

6-71 Bank Street
Ottawa, Ontario, Canada
K1P 5N2

Toll free: 1-888-757-1119

abacusdata.ca

INTERVIEW SCHEDULE

To: Music Canada
From: David Coletto, Abacus Data
Re: Top Line Survey Results
Date: May 1, 2020

Methodology

The survey was conducted with 2,500 Canadian residents from April 24 to 30, 2020. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 1.94%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.

Demographics

1. What age group are you in?

	Total	Live Music Lovers
18 - 29	20%	28%
30 - 44	25%	33%
45 - 59	27%	25%
60 and over	28%	13%

2. What is your sex?

	Total	Live Music Lovers	Under 44	45+
Male	49%	54%	49%	49%
Female	51%	46%	51%	51%

3. What province or region do you live in?

	Total	Live Music Lovers	Under 44	45+
British Columbia	13%	14%	13%	13%
Alberta	12%	13%	12%	12%
Saskatchewan/Manitoba	7%	6%	7%	7%
Ontario	38%	39%	38%	38%
Quebec	23%	19%	23%	23%
Atlantic Canada	7%	8%	7%	7%

Topline Results

1. Overall, how worried, if at all, is the situation with the coronavirus or COVID-19 making you right now?

	Total	Live Music Lovers	Under 44	45+
Not worried at all	6%	6%	6%	6%
A little worried	26%	21%	26%	25%
Somewhat worried	30%	30%	31%	29%
Worried a lot	23%	25%	23%	23%
Extremely worried	16%	19%	15%	17%

2. How long do you think it will be before most physical distancing restrictions will be lifted?

	Total	Live Music Lovers	Under 44	45+
June	14%	13%	14%	14%
July	18%	18%	18%	17%
August	13%	16%	16%	11%
September	19%	18%	20%	18%
October	6%	5%	6%	6%
Later than October	31%	30%	26%	35%

3. Before the COVID-19 outbreak, how frequently in a year, if at all, did you typically do the following?

a. Go to a night club

	Total	Live Music Lovers	Under 44	45+
Regularly	24%	67%	35%	15%
About once	12%	15%	16%	9%
Not at all	64%	19%	50%	76%

b. Go to a bar or pub to listen to live music

	Total	Live Music Lovers	Under 44	45+
Regularly	17%	49%	23%	11%
A few times a year	22%	44%	26%	20%
About once	14%	5%	14%	13%
Not at all	47%	2%	37%	56%

c. Go to a concert in a large venue like an arena

	Total	Live Music Lovers	Under 44	45+
Regularly	28%	81%	37%	21%
About once	26%	16%	28%	24%
Not at all	46%	4%	35%	55%

d. Go to a concert in a smaller venue like a music hall

	Total	Live Music Lovers	Under 44	45+
Regularly	32%	88%	38%	28%
About once	25%	10%	26%	24%
Not at all	43%	3%	36%	49%

e. Go to a community event where there is live music

	Total	Live Music Lovers	Under 44	45+
Regularly	40%	88%	48%	34%
About once	23%	7%	20%	26%
Not at all	37%	5%	33%	40%

f. Go to a music festival

	Total	Live Music Lovers	Under 44	45+
Regularly	50%	92%	60%	42%
Not at all	50%	8%	40%	58%

g. Go to a movie theatre

	Total	Live Music Lovers	Under 44	45+
Daily	0%	1%	1%	0%
Once a week or more	3%	8%	5%	2%
A few times a month	17%	30%	24%	11%

