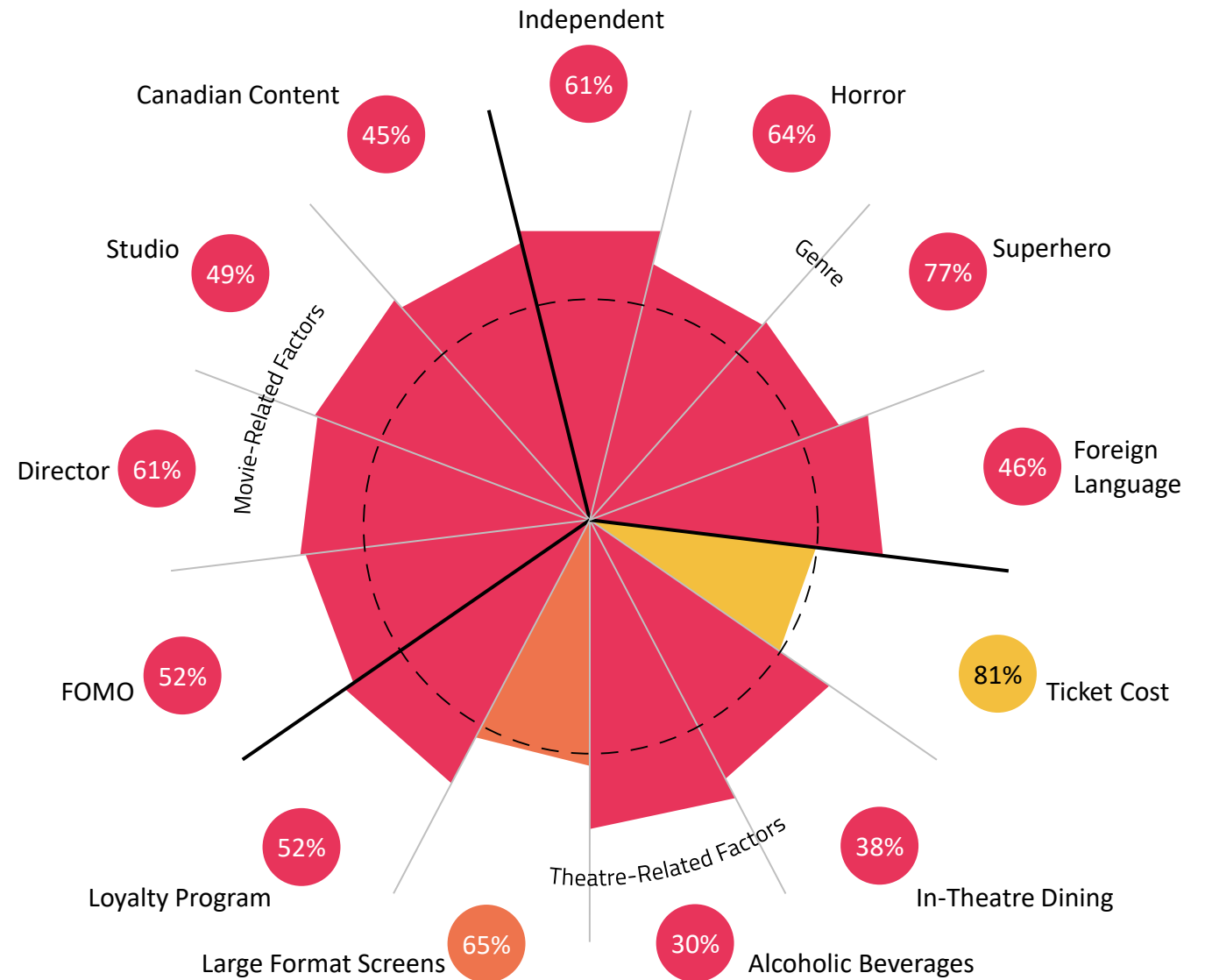
Looking specifically at social media, while Facebook and Instagram are used the most, they either under-index or are used the same as other moviegoers in general. They significantly over-index on Reddit and Snapchat.



Movie- and Theatre-Related Factors

Heavy moviegoers over-index as fans of all genres, with superhero and horror as top choices. However, it's their affinity for independent film and foreign film that give them a robust number of movies to choose from.

Large format screens are just as important as they are for moviegoers in general. Loyalty programs, in-theatre dining, and alcoholic beverages all over-index.

