

Poll conducted by Research Co. on Purchasing Music in Canada - July 22, 2022

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)                             | 60%    | 62%  | 58%    | 45%   | 62%   | 67% | 59%    | 58%     | 68%     | 58%     | 59%    | 69%                     | 55%    | 63%       | 68%     |
| Streaming services (such as Spotify, Apple Music, Amazon Music) | 41%    | 38%  | 44%    | 59%   | 48%   | 27% | 45%    | 46%     | 38%     | 40%     | 38%    | 44%                     | 36%    | 45%       | 46%     |
| Music files stored in a device (computer, phone)                | 23%    | 29%  | 18%    | 25%   | 27%   | 20% | 22%    | 25%     | 27%     | 21%     | 26%    | 22%                     | 21%    | 26%       | 20%     |
| LP Records / Cassettes / Compact Discs CDs                      | 13%    | 15%  | 11%    | 6%    | 11%   | 19% | 14%    | 16%     | 12%     | 12%     | 12%    | 19%                     | 16%    | 13%       | 11%     |
| Satellite radio (such as SiriusXM)                              | 12%    | 13%  | 11%    | 15%   | 10%   | 11% | 12%    | 8%      | 10%     | 15%     | 10%    | 11%                     | 9%     | 14%       | 17%     |
| None of these   | 13%    | 12%  | 14%    | 9%    | 13%   | 15% | 13%    | 11%     | 7%      | 15%     | 15%    | 10%                     | 17%    | 9%        | 9%      |

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+ |
| <b><i>Paid to access a music streaming service</i></b> |        |      |        |       |       |        |     |         |         |         |        |                         |        |           |         |
| <b><i>In the last month</i></b>                        | 24%    | 21%  | 27%    | 47%   | 26%   | 10%    | 18% | 31%     | 21%     | 30%     | 19%    | 24%                     | 19%    | 27%       | 30%     |
| <b><i>In the last year</i></b>                         | 12%    | 12%  | 11%    | 19%   | 14%   | 6%     | 9%  | 12%     | 9%      | 15%     | 11%    | 6%                      | 7%     | 14%       | 17%     |
| <b><i>More than a year ago</i></b>                     | 64%    | 67%  | 62%    | 33%   | 60%   | 84%    | 73% | 57%     | 70%     | 55%     | 69%    | 70%                     | 74%    | 60%       | 54%     |
| <b><i>Paid for and downloaded a song online</i></b>    |        |      |        |       |       |        |     |         |         |         |        |                         |        |           |         |
| <b><i>In the last month</i></b>                        | 11%    | 10%  | 12%    | 23%   | 13%   | 3%     | 8%  | 11%     | 8%      | 14%     | 11%    | 9%                      | 7%     | 14%       | 11%     |
| <b><i>In the last year</i></b>                         | 13%    | 14%  | 11%    | 24%   | 12%   | 7%     | 10% | 20%     | 15%     | 14%     | 11%    | 10%                     | 9%     | 15%       | 17%     |
| <b><i>More than a year ago</i></b>                     | 76%    | 76%  | 76%    | 53%   | 75%   | 89%    | 82% | 69%     | 78%     | 72%     | 78%    | 81%                     | 83%    | 71%       | 72%     |
| <b><i>Bought a Compact Disc / LP Record</i></b>        |        |      |        |       |       |        |     |         |         |         |        |                         |        |           |         |
| <b><i>In the last month</i></b>                        | 7%     | 9%   | 6%     | 11%   | 8%    | 5%     | 8%  | 8%      | 4%      | 9%      | 7%     | 6%                      | 6%     | 8%        | 11%     |
| <b><i>In the last year</i></b>                         | 15%    | 15%  | 15%    | 26%   | 15%   | 8%     | 12% | 19%     | 18%     | 14%     | 15%    | 12%                     | 12%    | 18%       | 13%     |
| <b><i>More than a year ago</i></b>                     | 78%    | 76%  | 80%    | 63%   | 77%   | 87%    | 80% | 73%     | 78%     | 77%     | 78%    | 82%                     | 83%    | 74%       | 76%     |

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



|                       | 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+ |
| <b>Definitely</b>     | 13%    | 13%  | 13%    | 21%   | 12%   | 10% | 15%    | 18%     | 12%     | 13%     | 10%    | 12%                     | 11%    | 15%       | 13%     |
| <b>Probably</b>       | 27%    | 30%  | 24%    | 34%   | 33%   | 20% | 27%    | 25%     | 29%     | 28%     | 29%    | 22%                     | 28%    | 27%       | 29%     |
| <b>Probably not</b>   | 30%    | 28%  | 33%    | 30%   | 26%   | 34% | 37%    | 23%     | 24%     | 29%     | 33%    | 31%                     | 29%    | 29%       | 37%     |
| <b>Definitely not</b> | 10%    | 12%  | 8%     | 6%    | 13%   | 10% | 5%     | 9%      | 7%      | 7%      | 18%    | 9%                      | 10%    | 10%       | 10%     |
| <b>Not sure</b>       | 19%    | 17%  | 22%    | 9%    | 16%   | 27% | 17%    | 25%     | 27%     | 22%     | 10%    | 27%                     | 22%    | 19%       | 12%     |