A few times a year	42%	46%	47%	38%
About once	14%	7%	10%	17%
Not at all	23%	7%	13%	32%

h. Go to a restaurant

	Total	Live Music Lovers	Under 44	45+
Daily	2%	4%	2%	1%
Once a week or more	27%	42%	31%	23%
A few times a month	39%	43%	43%	35%
A few times a year	27%	10%	18%	33%
About once	3%	1%	3%	3%
Not at all	3%	1%	2%	3%

i. Fly on a plane within Canada

	Total	Live Music Lovers	Under 44	45+
Daily	0%	1%	1%	0%
Once a week or more	1%	3%	2%	0%
A few times a month	2%	7%	4%	1%
A few times a year	18%	35%	23%	15%
About once	27%	30%	27%	27%
Not at all	51%	25%	44%	57%

j. Fly on a plane outside Canada

	Total	Live Music Lovers	Under 44	45+
Daily	0%	1%	1%	0%
Once a week or more	1%	3%	2%	0%
A few times a month	2%	5%	3%	1%
A few times a year	20%	36%	25%	16%
About once	32%	35%	36%	29%
Not at all	44%	20%	34%	53%

k. Watch recorded concerts online (like on YouTube or Netflix)

	Total	Live Music Lovers	Under 44	45+
Daily	10%	15%	14%	6%
Once a week or more	11%	17%	14%	9%
A few times a month	13%	19%	14%	12%
A few times a year	16%	18%	15%	18%
About once	11%	10%	12%	10%
Not at all	39%	21%	31%	45%

l. Watch video content from musicians online

	Total	Live Music Lovers	Under 44	45+
Daily	8%	16%	13%	4%
Once a week or more	13%	18%	17%	9%
A few times a month	18%	24%	20%	16%
A few times a year	18%	19%	17%	19%
About once	8%	8%	7%	9%
Not at all	35%	14%	25%	43%

m. Watch recorded concerts on DVD

	Total	Live Music Lovers	Under 44	45+
Daily	2%	5%	3%	1%
Once a week or more	3%	6%	4%	2%
A few times a month	6%	12%	6%	5%
A few times a year	14%	22%	12%	16%
About once	10%	10%	10%	11%
Not at all	65%	45%	66%	65%

n. Listen to music

	Total	Live Music Lovers	Under 44	45+
Daily	59%	72%	69%	51%
Once a week or more	22%	15%	17%	26%
A few times a month	8%	7%	5%	10%
A few times a year	5%	5%	3%	6%
About once	1%	1%	1%	1%
Not at all	4%	1%	3%	5%

4. Since the start of the COVID-19 emergency, have you been doing the following about the same as usual, more than usual, or less than usual?

a. Listening to music

	Total	Live Music Lovers	Under 44	45+
About the same as usual	55%	43%	48%	61%
Much more than usual	16%	26%	21%	13%
More than usual	19%	24%	20%	17%
Less than usual	7%	7%	7%	6%
Much less than usual	3%	1%	3%	3%

b. Watching music videos

	Total	Live Music Lovers	Under 44	45+
About the same as usual	54%	41%	48%	60%

Much more than usual	13%	22%	17%	9%
More than usual	18%	26%	21%	16%
Less than usual	7%	7%	7%	7%
Much less than usual	8%	3%	7%	9%

c. Watching recorded live concerts

	Total	Live Music Lovers	Under 44	45+
About the same as usual	53%	38%	47%	57%
Much more than usual	9%	20%	11%	7%
More than usual	15%	23%	17%	13%
Less than usual	10%	13%	10%	9%
Much less than usual	14%	6%	15%	14%

d. Watch video content from musicians online

	Total	Live Music Lovers	Under 44	45+
About the same as usual	49%	34%	44%	54%
Much more than usual	13%	26%	17%	10%
More than usual	19%	28%	22%	18%
Less than usual	8%	9%	9%	8%
Much less than usual	10%	3%	9%	11%

5. Did you have tickets to any live music events that were...

a. Postponed

	Total	Live Music Lovers	Under 44	45+
Yes	19%	39%	25%	14%
No	81%	61%	75%	86%

b. Cancelled

	Total	Live Music Lovers	Under 44	45+
Yes	20%	43%	26%	16%
No	80%	57%	74%	84%

6. [among those who experienced cancellations/postponed events] Personally, how do each of the following make you feel about the impact of COVID-19?

a. Cancellation of live music events

	Total	Live Music Lovers	Under 44	45+
--	-------	-------------------	----------	-----

