

Q4_2. At a movie theatre - On what day of the week do you typically watch the most movies at home, or at a movie theatre?

		Gender		Age			Region						Movie Goers				Watching movies at home			
	TOTAL	Male	Female	18-34	35-54	55+	BC	Alberta	Sask/MB	Ontario	Quebec	Atlantic	Light (once a month)	Medium (2-5 times a month)	Heavy (6+ times a month)	Never	Light (1-4)	Medium (5-9 times a month)	Heavy (10+ times a month)	Never
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	4009	1885	2124	1031	1680	1298	701	700	300	1206	800	302	1301	494	24	2190	1984	896	978	151
Weighted	4009	1940	2069	1119	1592	1299	529	409	261	1535	978	297	1220	492	30**	2268	1923	885	1073	129
At a movie theatre																				
Saturday	706	342	364	183	377	146	78	78	50	302	158	40	316	118	5	268	364	160	150	32
	17.6%	17.6%	17.6%	16.3%	23.7%	11.3%	14.8%	19.0%	19.1%	19.7%	16.2%	13.6%	25.9%	24.0%	15.8%	11.8%	19.0%	18.1%	13.9%	24.9%
Tuesday				E	CE					FK			O	O			R	R		R
	540	258	282	229	161	150	54	35	25	229	150	47	284	134	8	114	233	123	160	23
	13.5%	13.3%	13.6%	20.5%	10.1%	11.5%	10.3%	8.5%	9.7%	14.9%	15.3%	15.8%	23.3%	27.2%	26.9%	5.0%	12.1%	13.9%	14.9%	18.2%
				DE						FGH	FGH	FGH	O	O						
Friday	249	114	135	115	97	38	44	33	15	86	47	24	121	58	1	69	99	59	82	9
	6.2%	5.9%	6.5%	10.2%	6.1%	2.9%	8.2%	8.1%	5.9%	5.6%	4.8%	8.3%	10.0%	11.7%	3.3%	3.1%	5.2%	6.7%	7.6%	6.8%
Sunday				DE	E		IJ	J				J	O	O						
	211	95	116	40	109	62	29	20	13	80	52	17	99	52	3	56	86	56	56	12
	5.3%	4.9%	5.6%	3.6%	6.8%	4.8%	5.6%	4.8%	5.1%	5.2%	5.3%	5.8%	8.1%	10.6%	10.5%	2.5%	4.5%	6.3%	5.2%	9.7%
				CE									O	O						P
Wednesday	74	41	33	16	30	27	8	5	4	23	27	6	36	18	3	18	35	19	18	3
	1.9%	2.1%	1.6%	1.5%	1.9%	2.1%	1.6%	1.2%	1.6%	1.5%	2.8%	2.1%	3.0%	3.6%	8.7%	0.8%	1.8%	2.1%	1.6%	2.0%
													O	O						
	60	24	35	18	21	20	8	5	0	23	19	3	25	11	6	18	20	15	21	5
Thursday	1.5%	1.3%	1.7%	1.6%	1.3%	1.6%	1.6%	1.3%	0.2%	1.5%	2.0%	1.2%	2.0%	2.2%	20.0%	0.8%	1.0%	1.7%	1.9%	3.5%
													O	O						P
Monday	32	20	12	11	7	14	4	4	1	15	8	1	11	13	0	9	14	7	10	1
	0.8%	1.0%	0.6%	0.9%	0.5%	1.1%	0.7%	0.9%	0.3%	1.0%	0.8%	0.3%	0.9%	2.6%	-	0.4%	0.7%	0.8%	1.0%	0.8%
No specific day													LO	LO						
	924	435	488	267	377	279	141	115	65	317	217	68	303	83	4	533	469	203	215	37
	23.0%	22.4%	23.6%	23.9%	23.7%	21.5%	26.7%	28.2%	25.1%	20.6%	22.2%	22.9%	24.8%	17.0%	14.9%	23.5%	24.4%	22.9%	20.1%	28.9%
							I	IJ					M	M		M	R			R
I do not watch in this format	1213	610	603	240	412	561	161	115	86	461	301	89	25	6	0	1183	602	243	362	7
	30.3%	31.5%	29.1%	21.5%	25.9%	43.2%	30.5%	28.1%	33.0%	30.0%	30.7%	30.1%	2.0%	1.2%	-	52.2%	31.3%	27.5%	33.7%	5.2%
				C	CD											LM	S	S	QS	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I/J/K - L/M/N/O - P/Q/R/S ** very small base (under 30) ineligible for sig testing

Q5_1. I like to incorporate going to the movies into a date night - To what extent do you agree or disagree with the following statements:

