

TEENS & MOVIES

A LOOK AT CANADIAN TEEN'S MOVIE PREFERENCES AND BEHAVIORS.

Whether they watch movies to escape, to be inspired, to be educated or simply entertained, almost half of teens claim movies to be their favorite form of entertainment. Even given their multitasking media consumption, movies are one entertainment form that teens remain devoted to. At home or in the movie theaters, teens are dedicating a significant portion of their leisure time to everything from Blockbusters to classics.

This report examines teen's perceptions and behaviors when it comes to movies.

“Movies get me away from the troubles of life for two hours, and allow me to indulge in someone else's fictional problems, as opposed to my own.”

- Teen Respondent

THE DOWN AND DIRTY FACTS

Preferences

- 46% indicated movies are their **favorite form of entertainment**
- **Comedy (62%) , Horror (41%), & 29% Romantic Comedy** are their preferred movie genres

Where & How Often

- 96% go to the movie theaters at least once per month
- 22% see **3 to 4 movies per month** in a theater
- 100% of teens watch movies at home at least once per month, 35% watch 3 to 8 movies at home and 27% watch 9 to 14 movies at home per month
- 76% of **teens do not purchase tickets online** (before going to the theater)

Keeping Informed

- 72% claim to usually/ always **know what new movies are on the big screens**
- 73% learn about new movies from **television commercials**, 53% hear about new movies from **word of mouth**, & 53% use movie **internet sites** to learn about new movies

Snacking Preferences

- 31% always **buy snack foods when they go to a movie theater**, 35% sometimes buy food from the concession
- 60% **buy combos** (popcorn, pop, candy), and 14% buy only pop

Theater Seating Preferences

- 53% **prefer the middle seats** (for best visibility and experience),
- 37% of teens prefer sitting in the back of theater

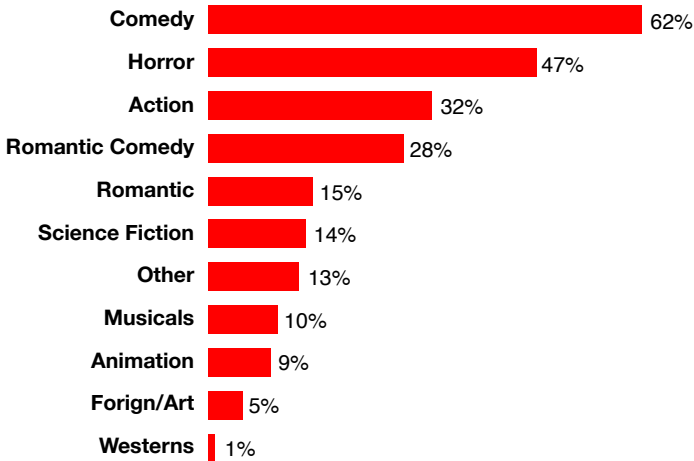
Barriers to Increased Movie Attendance

- 55% would attend more **movies if the ticket price was lower**
- 20% would **attend more movies if the concession prices were lower**

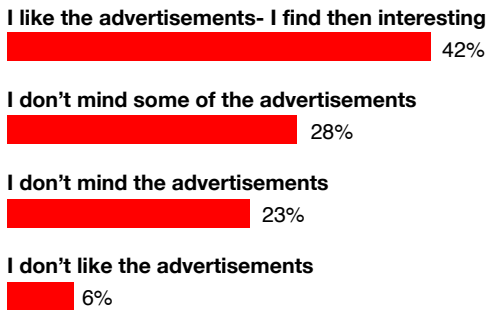
TEENS MOVIE VIEWING BEHAVIORS

	On Average Watch at Least Once Per Week	On Average Watch Every Few Weeks	On Average Watch Once a Month
Movie Theaters	14%	27%	20%
Rent Movies at Home	21%	22%	11%
Download Movies for Free and Watch at Home	48%	13%	7%

Teens' Preferred Movie Genres



Teens' Perceptions of Pre-Movie Advertisements



Teens' Top Current Movies by Genre



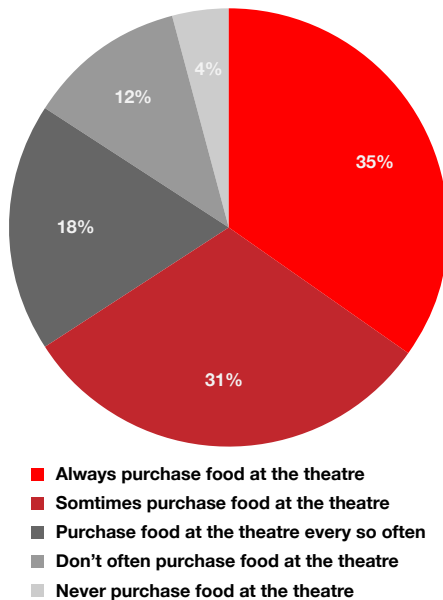
"I watch movies to expand my mind as well as be entertained."

- Teen Respondent

“Movies have many different art forms – costumes, acting, graphics, and story. I like how all the art forms come together in one, usually an amazing experience.”

- Teen Respondent

Teens: Movie Theatre Snack Purchases



Connect 13 Survey n= 623

LEARNINGS, STRATEGIES, & IMPLICATIONS:

Take Advantage of the Advertising Space They Can Tolerate

Teens are bombarded with commercial messaging, have highly fragmented attention, can smell marketing from a mile away, thus, are a tough segment to reach using traditional marketing channels and techniques. Nevertheless, research reveals teens are more open to ‘pre-movie’ advertisements than other types of traditional advertising. Consider having ‘pre-movie’ media buys for specific teen targeted blockbusters in your media plans.

Reward Them

Given the steep price of a typical night out at the movies, frequenting the movie theatre a few times per month eats up a significant portion of teen’s disposable income. So reward their attendance by implementing loyalty & rewards programs. Offer free movie passes for every 5 movies they attend in a 6 month period. Implement a point system, similar to an

air-miles reward program which allows them to redeem earned points at the concession stand. Offer discounts for a larger group attending a movie together (6 friends or more get a 15% discount). Tactics such as this will not only drive movie theatre attendance, it will build stronger brand relationships long term.

Put Them on The Big Screen

Higher level analysis on teen behavior and values reveals that youth have a strong desire to attain ‘star status.’ Whether their star status comes from VIP access, visibility, or popularity; they go to great lengths to dial up their celebrity appeal. Help dial up their ‘star status’ appeal by putting them on the big screen. Partner with local high schools and universities, and annually, offer the big screen to film studies students or aspiring film makers to showcase their creative masterpieces.

About the survey

Results are based on a survey launched in February 2010(n= 623) and homepage polls with a sample size averaging n=14,000: Key demographics: 42.6% male, 57.4% female 76% aged 13-18, 11% aged 19-23

Want more?

Nexopia is the leading Canadian social networking site for youth. We reach into the minds of young people- tapping into their attitudes and values, lifestyles and trends, media, products and brands. Our exploratory research includes quantitative surveys and in-depth qualitative research (focus groups, observation, teen panels). These reports are distributed to key Canadian advertising and marketing decision makers with the intent to demystify this niche market and assist with developing relevant and effective communication & marketing strategies.

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