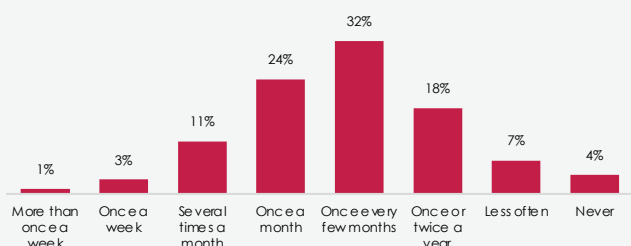


# Back to the Movies

In October 2021, we didn't quite hop in a DeLorean time machine but we did go in search of our Urbanites' opinions on cinema and movies as life resembles even more normality following the pandemic. We explored the return the cinema as we knew it, new Northern Ireland licensing laws, what upcoming movie releases are most hotly anticipated and a quick look at streaming movies at home. Here's a snapshot of what our Northern Ireland Urbanites told us...

## Cinema pre-pandemic visits



## Support for cinema

**65%**

intend on visiting the same the same amount, or more frequently, than they did before the pandemic with **half** of those visiting more will do so to support cinemas

**77%**

Prefer to watch new movie releases in the cinema than to stream them at home. **2in5** strongly prefer to do this and get the full cinema experience.

**35%**

Despite overwhelming support for the cinema, only **35%** of NI Urbanites are loyal to a particular cinema chain / outlet.

## Cinema influencing factors



### VIP

**37%** say cinema choice is influenced by VIP experiences on offer



### Eating out

**36%** say cinema choice is influenced by having somewhere to eat / drink nearby



### Choice

**34%** say cinema choice is influenced by the choice of movies / showtimes on offer



### Loyalty

**23%** say cinema choice is influenced by loyalty programmes, deals and discounts

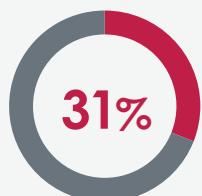
## Appetite for alcohol

**41%**

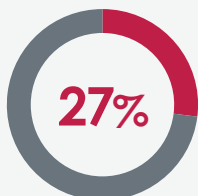
welcome the idea of cinemas serving alcohol so they can enjoy an alcoholic drink when watching the latest releases.



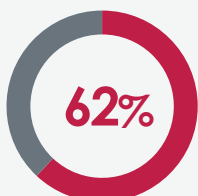
## Attitudes to alcohol at the cinema



Enjoy an alcoholic drink watching movies at home and would love to see cinemas offer it too!



Enjoy making an occasion of the cinema and say this would add to the cinema experience



Would only consume alcohol at the cinema when visiting on evenings and weekends.

## Statements on streaming

**44%**

Think content on video streaming services is more entertaining than content on cable and satellite TV with the lack of ad breaks making it even more appealing.

**19%**

Often feel overwhelmed by the amount of content available on streaming services with **15%** overwhelmed by the amount of streaming services in general!

**8%**

Almost **1in10** regularly cancel and renew video streaming services so they can switch between them depending on the content available.

## PANDEMIC MOVIE PLOT!

**38%**

Would like to see movies respond to the pandemic in the future – but it's too soon now!

## PREMIERES AT A PREMIUM

**28%**

Think it's fine to stream movie premieres at home at a cost but they won't be doing it!

## YOU STREAM THE WORLD TO ME

**57%**

Forced to pick one, **57%** say Netflix is the streaming service they could not live without!

For more insights and opinions visit:

[workshopplay.ie/opinions](https://workshopplay.ie/opinions)