Much worse	12%	23%	14%	10%
A little worse	21%	35%	24%	19%
Neither better nor worse	59%	33%	52%	64%
A little better	3%	5%	4%	2%
Much better	5%	4%	6%	4%

b. Hanging out with large groups of friend or family

	Total	Live Music Lovers	Under 44	45+
Much worse	34%	42%	34%	35%
A little worse	32%	35%	32%	33%
Neither better nor worse	28%	17%	28%	29%
A little better	3%	5%	4%	2%
Much better	2%	2%	2%	2%

7. When physical distancing restrictions are lifted, how soon will you feel comfortable enough doing the following?

a. Go to a night club

	Total	Live Music Lovers	Under 44	45+
Right away	6%	10%	8%	4%
Within a few weeks	6%	11%	8%	5%
Within a few months	18%	32%	24%	14%
At least 6 months	31%	33%	33%	30%
Probably never again	38%	14%	27%	48%

b. Go to a bar or pub to listen to live music

	Total	Live Music Lovers	Under 44	45+
Right away	6%	11%	8%	4%
Within a few weeks	10%	19%	13%	8%
Within a few months	26%	37%	33%	21%
At least 6 months	33%	28%	31%	35%
Probably never again	24%	4%	15%	32%

c. Go to a concert in a large venue like an arena

	Total	Live Music Lovers	Under 44	45+
Right away	5%	8%	6%	4%
Within a few weeks	6%	11%	10%	3%
Within a few months	20%	32%	25%	16%
At least 6 months	43%	42%	44%	41%
Probably never again	26%	7%	15%	35%

d. Go to a concert in a smaller venue like a music hall

	Total	Live Music Lovers	Under 44	45+
Right away	5%	9%	7%	4%
Within a few weeks	9%	16%	12%	6%
Within a few months	23%	37%	29%	19%
At least 6 months	41%	35%	37%	45%
Probably never again	21%	3%	15%	27%

e. Go to a concert outside your community but within Canada

	Total	Live Music Lovers	Under 44	45+
Right away	5%	7%	5%	5%
Within a few weeks	7%	15%	11%	4%
Within a few months	21%	32%	27%	16%
At least 6 months	41%	38%	42%	40%
Probably never again	26%	7%	15%	35%

f. Go to a concert in the United States

	Total	Live Music Lovers	Under 44	45+
Right away	3%	5%	5%	2%
Within a few weeks	4%	7%	5%	2%
Within a few months	11%	22%	18%	7%
At least 6 months	32%	42%	39%	26%
Probably never again	50%	24%	34%	63%

g. Go to a community event where there is live music

	Total	Live Music Lovers	Under 44	45+
Right away	5%	8%	5%	5%
Within a few weeks	10%	18%	13%	7%
Within a few months	25%	39%	30%	21%
At least 6 months	41%	31%	37%	44%
Probably never again	19%	3%	14%	22%

h. Go to a movie theatre

	Total	Live Music Lovers	Under 44	45+
Right away	7%	9%	8%	6%
Within a few weeks	14%	22%	19%	9%
Within a few months	32%	39%	37%	27%
At least 6 months	33%	23%	28%	38%
Probably never again	15%	7%	9%	19%

i. Go to a music festival

	Total	Live Music Lovers	Under 44	45+
Right away	5%	7%	5%	4%
Within a few weeks	6%	10%	8%	5%
Within a few months	21%	35%	28%	15%
At least 6 months	43%	41%	41%	44%
Probably never again	25%	7%	19%	31%

j. Go to a restaurant

	Total	Live Music Lovers	Under 44	45+
Right away	17%	23%	22%	13%
Within a few weeks	28%	31%	29%	28%
Within a few months	32%	31%	31%	33%
At least 6 months	19%	13%	14%	23%
Probably never again	4%	2%	4%	4%

k. Fly on a plane within Canada

	Total	Live Music Lovers	Under 44	45+
Right away	6%	8%	7%	5%
Within a few weeks	9%	15%	12%	6%
Within a few months	22%	30%	29%	17%
At least 6 months	44%	40%	42%	46%
Probably never again	19%	7%	11%	25%

