UNDERSTAND AND ENGAGE WITH AUDIENCES

July 2016

TELEFILM CANADA

nielsen

Telefilm Canada is a federal cultural agency dedicated to the cultural, commercial and industrial success of Canada's audiovisual industry. On behalf of the Government of Canada, as a Crown corporation, we support dynamic companies and creative talent, providing financial support to Canadian film projects and promoting Canadian audiovisual success and talent at festivals, markets and events—regionally, nationally and around the world.

In a context of rapidly changing audience behaviour, Telefilm began collecting audience data in 2012 to provide market intelligence to industry stakeholders regarding Canadian consumption of media content and to track trends. In 2016, Telefilm retained the services of Nielsen Media to conduct consumer studies in the Canadian market.

Throughout this process, Telefilm has partnered with other funding agencies and research groups to fund and make studies widely available. This study was financed in partnership with the Canada Media Fund (CMF), the Ontario Media Development Corporation (OMDC), the Société de développement des entreprises culturelles (SODEC) and Creative BC.

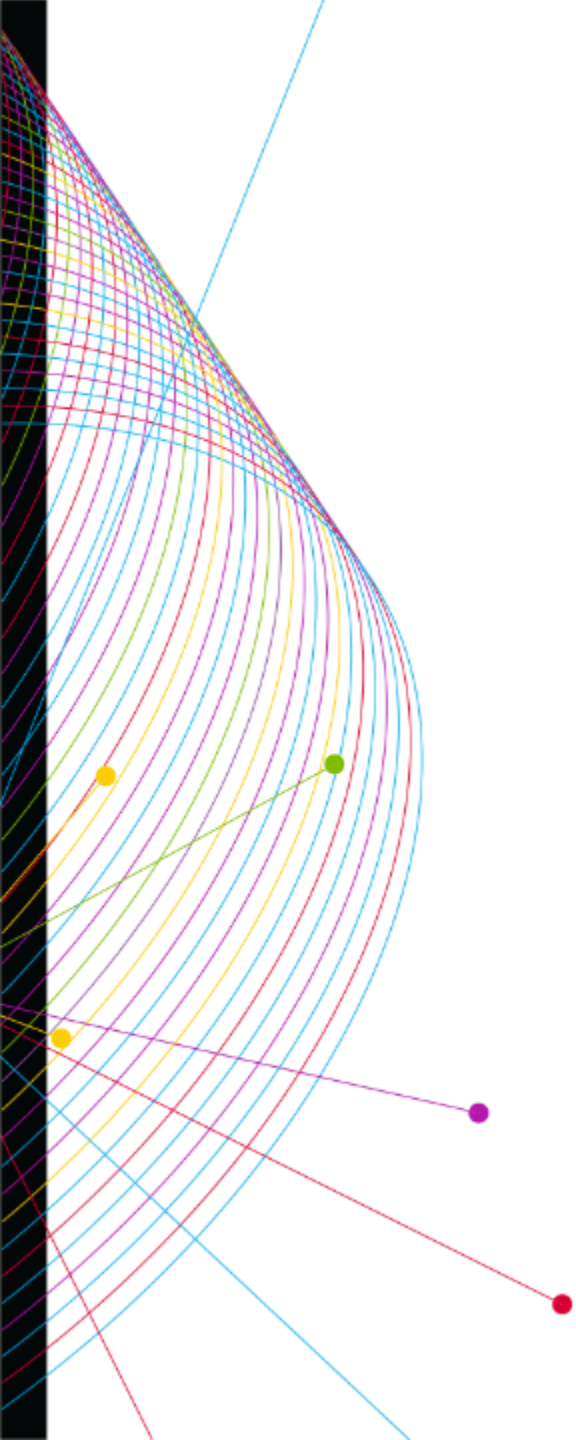For any questions, please contact SR@telefilm.ca.

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, the CMF, the OMDC, the SODEC and Creative BC. The funders are in no way bound by the recommendations contained in this document.

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BACKGROUND, OBJECTIVES AND METHODOLOGY

BACKGROUND AND OBJECTIVES

Telefilm Canada is a federal cultural agency dedicated to the cultural, commercial and industrial success of Canada's audiovisual industry and supports dynamic companies and creative talent, providing financial support to Canadian film projects and promoting Canadian audiovisual success and talent at festivals, markets and events.

In the context of rapidly changing audience behaviour, Telefilm began collecting audience data in 2012 to provide market intelligence to industry stakeholders regarding Canadian consumption of media content and to track trends.

The objectives of this study include:

- Helping Telefilm understand film and television consumption habits on a variety of screens and media, as well as identify any emerging content trends;
- Optimizing Telefilm's Segmentation Model so that it can be better used to elaborate marketing and communication strategy.

METHODOLOGY

- This survey was conducted via online (CAWI) methodology in English and French between **May 27th and June 10th, 2016.**

N=3,010 Canadian Residents

- In order to qualify for the survey, respondents were screened based on the following criteria:

  - **Age** (must be at least 15 years of age or older); and

  - **Region** (must be a resident of the regions we cover).

- The survey took an average of 19 minutes to complete.

- Language quotas based on Canadian demographics were applied inside and outside of Quebec to ensure proper representation.

- Data presented throughout this report has been weighted by age, gender and region to match the distribution of the demographics in Canada.

NUMBER OF COMPLETED INTERVIEWS BY REGION

Region	
Atlantic	203
Quebec	698
Ontario	1,160
Man/Sask	197
Alberta	343
BC	409
Total	**3,010**

EXECUTIVE SUMMARY AND RECOMMENDATIONS

CONTENT CONSUMPTION OF CANADIANS IS AVID AND OF ALL KIND

91% watch movies

94% watch TV shows

74% watch non-traditional videos
(such as YouTube videos, web series, shorts)

67% watch documentaries

53% of Canadians watch **TV shows** at least once a day

50% of Canadians watch **movies** at least once a week

TV & NON-TRADITIONAL VIDEO ATTRACTING MORE FREQUENT VIEWERS AND GAINING MOMENTUM COMPARED TO THE PAST YEAR

Proportion of frequent viewers by content

TV Shows	**53%**	**11%**	Movies
Non-traditional videos	**27%**	**6%**	Documentaries

TV Shows	**+13%**	**+3%**	Movies
Non-traditional videos	**+15%**	**+2%**	Documentaries

Difference of more content watched than less compared to past year

DESPITE A MAINSTREAM & TRADITIONAL WAY TO WATCH CONTENT, CANADIANS EXPLORE ALTERNATIVE OPTIONS DRIVEN BY AN INCREASED QUALITY & ACCESSIBILITY

Content viewing is a more **personal, introverted & "cocooning"** experience.

92% primarily watch movies (and other content) **AT HOME,** essentially **alone or with their +1**

- TV remains the primary & preferred medium to watch movies, TV shows and documentaries for almost 90%. But on TV, many options are used to watch movies: standard channels, movies channels, online streaming, VOD and even DVD still.

- Mobile devices get great momentum as far as Non-Traditional video viewing is concerned
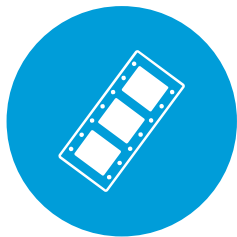
Theatre and cinema still provide a unique and complete experience, attracting almost two-thirds of Canadians from time to time and particularly the segment drawn to special effects, science fiction and sequels.

CANADIANS HAVE VERY POSITIVE ATTITUDE TOWARD CANADIAN MOVIES AND TELEFILM CANADA
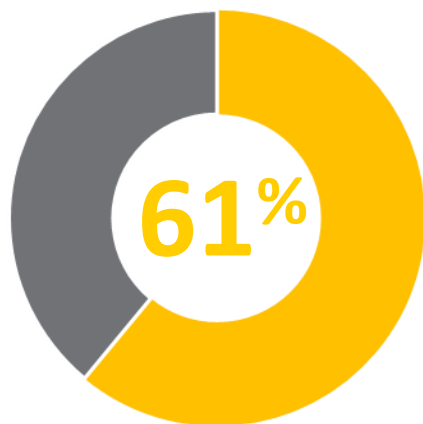
61% of Canadians show **manifest interest** in Canadian movies

49% of Canadians claim they can name a Canadian movie

48% of Canadians watched a Canadian movie in the past year

61% of those who watched Canadian movies recalled the movie title

52% of Canadians have heard of Telefilm Canada

74% of Canadians agree that Telefilm Canada plays an important role in providing financial support for the private sector to create distinctly Canadian productions that appeal to domestic and international audiences

MOVIE CONSUMPTION IN CANADA IS DRIVEN BY 2 DYNAMICS WHICH UNVEIL 4 MAJOR TRENDS:

PURPOSE OR VIEWER BENEFIT	FEELING AND EMOTIONS

This dynamic reveals 2 trends:

This dynamic reveals 2 trends:

▶ **58%** of Canadians are primarily searching to be **ENTERTAINED** and have FUN

▶ **42%** of Canadians are primarily sensitive to the interest of the **CONTENT** and what they will learn from it

▶ **50%** of Canadians find in movies an opportunity to **EXPLORE** and DISCOVER

▶ **50%** of Canadians find in movies an opportunity to establish **AFFINITY** by relaxing and chilling in the privacy of the familial cocoon

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THE COMBINATION OF THESE TWO DYNAMICS REVEALS INTERMEDIARY TRENDS AND INFLUENCES WHICH ULTIMATELY ENABLES TO IDENTIFY 5 KEY MOVIE-WATCHER SEGMENTS IN CANADA

CONTENT
(42%)

IDENTITY   VALUES   LEGACY   STORIES

CULTURE   COMFORT

EXPLORATION   AFFINITY
(50%)   (50%)

FULFILMENT

                                                         SENSATION

INSPIRATION   ESCAPE

ADVENTURE   ENTERTAINMENT   FANTASY
              (58%)

THE FIVE MOVIE-WATCHER SEGMENTS IN CANADA

Content

IDENTITY

STORIES

23% Belonging

Look to film as a source of cultural awareness and knowledge. Their choice of media is influenced by their feeling of identity and culture.

19% Home Sweet Home

Like to relax and switch on to whatever is convenient. Agreeable and receptive to Canadian movies, but most comfortable with light viewing.

Exploration ← → Affinity

27% Curious

Very interested in movies as a source of both entertainment and inspiration. In tune with popular culture, they watch movies of all types, but are most interested in 'exciting' films.

11% Family Popcorn

Watch movies less frequently, and more likely to watch with children. Most likely to watch the most recent Disney or big-budget Hollywood film.

20% Fantasy

Interested in films as a form of escapism. Interested in blockbuster movies, special effects, sequels and action-adventure.

INSPIRATION

Entertainment

ESCAPE

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EACH GROUP HAS VERY SPECIFIC REASONS, MOTIVATORS AND EXPECTATIONS FOR MOVIES IN GENERAL AND CANADIAN MOVIES IN PARTICULAR

Fantasy	Family Popcorn	Home Sweet Home	Curious	Belonging
Fantasy movie watchers like to view a mixture of high octane Hollywood movies and science fiction/fantasy flicks	Family Popcorn movie watchers do not spend much time watching movies and will favor "easing-watching pop corn" movies	Home Sweet Home movie watchers are an affable and agreeable group that seek movies that bring comfort	Curious movie watchers are highly committed movie buffs who love all sorts of movies bringing excitement and novelty.	Belonging watch to expand their horizons. They see movies as an opportunity for growth and learning
Need States Sensation Escape Cash-out	**Need States** Family Time Hang	**Need States** Movies & Chill Family Time Delight Idolatry	**Need States** Grow Escape Identity/Culture Idolatry	**Need States** Identity/Culture Grow
Demographic Fantasy movie watchers skew younger, and are more likely to be male	**Demographic** Family Popcorn are older than average, and are more likely to be female. A higher proportion of them can be found in Western provinces	**Demographic** Home Sweet Home movie watchers skew towards the baby boomer demographic and are more likely to watch movies at home with members of their family	**Demographic** Curious movie watchers have the highest proportion with a mother tongue other than English/French and the most who were born outside of Canada.	**Demographic** Belonging movie watchers are more likely to live in Quebec and speak French. They are also most likely to have been born outside of Canada
Canadian Movies This segment is relatively uninterested in Canadian movies. They focus more on the blockbuster of the day	**Canadian Movies** This segment is not interested in Canadian movies	**Canadian Movies** This segment feels positive about Canadian Movies, but they are very passive	**Canadian Movies** This segment likes Canadian movies and are most likely to proactively search for new ones to watch.	**Canadian Movies** This segment is very interested in Canadian movies but will need to be (content wise) influenced
20%	**11%**	**19%**	**27%**	**23%**

TWO SEGMENTS APPEAR AS PRIMARY TARGETS TO PROMOTE CANADIAN CONTENT, FOR WHICH TELEFILM ALREADY ACTS AS A LEGITIMATE & RELIABLE ADVOCATE

They collectively represent 50% of content viewers in Canada.

Curious   27%

- They are **heavy** movie viewers.
- They have eclectic tastes.
- They watch movies to **grow, learn, escape** and have **fun.**
- They enjoy and support Canadian movies.
- They believe it is important to promote Canadian movies.
- They seek **novelty** and expect more **diversity** from movies.

Belonging   23%

- They are **medium** movie viewers.
- Their taste is more driven by variety and quality than genre.
- They watch movies for **identity and cultural reasons** and **to grow.**
- They are open and sensitive to Canadian movies – and particularly from Quebec-, but are more passive (won't actively seek them).
- They are driven by **quality, diversity, cultural affinity**.

HOW TO ENGAGE WITH **CURIOUS** MOVIE WATCHERS?

WHAT TO VALUE?

- VARIETY OF CONTENT
- DIVERSITY IN MOVIES
- COMBINATION OF GROW & FUN

WHERE?

- ONLINE STREAMING SERVICE
- VIDEO ON DEMAND
- THEATRE

WHITE SPACE

- Opportunity to engage through community & social media
- Opportunity to engage through social events

HOW?

They are responsive to promotions & influencers
- Trailers/previews
- Referral/word-of-mouth
- YouTube
- Professional critics

HOW TO ENGAGE WITH **BELONGING** MOVIE WATCHERS?

WHAT TO VALUE?

- QUALITY OF CONTENT
- CULTURAL CONTEXT & PURPOSE (INCLUDING FRENCH CONTENT)
- DIVERSITY IN MOVIES

WHERE?

- STANDARD TV CHANNELS
- PVR

WHITE SPACE

- Opportunity to engage by promoting "content about content"
- Opportunity to engage through festivals and conferences

HOW?

A bit passive and fickle.
This segment will require a more 1:1 approach
- direct marketing
- movie booklets/flyers
- providing context and critics

A SECONDARY SEGMENT OPPORTUNITY WOULD BE **HOME SWEET HOME** MOVIE WATCHERS

WHAT TO VALUE?

- CANADIAN MOVIES AS A MIRROR OF CANADIAN TRADITION & HISTORY
- CANADIAN STORY-TELLING

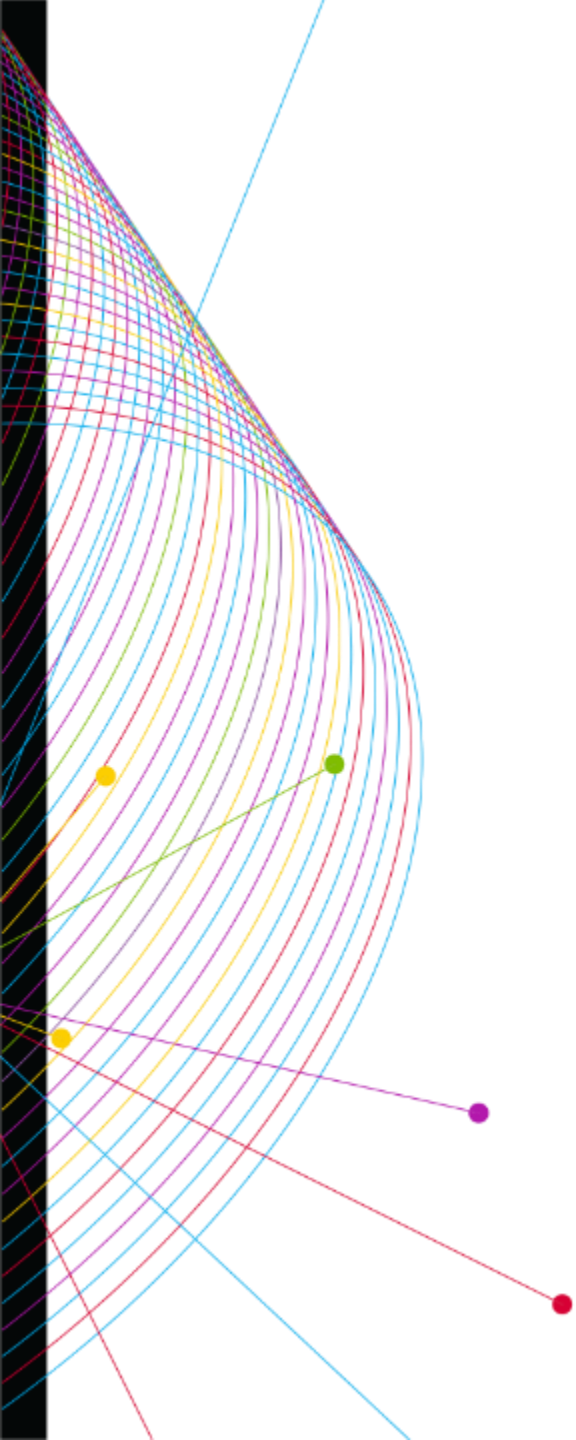## WHERE?

- STANDARD TV CHANNELS
- PVR

HOW?

They are influenced in mainstream ways when choosing movie content. Reaching them involves
- TV commercials
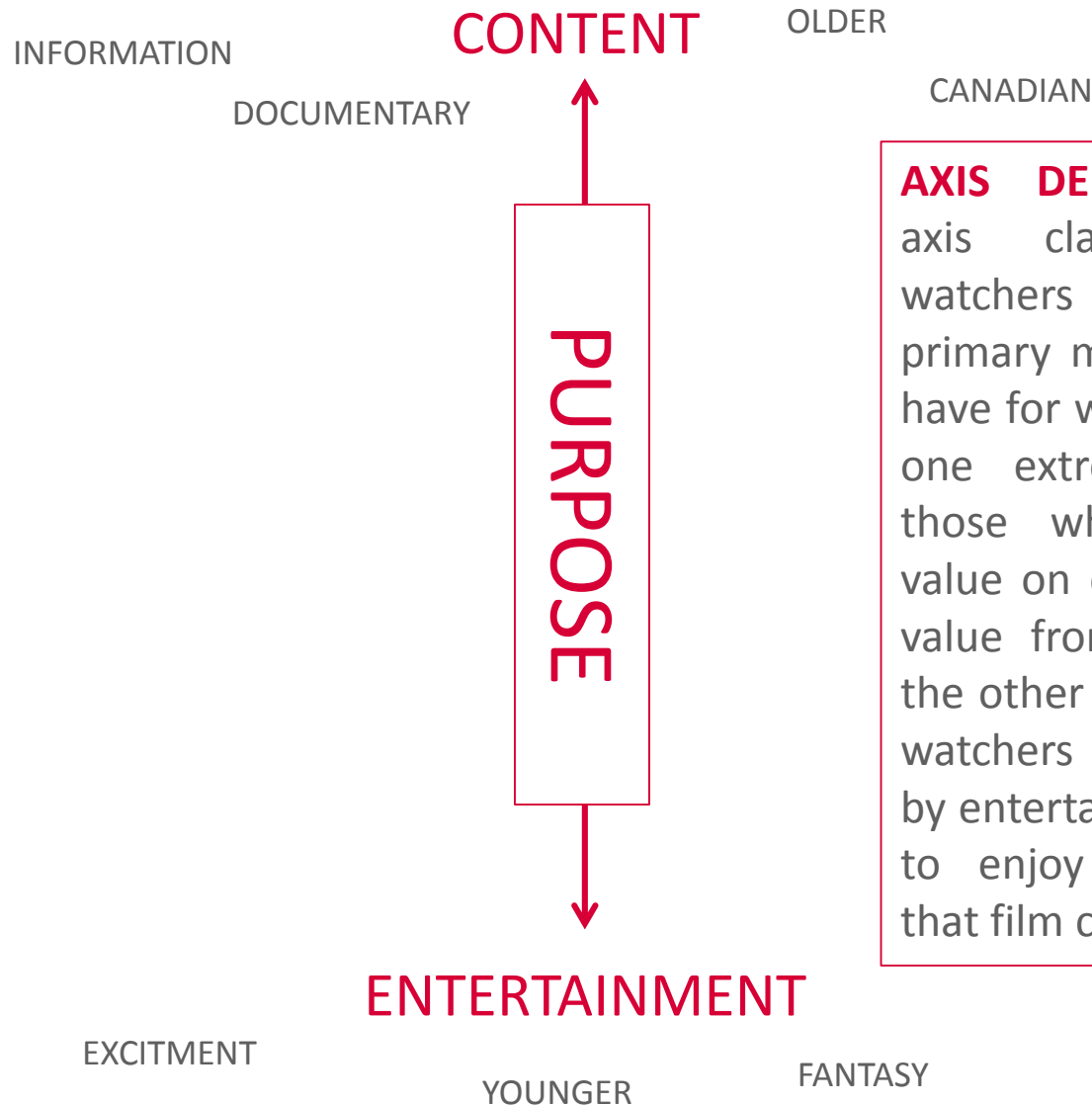- Referral, word-of-mouth

DETAILED FINDINGS

SEGMENTATION OF 'MOVIE-WATCHERS' MARKET

FILM VIEWERS HAVE DIFFERENT MOTIVATIONS FOR FILMS THEY CHOOSE TO PURSUE

INFORMATION

CONTENT

OLDER

DOCUMENTARY

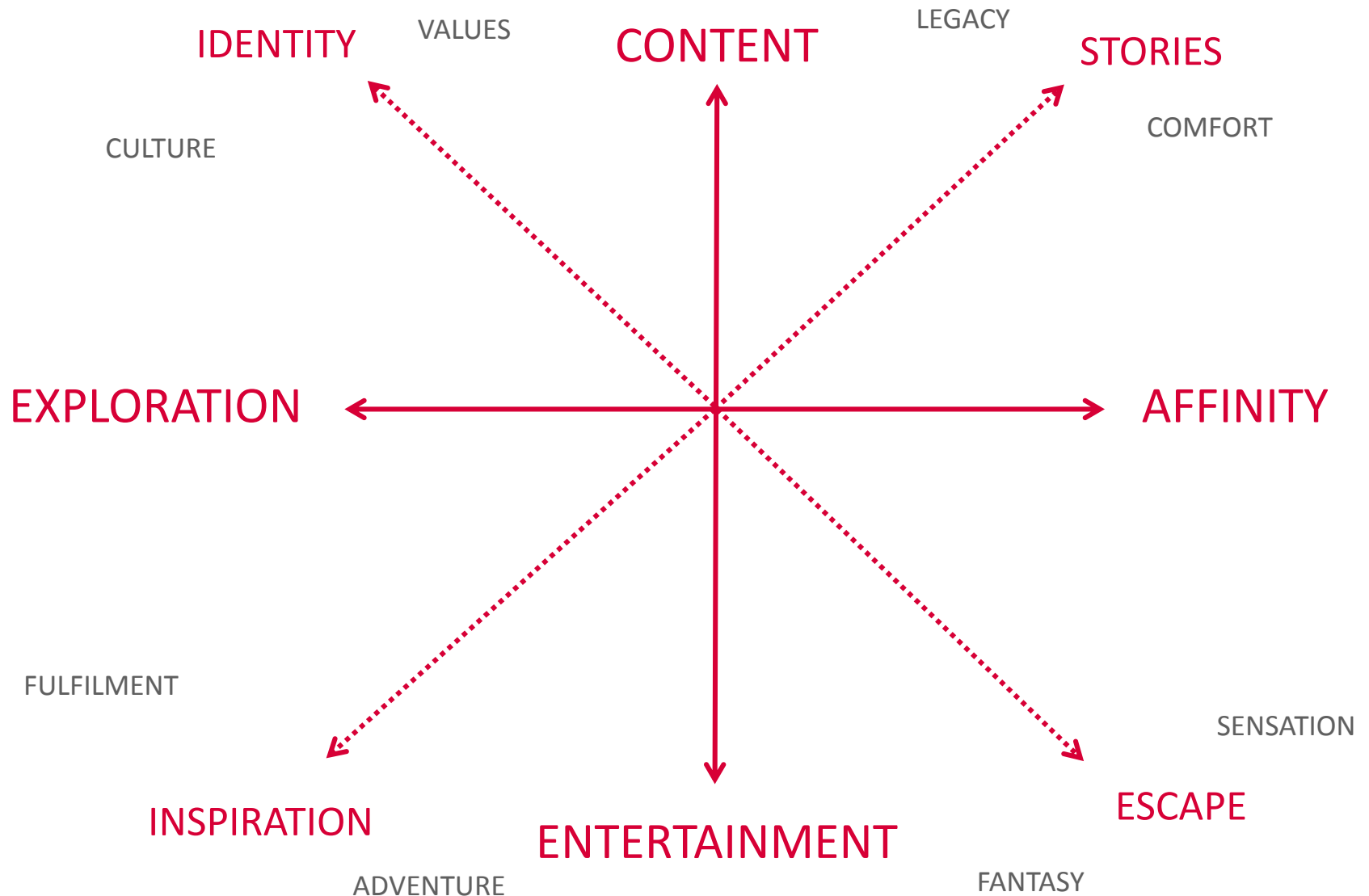CANADIAN

PURPOSE

AXIS DEFINITION: This axis classifies movie watchers according to primary motivations they have for watching film. At one extreme we have those who place high value on content, getting value from learning. On the other extreme, movie watchers are motivated by entertainment, looking to enjoy the spectacle that film can provide.