		Gender		Age			Region						Movie Goers				Watching movies at home			
	TOTAL	Male	Female	18-34	35-54	55+	BC	Alberta	Sask/MB	Ontario	Quebec	Atlantic	Light (once a month)	Medium (2-5 times a month)	Heavy (6+ times a month)	Never	Light (1-4)	Medium (5-9 times a month)	Heavy (10+ times a month)	Never
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	4009	1885	2124	1031	1680	1298	701	700	300	1206	800	302	1301	494	24	2190	1984	896	978	151
Weighted	4009	1940	2069	1119	1592	1299	529	409	261	1535	978	297	1220	492	30**	2268	1923	885	1073	129
I like to incorporate going to the movies into a date night																				
Strongly agree	562	253	309	243	231	88	80	62	28	238	104	50	254	135	4	169	217	119	199	28
	14.0%	13.0%	14.9%	21.7%	14.5%	6.8%	15.1%	15.1%	10.7%	15.5%	10.6%	16.8%	20.8%	27.5%	13.5%	7.4%	11.3%	13.4%	18.5%	21.5%
				DE	E		J	J		J		HJ	O	LO					PQ	PQ
Somewhat agree	1703	836	867	560	714	429	235	187	106	662	371	141	605	227	14	858	804	404	439	57
	42.5%	43.1%	41.9%	50.1%	44.8%	33.0%	44.4%	45.8%	40.5%	43.1%	38.0%	47.7%	49.6%	46.1%	46.7%	37.8%	41.8%	45.6%	40.9%	44.0%
				DE	E		J	J		J		J	O	O						
Somewhat disagree	1012	503	509	207	411	394	128	88	64	356	317	58	246	93	6	667	537	206	237	32
	25.3%	25.9%	24.6%	18.5%	25.8%	30.3%	24.3%	21.5%	24.6%	23.2%	32.5%	19.7%	20.2%	18.9%	20.4%	29.4%	28.0%	23.3%	22.1%	24.8%
				C	CD						FGHIK					LM	QR			
Strongly disagree	732	348	384	108	236	387	86	72	63	279	185	47	115	37	6	575	364	157	199	12
	18.3%	18.0%	18.6%	9.7%	14.9%	29.8%	16.2%	17.6%	24.1%	18.2%	18.9%	15.8%	9.4%	7.5%	19.3%	25.3%	18.9%	17.7%	18.5%	9.6%
				C	CD				FGIK		FGIK					LM	S	S	S	
Summary																				
Top 2 Box	2265	1089	1175	803	944	517	315	249	134	900	475	191	858	362	18	1026	1021	522	637	84
	56.5%	56.1%	56.8%	71.8%	59.3%	39.8%	59.6%	60.9%	51.3%	58.6%	48.6%	64.5%	70.4%	73.6%	60.2%	45.3%	53.1%	59.0%	59.4%	65.5%
Bottom 2 Box				DE	E		HJ	HJ		HJ		HJ	O	O				P	P	P
	1744	851	893	316	647	781	214	160	127	635	503	105	361	130	12	1241	902	363	435	44
	43.5%	43.9%	43.2%	28.2%	40.7%	60.2%	40.4%	39.1%	48.7%	41.4%	51.4%	35.5%	29.6%	26.4%	39.8%	54.7%	46.9%	41.0%	40.6%	34.5%
				C	CD				FGIK		FGIK					LM	QRS			

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I/J/K - L/M/N/O - P/Q/R/S ** very small base (under 30) ineligible for sig testing

Q7. How old were you when you first saw a movie in a movie theatre?

