

SOCAN

music. people. *connected.*
musique. monde. *connectés.*



DATE 2022-02-02



METHODOLOGY

QUANTITATIVE RESEARCH INSTRUMENT

An online survey of 1510 Canadians aged 18+ was completed between January 28-30, 2022, using Leger's online panel.

No margin of error can be associated with a non-probability sample (i.e. a web panel).

For comparative purposes, though, a probability sample of 1510 respondents would have a margin of error of $\pm 2.5\%$, 19 times out of 20.

ABOUT LEGER'S ONLINE PANEL

Leger's online panel has approximately 400,000 members nationally and has a retention rate of 90%.

QUALITY CONTROL

Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.



DETAILED RESULTS

Seven-in-ten agree it is important for foreign internet and social media companies to contribute and promote Canadian entertainment content.

The majority (68%) agree that it is important for foreign internet and social media companies to contribute to/promote Canadian music, TV shows, and movies, with 23% strongly agreeing with this sentiment. Just one-in-ten (13%) say they disagree, although 19% say they just don't know. While regionally, most parts of the country agree that this concept is important, Quebecers are significantly more likely to *strongly* agree compared to those in the rest of Canada. Those in the Prairies are significantly more likely to strongly *disagree* (13% vs. 4% in the rest of the provinces). Men and women are just as likely to agree here, although men are more likely to disagree while women say they don't know.

I think it is important that foreign internet and social media companies contribute to and promote Canadian music, TV shows and movies:

		GENDER		AGE			REGION	
		Male	Female	18-34	35-54	55+	QC	RoC
AGREE (NET)	68%	70%	67%	70%	67%	68%	69%	68%
Strongly agree	23%	22%	23%	16%	22%	28%	28%	21%
Somewhat agree	46%	48%	43%	54%	45%	40%	41%	47%
DISAGREE (NET)	13%	16%	10%	12%	17%	10%	10%	14%
Somewhat disagree	9%	10%	7%	9%	11%	7%	5%	10%
Strongly disagree	4%	6%	2%	3%	6%	3%	5%	4%
I don't know	19%	14%	24%	18%	16%	22%	20%	18%

Significantly higher

Q1. To what extent do you agree or disagree with the following statement: Base: ALL (n=1510).

Leger

We know Canadians