ENTERTAINMENT

EXCITMENT

YOUNGER

FANTASY

FILM VIEWERS ALSO WANT TO HAVE A DIVERSITY OF FEELINGS EVOKED WHEN THEY WATCH MOVIES

CULTURE

GROWING

OPENESS

TRADITION

COMFORT

RELAX

EXPLORATION ← **FEELING** → AFFINITY

DISCOVERY

FULFILMENT

COCOONING

FAMILY

AXIS DEFINITION: This axis helps classify movie watchers in terms of the feelings they want to experience. At one end, we have those who want feelings of affinity by relaxing and chilling in the privacy of the familial cocoon; on the other hand, we have viewers that want to open themselves up to new and exploratory experiences.

MOTIVATION AND FEELING COMBINED CAN DESCRIBE NEEDS AND WANTS IN MOVIE VIEWERS

IDENTITY   VALUES   CONTENT   LEGACY   STORIES

CULTURE

COMFORT

EXPLORATION   AFFINITY

FULFILMENT

SENSATION

INSPIRATION   ENTERTAINMENT   ESCAPE

ADVENTURE   FANTASY

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VIEWERS EVENLY DIVIDED BETWEEN AFFINITY AND EXPLORATION

IDENTITY   CONTENT   STORIES

EXPLORATION   50%   50%   AFFINITY

INSPIRATION   ENTERTAINMENT   ESCAPE

SEGMENTS CORE DEFINITION

Content

IDENTITY

STORIES

23% Belonging

Look to film as a source of cultural awareness and knowledge. Their choice of media is influenced by their feeling of identity and culture.

19% Home Sweet Home

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Exploration ← → Affinity

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INSPIRATION

Entertainment
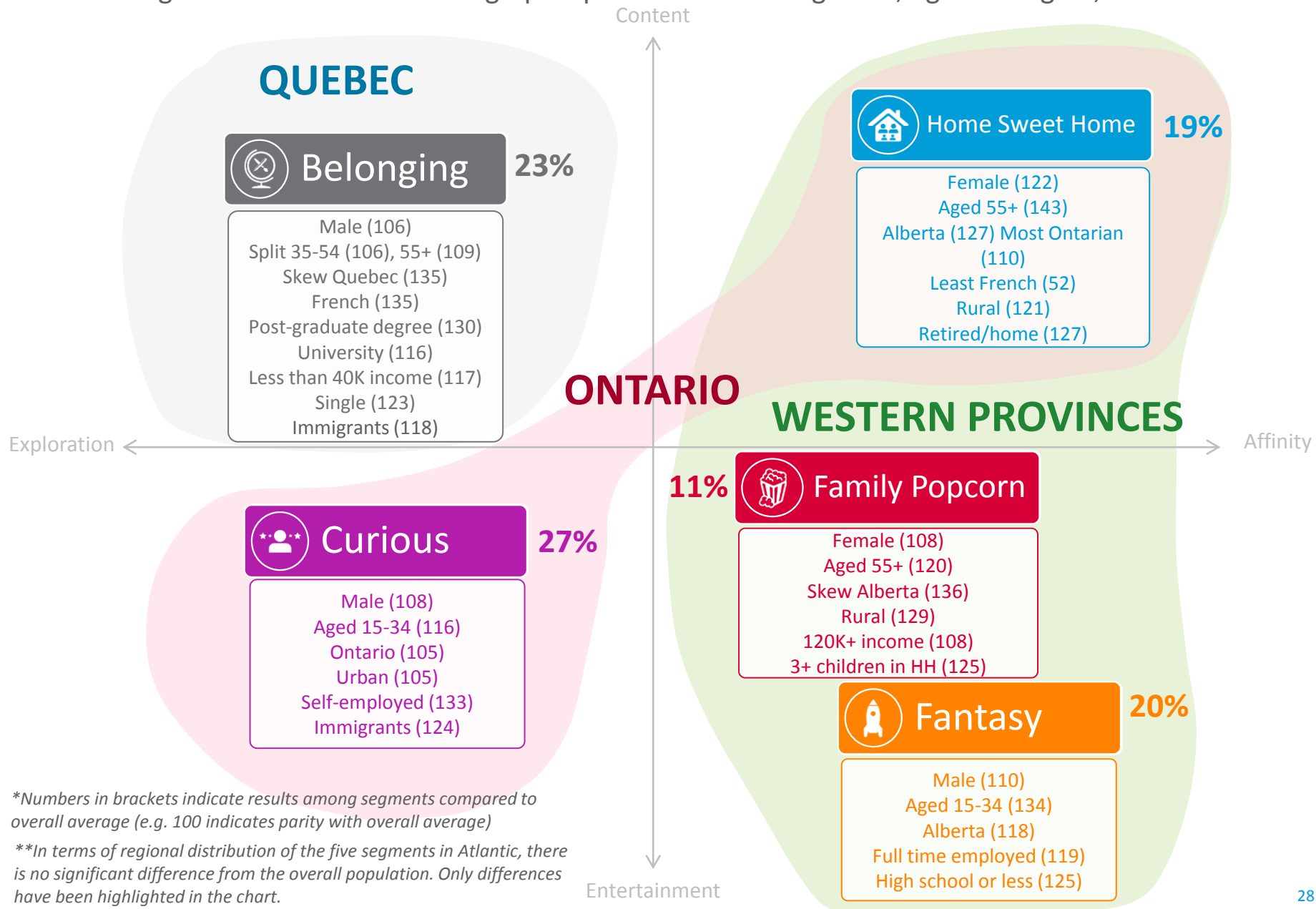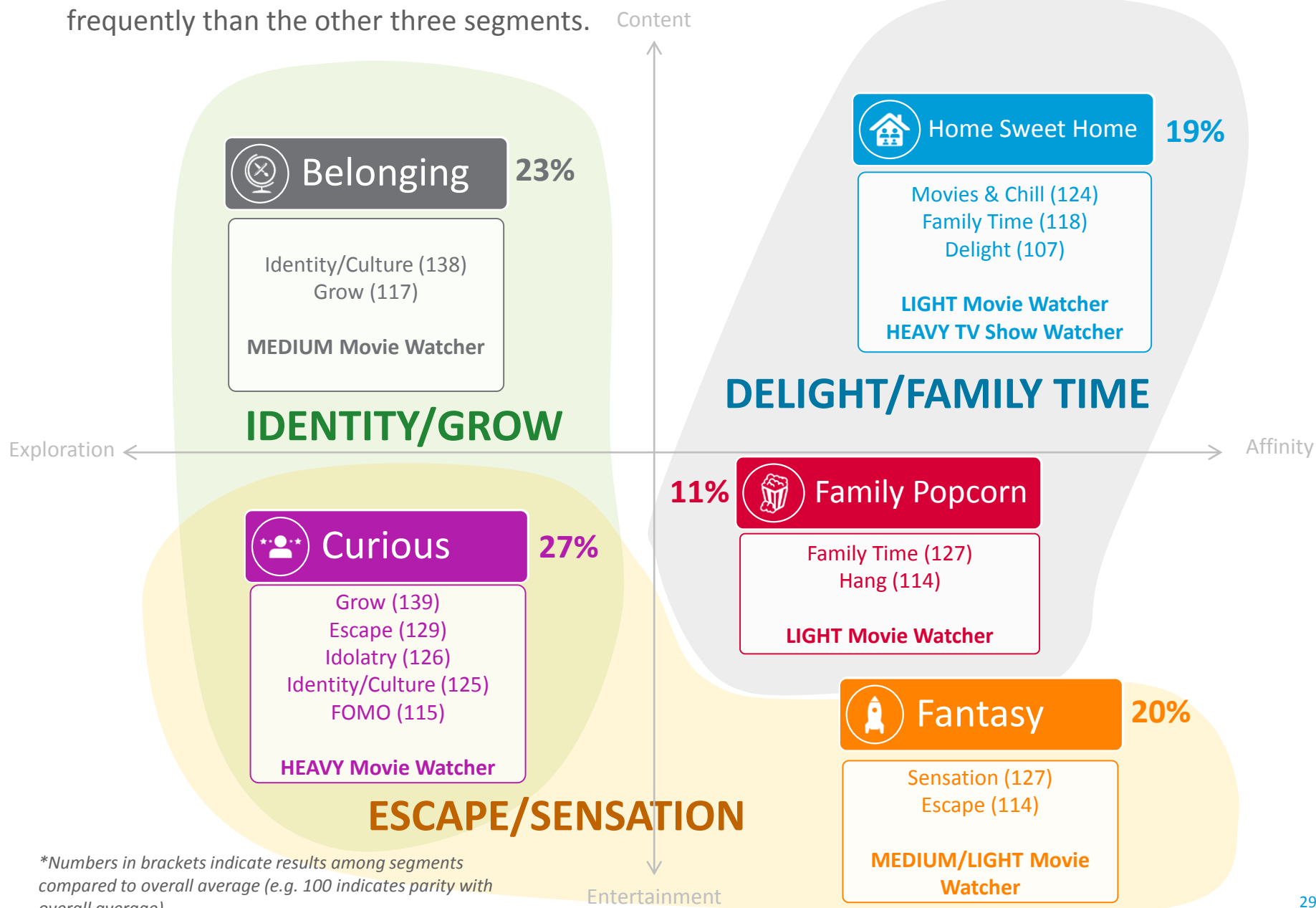
ESCAPE

SEGMENTS DEMOGRAPHICS

Each segment has a distinct demographic profile in terms of gender, age and region, etc.

Content

QUEBEC

Belonging 23%

Male (106)
Split 35-54 (106), 55+ (109)
Skew Quebec (135)
French (135)
Post-graduate degree (130)
University (116)
Less than 40K income (117)
Single (123)
Immigrants (118)

Home Sweet Home 19%

Female (122)
Aged 55+ (143)
Alberta (127) Most Ontarian (110)
Least French (52)
Rural (121)
Retired/home (127)

ONTARIO

WESTERN PROVINCES

Exploration ← → Affinity

11% Family Popcorn

Female (108)
Aged 55+ (120)
Skew Alberta (136)
Rural (129)
120K+ income (108)
3+ children in HH (125)

Curious 27%

Male (108)
Aged 15-34 (116)
Ontario (105)
Urban (105)
Self-employed (133)
Immigrants (124)

Fantasy 20%

Male (110)
Aged 15-34 (134)
Alberta (118)
Full time employed (119)
High school or less (125)

Numbers in brackets indicate results among segments compared to overall average (e.g. 100 indicates parity with overall average)

In terms of regional distribution of the five segments in Atlantic, there is no significant difference from the overall population. Only differences have been highlighted in the chart.

Entertainment

SEGMENTS WITH ASSOCIATED NEED STATES
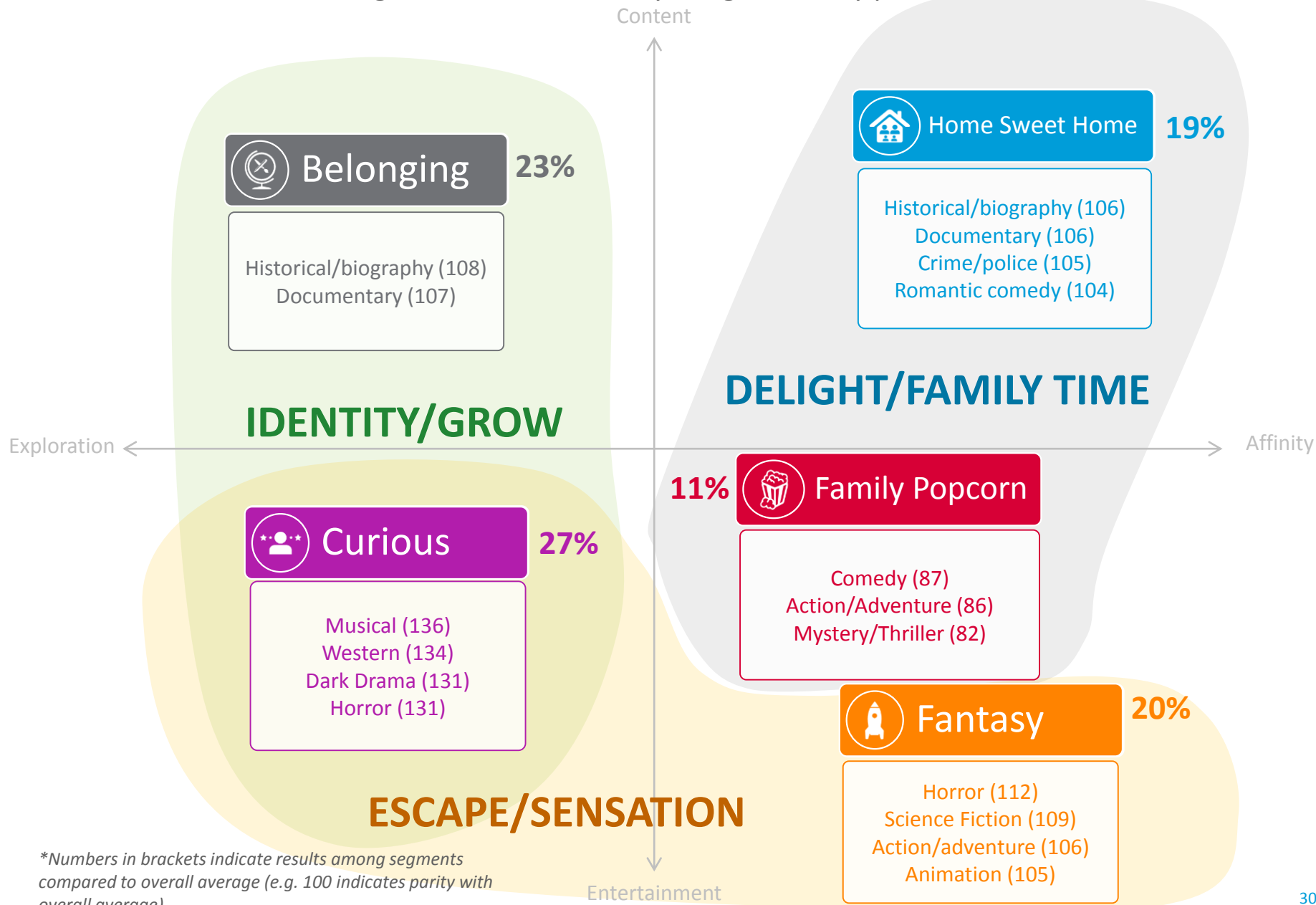
Belonging and Curious seek identity and growth from movies, and they also watch movies more frequently than the other three segments.

Content

Belonging — 23%

Identity/Culture (138)
Grow (117)

MEDIUM Movie Watcher

IDENTITY/GROW

Home Sweet Home — 19%

Movies & Chill (124)
Family Time (118)
Delight (107)

LIGHT Movie Watcher
HEAVY TV Show Watcher

DELIGHT/FAMILY TIME

Exploration ← → Affinity

Curious — 27%

Grow (139)
Escape (129)
Idolatry (126)
Identity/Culture (125)
FOMO (115)

HEAVY Movie Watcher

11% — Family Popcorn

Family Time (127)
Hang (114)

LIGHT Movie Watcher

ESCAPE/SENSATION

Fantasy — 20%

Sensation (127)
Escape (114)

MEDIUM/LIGHT Movie Watcher

Numbers in brackets indicate results among segments compared to overall average (e.g. 100 indicates parity with overall average)
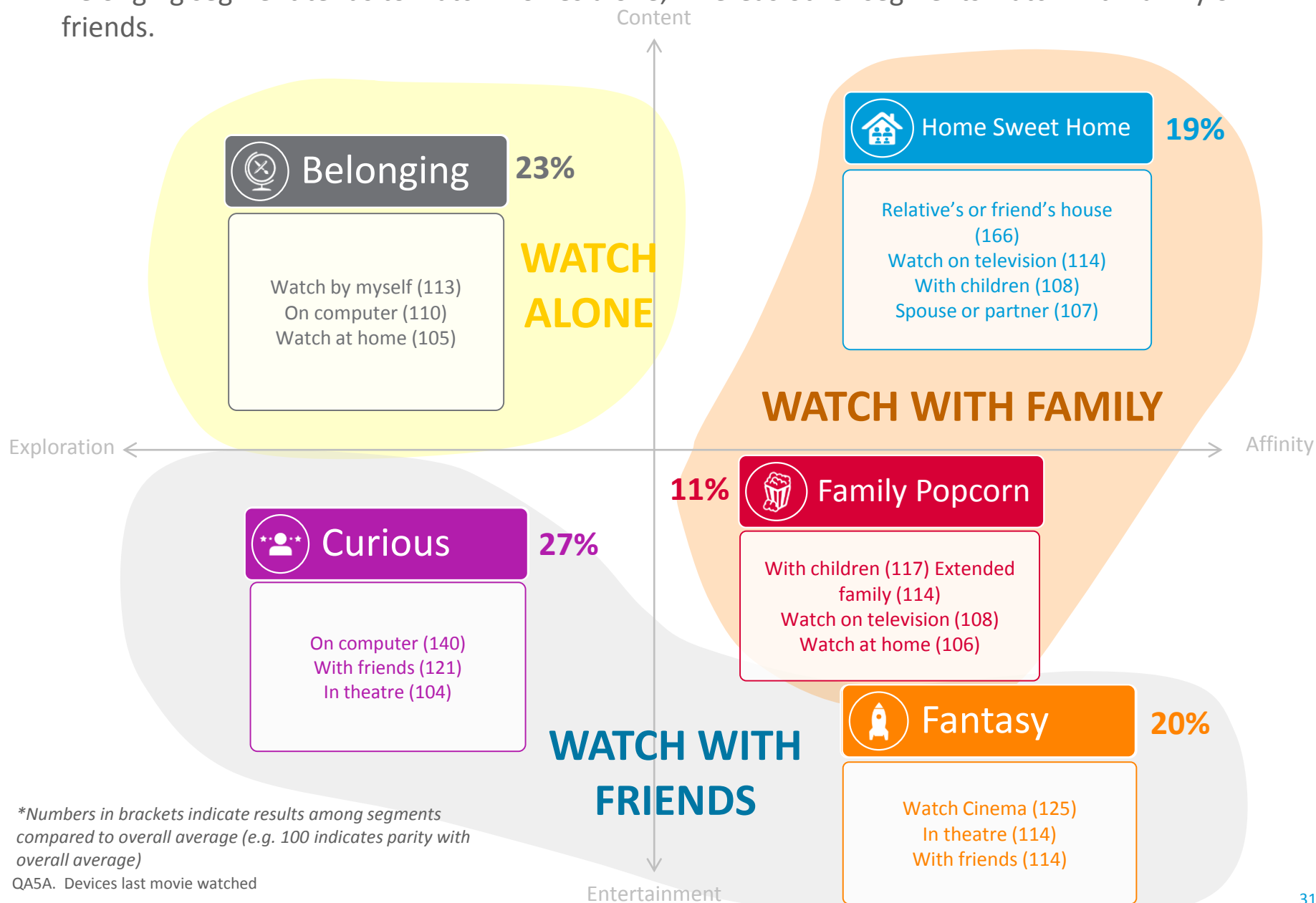
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GENRES PREFERRED BY EACH SEGMENT
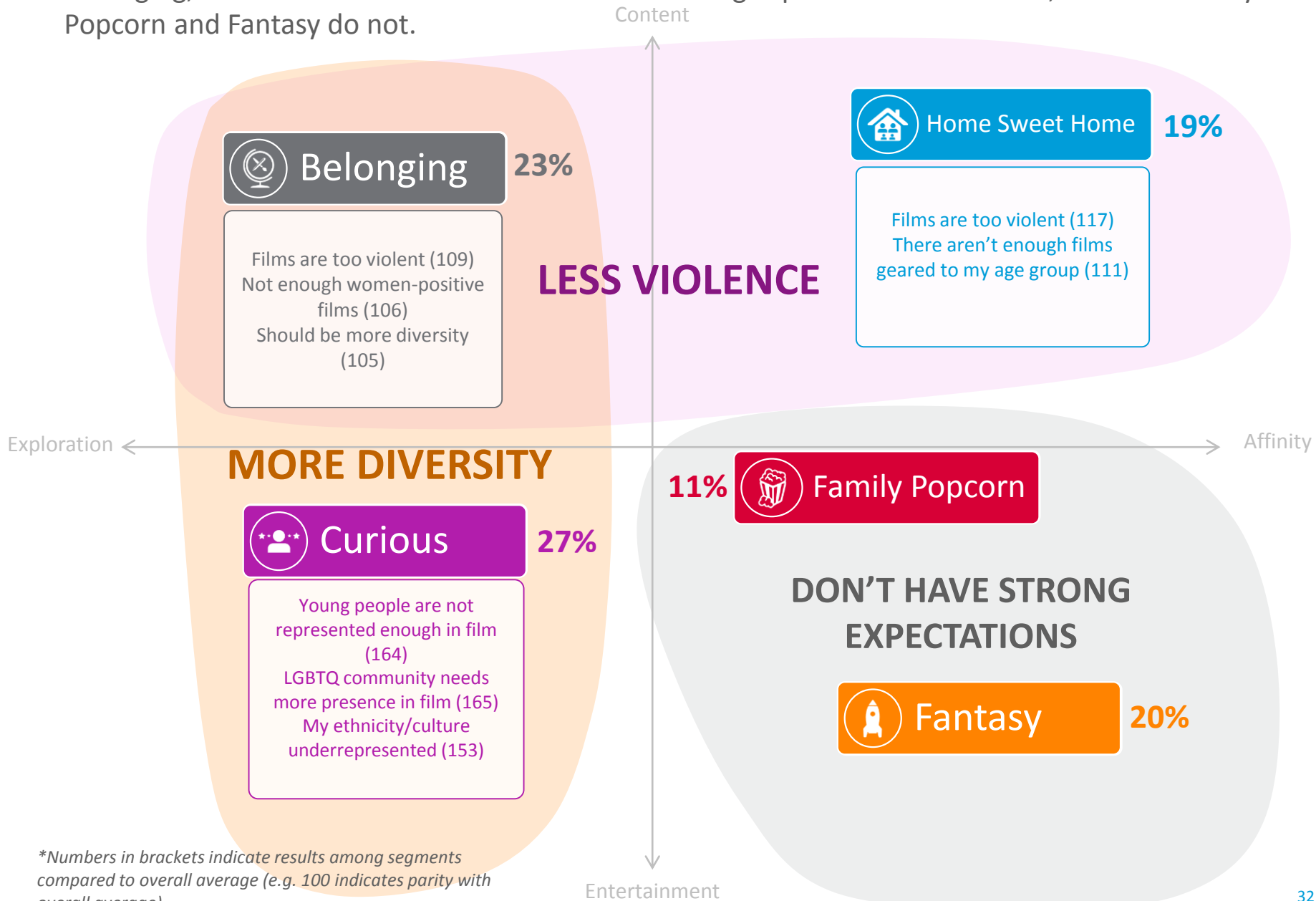
Different needs of the segments are reflected by the genres they prefer.

Content

Belonging 23%

Historical/biography (108)
Documentary (107)

IDENTITY/GROW

Exploration ← → Affinity

Home Sweet Home 19%

Historical/biography (106)
Documentary (106)
Crime/police (105)
Romantic comedy (104)

DELIGHT/FAMILY TIME

11% **Family Popcorn**

Comedy (87)
Action/Adventure (86)
Mystery/Thriller (82)

Curious 27%

Musical (136)
Western (134)
Dark Drama (131)
Horror (131)

ESCAPE/SENSATION

Fantasy 20%

Horror (112)
Science Fiction (109)
Action/adventure (106)
Animation (105)

*Numbers in brackets indicate results among segments
compared to overall average (e.g. 100 indicates parity with
overall average)*

Entertainment

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LOCATION, DEVICES, PEOPLE

Belonging segment tends to watch movies alone, whereas other segments watch with family or friends.

Content

Belonging 23%

Watch by myself (113)
On computer (110)
Watch at home (105)

WATCH ALONE

Home Sweet Home 19%

Relative's or friend's house (166)
Watch on television (114)
With children (108)
Spouse or partner (107)

WATCH WITH FAMILY

Exploration ← → Affinity

Curious 27%

On computer (140)
With friends (121)
In theatre (104)

11% **Family Popcorn**

With children (117) Extended family (114)
Watch on television (108)
Watch at home (106)

WATCH WITH FRIENDS

Fantasy 20%

Watch Cinema (125)
In theatre (114)
With friends (114)

Numbers in brackets indicate results among segments compared to overall average (e.g. 100 indicates parity with overall average)
QA5A. Devices last movie watched

Entertainment

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EXPECTATIONS AND ATTITUDES – FILMS IN GENERAL

Belonging, Home Sweet Home and Curious have strong expectations for movies, whereas Family Popcorn and Fantasy do not.

Content

Belonging 23%

Home Sweet Home 19%

Films are too violent (109)
Not enough women-positive films (106)
Should be more diversity (105)

Films are too violent (117)
There aren't enough films geared to my age group (111)

LESS VIOLENCE

Exploration ← → Affinity

MORE DIVERSITY

11% **Family Popcorn**

Curious 27%

DON'T HAVE STRONG EXPECTATIONS

Young people are not represented enough in film (164)
LGBTQ community needs more presence in film (165)
My ethnicity/culture underrepresented (153)

Fantasy 20%

Numbers in brackets indicate results among segments compared to overall average (e.g. 100 indicates parity with overall average)

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EXPECTATIONS AND ATTITUDES – CANADIAN FILMS

Belonging and Curious are more likely to view Canadian movies and think Telefilm is important.