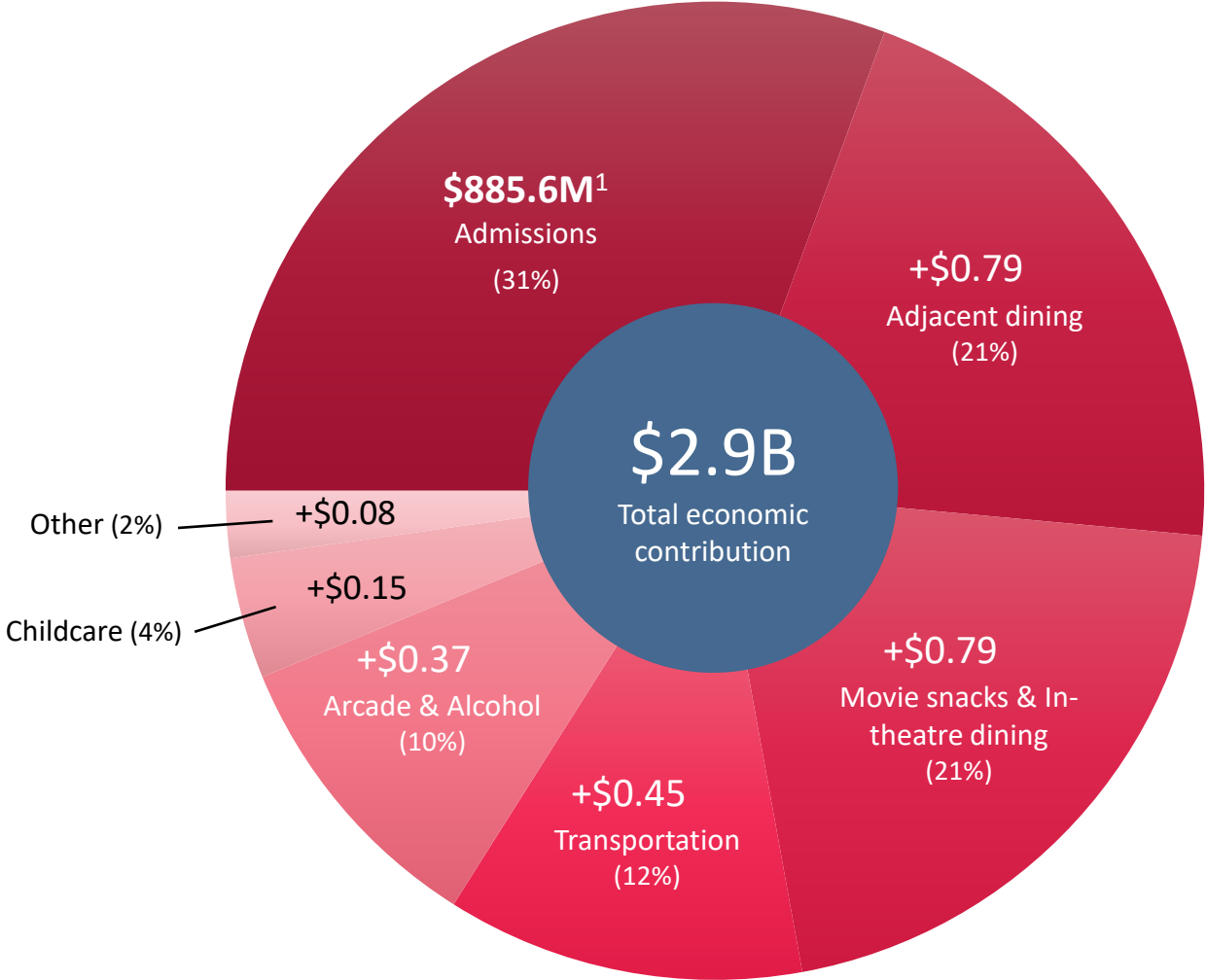


The Importance of Cinema

Impact of Movie Theatres on Consumer Spending

Canada’s 2024 box office of \$885.6M (Comscore) represents only a portion of moviegoing’s total economic footprint. For every dollar spent on a movie ticket, audiences report spending 79¢ on average on adjacent dining and 79¢ on snacks (including both purchased and brought-in items).

Other categories contribute an additional \$1.05 per dollar spent on tickets, totaling an estimated \$2.9B in consumer spending last year—more than three times the box office total.