		Gender		Age			Region						Movie Goers				Watching movies at home			
	TOTAL	Male	Female	18-34	35-54	55+	BC	Alberta	Sask/MB	Ontario	Quebec	Atlantic	Light (once a month)	Medium (2-5 times a month)	Heavy (6+ times a month)	Never	Light (1-4)	Medium (5-9 times a month)	Heavy (10+ times a month)	Never
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	4009	1885	2124	1031	1680	1298	701	700	300	1206	800	302	1301	494	24	2190	1984	896	978	151
Weighted	4009	1940	2069	1119	1592	1299	529	409	261	1535	978	297	1220	492	30**	2268	1923	885	1073	129
0	10	4	6	7	3	0	2	0	0	6	3	0	1	0	2	8	6	2	3	0
	0.3%	0.2%	0.3%	0.6%	0.2%	-	0.3%	-	-	0.4%	0.3%	-	0	-	6.8%	0.3%	0.3%	0.2%	0.2%	-
1		E																		
	8	7	1		1	2	2	0	2	3	0	2	4	0	0	4	5	0	4	0
	0.2%	0.4%	0.1%	0.5%	0.1%	0.1%	0.3%	-	0.6%	0.2%	-	0.6%	0.3%	-	-	0.2%	0.2%	-	0.4%	-
									J			J								
2	35	14	21	29	5	2	4	3	2	18	6	2	20	4	0	11	17	10	9	0
	0.9%	0.7%	1.0%	2.6%	0.3%	0.1%	0.7%	0.7%	0.6%	1.2%	0.6%	0.7%	1.6%	0.8%	-	0.5%	0.9%	1.1%	0.8%	-
3		DE											O							
	109	63	46	71	27	10	19	15	7	45	16	7	44	17	1	47	41	28	40	0
	2.7%	3.2%	2.2%	6.4%	1.7%	0.8%	3.5%	3.7%	2.8%	2.9%	1.6%	2.4%	3.6%	3.4%	4.3%	2.1%	2.2%	3.1%	3.7%	-
				DE			J	J					O						PS	
4	223	103	120	103	74	46	39	26	16	109	19	13	74	31	0	118	104	52	61	6
	5.6%	5.3%	5.8%	9.2%	4.6%	3.6%	7.3%	6.4%	6.3%	7.1%	2.0%	4.3%	6.1%	6.3%	-	5.2%	5.4%	5.9%	5.7%	4.3%
				J			J	J	J	J		J								
	650	318	332	233	260	158	110	72	46	283	91	47	237	96	4	313	292	166	174	18
5	16.2%	16.4%	16.1%	20.8%	16.3%	12.1%	20.8%	17.7%	17.8%	18.4%	9.3%	15.7%	19.5%	19.4%	14.0%	13.8%	15.2%	18.8%	16.3%	13.9%
				DE	E		J	J	J	J		J	O	O				P		
6	494	265	230	152	192	150	71	76	44	190	69	45	141	69	3	282	240	125	115	14
	12.3%	13.7%	11.1%	13.6%	12.1%	11.6%	13.5%	18.5%	16.7%	12.4%	7.1%	15.1%	11.6%	14.0%	9.0%	12.4%	12.5%	14.1%	10.7%	10.9%
		B					J	FIJ	J	J		J								
	359	200	159	90	143	126	73	36	23	140	72	15	120	34	2	202	167	69	107	16
7	9.0%	10.3%	7.7%	8.0%	9.0%	9.7%	13.7%	8.8%	8.8%	9.1%	7.4%	5.2%	9.9%	7.0%	5.7%	8.9%	8.7%	7.8%	10.0%	12.1%
		B					GHIJK			K										
8	456	219	238	133	185	139	60	46	40	178	105	27	136	63	6	251	211	98	132	15
	11.4%	11.3%	11.5%	11.9%	11.6%	10.7%	11.4%	11.3%	15.2%	11.6%	10.7%	9.1%	11.1%	12.8%	19.1%	11.1%	11.0%	11.1%	12.3%	11.8%
									K											
	149	73	76	34	59	56	30	13	9	62	28	8	48	24	3	75	72	33	38	7
9	3.7%	3.8%	3.7%	3.0%	3.7%	4.3%	5.7%	3.1%	3.3%	4.0%	2.9%	2.7%	3.9%	4.8%	8.7%	3.3%	3.7%	3.7%	3.5%	5.5%
							GJ													
10	513	253	260	102	210	201	41	52	35	211	131	41	142	62	4	305	236	112	147	18
	12.8%	13.0%	12.6%	9.1%	13.2%	15.4%	7.8%	12.8%	13.5%	13.8%	13.4%	13.9%	11.7%	12.5%	12.4%	13.4%	12.3%	12.7%	13.7%	13.7%
				C			C		F	F	F	F								
	67	25	42	16	22	30	8	7	2	28	17	5	13	10	0	45	44	11	12	1
11	1.7%	1.3%	2.0%	1.4%	1.4%	2.3%	1.5%	1.8%	0.7%	1.8%	1.8%	1.5%	1.0%	2.0%	-	2.0%	2.3%	1.2%	1.1%	0.5%
																	R			
12	325	157	169	61	144	121	30	33	12	100	124	26	93	31	4	198	168	63	79	15
	8.1%	8.1%	8.2%	5.4%	9.0%	9.3%	5.7%	8.0%	4.5%	6.5%	12.7%	8.8%	7.6%	6.2%	13.1%	8.7%	8.7%	7.1%	7.4%	11.9%
				C							FGHI									
	96	41	55	20	44	32	8	5	4	42	33	4	23	13	0	60	42	19	34	1
13	2.4%	2.1%	2.7%	1.8%	2.8%	2.4%	1.5%	1.3%	1.7%	2.7%	3.4%	1.2%	1.9%	2.6%	-	2.6%	2.2%	2.1%	3.2%	0.8%
											FG									
14	111	46	65	8	52	52	6	5	6	33	51	11	32	9	0	70	56	26	25	4
	2.8%	2.4%	3.1%	0.7%	3.2%	4.0%	1.1%	1.3%	2.2%	2.2%	5.2%	3.7%	2.6%	1.9%	-	3.1%	2.9%	3.0%	2.4%	2.9%
				C							FGI		FG							
	140	53	87	15	61	64	9	8	6	33	67	18	32	11	0	97	79	24	27	9
15	3.5%	2.7%	4.2%	1.3%	3.8%	4.9%	1.6%	1.9%	2.3%	2.1%	6.8%	6.0%	2.6%	2.3%	-	4.3%	4.1%	2.7%	2.5%	7.3%
		A			C						FGHI	FGHI					L			QR
16	105	42	64	15	43	48	7	3	4	17	69	6	32	9	1	64	58	21	26	0
	2.6%	2.1%	3.1%	1.3%	2.7%	3.7%	1.2%	0.8%	1.4%	1.1%	7.0%	2.1%	2.6%	1.8%	3.4%	2.8%	3.0%	2.4%	2.4%	0.3%
				C							FGHIK									
	33	14	19	1	11	21	2	3	0	7	16	5	7	3	0	23	16	5	11	0
17	0.8%	0.7%	0.9%	0.1%	0.7%	1.7%	0.4%	0.6%	-	0.5%	1.6%	1.7%	0.5%	0.6%	-	1.0%	0.8%	0.6%	1.0%	0.4%
				C		CD					FI	HI								
18	50	16	34	8	22	20	4	2	0	16	24	5	3	4	0	42	27	10	12	1
	1.2%	0.8%	1.6%	0.7%	1.4%	1.5%	0.7%	0.5%	-	1.0%	2.4%	1.7%	0.3%	0.8%	-	1.9%	1.4%	1.1%	1.1%	1.1%
		A									FGHI	H				L				
	6	3	3	2	1	2	0	1	0	3	0	1	3	1	1	1	4	0	2	0
19	0.2%	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%	0.3%	0.2%	0.2%	-	0.3%	0.2%	0.3%	3.5%	0.1%	0.2%	-	0.1%	0.3%
20																				
	31	6	25	10	9	12	2	2	1	7	16	3	3	0	0	28	16	5	8	3
	0.8%	0.3%	1.2%	0.9%	0.6%	0.9%	0.4%	0.5%	0.3%	0.5%	1.6%	0.9%	0.2%	-	-	1.2%	0.8%	0.5%	0.7%	2.0%
		A									FI					LM				
	3	3	0	0	2	1	0	0	0	0	3	0	1	0	0	2	2	1	0	0
21	0.1%	0.1%	-	-	0.1%	0	-	-	-	-	0.3%	-	0	-	-	0.1%	0.1%	0.1%	-	-
22	3	1	2	0	1	2	0	0	0	1	2	0	2	0	0	1	1	0	2	0
	0.1%	0.1%	0.1%	0	0.1%	0.1%	0.1%	-	-	0.1%	0.2%	-	0.2%	-	-	0	0.1%	-	0.2%	0.3%

Q7. How old were you when you first saw a movie in a movie theatre?