Content

Belonging 23%

Most familiar with Telefilm (114)
Telefilm is important (111)
Important to value Canada's francophone history (105)
53% watched Canadian film in past year

Home Sweet Home 19%

Film industry has been making better movies (122)
Can strongly relate to stories in Canadian film (116)
Familiar with Telefilm (110)
46% watched Canadian film in past year

LESS LIKELY TO VIEW CANADIAN FILMS

MORE LIKELY TO VIEW CANADIAN FILMS

Exploration ←————————————————————→ Affinity

11% Family Popcorn

Unfamiliar with Telefilm (71)
Telefilm not as important (65)
21% watched Canadian film in past year

Curious 27%

Actively seek out new Canadian films (205)
Important to value Canada's francophone history (162)
Telefilm is important (119)
64% watched Canadian film in past year

Fantasy 20%

Unfamiliar with Telefilm (81)
Telefilm not as important (89)
38% watched Canadian film in past year

Numbers in brackets indicate results among segments compared to overall average (e.g. 100 indicates parity with overall average)

Entertainment

OVERVIEW OF THE FIVE SEGMENTS

Canadian Film-Watching Market

Fantasy	Family Popcorn	Home Sweet Home	Curious	Belonging
20%	11%	19%	27%	23%
Fantasy movie watchers like to view a mixture of high octane Hollywood movies and science fiction/fantasy flicks.	Family Popcorn do not spend much time watching movies, and are more likely to watch with children the most recent Disney or big-budget Hollywood film.	Home Sweet Home movie watchers are an affable and agreeable group that seek movies that bring comfort.	Curious movie watchers are highly committed movie buffs who love all sorts of movies that will bring excitement and novelty.	Belonging movie watchers watch to expand their horizons. They see movies as an opportunity for growth and learning.

AUDIOVISUAL MEDIA CONSUMPTION AND VIEWING HABITS

MORE THAN 9 OUT OF 10 RESPONDENTS CONSUMED MOVIES OR TV SERIES/SHOWS

Audiovisual media consumption in past 12 months

Movies
- 91%
- 9%
- 1%

TV Series/Shows
- 94%
- 5%

Non-traditional video
(such as YouTube videos, web series, shorts)
- 74%
- 24%
- 2%
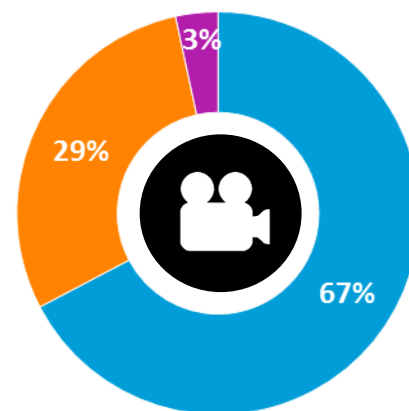
Documentaries
- 67%
- 29%
- 3%

■ Yes ■ No ■ Don't know

QA1A. Thinking about the past 12 months, which of the following have you watched: Movies/feature/full length films (approx. 75 mins or longer)
QA1B. Thinking about the past 12 months, which of the following have you watched: TV series/shows:
QA1C. Thinking about the past 12 months, which of the following have you watched: Non-traditional video (such as YouTube videos, web series, shorts)
QA1D. Thinking about the past 12 months, which of the following have you watched: Documentaries

Base: All Respondents, n=3010

TV SERIES/SHOWS MOST LIKELY TO SEE HEAVY VIEWING

Frequency of viewing in past 12 months as a proportion of overall respondents

Total viewed:

	Movies	TV Series/Shows	Non-traditional video	Documentaries
Total	91%	94%	74%	67%
Light	41%	5%	17%	37%
Medium	39%	36%	30%	24%
Heavy	11%	53%	27%	6%

Movies

TV Series/Shows

Non-traditional video
(such as YouTube videos, web series, shorts)

Documentaries

■ Heavy: Once a day to 6 times a week   ■ Medium: 1 to 4 times a week   ■ Light: Less than once a week
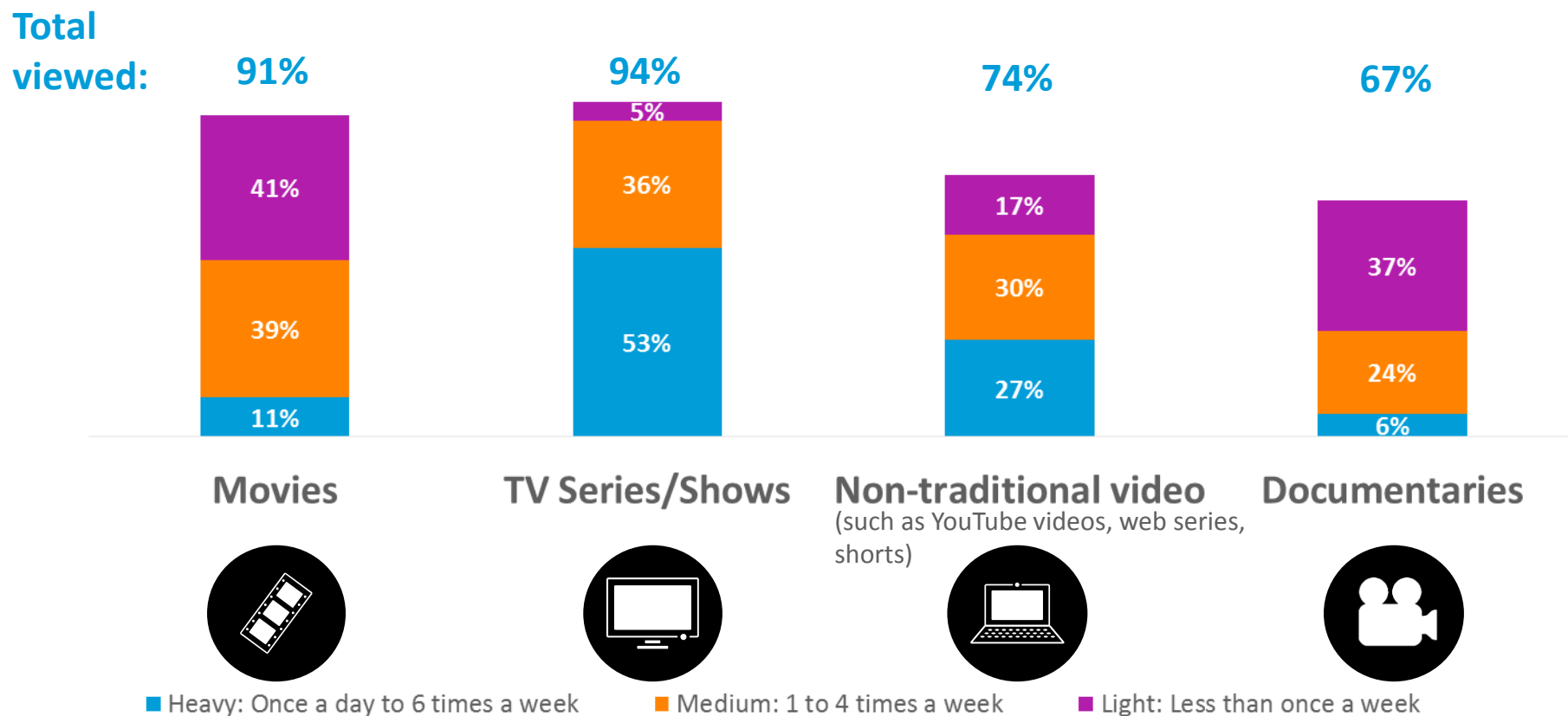
QA2A. On average, how often would you say you watch the following? Movies/feature/full length films (approx. 75 mins or longer)

QA2B. TV series/shows: On average, how often would you say you watch the following?

QA2C. Non-traditional video (such as YouTube videos, web series, shorts): On average, how often would you say you watch the following?

QA2D. Documentaries: On average, how often would you say you watch the following?

Base: All respondents, n=3010

Base: Those Who Have Watched Content In The Past 12 Months (Movies, n=2741), (TV Series/Shows n= 2836), (Non-traditional video, n=2249), (Documentaries, n= 2052)

MAJORITY OF RESPONDENTS INDICATE VIEWING HABITS HAVE STAYED THE SAME

Viewing habits compared to a year ago

+3% more
(20% minus **17%)**

+13% more
(25% minus **12%)**

+15% more
(28% minus **13%)**

+2% more
(17% minus **15%)**

Movies: 17% / 20% / 63%

TV Series/Shows: 12% / 25% / 63%

Non-traditional video: 13% / 28% / 59%

Documentaries: 15% / 17% / 68%
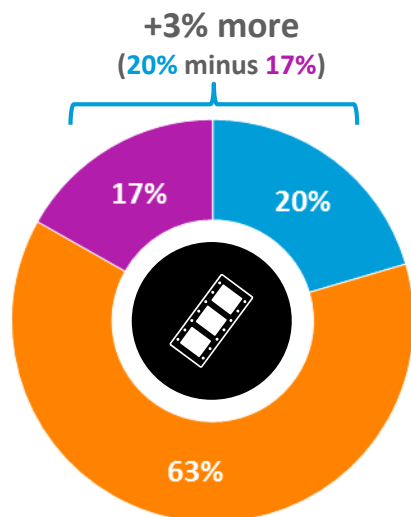
Movies

"Because I bought an Android Box and Netflix, and they have a lot of movies to select from"
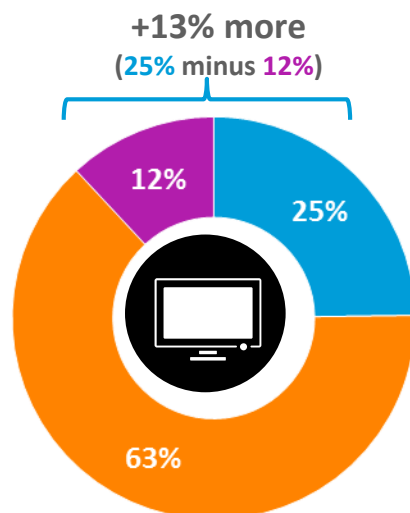
TV Series/Shows

"There are better TV shows available than their used to be"
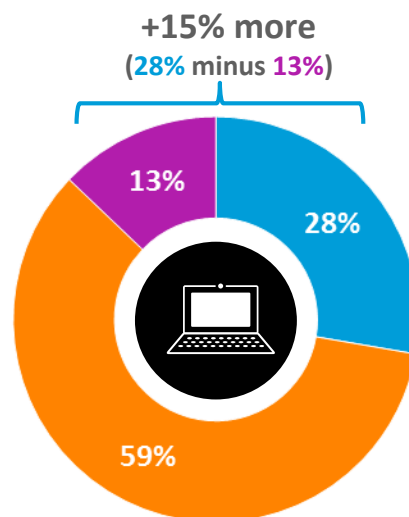
Non-traditional video
(such as YouTube videos, web series, shorts)

"Accessibility, faster internet, more content on social media"
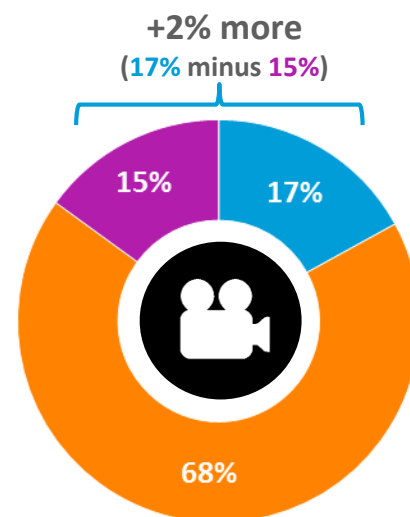
Documentaries

"Found documentaries on Netflix that caught my eye"

■ More than a year ago   ■ The same amount   ■ Less than a year ago

QA3AA. Would you say that you watch the Movies more, less, or the same, compared to a year ago?
QA3AB. Would you say that you watch the TV series more, less, or the same, compared to a year ago?
QA3AC. Would you say that you watch the Non-traditional video more, less, or the same, compared to a year ago?
QA3AD. Would you say that you watch the Documentaries more, less, or the same, compared to a year ago?
QA3B. Why do you watch Movies/TV/Non-traditional video/Documentaries more/less now than a year ago?
Base: Those Who Have Watched Content In The Past 12 Months (Movies, n=2741), (TV Series/Shows n= 2836), (Non-traditional video, n=2249), (Documentaries, n= 2052)
Base: Those who have watched more or less content in the past 12 months.

TIME, QUALITY MOST IMPORTANT DRIVERS OF CHANGE IN VIEWING HABITS

Top 5 reasons for watching more/less often and sample of verbatim comments

Movies

Why more often

More time available	32%
Good/improved quality	17%
Access to streaming (e.g. Netflix)	16%
Interest/enjoyment	9%
Influenced by family/friends	5%

"Because movies now are way better than then"

"more time and interest"

"We have Netflix now"

"Movies showing now seem to have better plot lines as well as better casts"

Why less often

Lack of time	43%
Poor quality	22%
Lack of interest in format	20%
Too expensive	7%
Prefer shorter content	2%

"Not enough time"

"I cannot afford Netflix"

"Because I don't have time to go to the theatre anymore"

"More TV series that interest me and movie channels are too expensive"

TV Series/Shows

Why more often

Good/improved quality	37%
More time available	22%
Access to streaming (e.g Netflix)	18%
Interest/enjoyment	7%
Access to Video Recorder (PVR/DVR)	3%

"To escape boredom"

"I have Netflix and crave TV. It makes viewing so much easier"

"There are better shows on TV coming out"

"Availability of streaming content and downloading"

Why less often

Lack of time	43%
Poor quality	27%
Lack of access	7%
Lack of interest in format	6%
Too many ads	2%
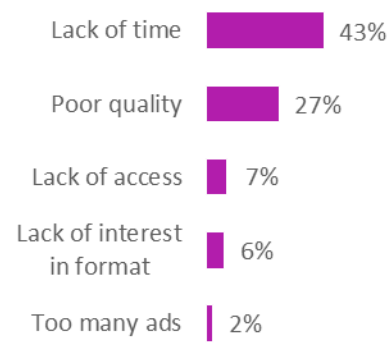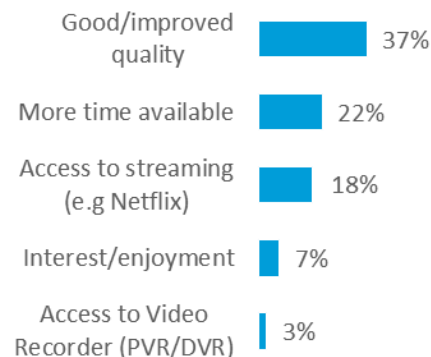
"I have another child so I have less time"

"A lot of the shows we like have been canceled"

"TV series are getting worse since last year"

"Watch more YouTube"

QA3A/B. Why do you watch movies/TV Series more/less now than a year ago?

Base: Those who have watched more or less content in the past 12 months, (Movies, n=996), (TV Series/Shows n=1030)

TELEVISION IS STILL A DOMINANT DEVICE FOR MOVIES, TV SERIES/SHOWS AND DOCUMENTARIES

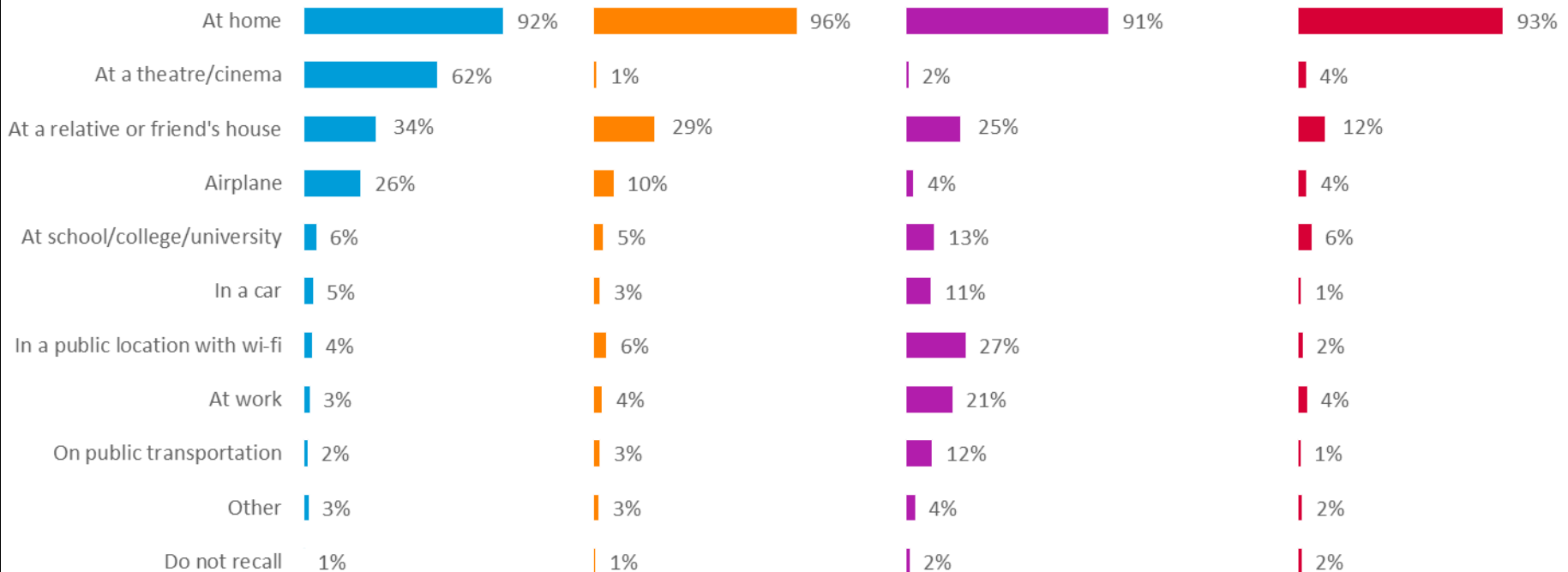Devices used to watch content in past 12 months

	Movies	TV Series/Shows	Non-traditional video	Documentaries
Television	87%	89%	33%	83%
Computer (laptop/desktop)	37%	37%	75%	31%
Video console (Playstation, etc)	17%	12%	13%	8%
Tablet	16%	17%	37%	10%
Home cinema/home projector	14%	8%	6%	6%
Smartphone	11%	12%	46%	8%

Non-traditional video (such as YouTube videos, web series, shorts)

Home Sweet Home and Family Popcorn watch more on television

Curious TV Show watchers more likely to use computer

Fantasy and Curious most likely to watch with Smartphones

Curious and Belonging least likely to watch on television
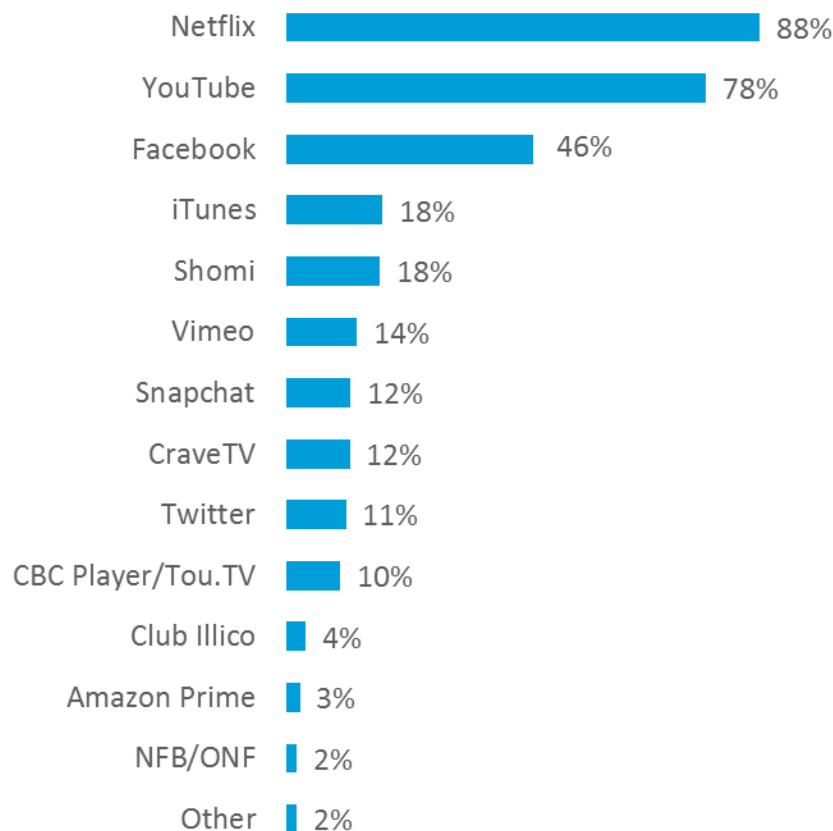
QA5A-D. Thinking about the past 12 months, which of the following devices have you used to watch the following? Movies, TV Series/Shows, Non-traditional video, Documentaries
Base: Those Who Have Watched Content In The Past 12 Months (Movies, n=2741), (TV Series/Shows n= 2836), (Non-traditional video, n=2249), (Documentaries, n= 2052)

HOME IS THE MOST POPULAR LOCATION FOR AUDIOVISUAL MEDIA VIEWING

Location where content was viewed in the last 12 months

Location	Movies	TV Series/Shows	Non-traditional video	Documentaries
At home	92%	96%	91%	93%
At a theatre/cinema	62%	1%	2%	4%
At a relative or friend's house	34%	29%	25%	12%
Airplane	26%	10%	4%	4%
At school/college/university	6%	5%	13%	6%
In a car	5%	3%	11%	1%
In a public location with wi-fi	4%	6%	27%	2%
At work	3%	4%	21%	4%
On public transportation	2%	3%	12%	1%
Other	3%	3%	4%	2%
Do not recall	1%	1%	2%	2%

Movies
Fantasy segment most likely to watch in theatres/cinemas

TV Series/Shows
Curious most likely to watch at friend's house

Non-traditional video
(such as YouTube videos, web series, shorts)
Fantasy and Curious watch most in public locations

Documentaries
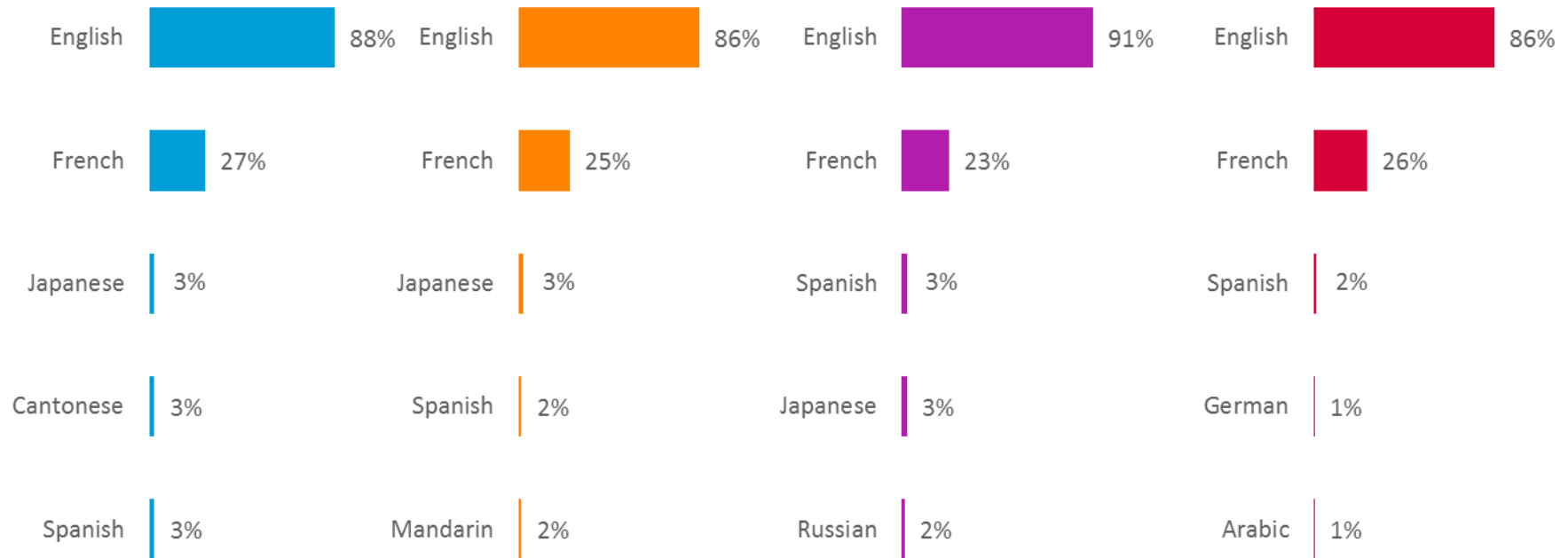**Curious and Belonging most likely to watch documentaries at theatres**
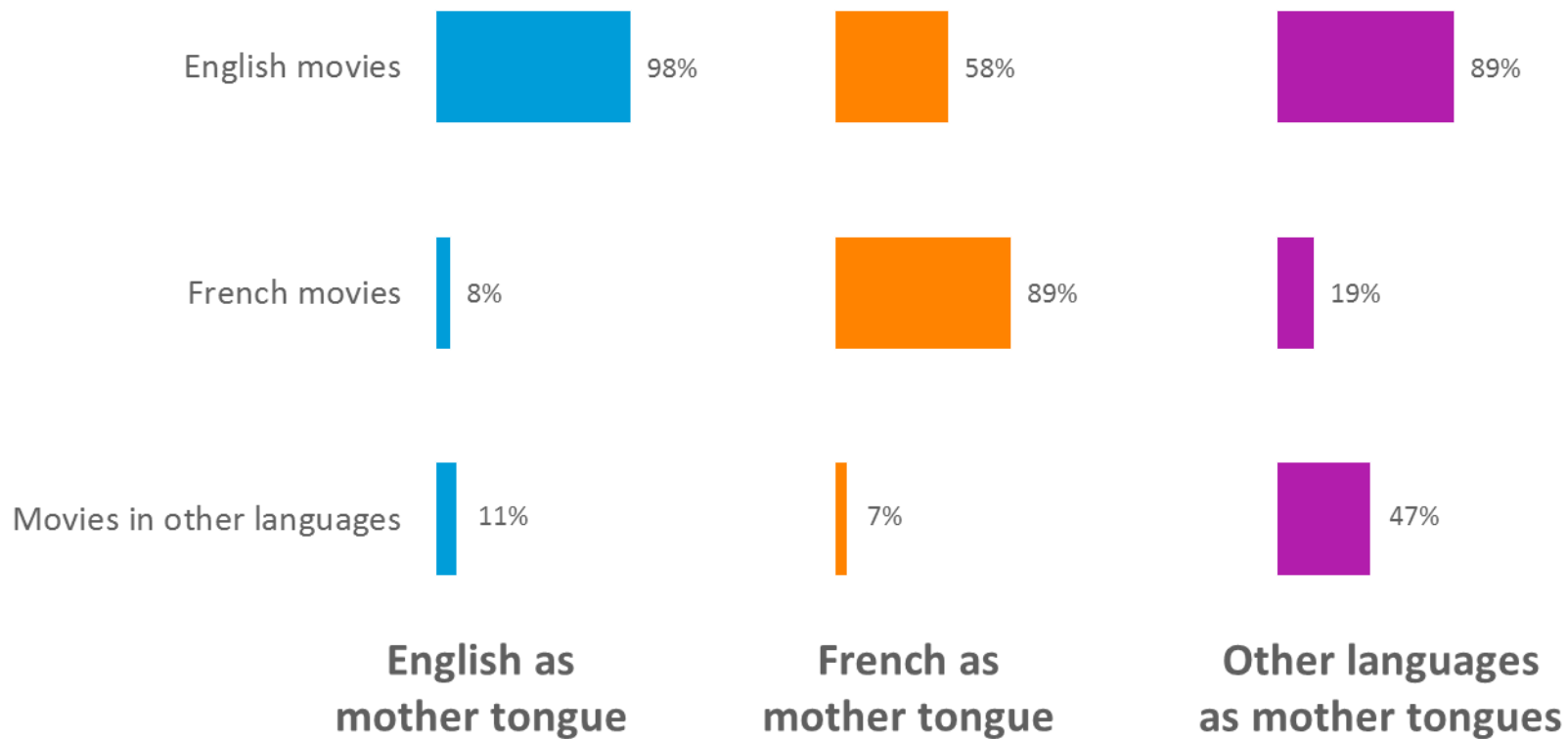
QA4A-D. Thinking about the past 12 months, where have you watched the following? Movies, TV Series/Shows, Non-traditional video, Documentaries