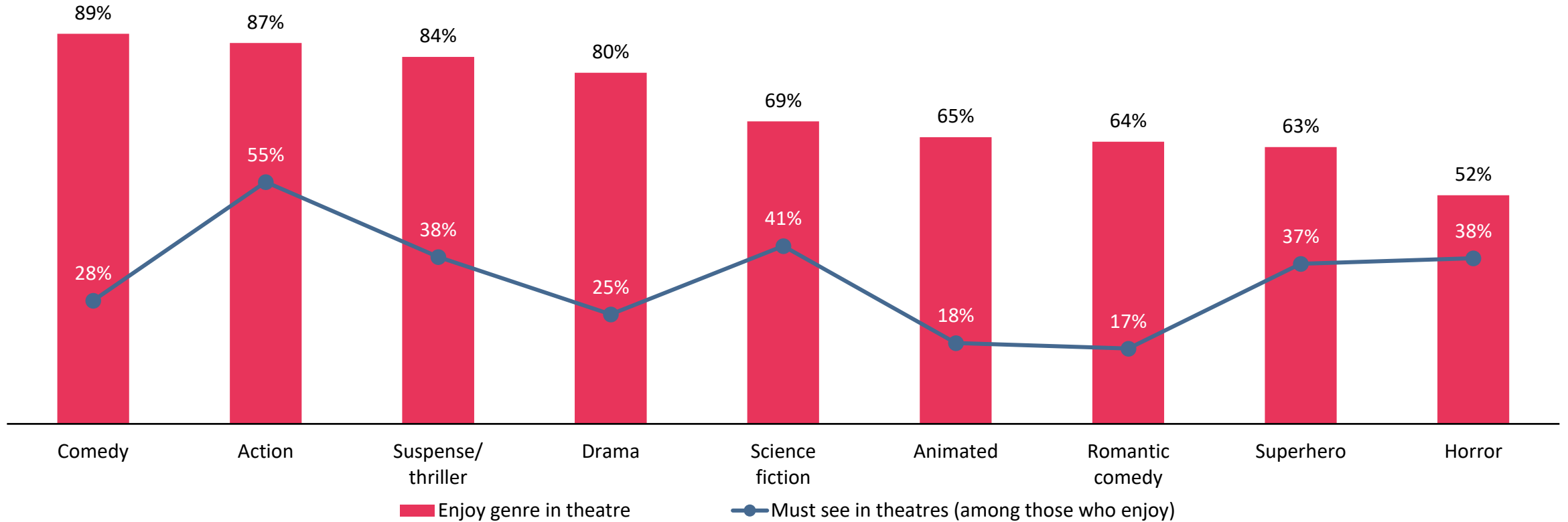


Each wedge reflects additional spend per ticket (\$) among 13+; wedge size is proportional to total impact (%)
¹2024 total box office from Comscore reflects full population, not limited to 13+.

Most action fans consider the genre a must-see in theatres, far exceeding any other genre. Though horror is a more polarizing genre (only 52% enjoy), 38% of its fans say it's a must-see in theatres, slotting in a second tier alongside sci-fi, thriller, and superhero.

Genre Theatricality Perceptions

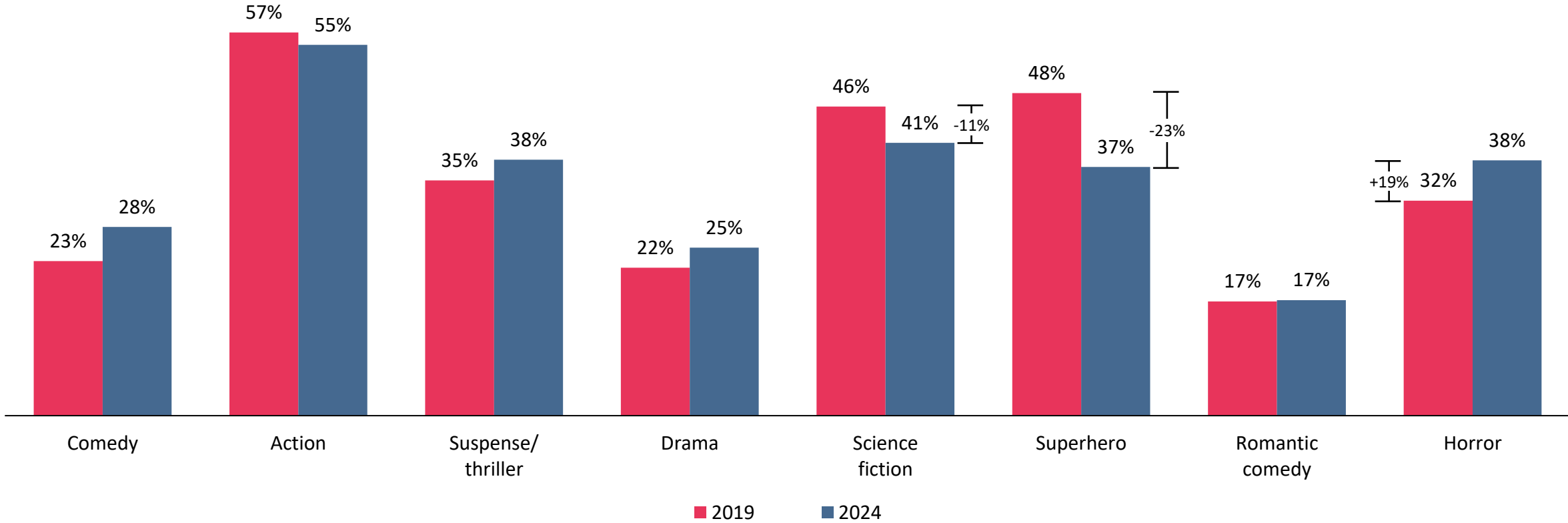
Moviegoers 13+



Superhero and science fiction movies have lost some of their perceived theatre-worthiness over the past five years, while horror has gained significant importance.

Most Theatrical Genres (among those that enjoy each)

