



PRESS RELEASE | Canada

### **Methodology:**

Results are based on an online study conducted from February 21 to February 24, 2019, among 1,000 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region. The margin of error—which measures sample variability—is +/- 3.1 percentage points, nineteen times out of twenty.

### **Over the past week, have you listened to music in any of the following ways?**

Regular radio (at home, in the car) - 69%  
Streaming services (such as Spotify, Apple Music, Amazon Music) – 32%  
Music files stored in a device (computer, phone) – 31%  
LP Records / Cassettes / Compact Discs CDs – 21%  
Satellite radio (such as SiriusXM) – 15%  
None of these – 11%

### **Do you think that, in this day and age, music creators are being fairly compensated for their work?**

Definitely / Probably – 51%  
Definitely not / Probably not – 33%  
Not sure – 16%

### **Radio Still the Top Source Among Canadian Music Listeners**

*Half of Canadians think that, in this day and age, music creators are being fairly compensated for their work.*

Vancouver, BC [March 21, 2019] – A sizeable majority of Canadians are relying on their radios for music, a new Research Co. poll has found.

In the online survey of a representative national sample, 69% of Canadians say they listened to music on a regular radio over the past week.

One third of Canadians (32%) report listening to music on streaming services over the past week, while a similar proportion (31%) listened to music files stored in a device, such as a computer or phone.

One-in-five Canadians (21%) listened to LP records, cassettes or CDs in the past week, while 15% listened to music on satellite radio.

Across the country, 19% of Canadians say they paid to access a music streaming service in the last month, including 36% of those aged 18-to-34.

Smaller proportions of Canadians paid for and downloaded a song online (12%) or bought a compact disc or LP record (9%).

On a regional basis, Atlantic Canadians are the undisputed leaders when it comes to paying to access music streaming services (35%), followed by residents of Alberta (25%), Ontario (19%), British Columbia (17%), Saskatchewan and Manitoba (15%) and Quebec (11%).

“While radio is the top choice for music listeners of all ages in Canada, Millennials are definitely more likely to be embracing streaming services than their older counterparts,” says Mario Canseco, President of Research Co. “The country’s youngest adults are also more likely to already be spending money on streaming services or downloaded songs.”

When asked if they think that, in this day and age, music creators are being fairly compensated for their work, half of Canadians (51%) believe that they “definitely” or “probably” are, while one third (33%) assert that they are not.

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**About Research Co.**



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Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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