Base: Those Who Have Watched Content In The Past 12 Months (Movies, n=2741), (TV Series/Shows n= 2836), (Non-traditional video, n=2249), (Documentaries, n= 2052)

WEBSITES KEY FOR 'NON-TRADITIONAL', CABLE MOST IMPORTANT FOR MOVIES, TV, DOCUMENTARIES

Viewing mediums used to access content in last 12 months

	Movies	TV Series/Shows	Non-traditional video	Documentaries
Cable/Satellite TV - standard channels	53%	63%	11%	52%
Online streaming service (Netflix, Shomi, etc)	46%	40%	12%	32%
Cable/Satellite TV - Movie channels	42%	28%	7%	22%
DVD/BluRay/4k player	41%	16%	4%	9%
Cable/Satellite TV - Video On Demand	32%	27%	5%	17%
PVR (personal/digital video recorders)	32%	38%	5%	22%
Free-to-Air (CBC, SRC)	16%	22%	6%	19%
File-sharing websites (such as torrents, etc.)	15%	13%	7%	8%
Broadcaster streaming platforms	14%	19%	7%	10%
Video-sharing website (YouTube, Vimeo, etc.)	11%	11%	74%	18%
News sites (such as CBC, CBC Player)	6%	13%	16%	19%
Social Media (Facebook, Snapchat, etc.)	3%	4%	46%	5%
Cloud-sharing (such as Dropbox)	3%	4%	6%	2%
Other	7%	6%	7%	5%

Movies

Online streaming used most by Fantasy and Curious segments

TV Series/Shows

Home Sweet Home most likely to watch on Cable/Satellite TV – standard channels

Non-traditional video
(such as YouTube videos, web series, shorts)

Fantasy most likely to watch on Video-sharing websites

Documentaries

Belonging most likely to use Free-to-Air viewing for Documentaries

QA6A-D. Thinking about the past 12 months, which of the following do you use or subscribe to watch content? Movies, TV Series/Shows, Non-traditional video, Documentaries

Base: Those Who Have Watched Content In The Past 12 Months (Movies, n=2741), (TV Series/Shows n= 2836), (Non-traditional video, n=2249), (Documentaries, n= 2052)

NETFLIX ENJOYS THE HIGHEST SHARE IN ONLINE STREAMING SERVICE, FOLLOWED BY YOUTUBE

Online platforms used to watch videos, films or shows

Platform	Percentage
Netflix	88%
YouTube	78%
Facebook	46%
iTunes	18%
Shomi	18%
Vimeo	14%
Snapchat	12%
CraveTV	12%
Twitter	11%
CBC Player/Tou.TV	10%
Club Illico	4%
Amazon Prime	3%
NFB/ONF	2%
Other	2%

Responses >2% not shown

Those interested in Canadian movies more likely to use Netflix

YouTube used most by Fantasy and Curious segments

Curious and Belonging most likely to use CBC Player

QA6AA. Which of the following online platforms have you used to watch videos, films, or shows?

Base: Those Who Have Watched Content On Online Streaming Or Rental Platforms, n=1375

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TRAILERS AND RECOMMENDATIONS ARE THE MOST IMPORTANT SOURCE OF INFORMATION FOR MOVIES

Sources of information where content is searched for

	Movies	TV Series/Shows	Non-traditional video	Documentaries
Trailers/previews	39%	18%	10%	10%
Recommendation from family/friends	37%	33%	24%	24%
TV Commercial	33%	35%	7%	22%
Web search (Google, Bing, etc.)	31%	28%	31%	25%
User-generated rating websites (IMDB, etc.)	21%	12%	4%	8%
YouTube	19%	15%	55%	17%
Professional reviews by movie critics	18%	7%	4%	7%
Emails (from Netflix, other service providers)	16%	14%	8%	9%
Facebook	13%	12%	30%	8%
Radio	9%	7%	6%	6%
Online community	9%	10%	14%	8%
Magazine	9%	7%	4%	5%
Billboard ad	8%	5%	3%	2%
News apps (Press Plus, Toronto Star Touch)	5%	4%	6%	4%
Blogs	5%	5%	8%	4%
Twitter	4%	4%	8%	3%
Instagram	3%	3%	8%	1%
Snapchat	2%	2%	7%	1%
Other	7%	8%	5%	9%
Do not recall	17%	21%	17%	22%

Movies — The top source of movie information for Belonging is recommendations

TV Series/Shows — Home Sweet Home most likely to see TV commercials

Non-traditional video (such as YouTube videos, web series, shorts) — Curious and Fantasy most likely to search on YouTube

Documentaries — Curious and Belonging most likely to ask for Documentary recommendations

QA7A-D. Thinking about the past 12 months, where did you search for information about the following? Movies, TV Series/Shows, Non-traditional video, Documentaries.

Base: Those Who Have Watched Content In The Past 12 Months (Movies, n=2741), (TV Series/Shows n= 2836), (Non-traditional video, n=2249), (Documentaries, n= 2052)

ENGLISH AND FRENCH VIDEO CONTENT DOMINATES THE AUDIOVISUAL MARKET

Top five languages in which content was watched

Movies		TV Series/Shows		Non-traditional video		Documentaries	
English	88%	English	86%	English	91%	English	86%
French	27%	French	25%	French	23%	French	26%
Japanese	3%	Japanese	3%	Spanish	3%	Spanish	2%
Cantonese	3%	Spanish	2%	Japanese	3%	German	1%
Spanish	3%	Mandarin	2%	Russian	2%	Arabic	1%

Movies
Belonging more likely to watch movies in French

TV Series/Shows
Curious more likely to watch TV in languages other than English or French

Non-traditional video
(such as YouTube videos, web series, shorts)
Home Sweet Home most likely to watch videos in English

Documentaries
Belonging also more likely to watch documentaries in French

QA8A-D. Thinking about the past 12 months, in which languages have you watched the following types of content? Movies, TV Series/Shows, Non-traditional video, Documentaries.

Base: Those Who Have Watched Content In The Past 12 Months (Movies, n=2741), (TV Series/Shows n= 2836), (Non-traditional video, n=2249), (Documentaries, n= 2052)

THOSE WITH MOTHER TONGUES OTHER THAN ENGLISH OR FRENCH MOST LIKELY TO WATCH MOVIES

Proportion of those that watched audiovisual content by mother tongue

	English as mother tongue	French as mother tongue	Other languages as mother tongues
Movies	91%	87%	93%
TV series/shows	96%	93%	90%
Non-traditional video (such as YouTube videos, web shorts, shorts)	76%	64%	79%
Documentaries	67%	68%	65%
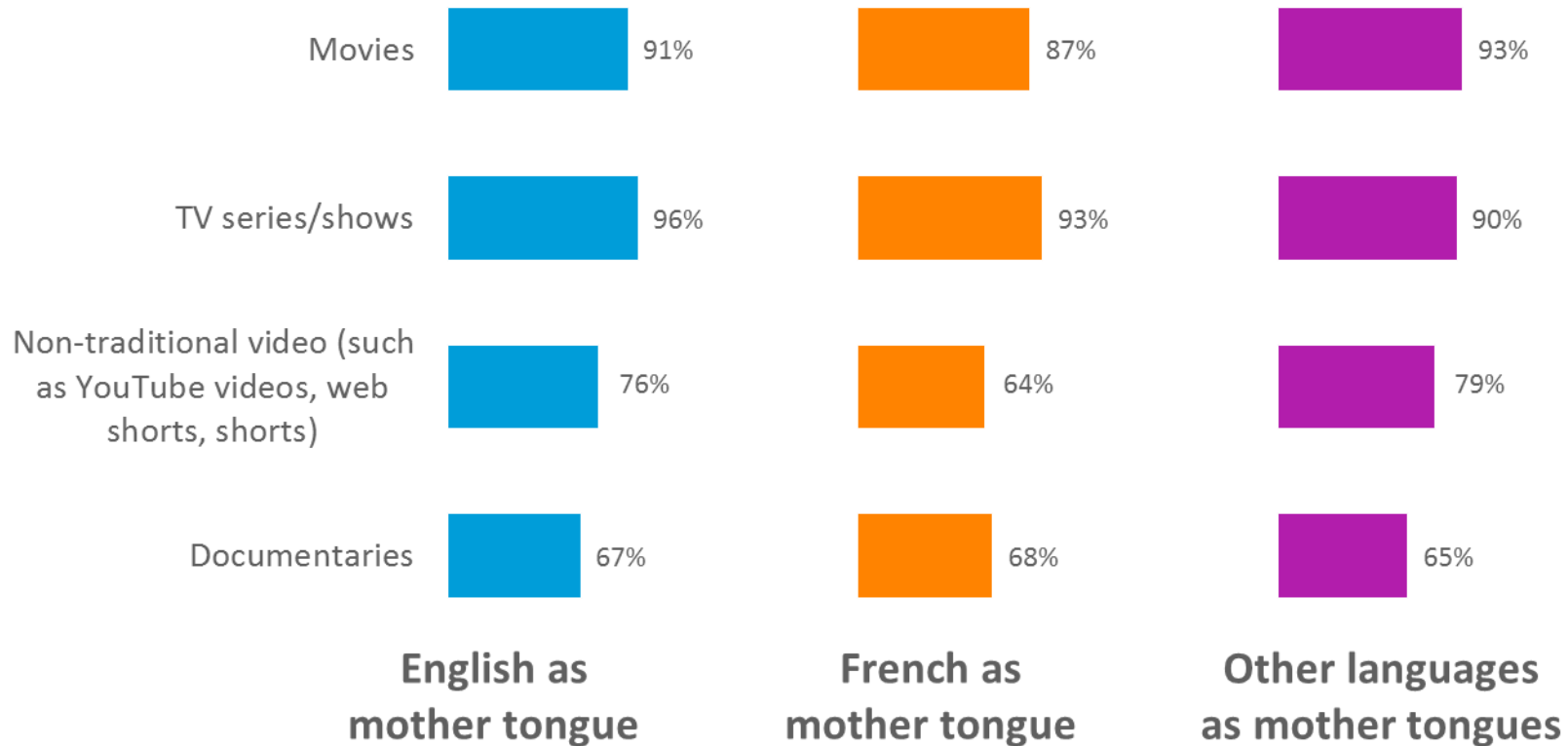
QA1A-D. Thinking about the past 12 months, which of the following have you watched: Movies, TV Series/Shows, Non-traditional video, Documentaries.
QD6. What is the first language you learned to speak, otherwise known as your mother tongue?

Base: Respondents with mother tongues (English, n=1841) (French, n=780) (Other languages, n=389)

FRANCOPHONES LIKELIER TO WATCH ENGLISH MOVIES THAN ANGLOPHONES ARE TO WATCH FRENCH MOVIES

Language of movie watched by mother tongue

	English as mother tongue	French as mother tongue	Other languages as mother tongues
English movies	98%	58%	89%
French movies	8%	89%	19%
Movies in other languages	11%	7%	47%

QA8A-D. Thinking about the past 12 months, in which languages have you watched the following types of content? Movies, TV Series/Shows, Non-traditional video, Documentaries.
QD6. What is the first language you learned to speak, otherwise known as your mother tongue?

Base: Respondents with respective mother tongues who watched movies in the past 12 months (English, n=1685) (French, n=698) (Other languages, n=358)

TV SERIES/SHOWS ARE THE MOST RECENTLY WATCHED CANADIAN CONTENT

Last time respondents watched Canadian content

■ Within the past month   ■ 2-6 months ago   ■ 6-8 months ago
■ 8-12 months ago   ■ More than 1 year ago   ■ I have not watched Canadian content

Movies
- 25%
- 23%
- 9%
- 8%
- 17%
- 18%

TV Series/Shows
- 22%
- 13%
- 6%
- 7%
- 16%
- 35%

Non-traditional video
(such as YouTube videos, web series, shorts)
- 29%
- 19%
- 7%
- 9%
- 16%
- 21%

Documentaries
- 40%
- 14%
- 4%
- 6%
- 11%
- 24%
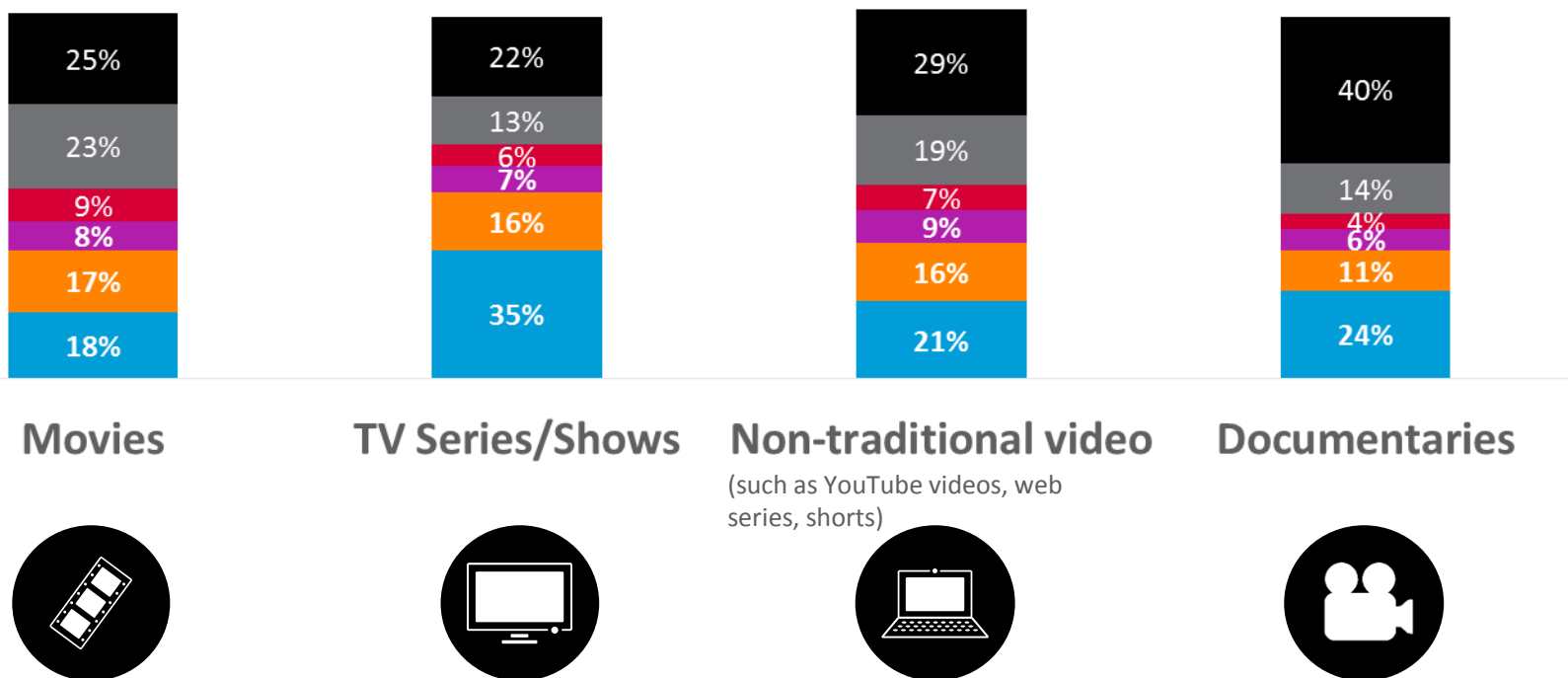
QC5A-D. When was the last time you watched a Canadian film/tv series/documentary/non-traditional video (such as YouTube videos, web series, shorts)?

Base: All Respondents, n=3010

CANADIAN CONTENT AND TELEFILM
CANADA

HALF OF RESPONDENTS SAY THEY CAN NAME A CANADIAN MOVIE

Whether or not respondents can name a Canadian movie

■ No ■ Yes

51% 49%
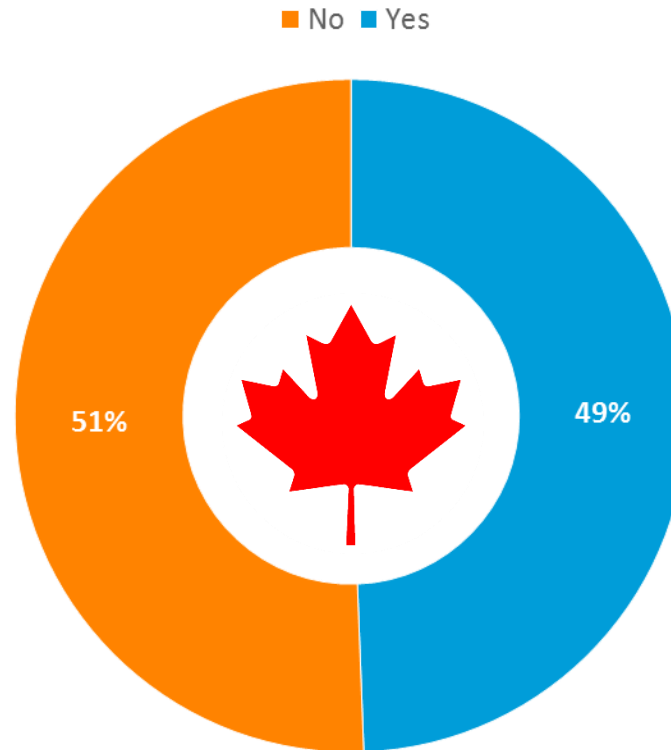
QA10. Can you name a Canadian movie?

Base: All Respondents, n=3010

RESPONDENTS HAVE DIFFICULTY RECALLING THE LAST CANADIAN MOVIE THEY WATCHED

Whether or not respondents watched a Canadian movie in the past Year

■ No ■ Yes

52% 48%
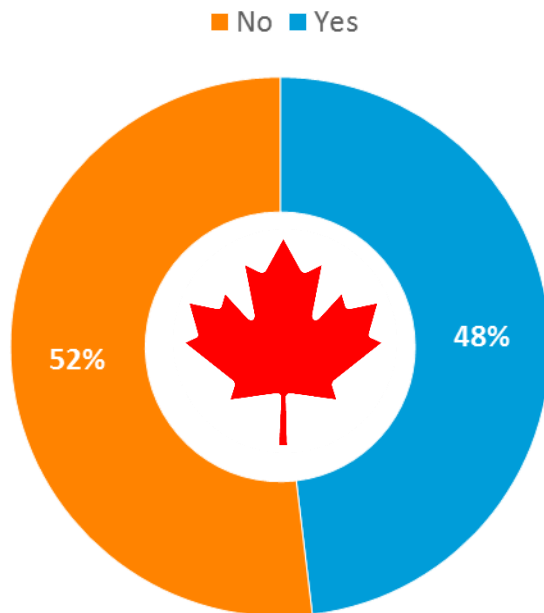
Those who watched a Canadian movie in the past year

Title of Most Recent Canadian Movie Watched

Bon Cop, Bad Cop	4%
Mommy	4%
Room	3%
Hyena Road	3%
Le mirage	2%
Sleeping Giant	2%
Other	21%
Don't know/refused	39%
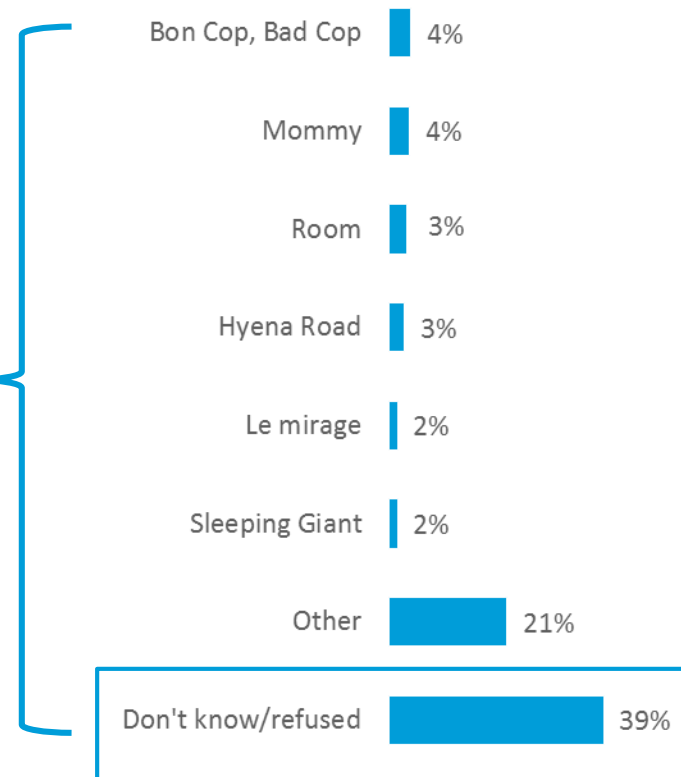
Responses <2% not shown

QA11. Have you watched a Canadian movie in the past year?
QA12. What is the title of the most recent Canadian movie you have watched?
Base: All Respondents (n=3010)
Base: Those Who Have Watched A Canadian Movie In The Past Year (n=1471)

TWO THIRDS OF RESPONDENTS SAY THEY ARE INTERESTED IN CANADIAN MOVIES

Level of interest in types of movies

■ Not interested (1,2)   ■ Neutral (3)   ■ Interested (4,5)

Type	Not interested (1,2)	Neutral (3)	Interested (4,5)
Big budget Hollywood movies	8%	20%	72%
Canadian movies	12%	27%	61%
Feature documentaries	18%	24%	58%
Foreign movies	34%	26%	40%
Lower budget independent movies	29%	33%	38%
3D movies	42%	24%	34%
Virtual Reality	43%	28%	29%
Movies from Quebec	45%	27%	28%
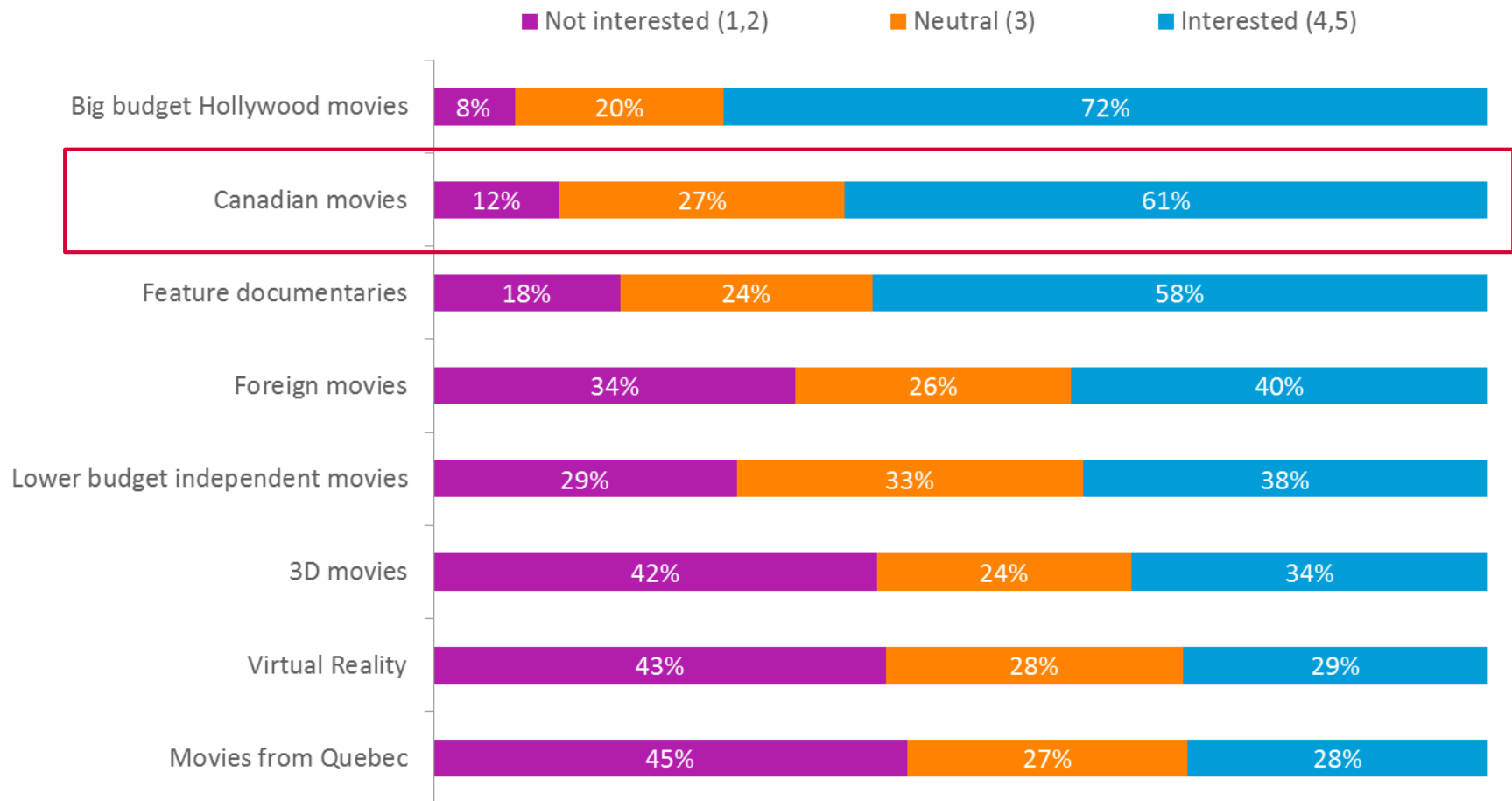
QC3. How interested are you in the following types of movies?