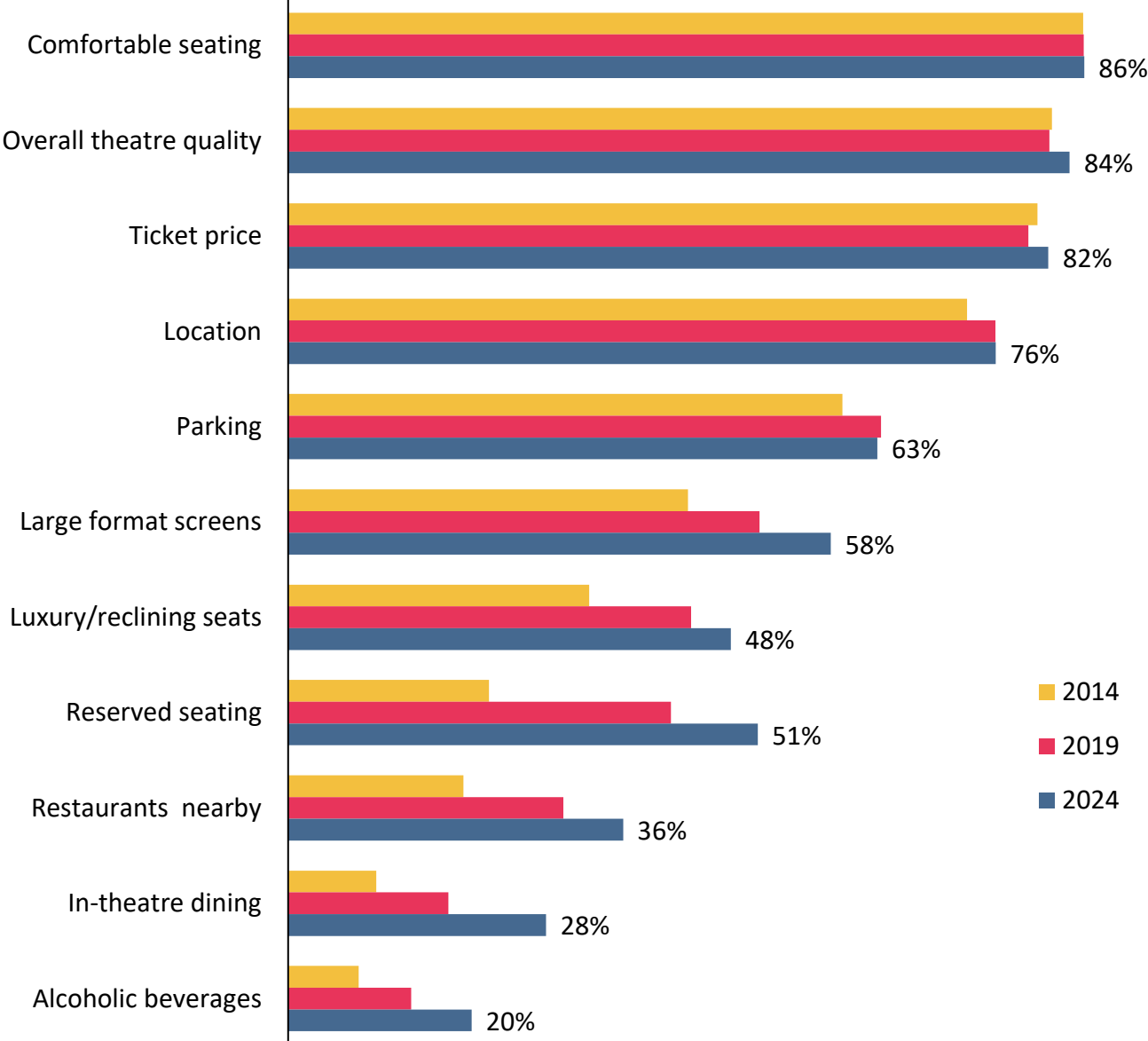
Moviegoers 13+



Q. How much do you enjoy seeing the following genres of movies in a theatre? (Only those who selected “very much” or “somewhat” enjoy them are depicted.)
Q. Of the movie genres listed earlier as being your favourites, which do you feel are the most important to see in a theatre?

The Importance of Theatrical Amenities on Decision-Making

Moviegoers increasingly value the availability of large format screens, recliners, reserved seating, and convenient dining/beverage options (either in the theatre or nearby).



The Importance of Movie Attributes on Decision-Making

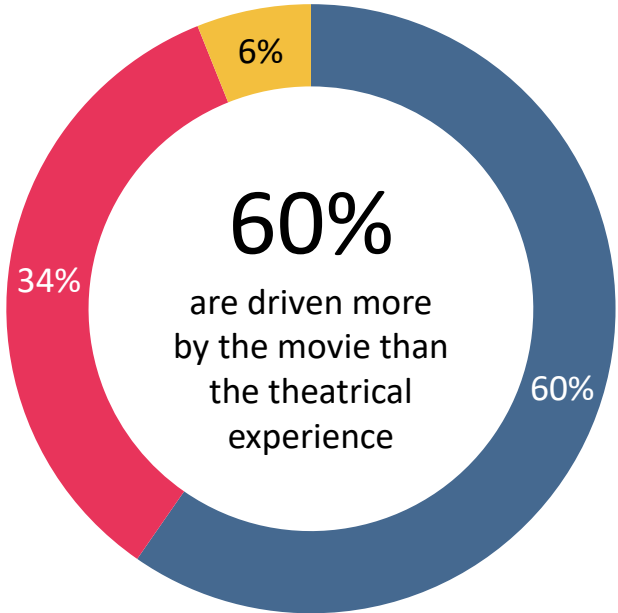
Since 2019, word-of-mouth, awards buzz, and fear of missing out have grown in importance, as moviegoers increasingly rely on these cues to identify which films feel worthy of a theatre. Striking visual effects/action sequences and the reputation of specific filmmakers and distributors have also become more influential.

