



PRESS RELEASE | Canada

Methodology:

Results are based on an online study conducted from August 7 to August 9, 2020, among 1,000 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region in Canada. The margin of error—which measures sample variability—is plus or minus 3.1 percentage points, 19 times out of 20.

We'd like to ask you some questions about video-sharing websites (such as YouTube or Dailymotion). Over the course of an average week, how often do you visit these websites?

Daily – 40%
5 or 6 times a week – 14%
3 or 4 times a week – 10%
Once or twice a week – 22%
Never – 15%

Two-in-Five Canadians Visit Video-Sharing Websites Every Day

Music videos and scenes from television shows are among the preferred online entertainment offerings for Canadians.

Vancouver, BC [August 21, 2020] – A sizeable proportion of Canadians are turning to YouTube and Dailymotion for entertainment, a new Research Co. poll has found.

In the online survey of a representative national sample, 40% of Canadians say they visit video-sharing websites daily, while 14% access them five or six times a week.

Only 15% of Canadians say they never visit video-sharing websites, including 28% of those aged 55 and over.

When asked about the type of content they focus on when they visit video-sharing websites, half of Canadians (50%) say they watch music videos from pop and rock groups, both old and recent.

Canadians aged 18-to-34 and 35-to-54 are more likely to be watching music videos on video-sharing websites (58% and 56% respectively) than those aged 55 and over (38%).

One third of Canadians (34%) rely on video-sharing websites to watch scenes from television shows, both old and recent—a proportion that climbs to 40% among those aged 35-to-54.

Just under one-in-four Canadians (23%) look for highlights from professional sporting events on video-sharing websites, including 30% of men and 29% of those aged 18-to-34.

About one-in-five Canadians go to video sharing websites to watch conferences (19%) and TV ads (18%), while 8% observe instructional or educational videos.

“There is plenty of appetite for user-generated content on video-sharing websites,” says Mario Canseco, President of Research Co. “Practically half of Canadians (49%) say they watch videos posted by users when they go to YouTube or Dailymotion.”

Half of Canadians (50%) have forwarded a video link to a co-worker, friend or relative, while 52% have received one.

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it



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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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Media contact:

Mario Canseco, President, Research Co.

[c] 778.929.0490

[e] mario.canseco@researchco.ca

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mario.canseco@researchco.ca



[mario_canseco](https://twitter.com/mario_canseco)



778.929.0490



Mario Canseco