Base: All Respondents, n=3010

THE CURIOUS SEGMENT IS THE MOST INTERESTED IN CANADIAN MOVIES

Interest in Canadian movies

Overall: 61%
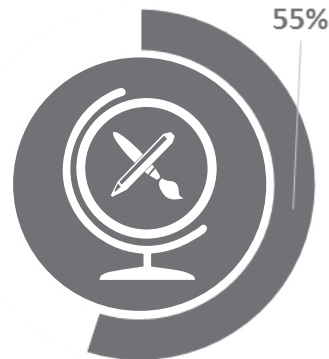
55% — Belonging
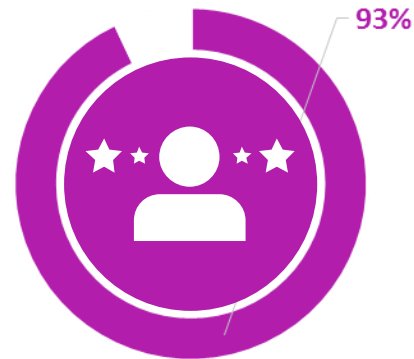
93% — Curious
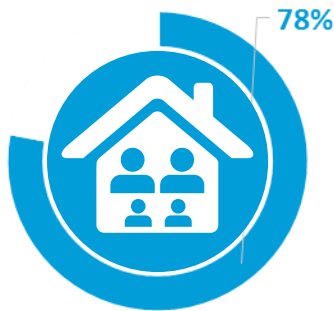
78% — Home Sweet Home
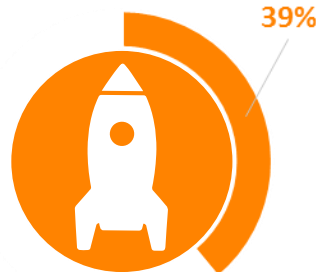
39% — Fantasy

9% — Family Popcorn

QC3. How interested are you in the following types of movies? – Canadian movies
Base: All respondents, n=3010

MAJORITY OF RESPONDENTS SAY THEY HAVE HEARD OF TELEFILM CANADA

Whether respondent have heard of Telefilm Canada

Legend: ■ Yes   ■ No   ■ Don't Know

- 52% Yes
- 39% No
- 9% Don't Know
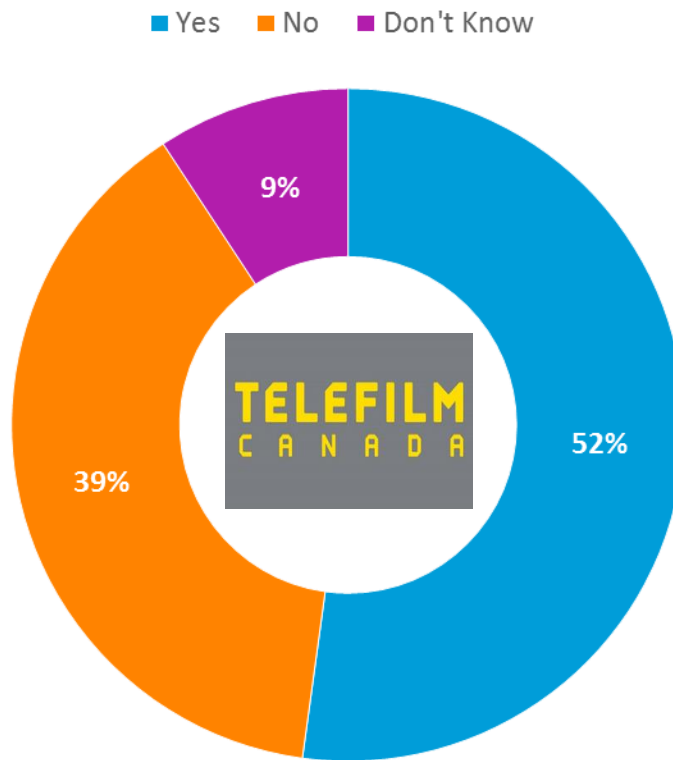
QC7X. Have you ever heard of Telefilm Canada?

Base: All Respondents, n=3010

THREE QUARTERS OF RESPONDENTS SAY THAT TELEFILM CANADA PLAYS AN IMPORTANT ROLE IN CANADIAN FILM

Perceived importance of the role that Telefilm plays

Not important: 8%

4% 4%

18%

35%

39%
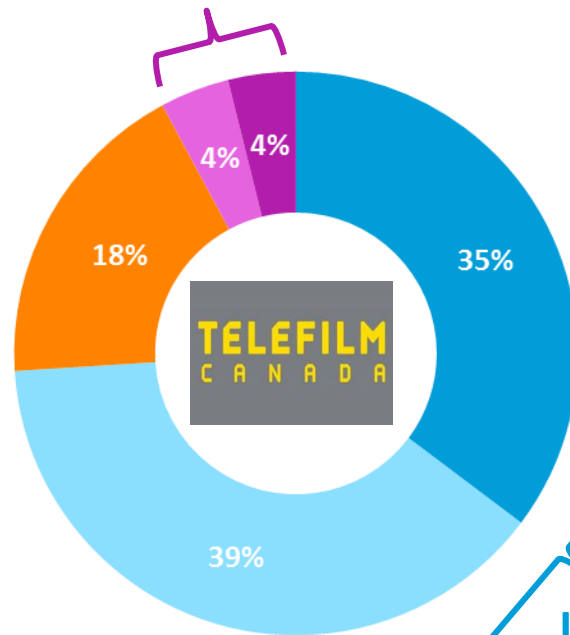
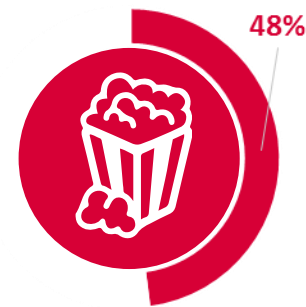**Important: 74%**

- Very important
- Somewhat important
- Neither
- Not very important
- Not at all important

QC7. Telefilm provides financial support for the private sector to create distinctively Canadian productions that appeal to domestic and international audiences. In your opinion, how important is this role?
Base: All Respondents, n=3010

TELEFILM AWARENESS IS HIGH AMONG BELONGING, CURIOUS AND HOME SWEET HOME SEGMENTS

Awareness of Telefilm Canada

Overall: 52%
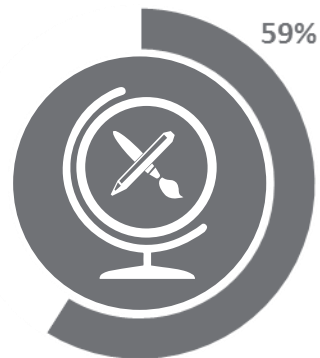
59% — Belonging
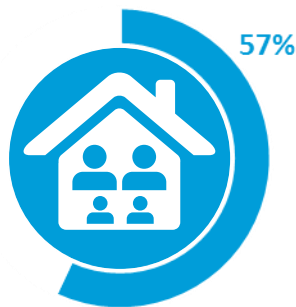
57% — Curious

57% — Home Sweet Home
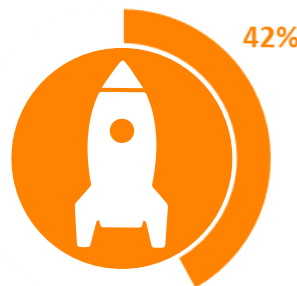
42% — Fantasy

37% — Family Popcorn

THE BELONGING AND CURIOUS SEGMENTS HAVE POSITIVE ATTITUDE TOWARD TELEFILM CANADA

Agreement with the role of Telefilm in supporting Canadian films being important

Overall: 74%

71%

Belonging

88%

Curious

74%

Home Sweet Home

66%

Fantasy

48%
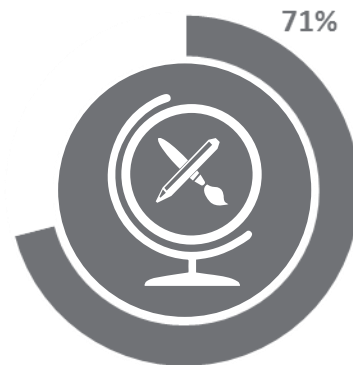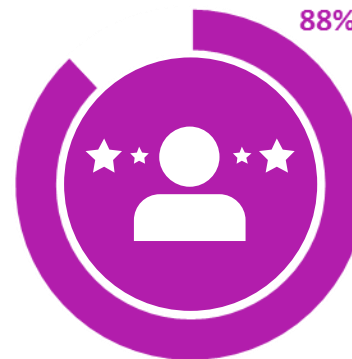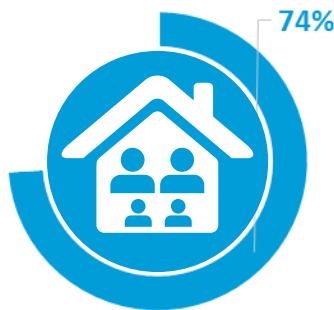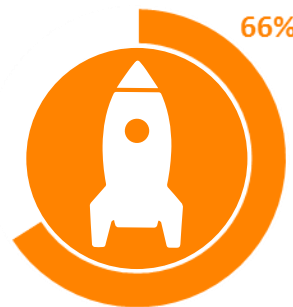
Family Popcorn

QC7. Telefilm provides financial support for the private sector to create distinctively Canadian productions that appeal to domestic and international audiences. In your opinion, how important is this role?

Base: All respondents, n=3010

CANADIAN MOVIES EVOKE POSITIVE FEELINGS FOR 2/3 OF CANADIANS

Word cloud of respondents' descriptions of Canadian movies

QC8. How would you describe Canadian movies in one word?

Base: All Respondents, n=3010

MAJORITY DESCRIBE CANADIAN MOVIES POSITIVELY, WITH CURIOUS AND BELONGING THE MOST POSITIVE

Positive and negative associations netted and crossed by segment
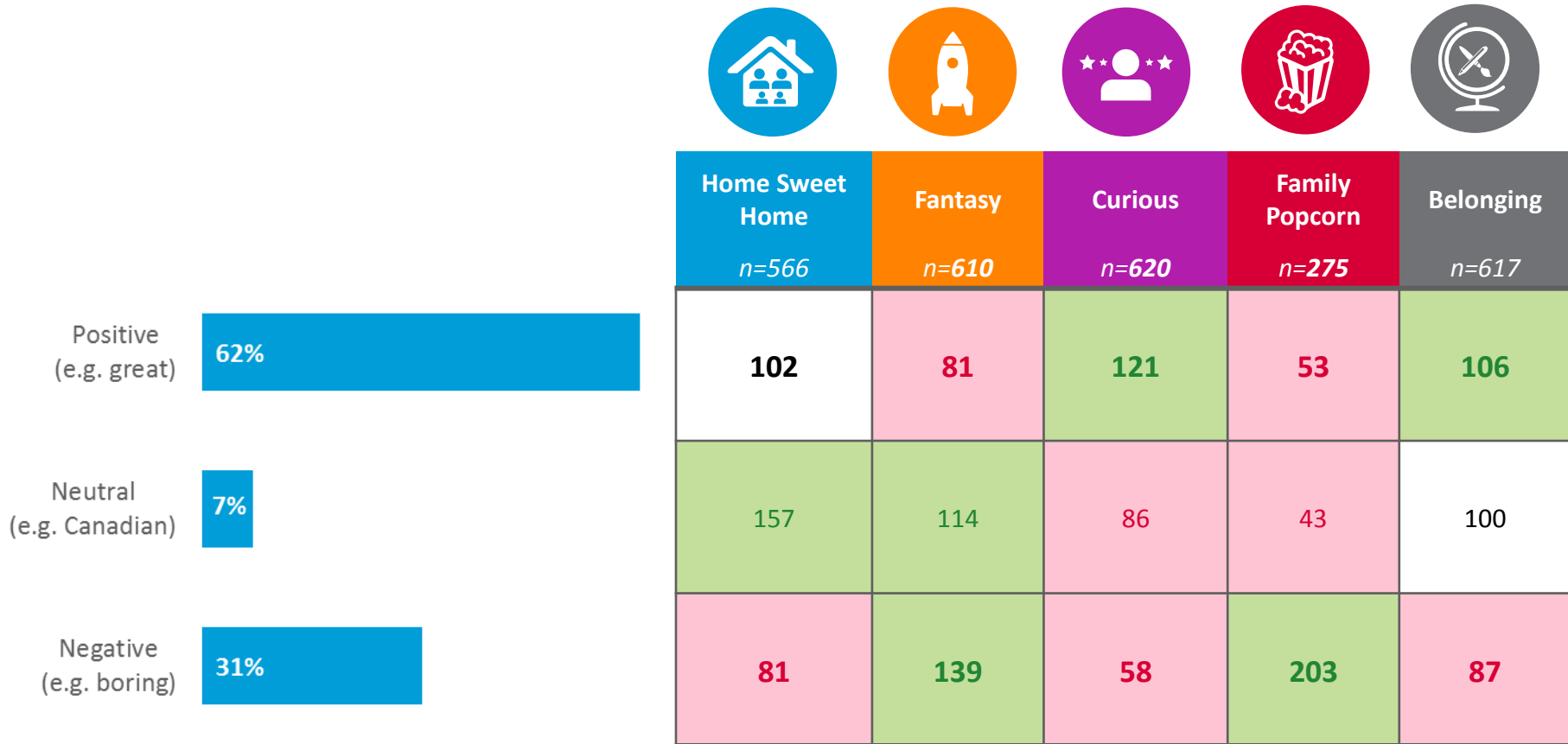
	Home Sweet Home n=566	Fantasy n=610	Curious n=620	Family Popcorn n=275	Belonging n=617
Positive (e.g. great) 62%	102	81	121	53	106
Neutral (e.g. Canadian) 7%	157	114	86	43	100
Negative (e.g. boring) 31%	81	139	58	203	87

Numbers in the above table indicate results among segments compared to overall average (e.g. 100 indicates parity with overall average)

QC8. How would you describe Canadian movies in one word?

Base: All Respondents, n=3010

ATTITUDES AND NEEDS TOWARD MOVIES

VIOLENCE AND DIVERSITY IN FILMS ARE THE LARGEST CONCERNS OF RESPONDENTS
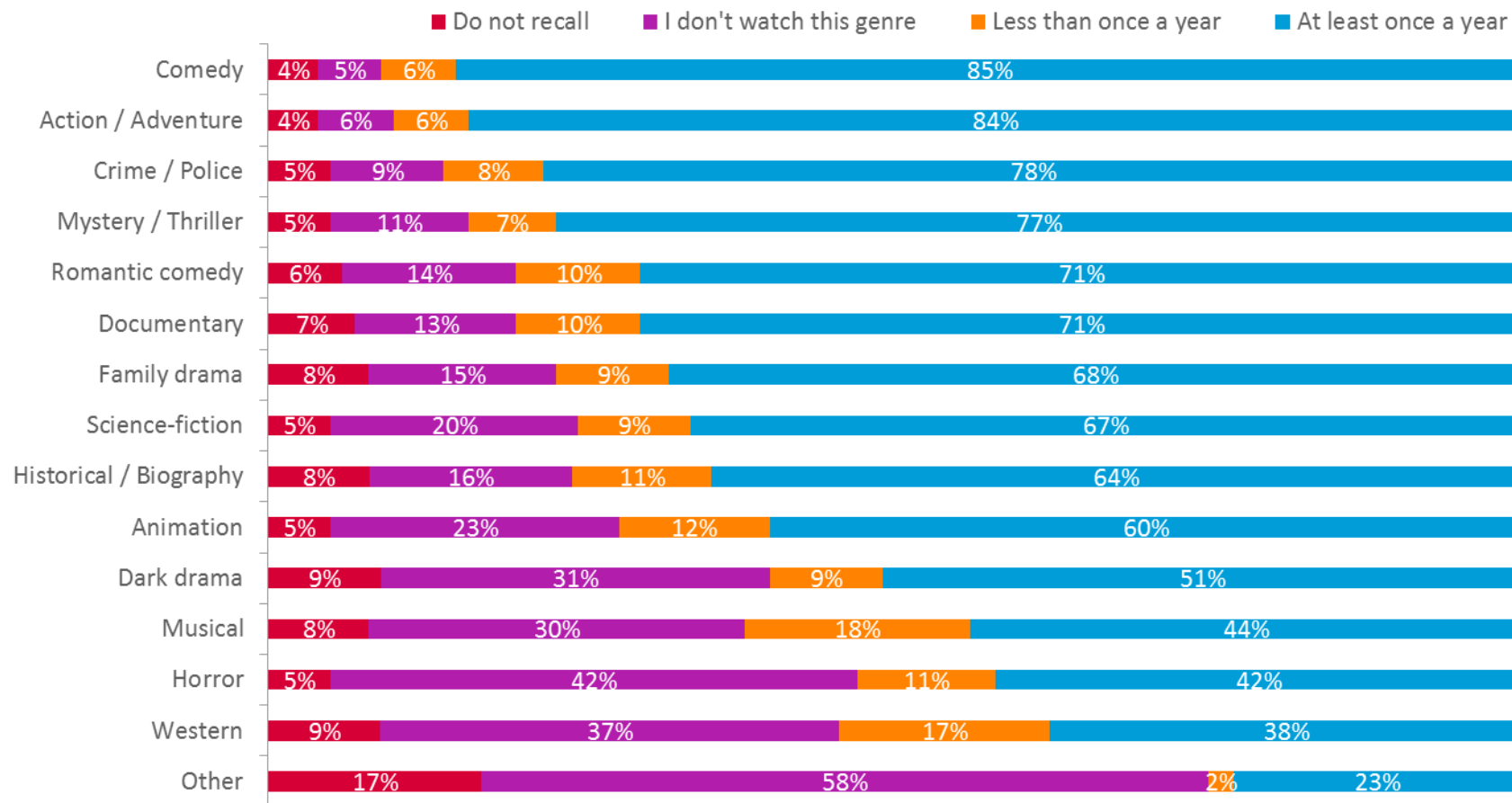
Views on social representations in films

■ Disagree (1,2) ■ Neutral (3) ■ Agree (4,5)

Statement	Disagree (1,2)	Neutral (3)	Agree (4,5)
Films are often too violent.	23%	30%	46%
There should be more diversity, in general, in film.	13%	45%	42%
There aren't enough women-positive films right now.	22%	45%	32%
The LGBTQ community needs more content/visibility in film.	26%	50%	23%
There aren't enough films geared towards my age group.	36%	45%	20%
My ethnic/cultural group is underrepresented in film.	46%	39%	15%
Young people are not represented enough in film.	41%	45%	14%

QC1. Please select to what extent you agree or disagree with the following statements.

Base: All Respondents, n=3010

COMEDY AND ACTION / ADVENTURE ARE THE MOST WATCHED GENRES IN PAST 12 MONTHS

Genre of movies watched in past 12 months

Legend: ■ Do not recall ■ I don't watch this genre ■ Less than once a year ■ At least once a year

Genre	Do not recall	I don't watch this genre	Less than once a year	At least once a year
Comedy	4%	5%	6%	85%
Action / Adventure	4%	6%	6%	84%
Crime / Police	5%	9%	8%	78%
Mystery / Thriller	5%	11%	7%	77%
Romantic comedy	6%	14%	10%	71%
Documentary	7%	13%	10%	71%
Family drama	8%	15%	9%	68%
Science-fiction	5%	20%	9%	67%
Historical / Biography	8%	16%	11%	64%
Animation	5%	23%	12%	60%
Dark drama	9%	31%	9%	51%
Musical	8%	30%	18%	44%
Horror	5%	42%	11%	42%
Western	9%	37%	17%	38%
Other	17%	58%	2%	23%

QA9A. Thinking about the past 12 months, how often would you say you watch the following genre of movies?

Base: All Respondents

DELIGHT, FEAR OF MISSING OUT AND IDOLATRY ARE KEY REASONS WHY RESPONDENTS WATCHED THEIR LAST MOVIES

Respondent 'need-states' when watching movies

Categories reflect the underlying factors behind the reasons for watching movies
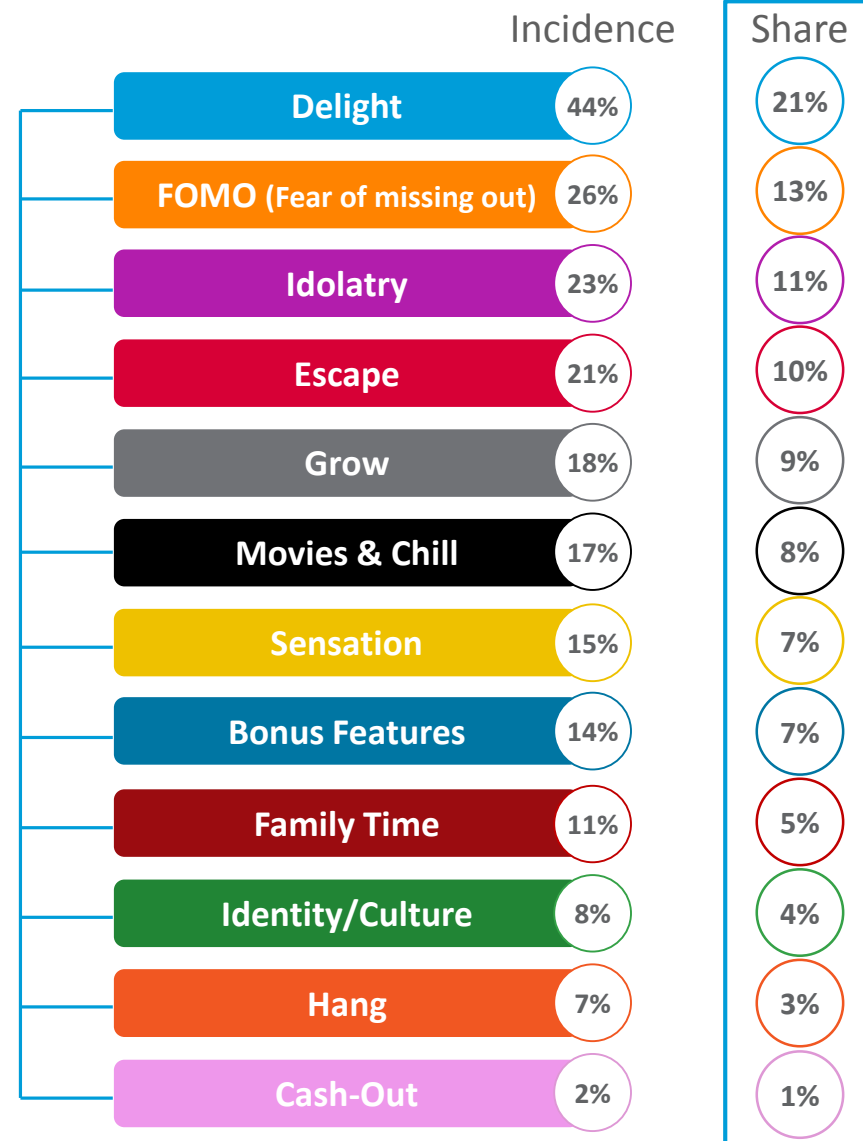
Incidence

	Incidence	Share
Delight	44%	21%
FOMO (Fear of missing out)	26%	13%
Idolatry	23%	11%
Escape	21%	10%
Grow	18%	9%
Movies & Chill	17%	8%
Sensation	15%	7%
Bonus Features	14%	7%
Family Time	11%	5%
Identity/Culture	8%	4%
Hang	7%	3%
Cash-Out	2%	1%

QB9. Still thinking about [movie], which of the following describes the reasons why you chose/watched that particular movies?
Base: All Respondents, n=3010

CURIOUS ARE FANS OF DIRECTORS, HOME SWEET HOME OF ACTORS AND LIKE TO RELAX

	Total	Home Sweet Home n=566	Fantasy n=610	Curious n=620	Family Popcorn n=275	Belonging n=617
Delight	**44%**					
To relax	32%	109	100	100	94	94
To laugh	23%	100	109	117	100	78
FOMO (Fear of missing out)	**26%**					
It received good reviews	18%	100	89	**122**	72	83
It was recommended to me	13%	**108**	108	115	69	85
It was nominated/won awards	5%	100	80	120	80	100
Idolatry	**23%**					
I like the actor	18%	110	90	119	90	71
I like the director/producer	13%	60	60	**180**	60	80