		Gender		Age			Region						Movie Goers				Watching movies at home			
	TOTAL	Male	Female	18-34	35-54	55+	BC	Alberta	Sask/MB	Ontario	Quebec	Atlantic	Light (once a month)	Medium (2-5 times a month)	Heavy (6+ times a month)	Never	Light (1-4)	Medium (5-9 times a month)	Heavy (10+ times a month)	Never
23	1	0	1	0	1	0	0	0	0	0	1	0	0	0	0	1	1	0	0	0
	0	-	0	-	0.1%	-	-	-	-	-	0.1%	-	-	-	-	0	0.1%	-	-	-
25	8	5	3	0	6	2	0	0	1	0	5	2	1	0	0	7	7	0	1	0
	0.2%	0.3%	0.1%	-	0.4%	0.1%	-	-	0.3%	-	0.5%	0.8%	0	-	-	0.3%	0.4%	-	0.1%	-
27	2	0	2	0	2	0	0	0	0	2	0	0	2	0	0	0	0	2	0	0
	0.1%	-	0.1%	-	0.1%	-	-	-	-	0.1%	-	-	0.2%	-	-	-	-	0.2%	-	-
28	1	0	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0	1	0
	0	-	0.1%	0.1%	-	-	-	-	-	-	0.1%	-	-	0.2%	-	-	-	-	0.1%	-
30	7	4	3	1	7	0	0	0	2	0	1	5	3	0	0	4	4	0	3	0
	0.2%	0.2%	0.2%	0.1%	0.4%	-	-	-	0.6%	-	0.1%	1.7%	0.3%	-	-	0.2%	0.2%	-	0.3%	-
32	2	2	0	2	0	0	0	0	0	0	2	0	0	0	0	2	2	0	0	0
	0.1%	0.1%	-	0.2%	-	-	-	-	-	-	0.2%	-	-	-	-	0.1%	0.1%	-	-	-
33	1	0	1	1	0	0	0	0	0	0	1	0	1	0	0	0	1	0	0	0
	0	-	0	0.1%	-	-	-	-	-	-	0.1%	-	0	-	-	-	0	-	-	-
34	1	0	1	0	0	1	1	0	0	0	0	0	0	0	0	1	0	1	0	0
	0	-	0.1%	-	-	0.1%	0.2%	-	-	-	-	-	-	-	-	0.1%	-	0.1%	-	-
35	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	-	-	-	0	-	-	0.2%	-	-	-	0	-	-	-	0	-	-	-
39	2	1	1	0	2	0	0	0	0	0	2	0	1	0	0	1	0	2	0	0
	0	0.1%	0	-	0.1%	-	-	-	-	-	0.2%	-	0	-	-	0	-	0.2%	-	-
45	1	0	1	0	1	0	0	0	0	0	1	0	0	0	0	1	1	0	0	0
	0	-	0	-	0.1%	-	-	-	-	-	0.1%	-	-	-	-	0	0.1%	-	-	-
47	1	1	0	0	1	0	0	0	0	0	1	0	1	0	0	0	1	0	0	0
	0	0.1%	-	-	0.1%	-	-	-	-	-	0.1%	-	0.1%	-	-	-	0.1%	-	-	-
51	1	0	1	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0	1	0
	0	-	0	-	0.1%	-	-	-	-	-	0.1%	-	-	-	-	0	-	-	0.1%	-
62	1	0	1	0	0	1	0	0	0	0	1	0	1	0	0	0	1	0	0	0
	0	-	0	-	-	0.1%	-	-	-	-	0.1%	-	0.1%	-	-	-	0	-	-	-
65	1	1	0	0	0	1	1	0	0	0	0	0	0	0	0	1	0	1	0	0
	0	0	-	-	-	0.1%	0.1%	-	-	-	-	-	-	-	-	0	-	0.1%	-	-
70	1	1	0	0	0	1	0	0	0	0	1	0	0	0	0	1	0	1	0	0
	0	0	-	-	-	0	-	-	-	-	0.1%	-	-	-	-	0	-	0.1%	-	-
88	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	-	0	0	-	-	0.1%	-	-	-	-	-	-	-	-	0	0	-	-	-
99	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	-	0	-	-	0.1%	-	-	-	-	-	-	-	-	0	0	-	-	-
Summary																				
Mean (including zero)	8.68	8.39	8.95	7.27	8.99	9.51	7.69	7.71	7.85	7.96	10.78	9.34	8.16	7.97	8.1	9.12	8.92	8.35	8.46	9.1
Standard Deviation	4.65	4.57	4.71	4.5	4.59	4.58	5.33	3.29	3.86	3.59	5.52	5.02	4.42	3.53	4.09	4.94	4.89	4.69	4.22	3.78
Standard Error	0.07	0.11	0.1	0.14	0.11	0.13	0.2	0.12	0.22	0.1	0.2	0.29	0.12	0.16	0.84	0.11	0.11	0.16	0.14	0.31
Mean (excluding zero)	8.7	8.41	8.98	7.31	9.01	9.51	7.71	7.71	7.85	7.99	10.81	9.34	8.16	7.97	8.69	9.15	8.95	8.37	8.49	9.1
Standard Deviation	4.63	4.56	4.69	4.48	4.57	4.58	5.32	3.29	3.86	3.56	5.5	5.02	4.41	3.53	3.56	4.92	4.88	4.68	4.21	3.78
Standard Error	0.07	0.1	0.1	0.14	0.11	0.13	0.2	0.12	0.22	0.1	0.19	0.29	0.12	0.16	0.74	0.11	0.11	0.16	0.13	0.31

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I/J/K - L/M/N/O - P/Q/R/S ** very small base (under 30) ineligible for sig testing

Q8. Thinking back to your first dates, what was the most common type of first date for you:

