

Poll conducted by Research Co. on Purchasing Music in Canada - January 19, 2021

Next, we'd like to ask you some questions about music. Over the past week, have you listened to music in any of the following ways?



	GENDER			AGE			REGION						ANNUAL HOUSEHOLD INCOME		
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	<\$50K	\$50-100K	\$100K+
Regular radio (at home, in the car)	66%	66%	67%	53%	68%	70%	68%	65%	63%	72%	61%	67%	63%	67%	75%
Streaming services (such as Spotify, Apple Music, Amazon Music)	40%	39%	42%	64%	45%	28%	45%	31%	30%	45%	40%	38%	31%	43%	55%
Music files stored in a device (computer, phone)	30%	34%	27%	33%	35%	26%	28%	29%	20%	35%	30%	31%	26%	31%	41%
LP Records / Cassettes / Compact Discs CDs	16%	17%	15%	9%	14%	20%	21%	13%	11%	16%	15%	20%	17%	15%	16%
Satellite radio (such as SiriusXM)	12%	13%	11%	14%	13%	11%	10%	7%	16%	14%	13%	11%	7%	16%	18%
None of these	11%	10%	12%	10%	9%	13%	12%	12%	14%	8%	14%	9%	16%	8%	4%

When was the last time you did any of the following?



	GENDER		AGE			REGION						ANNUAL HOUSEHOLD INCOME			
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	<\$50K	\$50-100K	\$100K+
<i>Paid to access a music streaming service</i>															
<i>In the last month</i>	20%	21%	20%	40%	25%	11%	21%	10%	16%	22%	21%	27%	13%	24%	32%
<i>In the last year</i>	14%	16%	12%	23%	16%	9%	11%	13%	14%	15%	17%	9%	11%	15%	17%
<i>More than a year ago</i>	66%	64%	68%	38%	59%	80%	69%	77%	70%	64%	62%	64%	77%	61%	51%
<i>Paid for and downloaded a song online</i>															
<i>In the last month</i>	11%	14%	9%	22%	13%	6%	8%	10%	10%	12%	13%	8%	7%	12%	18%
<i>In the last year</i>	13%	15%	12%	18%	19%	8%	11%	14%	8%	14%	16%	16%	10%	16%	17%
<i>More than a year ago</i>	75%	71%	80%	60%	67%	87%	81%	76%	83%	74%	71%	76%	83%	72%	65%
<i>Bought a Compact Disc / LP Record</i>															
<i>In the last month</i>	10%	12%	8%	15%	9%	9%	9%	12%	4%	11%	11%	7%	8%	12%	9%
<i>In the last year</i>	14%	19%	10%	18%	16%	12%	8%	12%	14%	14%	17%	19%	14%	15%	14%
<i>More than a year ago</i>	76%	70%	82%	67%	75%	80%	83%	76%	82%	75%	72%	74%	78%	73%	77%

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



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	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	<\$50K	\$50-100K	\$100K+
Definitely	13%	14%	12%	19%	14%	10%	11%	15%	14%	12%	13%	16%	11%	15%	15%
Probably	27%	27%	27%	35%	31%	22%	29%	28%	34%	29%	21%	25%	29%	26%	26%
Probably not	32%	32%	32%	25%	27%	38%	30%	30%	26%	31%	38%	28%	29%	34%	32%
Definitely not	9%	11%	7%	5%	10%	10%	5%	6%	2%	10%	13%	9%	10%	8%	11%
Not sure	19%	16%	22%	15%	19%	20%	24%	21%	24%	18%	13%	21%	22%	17%	16%