Numbers in the above table indicate results among segments compared to overall average (e.g. 100 indicates parity with overall average)

QB9. Still thinking about [movie], which of the following describes the reasons why you chose/watched that particular movies?
Base: All Respondents, n=3010

CURIOUS AND FANTASY WATCH FILMS TO ESCAPE AND FOR SENSATION

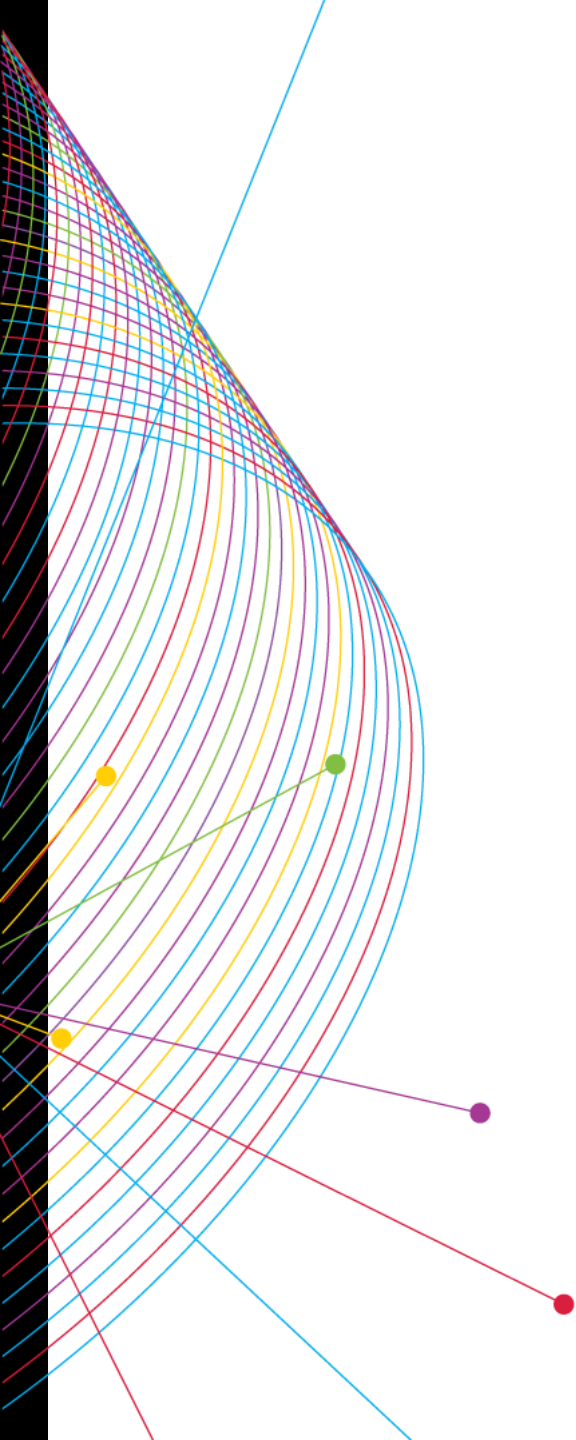|	Total	Home Sweet Home n=566	Fantasy n=610	Curious n=620	Family Popcorn n=275	Belonging n=617
Escape	**21%**					
To escape reality	13%	100	108	146	69	54
I was looking for a way to take a break/unplug	12%	92	117	117	58	75
Sensation	**15%**					
It was a sequel	10%	110	130	100	100	30
It had a lot of special effects	9%	78	**167**	111	89	22
Cash-Out	**2%**					
To use up points/rewards	1%	100	200	100	N/A	100
To take advantage of a membership	1%	100	100	100	100	100

Numbers in the above table indicate results among segments compared to overall average (e.g. 100 indicates parity with overall average)

QB9. Still thinking about [movie], which of the following describes the reasons why you chose/watched that particular movies?
Base: All Respondents, n=3010

BELONGING AND CURIOUS WATCH FILMS THAT RELATE TO THEIR IDENTITY/CULTURE

	Total	Home Sweet Home n=566	Fantasy n=610	Curious n=620	Family Popcorn n=275	Belonging n=617
Grow	**18%**					
It's based on a true story	7%	86	71	100	71	129
To discover	6%	67	83	**150**	33	117
To be inspired	5%	60	60	**180**	20	120
To learn	5%	80	40	140	40	**140**
It was educational	4%	75	50	125	25	**150**
It was controversial	2%	100	50	200	N/A	100
Identity/Culture	**8%**					
It was a Canadian film	4%	150	75	125	25	**150**
The content spoke to my cultural/ethnic values/beliefs	2%	100	50	**150**	N/A	**200**
It was from my home country	2%	100	50	100	50	150
It was a foreign film	1%	N/A	100	200	N/A	200

Numbers in the above table indicate results among segments compared to overall average (e.g. 100 indicates parity with overall average)
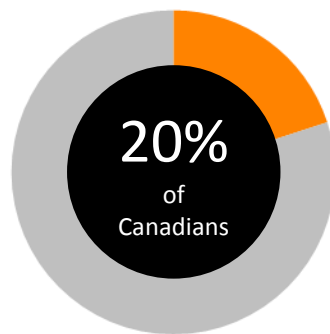
QB9. Still thinking about [movie], which of the following describes the reasons why you chose/watched that particular movies?
Base: All Respondents, n=3010

HOME SWEET HOME SEE MOVIES AS TIME WITH FAMILY, CURIOUS AND BELONGING MUCH LESS SO

	Total	Home Sweet Home n=566	Fantasy n=610	Curious n=620	Family Popcorn n=275	Belonging n=617
Movies & Chill	**17%**					
Quality time with spouse/partner alone	11%	127	109	91	73	82
My spouse wanted to see it	10%	110	100	90	110	80
Family Time	**11%**					
Quality time with my family/children	9%	111	111	78	100	78
My children wanted to see it	6%	133	67	83	117	100
Hang	**7%**					
It was a friends/group outing	5%	80	100	100	120	40
My colleague/ friend/ acquaintance wanted to see it	3%	100	133	133	67	100

*Numbers in the above table indicate results among segments compared to overall average (e.g. 100 indicates parity with overall average)

QB9. Still thinking about [movie], which of the following describes the reasons why you chose/watched that particular movies?
Base: All Respondents, n=3010

BONUS FEATURES

	Total	Home Sweet Home n=566	Fantasy n=610	Curious n=620	Family Popcorn n=275	Belonging n=617
Bonus Features	**14%**					
It was free/discounted	6%	117	117	100	67	117
I read the book/novel	3%	133	133	100	33	100
I was having trouble falling asleep	2%	50	100	100	50	100
It was a special occasion	2%	100	100	150	0	50
It was part of a package/subscription	1%	100	100	100	100	100
The content was geared towards my gender/sexual identity	1%	100	100	100	100	100
My work sponsored the event	0%	N/A	N/A	N/A	N/A	N/A

Numbers in the above table indicate results among segments compared to overall average (e.g. 100 indicates parity with overall average)

QB9. Still thinking about [movie], which of the following describes the reasons why you chose/watched that particular movies?
Base: All Respondents, n=3010

SEGMENT PROFILES

SEGMENT PROFILE: FANTASY

SEGMENT DESCRIPTION

20% of Canadians

Fantasy movie watchers like to view a mixture of high octane Hollywood movies and science fiction/fantasy flicks.

This group is relatively uninterested in Canadian movies, their focus more on the blockbuster of the day. They would rather watch a sequel than an independent movie. They are likely to use the internet to learn about films they like, and more likely to use file sharing websites.

Fantasy movie watchers skew younger, and are more likely to be male.

MOVIE CONSUMPTION

Watched a movie in past 12 months   94%[103]
Watched more movies in past 12 months   20%[100]

Movie Frequency

Heavy	11%	[89]
Medium	41%	[97]
Light	47%	[105]

Accompanied By

Spouse/ Partner	43%	[102]
Friends	16%	[114]
Children	11%	[92]
Extended Family	8%	[114]
Myself	29%	[91]

Movie Language

English	88%	[100]
French	24%	[89]

Top 5 Platforms Used

Online Streaming Service	14%	[100]
Cable/Satellite TV - standard channels	12%	[100]
DVD/BluRay/4k player	12%	[82]
Cable/Satellite TV - Movie channels	8%	[97]
File-sharing websites	5%	[117]

Viewing Location

Home	61%	[95]
Theatre/ Cinema	32%	[114]
Other	7%	[88]

DEMOGRAPHICS

Region

BC/Terr	11%	[79]
AB	13%	[118]
MB/SK	7%	[100]
ON	37%	[95]
QC	24%	[104]
Atlantic	7%	[100]

Gender

Male	54%	[110]
Female	46%	[90]

Mother Tongue

English	63%	[98]
French	24%	[104]
Other	13%	[93]

Age

Average Age	41.1	[89]
15-34	43%	[134]
35-54	35%	[106]
55+	22%	[63]

Born in Canada

Yes	85%	[102]

HH Composition

|		
Avg. # Children	1.6	[94]
0 Children	54%	[83]
1 Child	24%	[114]
2 Children	17%	[131]
3+ Children	6%	[120]

Base: All respondents who fall into the Fantasy segment, n=610
Index Base: All Respondents, n=3010

Numbers in superscription indicate results among segments compared to overall average (e.g. 100 indicates parity with overall average)

SEGMENT PROFILE: FANTASY

MOVIE PREFERENCE

Top 5 Genres Watched In Last 12 Months

|		
Action / Adventure	89%	106
Comedy	87%	102
Mystery / Thriller	76%	99
Crime / police	75%	96
Science-fiction	73%	109

Top 5 Last Genres Watched

Action / Adventure	32%	139
Comedy	16%	94
Science-fiction	14%	127
Animation	8%	114
Family drama	5%	63

Movie Type Interest

Big budget Hollywood movies	95%	132
3D movies	48%	141
Virtual Reality	45%	155
Canadian movies	39%	64
Feature documentaries	30%	52
Foreign movies	17%	43
Movies from Quebec	14%	50
Lower budget independent movies	9%	24

75% [107]
Heard of movie prior to watching
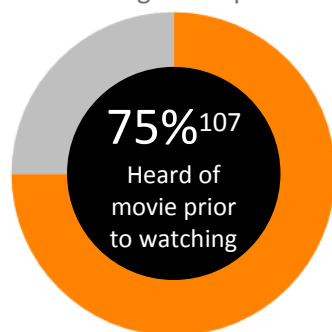
Movie Info Sources

Trailers/previews	43%	113
TV Commercial	35%	100
Recommendation from family/friends/colleagues	28%	100
YouTube	18%	150
Facebook	16%	123

ATTITUDES TOWARDS MOVIES

Need States

Delight	44%	100
FOMO	26%	100
Escape	24%	114
Sensation	21%	140
Idolatry	20%	87
Movies & Chill	17%	100
Bonus Features	15%	107
Grow	13%	72
Family Time	11%	100
Hang	8%	114
Identity/Culture	4%	50
Cash-Out	2%	100

Statement Agreement

Films are often too violent	34%	74
There should be more diversity, in general, in film	34%	81
There aren't enough women-positive films right now	23%	72
The LGBTQ community needs more content/visibility in film	17%	74
There aren't enough films geared towards my age group	14%	70
Young people are not represented enough in film	12%	86
My ethnic/cultural group is underrepresented in film	12%	80

Base: All respondents who fall into the Fantasy segment, n=610
Index Base: All Respondents, n=3010

Numbers in superscription indicate results among segments compared to overall average (e.g. 100 indicates parity with overall average)

71

SEGMENT PROFILE: FANTASY

CANADIAN MOVIES

42% [86]
Can name a Canadian movie

38% [79]
watched a Canadian movie

9% [45]
Seeks out Canadian movies
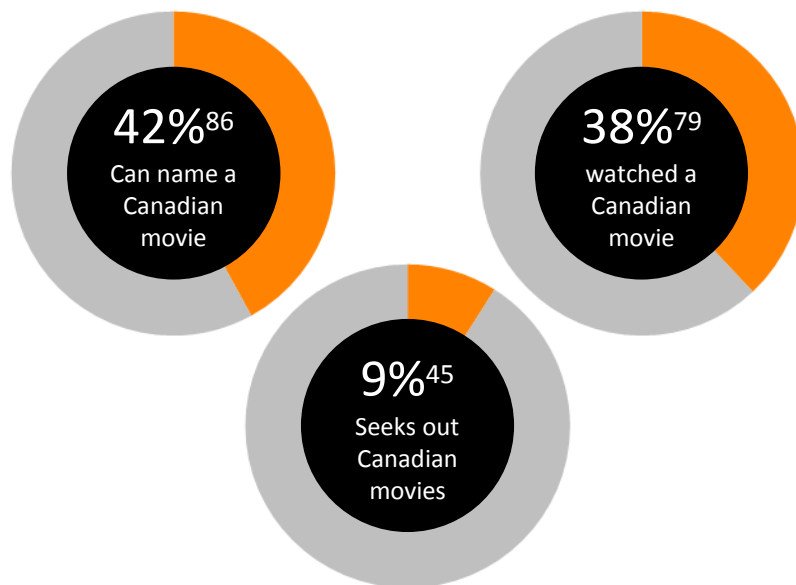
Top 5 Canadian Movies

La guerre des tuques	4%	[133]
Room	3%	[60]
Paul à Québec	3%	[150]
Trailer Park Boys	3%	[300]
Le mirage	2%	[100]

Top 5 Canadian Documentaries

Nature of Things	3%	[75]
The Curse of Oak Island	2%	[200]
Being Canadian	2%	[100]
Animals	2%	[200]
Découvertes	2%	[100]
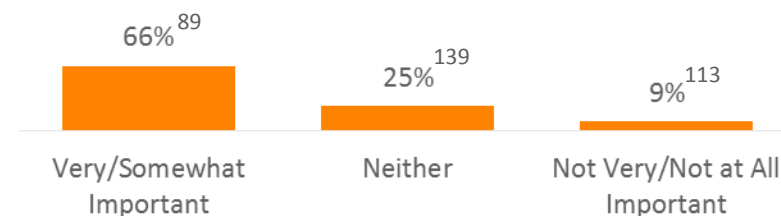
TELEFILM

Telefilm Awareness

Yes   42% [81]

No   58% [123]

Importance of the Role of Telefilm

66% [89] Very/Somewhat Important

25% [139] Neither

9% [113] Not Very/Not at All Important

Base: All respondents who fall into the Fantasy segment, n=610
Index Base: All Respondents, n=3010

Numbers in superscription indicate results among segments compared to overall average (e.g. 100 indicates parity with overall average)

SEGMENT PROFILE: FAMILY POPCORN

SEGMENT DESCRIPTION

11% of Canadians
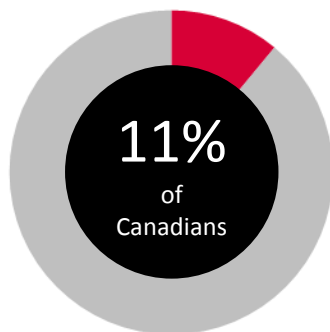
Family Popcorn movie watchers do not spend much time watching movies, but if they do they watch them with children.

This group is not interested in Canadian movies. They view movie watching as an opportunity for family time, and are more interested in Hollywood movies.
Cable TV and standard channels are still major platforms used by this group to view movies.

Family Popcorn are older than average, and are more likely to be female. A higher proportion of them can be found in Western provinces.

MOVIE CONSUMPTION

Watched a movie in past 12 months	82%	[90]
Watched more movies in past 12 months	13%	[65]

Movie Frequency
Heavy	8%	[65]
Medium	34%	[79]
Light	58%	[130]

Accompanied By
Spouse/ Partner	43%	[102]
Friends	12%	[86]
Children	14%	[117]
Extended Family	8%	[114]
Myself	30%	[94]

Movie Language
English	88%	[100]
French	18%	[67]

Top 5 Platforms Used
DVD/BluRay/4k player	16%	[114]
Cable/Satellite TV - standard channels	14%	[117]
Online Streaming Service	10%	[71]
Cable/Satellite TV - Movie channels	9%	[113]
File-sharing websites	6%	[126]

Viewing Location
Home	68%	[106]
Theatre/ Cinema	27%	[96]
Other	5%	[62]

DEMOGRAPHICS

Region
BC/Terr	13%	[93]
AB	15%	[136]
MB/SK	7%	[100]
ON	36%	[92]
QC	21%	[91]
Atlantic	8%	[114]

Gender
Male	45%	[92]
Female	55%	[117]

Mother Tongue
English	70%	[109]
French	21%	[91]
Other	10%	[71]

Age
Average Age	48.3	[105]
15-34	28%	[88]
35-54	30%	[91]
55+	42%	[120]

Born in Canada
Yes	88%	106

HH Composition
|		
Avg. # Children	1.7	[100]
0 Children	66%	[114]
1 Child	18%	[86]
2 Children	11%	[85]
3+ Children	5%	[100]

Base: All respondents who fall into the Family Popcorn segment, n=275
Index Base: All Respondents, n=3010

Numbers in superscription indicate results among segments compared to overall average (e.g. 100 indicates parity with overall average)
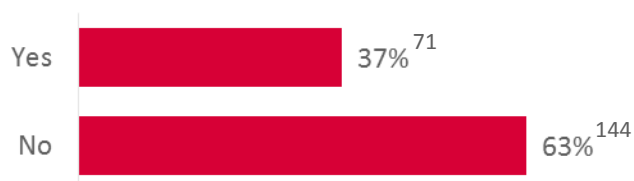
SEGMENT PROFILE: FAMILY POPCORN

MOVIE PREFERENCE

Top 5 Genres Watched In Last 12 Months

Genre	%	Index
Comedy	74%	87
Action / Adventure	72%	86
Mystery / Thriller	63%	82
Crime / police	63%	81
Romantic comedy	56%	79

Top 5 Last Genres Watched

Genre	%	Index
Action / Adventure	24%	104
Comedy	19%	112
Science-fiction	14%	127
Family drama	8%	100
Animation	7%	100

Movie Type Interest

Type	%	Index
Big budget Hollywood movies	58%	81
3D movies	16%	47
Feature documentaries	13%	22
Canadian movies	9%	15
Movies from Quebec	7%	25
Foreign movies	4%	10
Virtual Reality	3%	10
Lower budget independent movies	0%	0

69% [99]
Heard of movie prior to watching
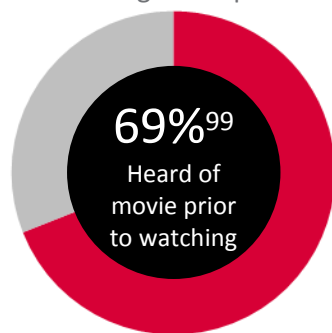
Movie Info Sources

Source	%	Index
TV Commercial	42%	120
Trailers/previews	33%	87
Recommendation from family/friends/colleagues	22%	79
Facebook	9%	69
Online community	8%	100

ATTITUDES TOWARDS MOVIES

Need States

Need State	%	Index
Delight	41%	93
Idolatry	20%	87
FOMO	19%	73
Movies & Chill	16%	94
Sensation	14%	93
Escape	14%	67
Family Time	14%	127
Grow	9%	50
Hang	8%	114
Bonus Features	7%	50
Identity/Culture	2%	25
Cash-Out	1%	50

Statement Agreement

| Statement	%	Index
Films are often too violent	44%	96
There should be more diversity, in general, in film	22%	52
There aren't enough women-positive films right now	17%	53
There aren't enough films geared towards my age group	15%	75
My ethnic/cultural group is underrepresented in film	9%	60
The LGBTQ community needs more content/visibility in film	9%	39
Young people are not represented enough in film	6%	43

Base: All respondents who fall into the Family Popcorn segment, n=275
Index Base: All Respondents, n=3010

Numbers in superscription indicate results among segments compared to overall average (e.g. 100 indicates parity with overall average)

SEGMENT PROFILE: FAMILY POPCORN

CANADIAN MOVIES

28%[57]
Can name a Canadian movie

21%[44]
watched a Canadian movie

3%[15]
Seeks out Canadian movies
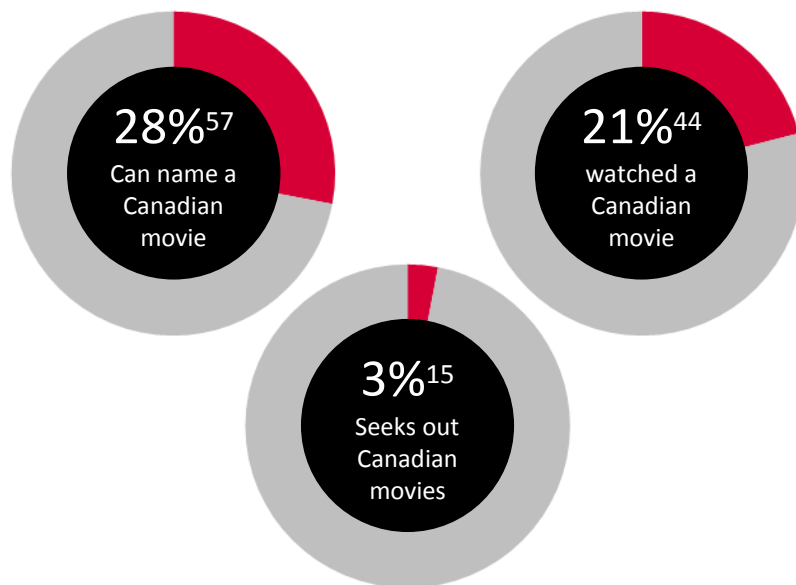
Top 5 Canadian Movies

Le mirage	5%	[250]
La guerre des tuques	4%	[133]
Bon Cop, Bad Cop	4%	[133]
Mommy	4%	[200]
Room	4%	[80]

Top 5 Canadian Documentaries

Nature of Things	4%	[100]
Passionate Eye	3%	[300]
The History of Canadian Humour	3%	[NA]
Canada's involvement in World Wars	2%	[200]
Découvertes	2%	[100]
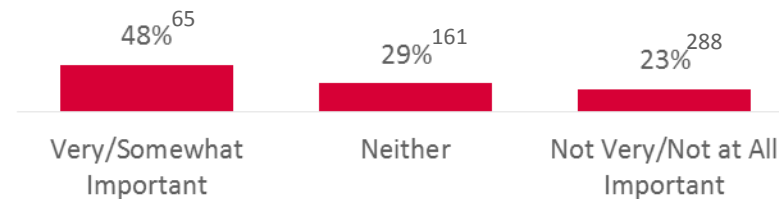
TELEFILM

Telefilm Awareness

Yes — 37% [71]

No — 63% [144]

Importance of the Role of Telefilm

48% [65] — Very/Somewhat Important

29% [161] — Neither

23% [288] — Not Very/Not at All Important

Base: All respondents who fall into the Family Popcorn segment, n=275
Index Base: All Respondents, n=3010

Numbers in superscription indicate results among segments compared to overall average (e.g. 100 indicates parity with overall average)

SEGMENT PROFILE: HOME SWEET HOME

SEGMENT DESCRIPTION
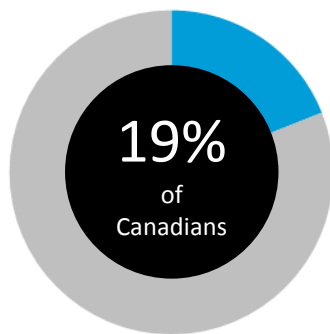
19% of Canadians

Home Sweet Home movie watchers are an affable and agreeable group that seek movies that bring comfort.

Though they feel positively about Canadian movies, they aren't very engaged. This group of movie watchers are more likely to switch on the television to their favourite show than watch a movie. They are concerned about violence in movies.

Home Sweet Home movie watchers skew towards the baby boomer demographic and are more likely to watch movies at home with members of their family.