		2024	2019	Change
Buzz	Good reviews	67%	67%	-0.04
	Heard it was a must see	60%	57%	+2.86
	Awards buzz	40%	35%	+5.14
	FOMO	39%	32%	+6.73
	Festival Play	26%	21%	+4.89
Premise	Genre	75%	73%	+1.81
	Sequels	61%	61%	-0.56
	Familiar IP	53%	n/a	n/a
	Canadian story/culture	34%	n/a	n/a
Visuals	Big-screen worthy	75%	76%	-0.19
	Visual effects	63%	58%	+4.75
	Action sequences	58%	53%	+4.93
Talent	Actors	67%	66%	+0.14
	Director	44%	37%	+7.53
	Distribution studio	35%	24%	+11.74
Ratings	Film rating (PG, 14A, 18A, R, etc.)	36%	n/a	n/a
	Specific content warnings	34%	n/a	n/a

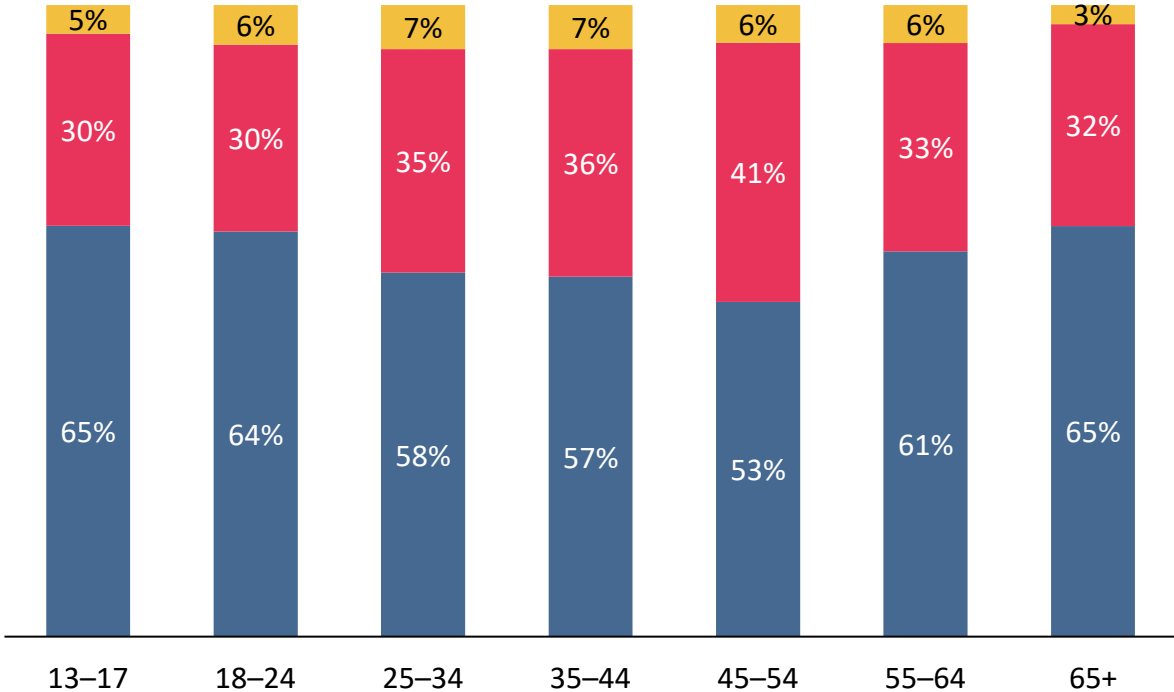
The movie itself is the primary draw to attendance, especially for those in the youngest and oldest age ranges. Those aged 25–54 are more likely than other groups to say that they factor in theatrical factors like theater amenities.

Importance of Theatrical Experience

Moviegoers 13+



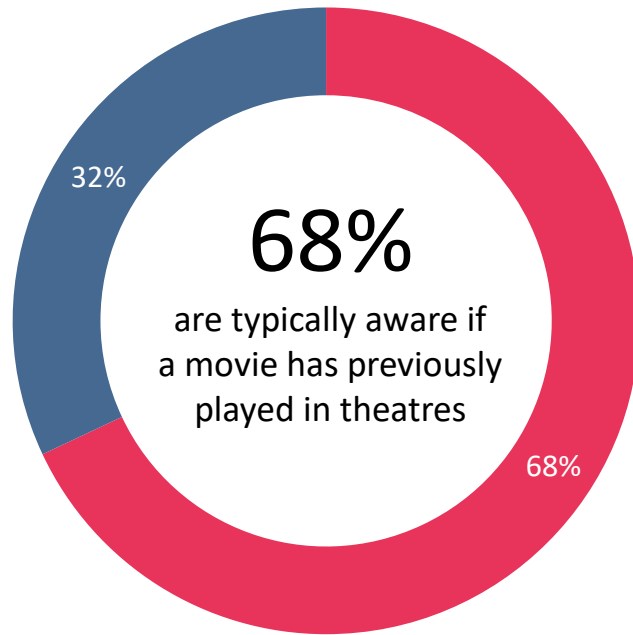
- Movie-driven
- Equally Important
- Theatrical experience-driven



Since 2019, there has been a decline in perceptions of the relative quality of theatrical movies as compared to streaming movies, suggesting moviegoers no longer default to thinking theatrical is automatically better in the way that they used to.