		Gender		Age			Region						Movie Goers				Watching movies at home			
	TOTAL	Male	Female	18-34	35-54	55+	BC	Alberta	Sask/MB	Ontario	Quebec	Atlantic	Light (once a month)	Medium (2-5 times a month)	Heavy (6+ times a month)	Never	Light (1-4)	Medium (5-9 times a month)	Heavy (10+ times a month)	Never
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	4009	1885	2124	1031	1680	1298	701	700	300	1206	800	302	1301	494	24	2190	1984	896	978	151
Weighted	4009	1940	2069	1119	1592	1299	529	409	261	1535	978	297	1220	492	30**	2268	1923	885	1073	129
Going to a movie	1409	619	790	385	493	530	169	151	77	614	281	117	487	223	15	684	673	314	370	52
	35.1%	31.9%	38.2%	34.5%	31.0%	40.8%	32.0%	36.9%	29.5%	40.0%	28.7%	39.5%	39.9%	45.4%	49.1%	30.1%	35.0%	35.5%	34.5%	40.5%
Going out for dinner			A			CD		HJ		FHJ		FHJ	O	O						
	939	480	459	275	418	246	136	99	51	337	256	59	303	108	8	520	462	233	223	20
	23.4%	24.7%	22.2%	24.6%	26.3%	18.9%	25.8%	24.3%	19.7%	22.0%	26.2%	19.7%	24.9%	21.9%	27.7%	22.9%	24.1%	26.3%	20.8%	15.9%
Going to a party			E		E					HIK								RS		
	685	345	341	150	321	215	87	74	59	224	191	51	185	63	3	435	334	134	196	22
	17.1%	17.8%	16.5%	13.4%	20.2%	16.5%	16.4%	18.0%	22.7%	14.6%	19.5%	17.2%	15.1%	12.9%	8.7%	19.2%	17.4%	15.1%	18.3%	17.3%
Going for a walk/outdoor adventure			CE					FI		I						LM				
	510	268	242	176	182	153	70	45	34	172	153	37	121	57	3	329	227	104	165	14
	12.7%	13.8%	11.7%	15.7%	11.4%	11.8%	13.2%	11.0%	13.0%	11.2%	15.6%	12.6%	10.0%	11.6%	8.8%	14.5%	11.8%	11.7%	15.4%	10.9%
Mini golf			DE					GI								L		PQ		
	29	12	18	18	7	4	3	3	4	17	3	0	8	2	0	19	19	6	4	0
	0.7%	0.6%	0.8%	1.6%	0.4%	0.3%	0.5%	0.6%	1.5%	1.1%	0.3%	-	0.7%	0.4%	-	0.8%	1.0%	0.7%	0.4%	-
Going to a museum			DE					JK												
	10	7	4	6	3	1	3	2	0	3	3	0	2	3	0	5	3	1	6	0
	0.3%	0.3%	0.2%	0.6%	0.2%	0.1%	0.6%	0.4%	-	0.2%	0.3%	-	0.2%	0.6%	-	0.2%	0.1%	0.2%	0.5%	0.2%
Tattoo parlour	4	1	3	1	3	0	1	1	0	2	0	0	1	0	0	3	1	1	2	0
	0.1%	0	0.2%	0.1%	0.2%	-	0.2%	0.3%	-	0.1%	-	-	0.1%	-	-	0.1%	0	0.1%	0.2%	-
Other	423	210	213	107	165	150	60	35	35	168	92	33	111	36	2	274	204	92	107	20
	10.5%	10.8%	10.3%	9.6%	10.4%	11.6%	11.3%	8.5%	13.6%	10.9%	9.4%	11.0%	9.1%	7.2%	5.7%	12.1%	10.6%	10.4%	10.0%	15.2%
								G								LM				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I/J/K - L/M/N/O - P/Q/R/S ** very small base (under 30) ineligible for sig testing

Q9_1. I've been on a 'first date' in a movie theatre - Which of the following apply to you:

		Gender		Age			Region						Movie Goers				Watching movies at home			
	TOTAL	Male	Female	18-34	35-54	55+	BC	Alberta	Sask/MB	Ontario	Quebec	Atlantic	Light (once a month)	Medium (2-5 times a month)	Heavy (6+ times a month)	Never	Light (1-4)	Medium (5-9 times a month)	Heavy (10+ times a month)	Never
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	4009	1885	2124	1031	1680	1298	701	700	300	1206	800	302	1301	494	24	2190	1984	896	978	151
Weighted	4009	1940	2069	1119	1592	1299	529	409	261	1535	978	297	1220	492	30**	2268	1923	885	1073	129
I've been on a 'first date' in a movie theatre																				
Yes	2388	1130	1257	677	906	805	305	248	144	967	542	182	792	355	21	1219	1092	535	684	76
	59.6%	58.2%	60.8%	60.5%	56.9%	62.0%	57.7%	60.6%	55.3%	63.0%	55.4%	61.4%	65.0%	72.2%	72.3%	53.7%	56.8%	60.4%	63.8%	59.4%
						D				FHJ			O	LO					P	
No	1621	810	811	442	686	494	224	161	117	569	436	115	427	137	8	1049	831	350	388	52
	40.4%	41.8%	39.2%	39.5%	43.1%	38.0%	42.3%	39.4%	44.7%	37.0%	44.6%	38.6%	35.0%	27.8%	27.7%	46.3%	43.2%	39.6%	36.2%	40.6%
					E		I		I		I		M			LM	R			

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I/J/K - L/M/N/O - P/Q/R/S ** very small base (under 30) ineligible for sig testing

Q10. What is your biggest pet peeve when going to a movie theatre?