MOVIE CONSUMPTION

Watched a movie in past 12 months	91%[100]
Watched more movies in past 12 months	19%[95]

Movie Frequency
Heavy	8%[66]
Medium	43%[100]
Light	49%[108]

Accompanied By
Spouse/ Partner	45%[107]
Friends	10%[71]
Children	12%[108]
Extended Family	7%[100]
Myself	32%[100]

Movie Language
English	94%[104]
French	12%[44]

Top 5 Platforms Used
Online Streaming Service	14%[100]
DVD/BluRay/4k player	13%[92]
Cable/Satellite TV - standard channels	12%[100]
Cable/Satellite TV - Movie channels	8%[100]
Personal Video Recorder	6%[150]

Viewing Location
Home	66%[103]
Theatre/ Cinema	27%[96]
Other	6%[88]

DEMOGRAPHICS

Region
BC/Terr	14%[100]
AB	14%[127]
MB/SK	8%[114]
ON	43%[110]
QC	13%[57]
Atlantic	8%[114]

Gender
Male	38%[78]
Female	62%[122]

Mother Tongue
English	80%[125]
French	12%[52]
Other	8%[62]

Age
Average Age	51.5[112]
15-34	19%[59]
35-54	31%[94]
55+	50%[143]

Born in Canada
Yes	90%[108]

HH Composition
|	
Avg. # Children	1.7[100]
0 Children	65%[86]
1 Child	18%[92]
2 Children	12%[75]
3+ Children	5%[200]

Base: All respondents who fall into the Home Sweet Home segment, n=566
Index Base: All Respondents, n=3010

Numbers in superscription indicate results among segments compared to overall average (e.g. 100 indicates parity with overall average)

SEGMENT PROFILE: HOME SWEET HOME

MOVIE PREFERENCE

Top 5 Genres Watched In Last 12 Months

Genre	%	Index
Comedy	87%	[102]
Action / Adventure	84%	[100]
Crime / police	82%	[105]
Mystery / Thriller	79%	[103]
Documentary	75%	[106]

Top 5 Last Genres Watched

Genre	%	Index
Action / Adventure	22%	[96]
Comedy	16%	[94]
Science-fiction	11%	[100]
Family drama	8%	[100]
Animation	6%	[86]

Movie Type Interest

Type	%	Index
Big budget Hollywood movies	86%	[119]
Canadian movies	78%	[128]
Feature documentaries	77%	[133]
Lower budget independent movies	30%	[79]
3D movies	22%	[65]
Movies from Quebec	15%	[54]
Foreign movies	11%	[28]
Virtual Reality	0%	[0]

70% [100]
Heard of movie prior to watching
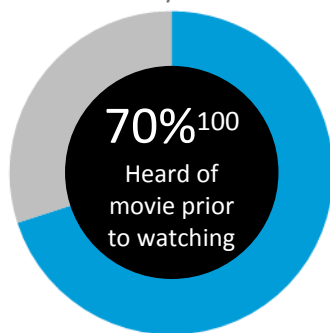
Top 5 Movie Info Sources

Source	%	Index
Trailers/previews	39%	[103]
TV Commercial	38%	[109]
Recommendation from family/friends/colleagues	31%	[111]
Professional reviews by movie critics	10%	[83]
Facebook	10%	[77]

ATTITUDES TOWARDS MOVIES

Need States

Need State	%	Index
Delight	47%	[107]
FOMO	26%	[100]
Idolatry	24%	[104]
Movies & Chill	21%	[124]
Escape	21%	[100]
Sensation	15%	[100]
Bonus Features	15%	[107]
Grow	13%	[72]
Family Time	13%	[118]
Identity/Culture	8%	[100]
Hang	6%	[86]
Cash-Out	1%	[50]

Statement Agreement

Statement	%	Index
Films are often too violent	54%	[117]
There should be more diversity, in general, in film	40%	[95]
There aren't enough women-positive films right now	33%	[103]
There aren't enough films geared towards my age group	22%	[110]
The LGBTQ community needs more content/visibility in film	21%	[91]
Young people are not represented enough in film	10%	[71]
My ethnic/cultural group is underrepresented in film	8%	[53]

Base: All respondents who fall into the Home Sweet Home segment, n=566
Index Base: All Respondents, n=3010

Numbers in superscription indicate results among segments compared to overall average (e.g. 100 indicates parity with overall average)

77

SEGMENT PROFILE: HOME SWEET HOME

CANADIAN MOVIES

42%[86]
Can name a Canadian movie

46%[96]
watched a Canadian movie

16%[80]
Seeks out Canadian movies
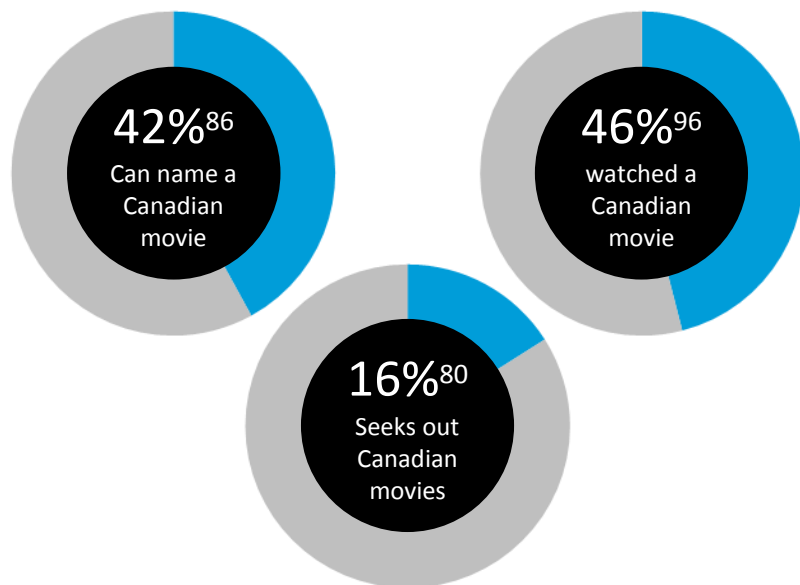
Top 5 Canadian Movies

|		
Room	7%	[140]
Hyena Road	4%	[200]
Bon Cop, Bad Cop	3%	[100]
Mommy	2%	[100]
Guibord s'en va-t-en guerre	2%	[100]

Top 5 Canadian Documentaries

Nature of Things	4%	[100]
Fifth Estate	2%	[100]
Découvertes	2%	[100]
Animals	2%	[200]
Canada's involvement in World Wars	2%	[200]

TELEFILM

Telefilm Awareness
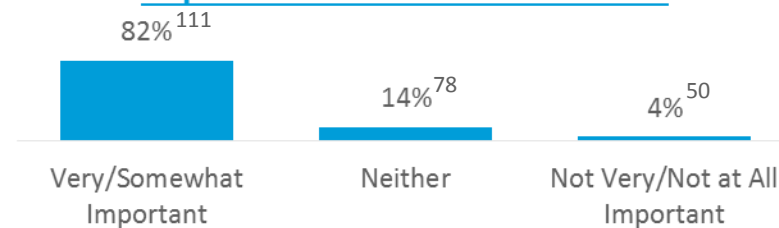
Yes 57%[110]

No 43%[87]

Importance of the Role of Telefilm

82%[111]
Very/Somewhat Important

14%[78]
Neither

4%[50]
Not Very/Not at All Important

Base: All respondents who fall into the Home Sweet Home segment, n=566
Index Base: All Respondents, n=3010

Numbers in superscription indicate results among segments compared to overall average (e.g. 100 indicates parity with overall average)

78

SEGMENT PROFILE: CURIOUS

SEGMENT DESCRIPTION

27% of Canadians
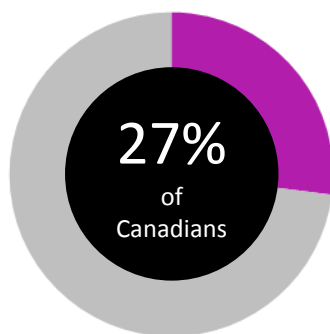
Curious movie watchers are highly committed movie buffs who love all sorts of movies and have a keen interest in both small budget movies and documentaries as well as big blockbusters.

They like Canadian movies and are most likely to proactively search for new ones to watch. They are sensitive to diversity in movies.

Curious movie watchers have the highest proportion of respondents with a mother tongue other than English or French and the most who were born outside of Canada.

MOVIE CONSUMPTION

Watched a movie in past 12 months	95%	[104]
Watched more movies in past 12 months	27%	[135]

Movie Frequency
Heavy	20%	[160]
Medium	47%	[111]
Light	33%	[74]

Accompanied By
Spouse/ Partner	40%	[95]
Friends	17%	[121]
Children	12%	[100]
Extended Family	8%	[114]
Myself	31%	[103]

Movie Language
English	86%	[98]
French	33%	[122]

Top 5 Platforms Used
Online Streaming Service	16%	[114]
DVD/BluRay/4k player	15%	[107]
Cable/Satellite TV - standard channels	10%	[83]
Cable/Satellite TV - Movie channels	8%	[100]
Cable/Satellite TV - Video On Demand	6%	[120]

Viewing Location
Home	61%	[95]
Theatre/ Cinema	29%	[104]
Other	10%	[125]

DEMOGRAPHICS

Region
BC/Terr	14%	[100]
AB	9%	[82]
MB/SK	7%	[100]
ON	41%	[105]
QC	24%	[104]
Atlantic	6%	[86]

Gender
Male	53%	[108]
Female	47%	[92]

Mother Tongue
English	58%	[91]
French	24%	[104]
Other	19%	[136]

Age
Average Age	43.6	[95]
15-34	37%	[116]
35-54	33%	[100]
55+	30%	[86]

Born in Canada
Yes	79%	[95]

HH Composition
Avg. # Children	1.7	[100]
0 Children	58%	[107]
1 Child	24%	[114]
2 Children	12%	[92]
3+ Children	5%	[100]

Base: All respondents who fall into the Curious segment, n=628
Index Base: All Respondents, n=3010

Numbers in superscription indicate results among segments compared to overall average (e.g. 100 indicates parity with overall average)

SEGMENT PROFILE: CURIOUS

MOVIE PREFERENCE

Top 5 Genres Watched In Last 12 Months

Action / Adventure	90%	107
Comedy	90%	106
Documentary	88%	124
Mystery / Thriller	87%	113
Crime / police	85%	109

Top 5 Last Genres Watched

Action / Adventure	24%	104
Comedy	17%	100
Science-fiction	11%	100
Family drama	8%	100
Animation	6%	86

Movie Type Interest

Big budget Hollywood movies	96%	133
Canadian movies	93%	152
Feature documentaries	88%	152
Foreign movies	79%	198
Lower budget independent movies	76%	200
Virtual Reality	61%	210
Movies from Quebec	53%	189
3D movies	53%	156

73% 104
Heard of movie prior to watching
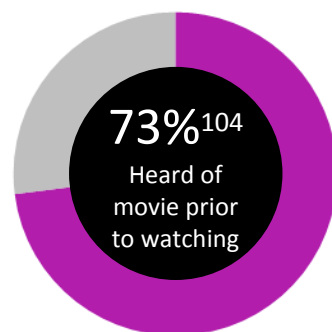
Movie Info Sources

Trailers/previews	42%	111
TV Commercial	33%	94
Recommendation from family/friends/colleagues	29%	104
YouTube	18%	150
Professional reviews by movie critics	17%	142

ATTITUDES TOWARDS MOVIES

Need States

Delight	46%	105
FOMO	30%	115
Idolatry	29%	126
Escape	27%	129
Grow	25%	139
Sensation	17%	113
Bonus Features	16%	114
Movies & Chill	15%	88
Identity/Culture	10%	125
Family Time	9%	82
Hang	8%	114
Cash-Out	3%	150

Statement Agreement

There should be more diversity, in general, in film	57%	136
Films are often too violent	47%	102
There aren't enough women-positive films right now	44%	138
The LGBTQ community needs more content/visibility in film	38%	165
There aren't enough films geared towards my age group	24%	120
My ethnic/cultural group is underrepresented in film	23%	153
Young people are not represented enough in film	23%	164

Base: All respondents who fall into the Curious segment, n=628
Index Base: All Respondents, n=3010

Numbers in superscription indicate results among segments compared to overall average (e.g. 100 indicates parity with overall average)

SEGMENT PROFILE: CURIOUS

CANADIAN MOVIES

64%[131]
Can name a Canadian movie

64%[133]
watched a Canadian movie

41%[205]
Seeks out Canadian movies
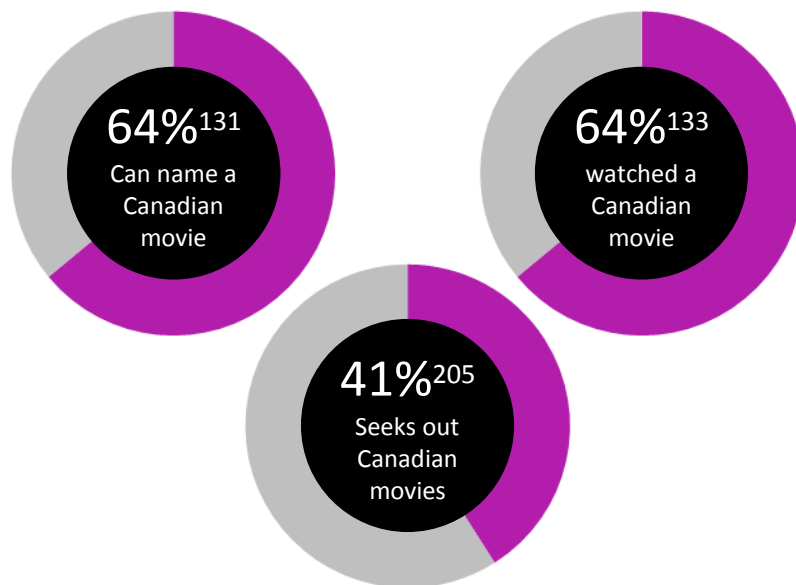
Top 5 Canadian Movies

|		
Room	6%	[120]
Bon Cop, Bad Cop	4%	[133]
Hyena Road	3%	[150]
La guerre des tuques	3%	[100]
Mommy	2%	[100]

Top 5 Canadian Documentaries

Being Canadian	3%	[150]
Nature of Things	3%	[75]
W5	2%	[200]
CBC/Doc Zone	2%	[200]
Animals	2%	[200]

TELEFILM

Telefilm Awareness
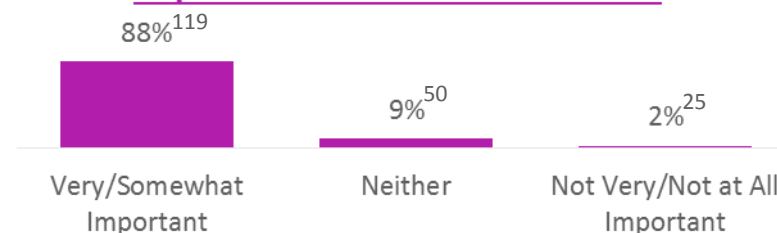
Yes — 57% [110]

No — 43% [87]

Importance of the Role of Telefilm

88%[119] Very/Somewhat Important

9%[50] Neither

2%[25] Not Very/Not at All Important

Base: All respondents who fall into the Curious segment, n=628
Index Base: All Respondents, n=3010

Numbers in superscription indicate results among segments compared to overall average (e.g. 100 indicates parity with overall average)

SEGMENT PROFILE: BELONGING

SEGMENT DESCRIPTION

23%
of
Canadians
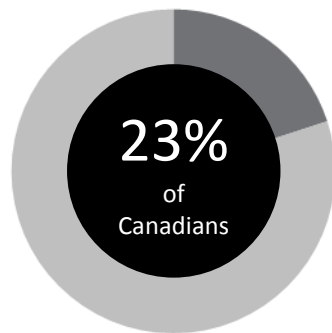
Belonging movie watchers watch movies to expand their horizons. They are most likely to see movies as an opportunity for growth and learning. Belonging are most connected to international cinema.

This group does not watch movies the most frequently, but they are very interested in Canadian movies. When watching movies, they are most likely to watch them alone, and are not as likely to stream movies.

Belonging movie watchers are more likely to live in Quebec and speak French. They are also most likely to have been born outside of Canada.

MOVIE CONSUMPTION

Watched a movie in past 12 months	86%	95
Watched more movies in past 12 months	18%	90

Movie Frequency
Heavy	10%	78
Medium	42%	98
Light	49%	108

Accompanied By
Spouse/ Partner	38%	90
Friends	13%	93
Children	12%	100
Extended Family	6%	86
Myself	36%	113

Movie Language
English	83%	94
French	39%	144

Top 5 Platforms Used
DVD/BluRay/4k player	16%	114
Online Streaming Service	13%	93
Cable/Satellite TV - standard channels	13%	108
Cable/Satellite TV - Movie channels	9%	105
PVR (personal/digital video recorders)	5%	125

Viewing Location
Home	67%	105
Theatre/ Cinema	25%	89
Other	8%	100

DEMOGRAPHICS

Region
BC/Terr	15%	107
AB	8%	73
MB/SK	4%	57
ON	35%	90
QC	31%	135
Atlantic	6%	86

Gender
Male	52%	106
Female	48%	94

Mother Tongue
English	54%	84
French	31%	135
Other	15%	107

Age
Average Age	48.0	104
15-34	27%	84
35-54	35%	106
55+	38%	109

Born in Canada
Yes	80%	96

HH Composition
Avg. # Children	1.6	94
0 Children	64%	97
1 Child	20%	95
2 Children	12%	92
3+ Children	5%	100

Base: All respondents who fall into the Belonging segment, n=617
Index Base: All Respondents, n=3010

Numbers in superscription indicate results among segments compared to overall average (e.g. 100 indicates parity with overall average)

SEGMENT PROFILE: BELONGING

MOVIE PREFERENCE

Top 5 Genres Watched In Last 12 Months

Genre	%	Index
Comedy	83%	98
Action / Adventure	78%	93
Documentary	76%	107
Crime / police	75%	96
Mystery / Thriller	74%	96

Top 5 Last Genres Watched

Genre	%	Index
Comedy	18%	106
Action / Adventure	16%	70
Family drama	10%	125
Science-fiction	9%	82
Animation	9%	129

Movie Type Interest

Type	%	Index
Feature documentaries	55%	95
Canadian movies	55%	90
Foreign movies	53%	133
Lower budget independent movies	46%	121
Movies from Quebec	34%	121
Big budget Hollywood movies	22%	31
3D movies	17%	50
Virtual Reality	13%	45

64% [91]
Heard of movie prior to watching

Movie Info Sources

Source	%	Index
TV Commercial	32%	91
Trailers/previews	30%	79
Recommendation from family/friends/colleagues	28%	100
Professional reviews by movie critics	13%	108
Facebook	13%	100
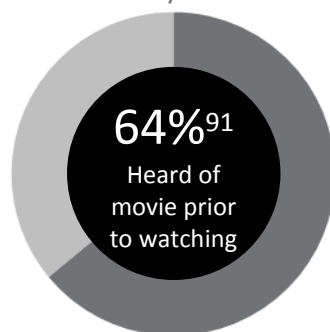
ATTITUDES TOWARDS MOVIES

Need States

Need State	%	Index
Delight	40%	91
FOMO	24%	92
Grow	21%	117
Idolatry	17%	74
Movies & Chill	15%	88
Escape	14%	67
Bonus Features	14%	100
Identity/Culture	11%	138
Family Time	10%	91
Sensation	5%	33
Hang	5%	71
Cash-Out	2%	100

Statement Agreement

Statement	%	Index
Films are often too violent	50%	109
There should be more diversity, in general, in film	44%	105
There aren't enough women-positive films right now	34%	106
The LGBTQ community needs more content/visibility in film	22%	96
There aren't enough films geared towards my age group	20%	100
My ethnic/cultural group is underrepresented in film	15%	100
Young people are not represented enough in film	12%	86

Base: All respondents who fall into the Belonging segment, n=617
Index Base: All Respondents, n=3010

Numbers in superscription indicate results among segments compared to overall average (e.g. 100 indicates parity with overall average)

SEGMENT PROFILE: BELONGING

CANADIAN MOVIES

56%[114]
Can name a Canadian movie

53%[110]
watched a Canadian movie

18%[90]
Seeks out Canadian movies
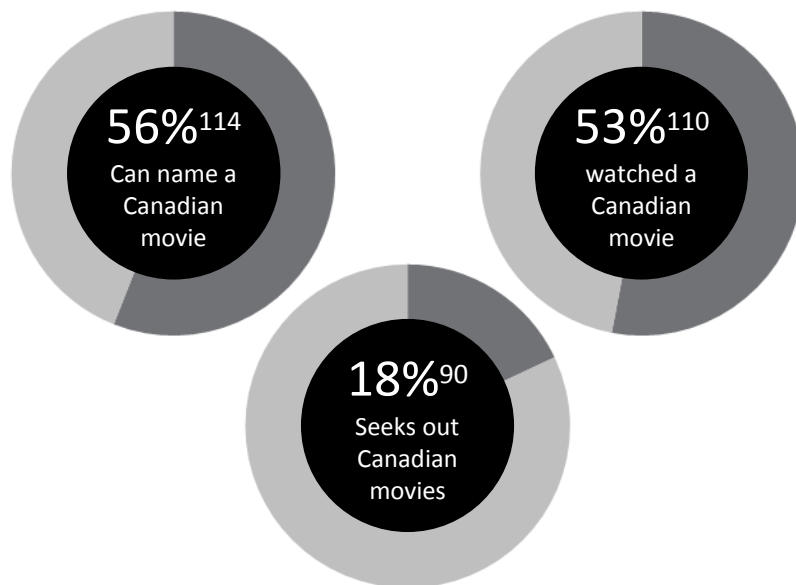
Top 5 Canadian Movies

|		
Room	6%	[120]
Paul à Québec	4%	[200]
La passion d'Augustine	3%	[300]
Guibord s'en va-t-en guerre	3%	[150]
La guerre des tuques	3%	[100]

Top 5 Canadian Documentaries

Nature of Things	4%	[125]
Découvertes	2%	[150]
Fifth Estate	2%	[100]
CBC/Doc Zone	1%	[200]
Cities/provinces/geographic areas	1%	[200]

TELEFILM

Telefilm Awareness
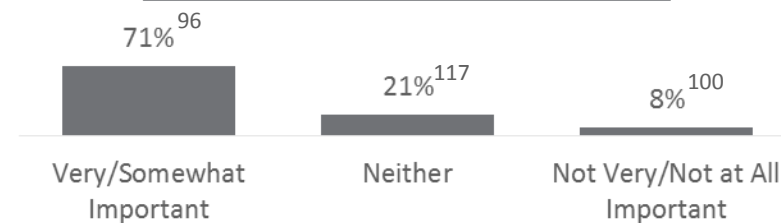
Yes — 59%[113]

No — 41%[82]

Importance of the Role of Telefilm

71%[96] — Very/Somewhat Important

21%[117] — Neither

8%[100] — Not Very/Not at All Important

Base: All respondents who fall into the Belonging segment, n=617
Index Base: All Respondents, n=3010

Numbers in superscription indicate results among segments compared to overall average (e.g. 100 indicates parity with overall average)

84

APPENDICES
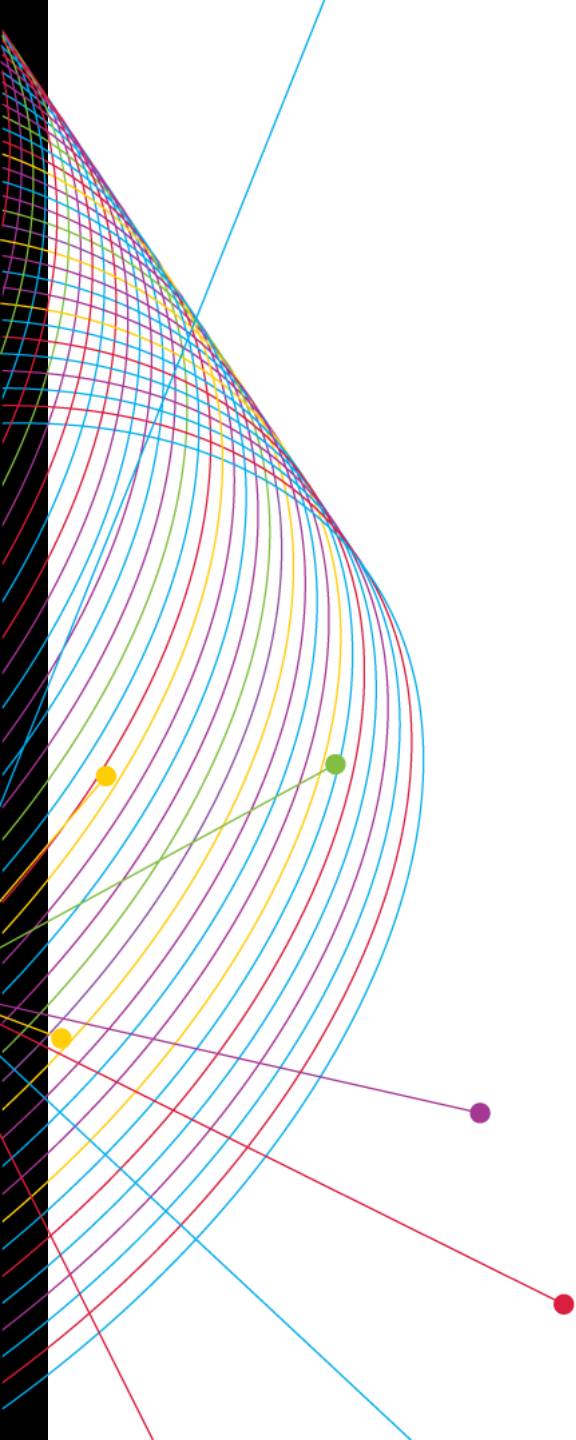
MOVIE VIEWING HABITS BASED ON LAST MOVIE WATCHED

ACTION/ADVENTURE IS MOST RECENTLY WATCHED GENRE
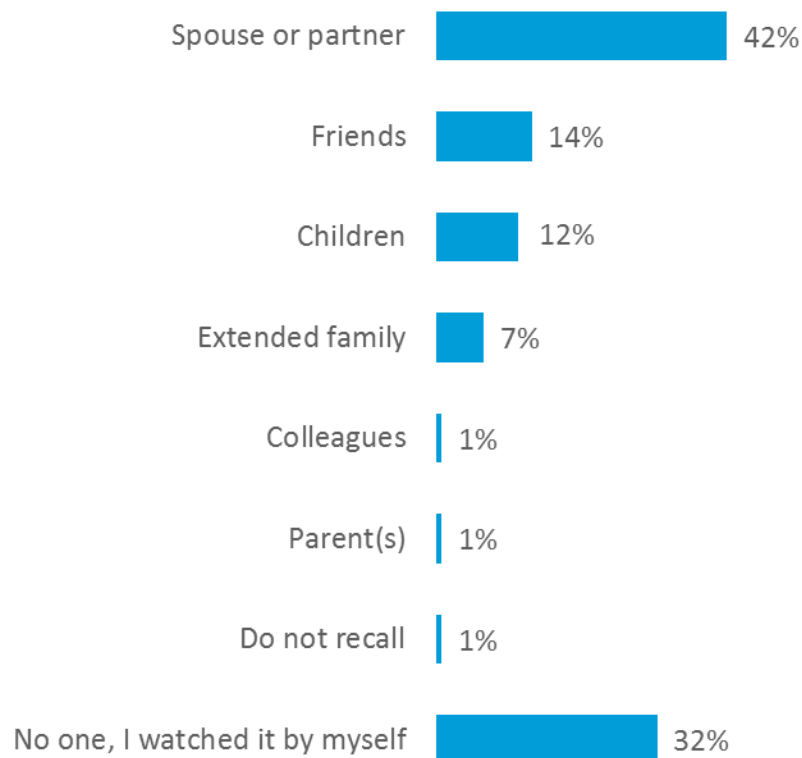
Genre of last movie watched
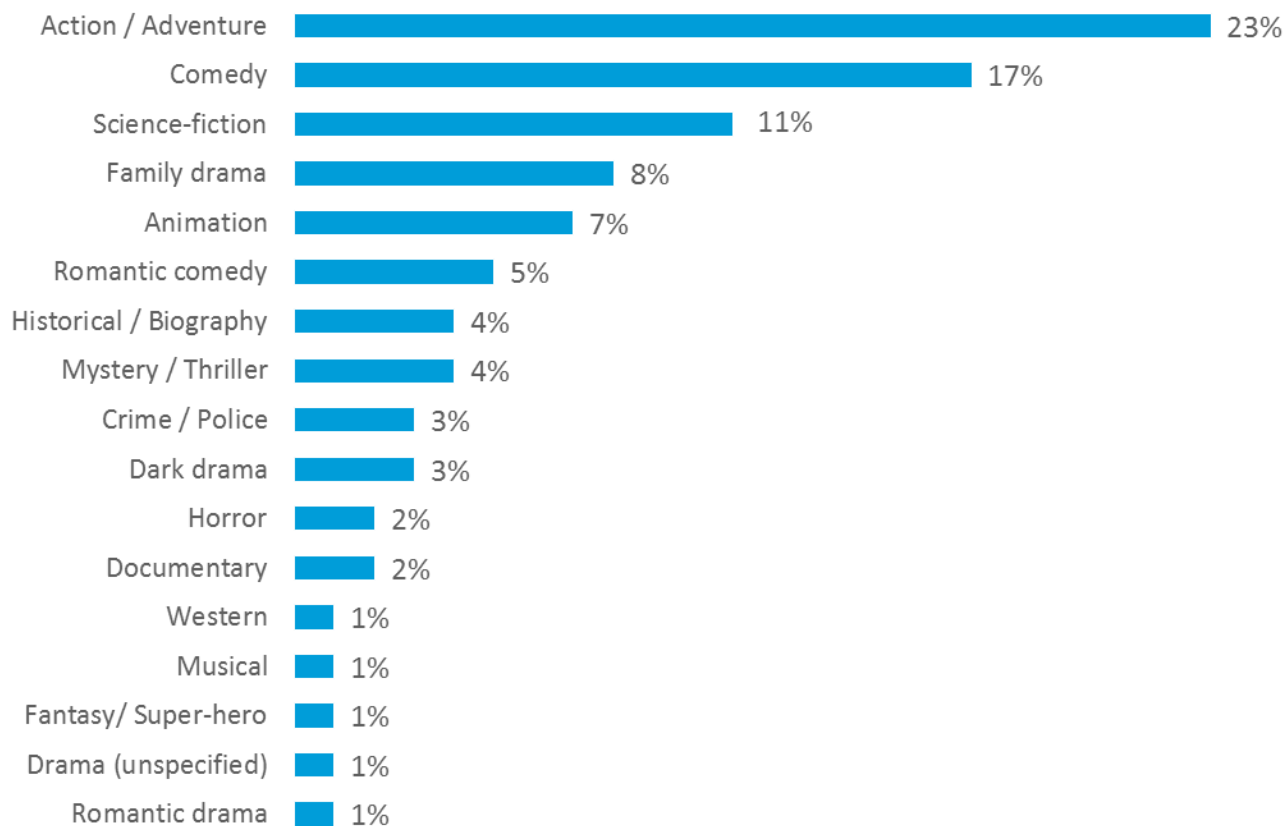
Responses <1% not shown

QB2. How would you classify the last movie you watched when it comes to film genre?

