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Over half of Canadians stream movies on a weekly basis: MTM

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As Canadians' movie viewing habits have evolved, more than half stream films on SVOD services such as Netflix and Disney+ on a weekly basis, while a third watch on TV and only 3 per cent go to the theatre weekly.

That's according to a new, free infographic made available Tuesday by CBC/Radio-Canada's Media Technology Monitor.

Francophones are more likely than anglophones to watch movies in theatres or on TV, while anglophones are more likely to rely on streaming services for movie viewing, according to MTM.

There is little difference between men and women when it comes to where they watch movies. Fifty per cent of men and 54 per cent of women use streaming services to watch movies, while 33 per cent of men and 30 per cent of women watch movies on TV. Only 4 per cent of men and 3 per cent of women go to the theatre weekly.

While there are few people going out to the movies weekly, those who do are movie buffs, according to MTM. Movie theatregoers are 84 per cent more likely to watch movies weekly on TV and 25 per cent more likely to watch weekly on streaming services, MTM says.

Perhaps unsurprisingly, older movie viewers are the most likely to watch via a TV service, while younger movie watchers prefer to use streaming services.

Canadians who have both an SVOD and a linear TV subscription tend to watch movies weekly on both. Specifically, 60 per cent of subscribers to both types of services say they watch movies weekly on SVOD services, and 54 per cent say they watch films on TV weekly, according to MTM.

In addition, the more SVOD subscriptions people have, the more likely they are to stream movies weekly, MTM says. Forty-one per cent of people with one SVOD subscription stream movies weekly, while 61 per cent of people with two SVOD subscriptions, 68 per cent of people with three SVOD subscriptions and 72 per cent of people with four or more subscriptions will watch movies weekly on streaming services, according to MTM.