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Canada Music 360

Sneak Preview
March 2022

Methodology: Canada Music 360



Study Timing

Canada Music 360 data was collected February 16, 2022, through March 10, 2022.



Data Collection

Online surveys using third-party panels were used to collect responses. The study was available in English and French.



Sample Size

Interviews were conducted among a total of 2,005 Canadian consumers (ages 13+).



Quota Balancing

Data is representative of the Canadian population including age, gender, region.



Additional Analysis

Please contact us if interested in learning about additional or custom analyses.

Insight Categories

Music Behaviors & Preferences

- Time spent with music
- Importance of entertainment activities
- Music listening locations/activities
- Music listening by format
- Share of music time by formats
- Music discovery sources
- Annual music spend

Genre & Language

- Genre listenership and fanship
- Listenership by decade
- Location and language preferences

Role of Technology

- Factors for music device selection
- Device ownership
- Top devices for music listening
- Technology & music discovery

Format Purchasing

- Past music purchasing
- Purchase intent by format
- Format purchase considerations

Playlisting

- Playlist importance
- Weekly playlist usage
- Post-playlist actions
- Music search topics

Audio & Video Streaming

- Top music streaming service awareness and usage
- Free vs. paid subscriptions
- Paid subscription types
- Streaming service satisfaction
- Barriers for subscribing
- Start of paid subscriptions
- Future subscription opportunities
- Top streaming service features
- Video streaming
- VPN usage for streaming services
- Drivers of VPN usage for streaming



Insight Categories

Live Streamed Performances

- Live streamed music event attendance
- Top platforms used
- Top attendance motivators
- Discovery & ticket purchasing
- Attitudes toward live streaming
- Paying for livestream attendance
- Future interested in paid livestream events
- Barriers to livestream event attendance

Brand Activations

- Top brand activations
- Past product purchasing
- Future product purchasing

Broadcasting & Awards Shows

- Awareness of broadcast events & awards shows
- Broadcast events and awards shows viewership (past & future intent)
- Impact of competition shows

Health & Wellness

- Wellness activities & services
- Top wellness programs
- Wellness goals

Social Media & Video Clip Sites

- Social media & short video clip site usage
- Social media platforms
- Top music activity on sites
- Music/artist discovery on sites

Gaming

- Devices for gaming
- Top gaming platforms
- Top online multiplayer/social games
- Top music activities on gaming sites
- Music/artist discovery on sites

Live Music Events

- Past live event attendance
- Future live event attendance
- Discovery & ticket purchasing
- Likelihood of attending future events
- Barriers to attendance
- Awareness of top music festivals



Music Listeners Are Fully Engaged

74%

Of the general
population
listens to music
(PAST 12 MONTHS)



Music Listeners Are More Likely Than The Average Person To Have Recently ...



Listened to
podcasts



Attended live
events



Engaged with
social media



Streamed short
video clips



Streamed full
length videos



Read
books/ebooks

French Speaking, French Listening

37%

Of music listeners indicate that they speak French

French-Speaking Music Listeners Are More Likely Than The Average Music Listener To ...



Listen to French-language music



Want music from global artists on streaming services



Have discovered music via a streaming service



Radio Has Considerable Reach

60%

Of Music listeners discover
new music via radio

+7%

Growth in Music listeners
who tune into radio (vs. 2020)



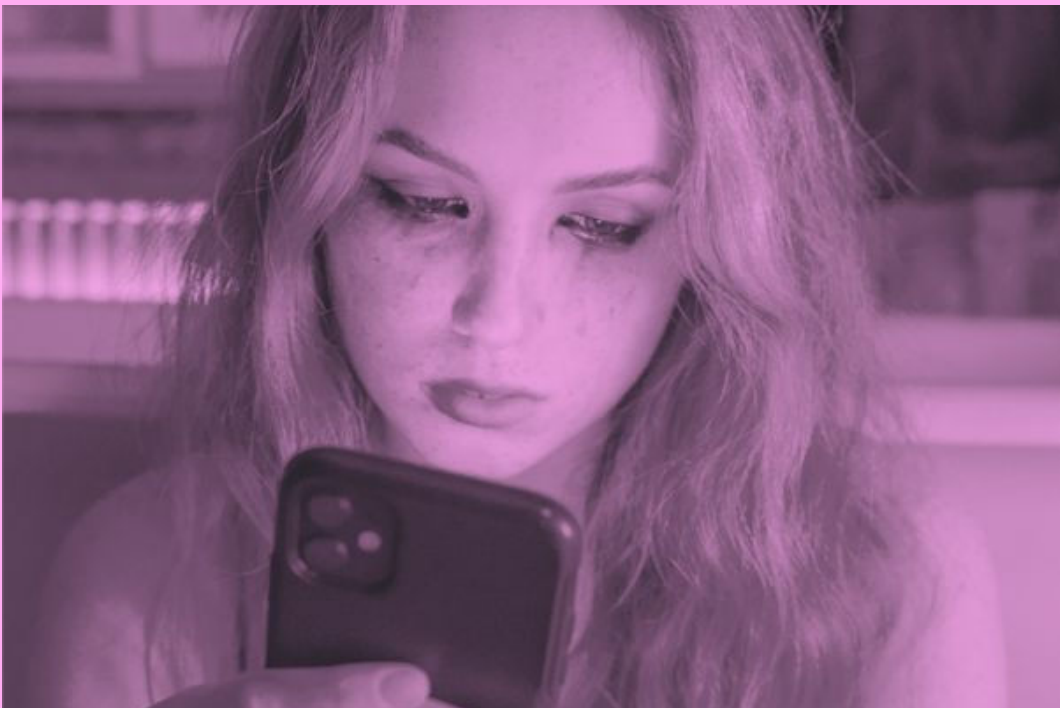
Music Streaming Is Successful

90%

Of Music listeners stream music online (+ premium streaming has grown in popularity vs. 2020)

33%

Of Music listeners plan to subscribe to a music streaming service in the next 6 months



Social Media Is A Music Hub

70%

Of social media users

engage in music-related activities on social media or short video clip sites

64%

Of short video clip site users

engage in music-related activities on social media or short video clip sites



Live Music Can Safely Draw Crowds

50%

Nearly half of the Canadian population plans to attend a live music event in the next 12 months
... **but half of those interested will not attend if COVID conditions do not improve**





Included In The Full Report

- The music landscape in Canada
- Key insights around how this audience engages with music, including format preferences, discovery, occasions, time and money spent on music
- Genres and language preferences
- Role of technology in music listening today
- Online music streaming usage, including playlisting and intent to subscribe
- Engagement with awards & broadcast shows, live music events, and live music streaming
- Social media and short video clip usage for music content
- Key findings among different generations
- Top brand activations & more!
- To purchase the full report or commission an analysis to gain deeper insights into your specific business needs, please [contact us.](#)

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