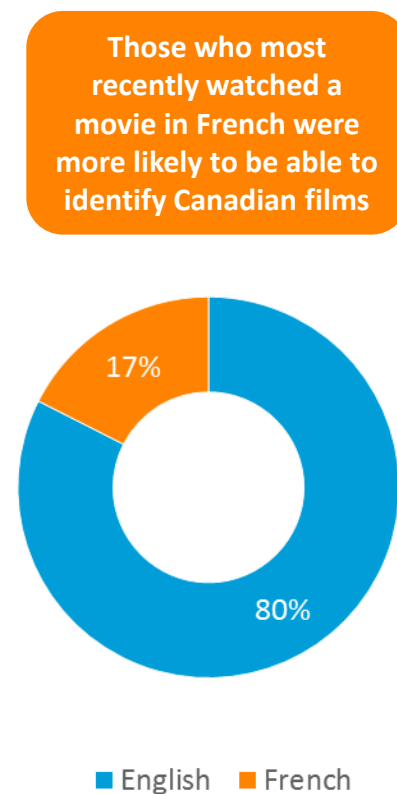Base: Those Who Have Watched A Movie In The Past 12 Months, n=2741

2-IN-5 WATCHED LAST MOVIES WITH SPOUSES OR PARTNERS WHILE 1-IN-3 WATCHED ALONE

Who respondents watched last movie with

Spouse or partner	42%
Friends	14%
Children	12%
Extended family	7%
Colleagues	1%
Parent(s)	1%
Do not recall	1%
No one, I watched it by myself	32%

Responses <1% not shown

Language of last movie watched

Those who most recently watched a movie in French were more likely to be able to identify Canadian films

- English 80%
- French 17%
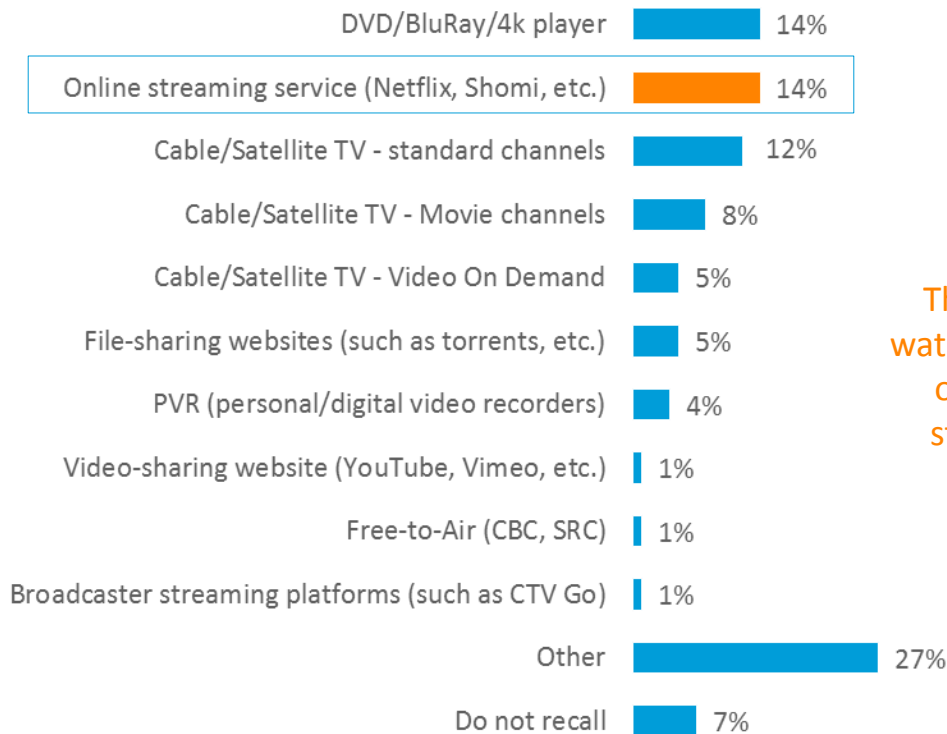
■ English ■ French

Responses <1% not shown

QB3. Who were you with when you viewed the last movie you watched?
QB8. In what language did you view the last movie you watched?
Base: Those Who Have Watched A Movie In The Past 12 Months, n=2741

MOST VIEWERS WATCHED THEIR LAST MOVIES AT HOME USING TELEVISION

Location last movie was watched

At home	64%
At a theatre/cinema	28%
At a relative or friend's house	3%
Airplane	2%
Other	1%
Do not recall	1%
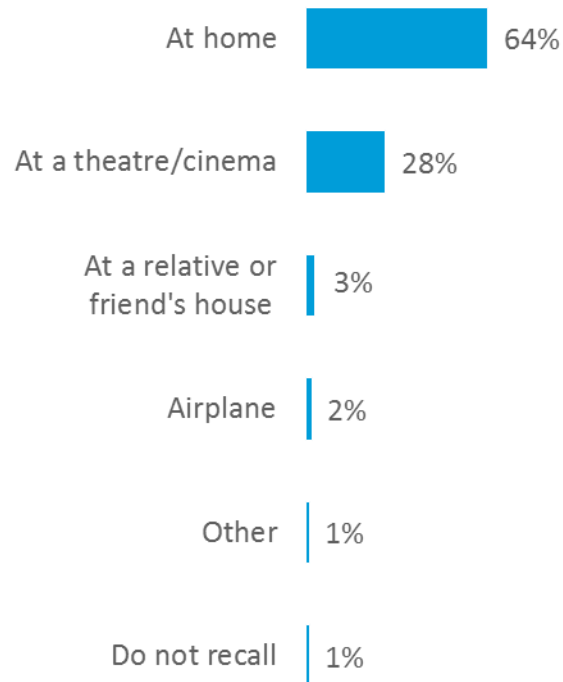
Responses <1% not shown

Device used to watch last movie

Television	52%
Cinema	24%
Computer (laptop/desktop)	10%
Projector	3%
Video console (Playstation, etc)	3%
Tablet	2%
Smartphone	1%
Other	3%
Do not recall	1%
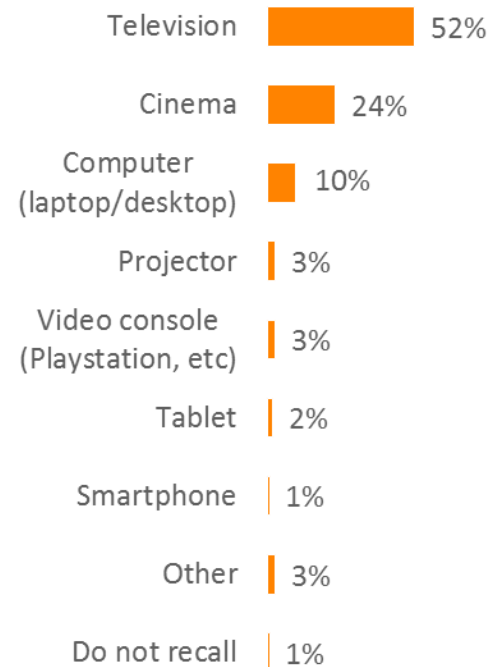
Those aged 55+ are most likely to have watched their last movie on television

Those aged 15-34 are most likely to have watched their last movie on a computer, video console, and smartphone

QB4. Where were you when you viewed the last movie you watched?
QB5. What device did you use to view the last movie you watched?
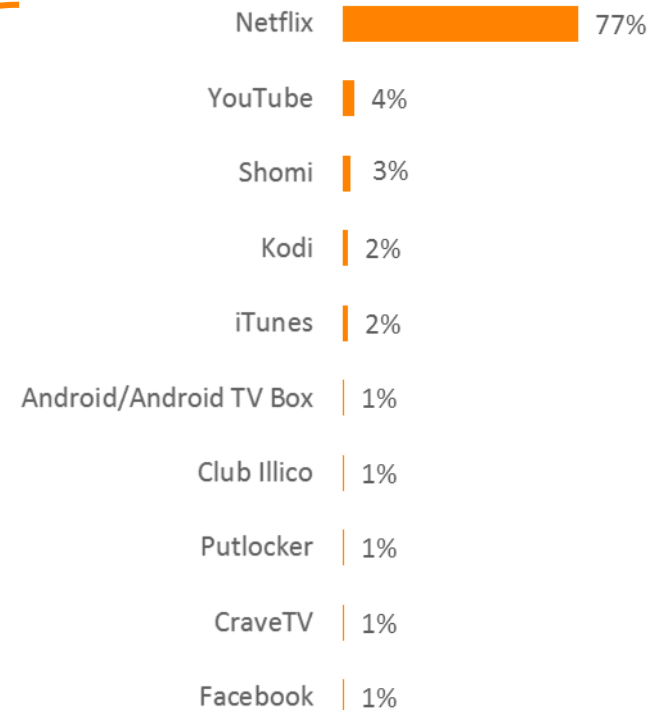Base: Those Who Have Watched A Movie In The Past 12 Months, n=2741

ONLINE STREAMING IS A POPULAR PLATFORM FOR MOVIE VIEWING; NETFLIX DOMINATES THE MARKET

Platform used to watch last movie

Platform	%
DVD/BluRay/4k player	14%
Online streaming service (Netflix, Shomi, etc.)	14%
Cable/Satellite TV - standard channels	12%
Cable/Satellite TV - Movie channels	8%
Cable/Satellite TV - Video On Demand	5%
File-sharing websites (such as torrents, etc.)	5%
PVR (personal/digital video recorders)	4%
Video-sharing website (YouTube, Vimeo, etc.)	1%
Free-to-Air (CBC, SRC)	1%
Broadcaster streaming platforms (such as CTV Go)	1%
Other	27%
Do not recall	7%

Responses <1% not shown

Online platform used to watch last movie

Those who watched movie on online streaming service

Platform	%
Netflix	77%
YouTube	4%
Shomi	3%
Kodi	2%
iTunes	2%
Android/Android TV Box	1%
Club Illico	1%
Putlocker	1%
CraveTV	1%
Facebook	1%

Responses <1% not shown

QB6. On which of the following platforms did view you the last movie you watched?
QB6A. On which of the following online platforms did you view the last movie you watched?

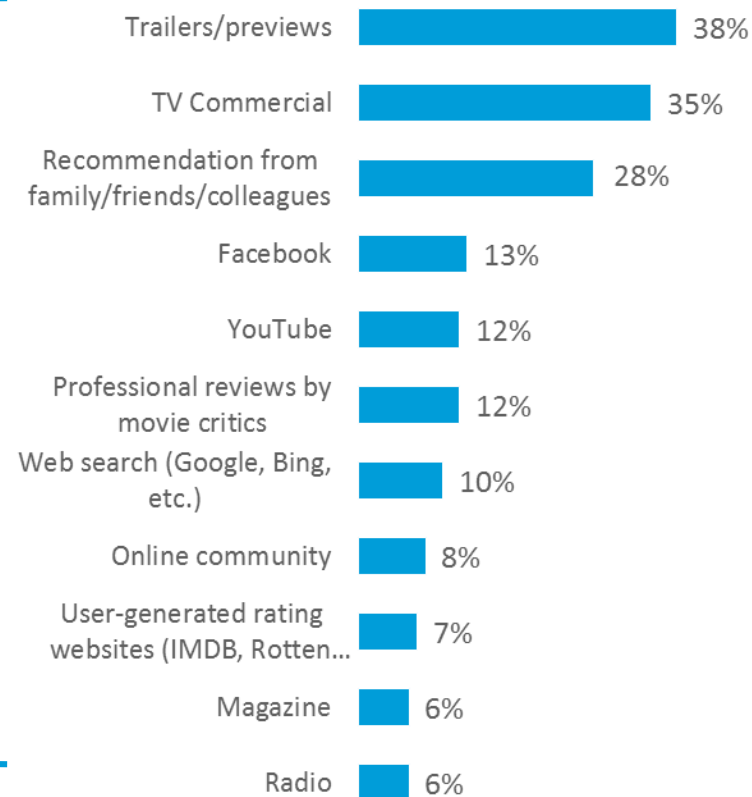Base: Those Who Have Watched A Movie In The Past 12 Months, n=2741
Base: Those Who Have Watched Content On Online Streaming Service, n=395

7-IN-10 HEARD ABOUT THE MOVIE BEFORE WATCHING; TRAILER IS THE DOMINANT INFORMATION SOURCE

Whether respondents heard about the movie prior to viewing

■ Yes   ■ No   ■ Don't know

5%
25%
70%

Those who heard about movie prior to watching it
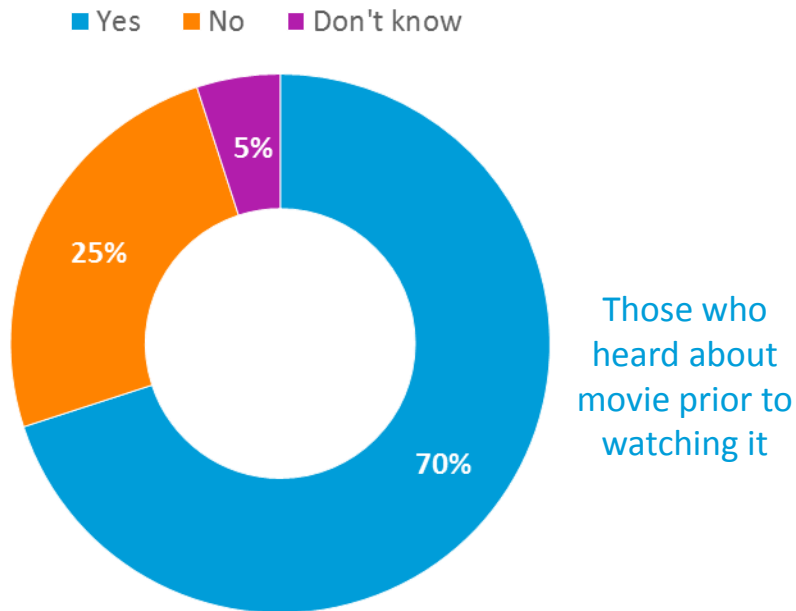
Top 10 sources of information about movies prior to viewing

Source	%
Trailers/previews	38%
TV Commercial	35%
Recommendation from family/friends/colleagues	28%
Facebook	13%
YouTube	12%
Professional reviews by movie critics	12%
Web search (Google, Bing, etc.)	10%
Online community	8%
User-generated rating websites (IMDB, Rotten...)	7%
Magazine	6%
Radio	6%

QB7A. Did you hear about the last movie you watched prior to viewing?
QB7B. Where did you hear about the last movie you watched prior to viewing it?

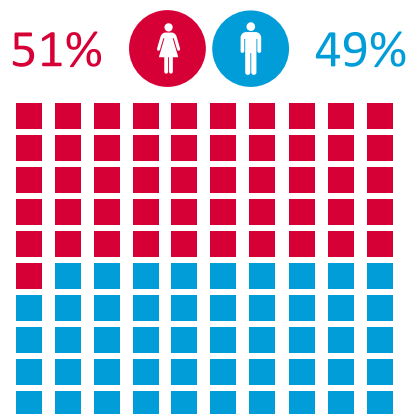Base: Those Who Have Watched A Movie In The Past 12 Months, n=2741
Base: Those Who Heard About The Movie Prior To Viewing, n=1944
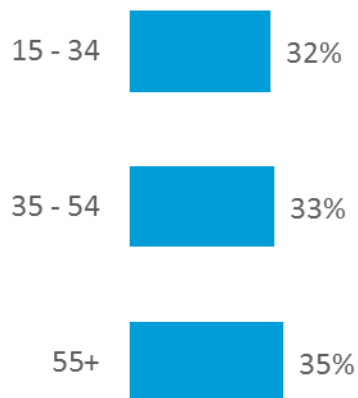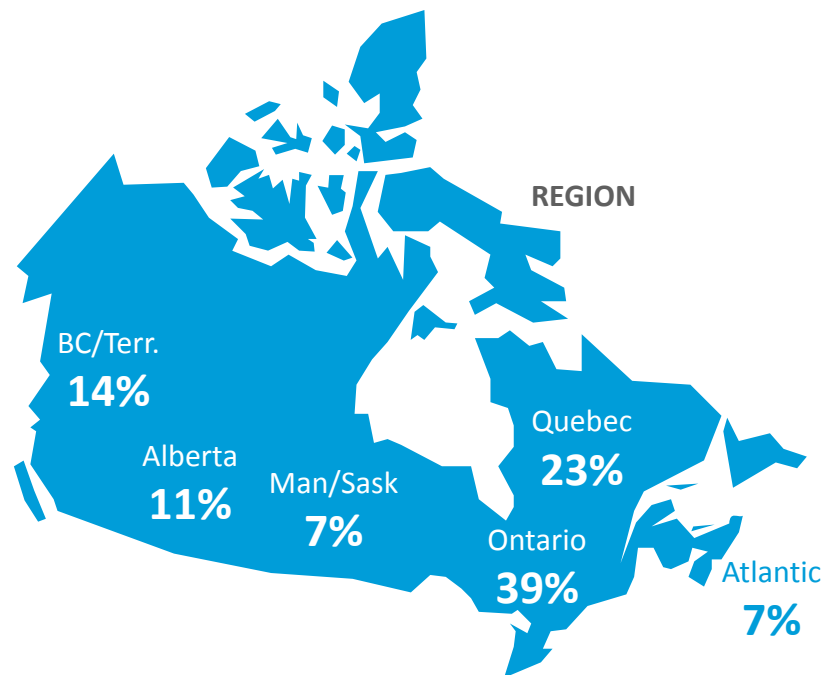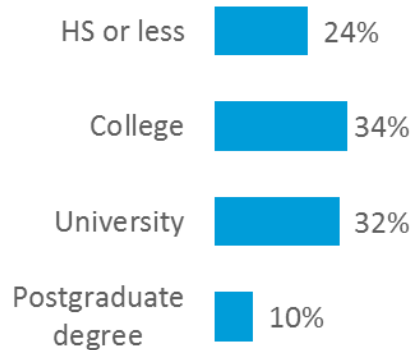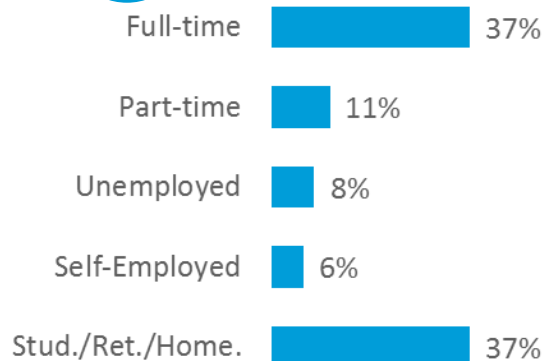
DEMOGRAPHICS
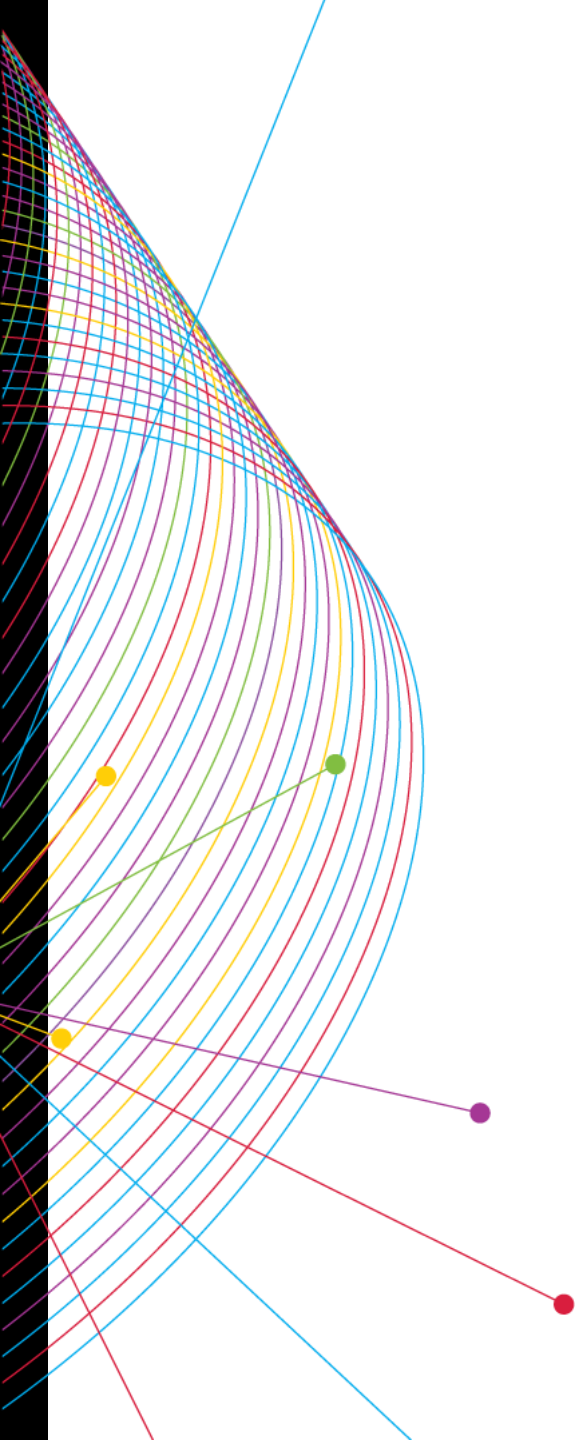
DEMOGRAPHICS

GENDER
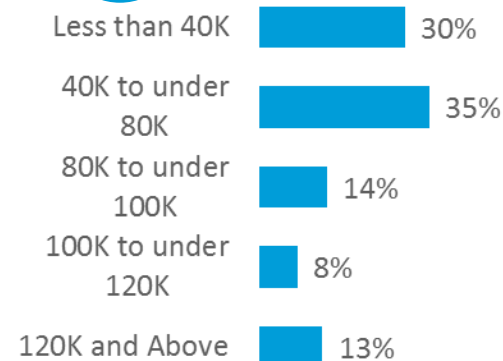
51% (female) (male) 49%

AGE GROUPS

Age	%
15 - 34	32%
35 - 54	33%
55+	35%

REGION

BC/Terr. **14%**
Alberta **11%**
Man/Sask **7%**
Quebec **23%**
Ontario **39%**
Atlantic **7%**

EDUCATION

	%
HS or less	24%
College	34%
University	32%
Postgraduate degree	10%

EMPLOYMENT

	%
Full-time	37%
Part-time	11%
Unemployed	8%
Self-Employed	6%
Stud./Ret./Home.	37%

INCOME

	%
Less than 40K	30%
40K to under 80K	35%
80K to under 100K	14%
100K to under 120K	8%
120K and Above	13%

Base: All respondents, n=3010

Thank you

For any questions, please contact sr@telefilm.ca