Streaming vs. Theatrical

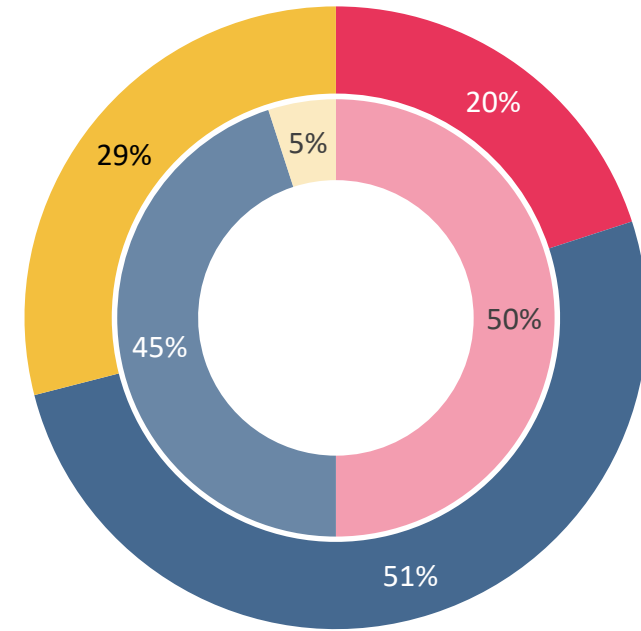
Moviegoers 13+



■ Aware ■ Not Aware

-30pp

Perceptions of straight to streaming titles being worse has dropped



Movies that go straight to streaming are...

■ Worse ■ Same ■ Better

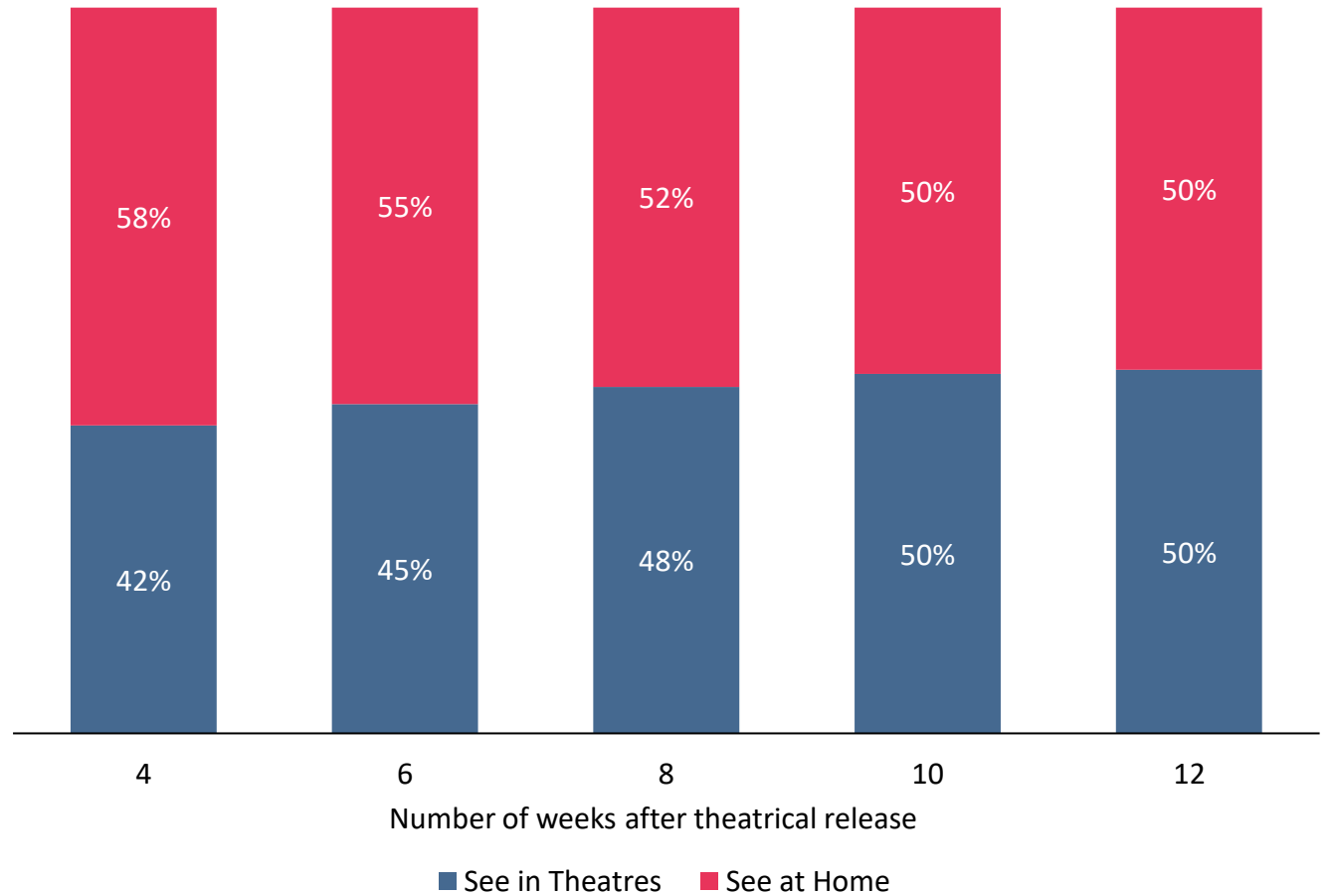
2019 data shaded lighter

Theatrical Windows (Moderate Attendees)

In a controlled environment (assuming 100% interest and 100% awareness on a movie), moderate moviegoers aren't particularly motivated by longer exclusive theatrical windows.