		Gender		Age			Region						Movie Goers				Watching movies at home			
	TOTAL	Male	Female	18-34	35-54	55+	BC	Alberta	Sask/MB	Ontario	Quebec	Atlantic	Light (once a month)	Medium (2-5 times a month)	Heavy (6+ times a month)	Never	Light (1-4)	Medium (5-9 times a month)	Heavy (10+ times a month)	Never
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	4009	1885	2124	1031	1680	1298	701	700	300	1206	800	302	1301	494	24	2190	1984	896	978	151
Weighted	4009	1940	2069	1119	1592	1299	529	409	261	1535	978	297	1220	492	30**	2268	1923	885	1073	129
People who talk during the movie	1336	677	660	311	531	494	154	139	99	509	327	109	409	158	6	764	656	297	332	50
	33.3%	34.9%	31.9%	27.8%	33.4%	38.0%	29.0%	34.1%	37.8%	33.1%	33.4%	36.7%	33.5%	32.1%	19.4%	33.7%	34.1%	33.6%	31.0%	39.1%
People who kick the back of your seat				C	CD				F			F								
	738	304	434	221	303	214	99	72	45	254	219	49	226	95	9	408	336	167	224	12
	18.4%	15.7%	21.0%	19.8%	19.0%	16.5%	18.7%	17.6%	17.3%	16.5%	22.4%	16.6%	18.5%	19.3%	30.6%	18.0%	17.5%	18.9%	20.9%	9.1%
When someone sits directly beside or in-front of you when there's a nearly empty theatre			A									GI					S	S	PS	
	554	238	317	184	219	151	95	48	28	224	129	31	171	56	6	321	254	127	152	21
	13.8%	12.2%	15.3%	16.5%	13.8%	11.6%	17.9%	11.7%	10.7%	14.6%	13.2%	10.5%	14.0%	11.5%	21.8%	14.1%	13.2%	14.3%	14.2%	16.2%
The distraction caused by cellphone usage (talking, texting, screen glare)			A	E			GHJK													
	444	231	213	115	179	150	59	50	44	186	77	28	154	48	5	237	226	102	102	14
	11.1%	11.9%	10.3%	10.3%	11.2%	11.5%	11.1%	12.2%	17.0%	12.1%	7.8%	9.6%	12.6%	9.8%	16.3%	10.4%	11.7%	11.5%	9.5%	10.7%
Lining up for a popular movie or having to get there early to find a seat							J	J	FIJK	J										
	295	169	126	99	127	70	34	40	12	113	65	31	106	44	1	145	153	67	67	9
	7.4%	8.7%	6.1%	8.8%	8.0%	5.4%	6.5%	9.8%	4.7%	7.4%	6.7%	10.3%	8.7%	8.9%	1.8%	6.4%	7.9%	7.6%	6.3%	6.9%
People who make noise with their food or food packaging		B		E	E			FHJ				H	O							
	183	76	107	57	52	74	23	12	3	55	79	11	57	29	0	97	87	25	63	9
	4.6%	3.9%	5.2%	5.1%	3.3%	5.7%	4.3%	2.8%	1.2%	3.6%	8.1%	3.8%	4.7%	5.9%	1.4%	4.3%	4.5%	2.8%	5.8%	7.0%
People who put their feet up on the seats				D		D	H				FGHIK								Q	Q
	158	84	73	48	64	46	24	18	11	68	25	12	39	32	0	87	65	35	54	4
	3.9%	4.4%	3.5%	4.3%	4.0%	3.5%	4.6%	4.3%	4.2%	4.5%	2.5%	4.1%	3.2%	6.5%	-	3.8%	3.4%	4.0%	5.1%	2.9%
When someone holds seats when the theatre is full							J			J				LO						
	69	32	38	28	23	18	10	3	3	32	11	9	26	20	3	21	26	26	14	3
	1.7%	1.6%	1.8%	2.5%	1.4%	1.4%	1.9%	0.7%	1.2%	2.1%	1.1%	3.1%	2.1%	4.0%	8.7%	0.9%	1.3%	2.9%	1.3%	2.3%
Other										G		GJ	O	O				PR		
	231	130	101	55	94	82	31	28	15	94	46	16	33	10	0	188	121	39	64	7
	5.8%	6.7%	4.9%	4.9%	5.9%	6.3%	5.9%	6.8%	5.8%	6.1%	4.7%	5.4%	2.7%	2.0%	-	8.3%	6.3%	4.4%	5.9%	5.7%
		B														LM				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I/J/K - L/M/N/O - P/Q/R/S ** very small base (under 30) ineligible for sig testing

Q13. What is the most important factor that influences what movie you decide to watch in a movie theatre?

		Gender		Age			Region						Movie Goers				Watching movies at home			
	TOTAL	Male	Female	18-34	35-54	55+	BC	Alberta	Sask/MB	Ontario	Quebec	Atlantic	Light (once a month)	Medium (2-5 times a month)	Heavy (6+ times a month)	Never	Light (1-4)	Medium (5-9 times a month)	Heavy (10+ times a month)	Never
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	4009	1885	2124	1031	1680	1298	701	700	300	1206	800	302	1301	494	24	2190	1984	896	978	151
Weighted	4009	1940	2069	1119	1592	1299	529	409	261	1535	978	297	1220	492	30**	2268	1923	885	1073	129
The storyline	1162	528	634	258	484	419	173	130	98	525	136	100	335	144	9	674	599	249	275	40
	29.0%	27.2%	30.7%	23.1%	30.4%	32.3%	32.7%	31.7%	37.7%	34.2%	13.9%	33.6%	27.5%	29.3%	29.4%	29.7%	31.1%	28.1%	25.6%	30.9%
Trailers		A		C	C		J	J	J	J	J	J					R			
	968	440	528	423	391	154	120	105	63	339	267	74	360	153	7	448	404	232	303	29
	24.2%	22.7%	25.5%	37.8%	24.6%	11.8%	22.6%	25.7%	24.4%	22.1%	27.3%	24.9%	29.6%	31.1%	22.4%	19.8%	21.0%	26.2%	28.2%	22.9%
		DE	E							I			O	O			P	P		
My significant other	452	267	186	123	169	160	52	42	27	143	154	34	143	41	4	264	214	98	122	18
	11.3%	13.7%	9.0%	11.0%	10.6%	12.3%	9.8%	10.2%	10.2%	9.3%	15.8%	11.6%	11.7%	8.4%	14.1%	11.6%	11.1%	11.1%	11.4%	13.9%
Film critics or a review		B									FGHI									
	417	202	215	70	136	211	56	40	20	135	150	17	132	50	5	230	226	74	103	14
	10.4%	10.4%	10.4%	6.3%	8.6%	16.2%	10.6%	9.7%	7.8%	8.8%	15.3%	5.7%	10.9%	10.2%	17.1%	10.1%	11.8%	8.4%	9.6%	10.9%
I see anything that has certain actors/actresses in it						CD	K				FGHIK						Q			
	256	121	135	67	104	85	38	24	18	110	50	17	74	48	2	131	134	52	63	6
	6.4%	6.2%	6.5%	6.0%	6.5%	6.6%	7.1%	5.8%	6.8%	7.2%	5.1%	5.8%	6.1%	9.8%	7.7%	5.8%	7.0%	5.9%	5.8%	5.0%
The showtime														LO						
	110	68	43	35	55	21	11	6	4	27	50	11	34	18	0	58	39	35	33	4
	2.7%	3.5%	2.1%	3.1%	3.4%	1.6%	2.1%	1.6%	1.6%	1.8%	5.1%	3.7%	2.8%	3.7%	-	2.6%	2.0%	4.0%	3.0%	3.0%
Social media		B		E	E						FGHI						P			
	101	41	59	28	32	41	14	6	8	32	23	17	31	12	1	57	49	23	27	1
	2.5%	2.1%	2.9%	2.5%	2.0%	3.1%	2.7%	1.5%	2.9%	2.1%	2.4%	5.9%	2.5%	2.4%	3.5%	2.5%	2.5%	2.6%	2.6%	1.0%
I see anything done by certain directors or producers												FGIJ								
	62	35	27	20	16	26	7	5	2	25	22	1	22	4	0	35	18	23	21	0
	1.5%	1.8%	1.3%	1.8%	1.0%	2.0%	1.3%	1.2%	0.8%	1.6%	2.2%	0.3%	1.8%	0.8%	-	1.6%	0.9%	2.6%	1.9%	-
Other																		P	P	
	481	240	242	94	204	183	59	52	21	198	127	25	88	21	2	370	240	99	127	16
	12.0%	12.4%	11.7%	8.4%	12.8%	14.1%	11.1%	12.7%	7.9%	12.9%	12.9%	8.5%	7.2%	4.4%	5.8%	16.3%	12.5%	11.2%	11.8%	12.4%
				C	C			H		H	H					LM				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I/J/K - L/M/N/O - P/Q/R/S ** very small base (under 30) ineligible for sig testing

