



PRESS RELEASE | Canada

Methodology:

Results are based on an online study conducted from January 9 to January 11, 2021, 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, 19 times out of 20.

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

Regular radio (at home, in the car) - 66% (-3)
Streaming services (such as Spotify, Apple Music, Amazon Music) – 40% (+8)
Music files stored in a device (computer, phone) – 30% (-1)
LP Records / Cassettes / Compact Discs CDs – 16% (-5)
Satellite radio (such as SiriusXM) – 12% (-3)

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

Definitely / Probably – 40% (-11)
Definitely not / Probably not – 41% (+8)
Not sure – 19% (+3)

Streaming Options Gain Ground Among Canadian Music Listeners

The proportion of Canadians who listen to music on a streaming service grew from 32% in 2019 to 40% in 2021.

Vancouver, BC [January 19, 2021] – While radio remains the most favoured choice for Canadians who want to listen to music, streaming platforms have gained prominence across the country over the past two years, a new Research Co. poll has found.

In the online survey of a representative national sample, 66% of Canadians say they listened to music on a regular radio over the past week, down three points since a similar Research Co. poll [conducted in March 2019](#).

Two-in-five Canadians (40%, +8 since 2019) listened to music on a streaming service over the past seven days, while three-in-ten (30%, -1) listened to music stored in a computer or a phone.

Fewer Canadians listened to music on an LP record, cassette or CD (16%, -5) or on satellite radio (12%, -3) over the past week.

“Canadians aged 55 and over prefer to listen to music on the radio (70%) than on a streaming service (28%),” says Mario Canseco, President of Research Co. “Conversely, those aged 18-to-34 are more likely to stream (64%) than to listen to the radio (53%).”

While one-in-five Canadians (20%) paid to access a music streaming service in the last month, the proportion rises to 40% among those aged 18-to-34.

Fewer Canadians paid for and downloaded a song online (11%) or bought a compact disc or LP record (10%) in the last month.

When asked if they think that, in this day and age, music creators are being fairly compensated for their work, Canadians are almost evenly split. While 40% believe they are (-11 since 2019), (41%, +8) believe they are not.

A majority of Canadians aged 18-to-34 think music creators are being fairly compensated right now (54%), compared to 42% among those aged 35 to 54 and 32% among those aged 55 and over.

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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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