Extending an exclusive theatrical window from four to eight weeks only increases potential box office 7% (6pp). An increase from four to twelve weeks results in a 13% (8pp) increase.

Please note these data are for illustrative purposes only and do not consider actual market conditions, like competition, costs, and word-of-mouth.

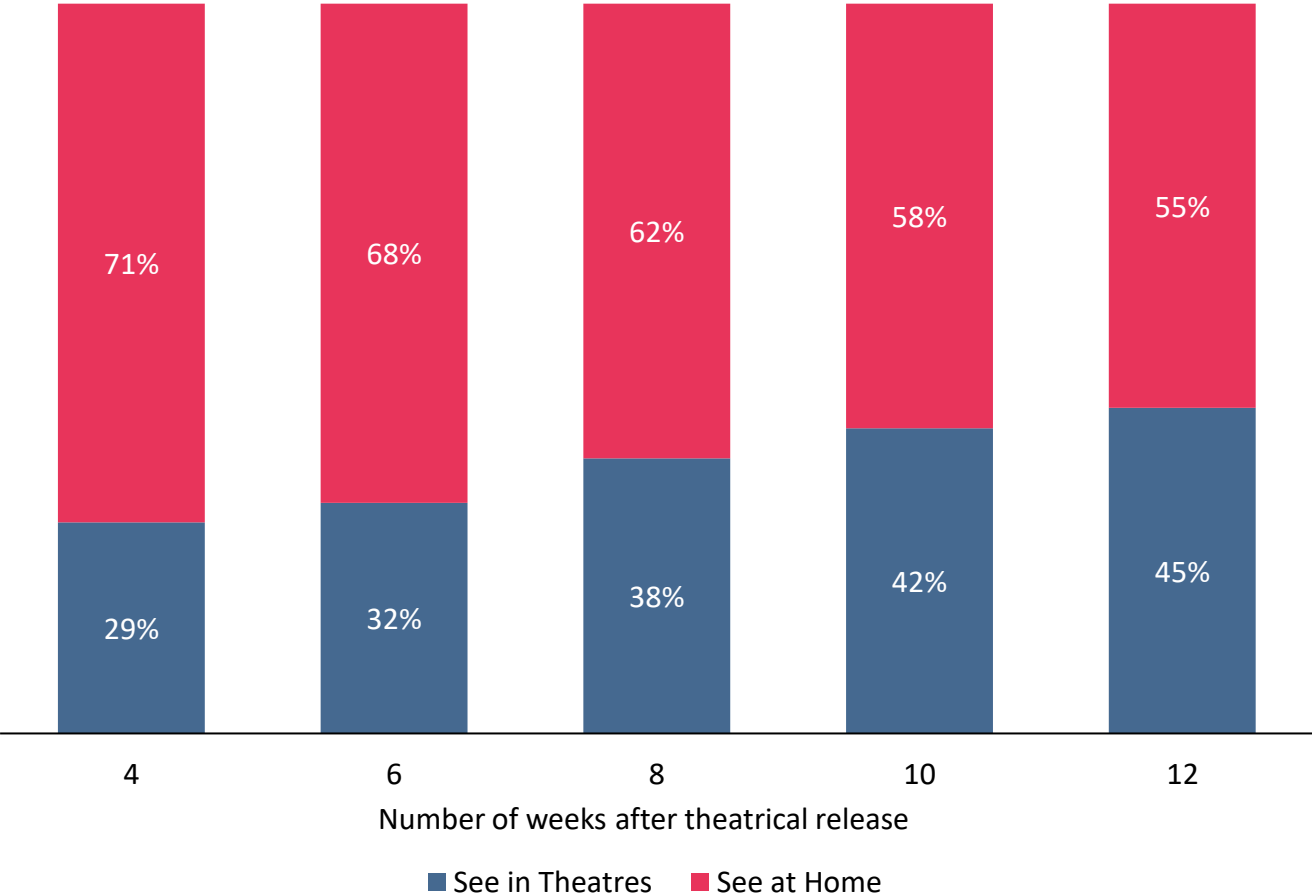


Theatrical Windows (Light Attendees)

In the same environment (assuming 100% interest and 100% awareness), light moviegoers indicate longer exclusive theatrical windows may motivate more theatrical attendance.

Extending an exclusive theatrical window from four to eight weeks increases potential box office 30% (9pp). An increase from four to twelve weeks results in a 54% (16pp) increase.

Please note these data, again, are for illustrative purposes only and do not consider actual market conditions, like competition, costs, and word-of-mouth.