Q22. Which of the following movie releases are you most looking forward to this year?

		Gender		Age			Region						Movie Goers				Watching movies at home			
	TOTAL	Male	Female	18-34	35-54	55+	BC	Alberta	Sask/MB	Ontario	Quebec	Atlantic	Light (once a month)	Medium (2-5 times a month)	Heavy (6+ times a month)	Never	Light (1-4)	Medium (5-9 times a month)	Heavy (10+ times a month)	Never
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	4009	1885	2124	1031	1680	1298	701	700	300	1206	800	302	1301	494	24	2190	1984	896	978	151
Weighted	4009	1940	2069	1119	1592	1299	529	409	261	1535	978	297	1220	492	30**	2268	1923	885	1073	129
James Bond: Skyfall	903	522	381	117	313	474	113	86	54	345	230	75	249	94	10	550	454	194	223	32
	22.5%	26.9%	18.4%	10.4%	19.6%	36.5%	21.3%	21.2%	20.8%	22.4%	23.5%	25.3%	20.4%	19.2%	34.0%	24.3%	23.6%	22.0%	20.8%	25.0%
The Hobbit: An Unexpected Journey		B			C	CD										LM				
	723	337	387	160	329	234	131	82	49	289	133	39	230	66	3	425	375	162	166	20
	18.0%	17.3%	18.7%	14.3%	20.7%	18.0%	24.8%	20.1%	18.9%	18.8%	13.6%	13.1%	18.9%	13.3%	10.3%	18.7%	19.5%	18.3%	15.5%	15.7%
Men in Black 3					C	C	IJK	JK	J	JK			M			M	R			
	585	305	280	145	271	169	78	56	36	223	149	45	167	69	1	349	273	138	160	14
	14.6%	15.7%	13.5%	13.0%	17.0%	13.0%	14.7%	13.6%	13.6%	14.5%	15.3%	15.0%	13.7%	14.0%	1.8%	15.4%	14.2%	15.6%	14.9%	10.5%
The Twilight Saga - Breaking Dawn Part 2					CE															
	516	103	414	219	202	95	45	44	22	168	186	51	175	80	5	255	194	106	197	20
The Dark Knight Rises	12.9%	5.3%	20.0%	19.6%	12.7%	7.3%	8.5%	10.7%	8.5%	11.0%	19.0%	17.1%	14.4%	16.3%	18.4%	11.3%	10.1%	12.0%	18.3%	15.2%
			A	DE	E						FGHI	FGHI	O	O					PQ	
	445	266	179	187	153	105	50	44	25	170	135	22	137	74	3	231	218	90	127	11
The Avengers	11.1%	13.7%	8.7%	16.7%	9.6%	8.1%	9.5%	10.7%	9.4%	11.1%	13.8%	7.3%	11.3%	15.0%	10.9%	10.2%	11.3%	10.1%	11.8%	8.3%
		B		DE							FK			O						
	315	181	134	103	113	99	41	37	34	123	60	20	94	33	3	185	145	74	84	13
The Hunger Games	7.9%	9.3%	6.5%	9.2%	7.1%	7.6%	7.7%	8.9%	13.2%	8.0%	6.1%	6.8%	7.7%	6.8%	8.9%	8.2%	7.5%	8.3%	7.8%	9.9%
		B							FLJK											
	266	76	190	108	88	70	41	37	22	122	19	26	94	45	3	124	151	56	44	15
The Amazing Spider-Man	6.6%	3.9%	9.2%	9.6%	5.6%	5.4%	7.7%	9.0%	8.3%	7.9%	2.0%	8.7%	7.7%	9.2%	10.0%	5.5%	7.8%	6.4%	4.1%	11.3%
			A	DE			J	J	J	J		J	O	O			R			R
	171	104	66	50	86	34	14	12	10	62	58	15	48	21	2	99	74	40	53	3
World War Z	4.3%	5.4%	3.2%	4.5%	5.4%	2.6%	2.6%	2.9%	3.7%	4.0%	6.0%	5.1%	4.0%	4.3%	5.8%	4.4%	3.9%	4.5%	4.9%	2.7%
		B		E	E						FG									
	84	46	37	29	37	18	17	12	9	34	7	5	26	9	0	49	39	25	19	2
	2.1%	2.4%	1.8%	2.6%	2.3%	1.4%	3.2%	3.0%	3.5%	2.2%	0.8%	1.6%	2.1%	1.8%	-	2.2%	2.0%	2.8%	1.7%	1.3%
							J	J	J	J										

