

Poll conducted by Research Co. on Video-Sharing Websites in Canada - August 21, 2020

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?



	GENDER			AGE			REGION					
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic
Daily	40%	44%	37%	55%	41%	26%	36%	37%	30%	42%	45%	33%
Five or six times a week	14%	15%	13%	17%	14%	11%	14%	14%	12%	12%	15%	17%
Three or four times a week	10%	7%	12%	11%	12%	6%	8%	10%	10%	10%	11%	13%
Once or twice a week	22%	18%	25%	13%	22%	29%	26%	21%	27%	21%	19%	24%
Never	15%	16%	14%	4%	10%	28%	16%	18%	21%	16%	10%	14%

When you visit these websites, what kind of videos do you see?



	GENDER			AGE			REGION					
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic
Music videos from pop/rock groups (both old and recent)	50%	47%	53%	58%	56%	38%	52%	45%	44%	54%	49%	49%
Original videos posted by users	49%	48%	50%	57%	53%	39%	46%	49%	43%	52%	50%	45%
Scenes from television shows (both old and recent)	34%	33%	35%	36%	40%	26%	33%	30%	30%	36%	36%	30%
Highlights from professional sporting events (both old and recent)	23%	30%	17%	29%	24%	18%	21%	25%	25%	23%	23%	22%
Conferences (such as TED Talks)	19%	18%	20%	31%	21%	9%	19%	26%	11%	19%	20%	15%
TV ads (both old and recent)	18%	17%	18%	24%	20%	10%	18%	17%	17%	18%	18%	16%
Instructional / Educational videos	8%	8%	9%	6%	8%	11%	8%	11%	12%	4%	12%	13%

Have you ever done any of the following?



	GENDER		AGE			REGION						
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic
Forwarded a video link to a co-worker, friend or relative	50%	45%	53%	66%	53%	33%	52%	55%	46%	50%	47%	48%
Received a video link from a co-worker, friend or relative	52%	51%	53%	66%	57%	35%	54%	46%	47%	52%	55%	51%
None of these	23%	23%	22%	16%	21%	30%	20%	18%	24%	22%	25%	28%