Methodology

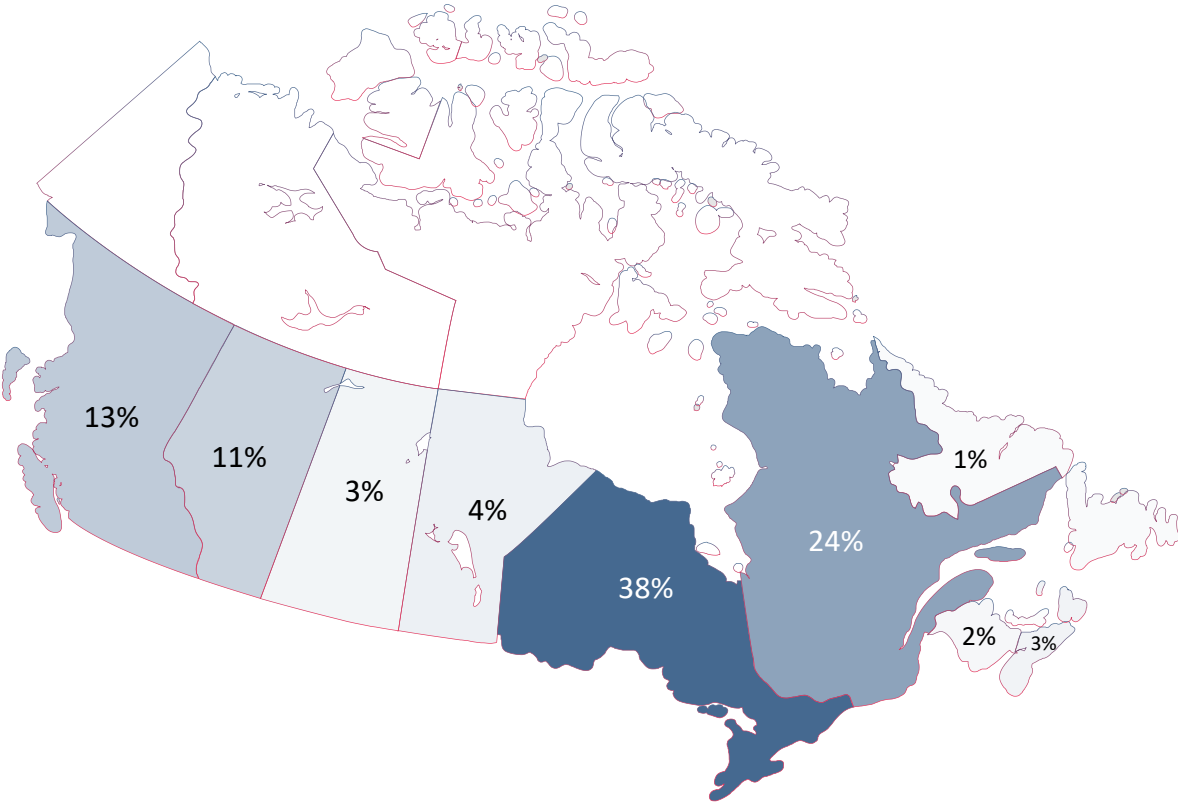
Methodology

Online Quantitative Study

- Update to the 2014 and 2019 studies
- Demographically/geographically representative
- Fielded in French/English April 8–20, 2025
- 3,458 respondents

Focus Groups

- Two groups of moviegoers spanning levels of avidity
- One under 35-years-old, one 35+
- Conducted May 6, 2025



Margin of Error

	Sample Size	M.O.E. ¹
Canadian Population 13+	3,458	+/-1.7
Moviegoers	2,158	+/-2.1
Man	1,115	+/-2.9
Woman	1,024	+/-3.1
13–17	210	+/-6.8
18–24	337	+/-5.3
25–34	445	+/-4.6
35–44	372	+/-5.1
45–54	348	+/-5.3
55–64	243	+/-6.3
65+	203	+/-6.9
Light Moviegoers (1–2 movies seen in 2024)	666	+/-3.8
Moderate Moviegoers (3–9 movies seen in 2024)	1,084	+/-3.0
Heavy Moviegoers (10+ movies seen in 2024)	407	+/-4.9

1. The maximum margin of error (in percentage points) for each segment at a confidence interval of 95%, assuming an even distribution of data.

Weighting & Adjustments

Respondents were qualified as moviegoers if they reported attending at least one movie in theatres in 2024. The data was weighted to ensure the overall population entering the survey was demographically similar to Canada's overall population. The survey collected data on the frequency of motion picture attendance in 2024 using the following question: "To the best of your recollection, how many movies did you see in a theatre over the twelve months of 2024?" Given that self-reported attendance/usage frequencies are typically over-estimated by respondents, an adjustment constant was calculated and applied (to the total sample as well as each moviegoer segment) in order to match 2024 box office receipts.

Photo Credits

- Page 1 / *The King Tide* / VVS / 2024
- Page 1 / *Nos belles-Sœurs* / TVA Films / 2024
- Page 1 / *Bonjour Tristesse* / Elevation / 2024
- Page 1 / *Sharp Corner* / Elevation / 2024