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I/J/K - L/M/N/O - P/Q/R/S ** very small base (under 30) ineligible for sig testing

Q1. In a movie theatre - Movies Per Month

		Gender		Age			Region						Movie Goers				Watching movies at home			
	TOTAL	Male	Female	18-34	35-54	55+	BC	Alberta	Sask/MB	Ontario	Quebec	Atlantic	Light (once a month)	Medium (2-5 times a month)	Heavy (6+ times a month)	Never	Light (1-4)	Medium (5-9 times a month)	Heavy (10+ times a month)	Never
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	4009	1885	2124	1031	1680	1298	701	700	300	1206	800	302	1301	494	700	2190	1984	896	978	151
Weighted	4009	1940	2069	1119	1592	1299	529	409	261	1535	978	297	1220	492	30**	2268	1923	885	1073	129
In a movie theatre																				
0	2268	1101	1167	494	923	850	312	225	147	833	590	162	0	0	0	2268	1240	483	535	10
	56.6%	56.7%	56.4%	44.2%	58.0%	65.5%	58.9%	55.0%	56.6%	54.2%	60.3%	54.5%	-	-	-	100.0%	64.5%	54.6%	49.9%	7.5%
1	1220	583	637	422	489	308	156	127	83	472	278	103	1220	0	0	0	520	302	316	81
	30.4%	30.0%	30.8%	37.8%	30.7%	23.7%	29.5%	31.2%	31.8%	30.7%	28.5%	34.6%	100.0%	-	-	-	27.0%	34.1%	29.5%	63.4%
2	331	149	182	123	115	93	37	35	15	146	78	20	0	331	0	0	105	62	139	25
	8.2%	7.7%	8.8%	11.0%	7.2%	7.2%	7.1%	8.5%	5.6%	9.5%	8.0%	6.7%	-	67.2%	-	-	5.5%	7.0%	12.9%	19.6%
3	66	32	34	27	24	15	7	11	2	28	14	4	0	66	0	0	20	19	20	6
	1.6%	1.6%	1.6%	2.4%	1.5%	1.1%	1.4%	2.6%	0.8%	1.8%	1.5%	1.4%	-	13.4%	-	-	1.1%	2.2%	1.9%	5.0%
4	66	44	23	26	21	19	8	4	5	32	11	7	0	66	0	0	24	10	30	3
	1.7%	2.2%	1.1%	2.3%	1.3%	1.5%	1.4%	1.0%	2.0%	2.1%	1.1%	2.2%	-	13.5%	-	-	1.2%	1.1%	2.8%	2.3%
5	29	16	13	12	13	4	4	4	4	14	0	2	0	29	0	0	7	1	21	0
	0.7%	0.8%	0.6%	1.1%	0.8%	0.3%	0.8%	1.0%	1.7%	0.9%	-	0.6%	-	5.9%	-	-	0.4%	0.1%	1.9%	-
6	9	4	5	5	4	1	2	1	0	6	1	0	0	0	9	0	3	3	1	1
	0.2%	0.2%	0.2%	0.4%	0.3%	0.1%	0.3%	0.3%	-	0.4%	0.1%	-	-	-	30.9%	-	0.2%	0.4%	0.1%	1.0%
7	2	1	1	1	0	1	0	0	0	1	1	0	0	0	2	0	1	0	1	0
	0.1%	0.1%	0.1%	0.1%	-	0.1%	-	-	-	0.1%	0.1%	-	-	-	7.7%	-	0.1%	-	0.1%	-
8	5	3	3	0	0	5	0	1	2	2	1	0	0	0	5	0	2	2	1	0
	0.1%	0.1%	0.1%	-	-	0.4%	-	0.3%	0.6%	0.1%	0.1%	-	-	-	17.6%	-	0.1%	0.2%	0.1%	-
10	10	8	3	6	2	2	3	1	2	3	2	0	0	0	10	0	0	2	6	2
	0.3%	0.4%	0.1%	0.5%	0.1%	0.2%	0.6%	0.2%	0.8%	0.2%	0.2%	-	-	-	34.8%	-	-	0.3%	0.6%	1.3%
12	1	1	0	0	1	0	0	0	0	0	1	0	0	0	1	0	0	1	0	0
	0	0	-	-	0	-	-	-	-	-	0.1%	-	-	-	2.1%	-	-	0.1%	-	-
20	2	0	2	2	0	0	0	0	0	0	2	0	0	0	2	0	0	0	2	0
	0.1%	-	0.1%	0.2%	-	-	-	-	-	-	0.2%	-	-	-	6.8%	-	-	-	0.2%	-
Summary																				
Mean (including zero)	0.69	0.71	0.67	0.94	0.62	0.55	0.65	0.71	0.75	0.74	0.62	0.64	1	2.58	8.9	0	0.5	0.67	0.94	1.46
Standard Deviation	1.2	1.21	1.19	1.5	1.02	1.07	1.18	1.13	1.42	1.14	1.32	0.92	0	0.93	3.53	0	0.88	1.1	1.59	1.34
Standard Error	0.02	0.03	0.03	0.05	0.02	0.03	0.04	0.04	0.08	0.03	0.05	0.05	0	0.04	0.72	0	0.02	0.04	0.05	0.11
Mean (excluding zero)	1.58	1.63	1.53	1.68	1.48	1.58	1.59	1.58	1.73	1.61	1.55	1.41	1	2.58	8.9	0	1.42	1.48	1.87	1.57
Standard Deviation	1.37	1.37	1.38	1.67	1.1	1.28	1.38	1.21	1.71	1.2	1.72	0.87	0	0.93	3.53	0	0.95	1.22	1.82	1.32
Standard Error	0.03	0.05	0.04	0.07	0.04	0.06	0.08	0.07	0.15	0.05	0.09	0.07	0	0.04	0.72	0	0.03	0.06	0.08	0.11
Sum	2754	1370	1383	1050	992	712	345	290	196	1130	603	190	1220	1269	264	0	966	595	1005	187