l. Fly on a plane outside Canada

	Total	Live Music Lovers	Under 44	45+
Right away	5%	9%	7%	4%
Within a few weeks	5%	7%	8%	2%
Within a few months	19%	27%	24%	15%
At least 6 months	47%	47%	48%	46%
Probably never again	23%	10%	12%	32%

m. Staying in a hotel

	Total	Live Music Lovers	Under 44	45+
Right away	7%	7%	8%	6%
Within a few weeks	11%	16%	13%	8%
Within a few months	26%	37%	32%	22%
At least 6 months	44%	37%	39%	48%
Probably never again	12%	2%	9%	14%

n. Staying in an AirBnB

	Total	Live Music Lovers	Under 44	45+
Right away	4%	6%	6%	3%
Within a few weeks	7%	13%	10%	4%
Within a few months	15%	23%	21%	9%
At least 6 months	32%	37%	38%	27%
Probably never again	42%	22%	24%	57%

Thinking about the last few weeks, to what extent, if at all, do you agree or disagree with the following statements?

a. Listening to music has become a way to relieve stress.

	Total	Live Music Lovers	Under 44	45+
Strongly agree	25%	33%	31%	20%
Agree	53%	53%	51%	55%
Disagree	16%	12%	14%	17%
Strongly disagree	6%	2%	3%	8%

b. I have discovered new musicians and artists during the pandemic.

	Total	Live Music Lovers	Under 44	45+
Strongly agree	9%	16%	14%	5%
Agree	34%	46%	42%	27%
Disagree	41%	33%	34%	46%
Strongly disagree	17%	5%	10%	22%

c. I have found so much great content online about the music and musicians I love.

	Total	Live Music Lovers	Under 44	45+
Strongly agree	10%	17%	14%	7%
Agree	45%	58%	49%	42%
Disagree	33%	21%	29%	37%
Strongly disagree	12%	4%	9%	15%

d. For me, digital content will never replace the feeling I get when I see live music.

	Total	Live Music Lovers	Under 44	45+
Strongly agree	22%	36%	26%	19%
Agree	45%	48%	44%	46%

Disagree	24%	13%	23%	26%
Strongly disagree	9%	3%	8%	10%

8. If concert venues and local bars were allowed to start again before a vaccine is found, how likely are you to go to concert if a vaccine is not found for COVID-19?

	Total	Live Music Lovers	Under 44	45+
Certain to go	4%	8%	5%	3%
Much more likely	3%	4%	3%	2%
Somewhat more likely	5%	11%	8%	2%
Might consider going	18%	24%	23%	15%
Somewhat less likely	12%	15%	14%	11%
Much less likely	17%	17%	17%	18%
Certain not to go	41%	21%	30%	50%

9. If concert venues and local bars, reduced the number of people allowed into the venue to allow for more distancing, how likely are you to go to concert if a vaccine is not found for COVID-19?

	Total	Live Music Lovers	Under 44	45+
Certain to go	4%	7%	5%	3%
Much more likely	5%	8%	5%	4%
Somewhat more likely	10%	18%	14%	7%
Might consider going	23%	26%	25%	21%
Somewhat less likely	13%	14%	14%	12%
Much less likely	15%	15%	13%	16%
Certain not to go	31%	13%	24%	37%

10. Have you watched any live music shows on Facebook or other digital platforms?

	Total	Live Music Lovers	Under 44	45+
Yes, I have	30%	47%	34%	26%
No, but I plan to	14%	21%	17%	12%
No, and I don't plan to	37%	20%	36%	37%
No, but I watch/listen on TV or radio	19%	11%	12%	25%

11. Which digital platform(s) did you use to watch the live music shows?

	Total	Live Music Lovers	Under 44	45+
Facebook	53%	63%	55%	51%
Instagram	23%	34%	39%	8%
YouTube	63%	71%	66%	61%
Twitter	8%	12%	10%	5%

A livestream on a traditional news website	15%	18%	15%	15%
A livestream on another social media platform	3%	4%	3%	2%
Other	3%	3%	4%	3%
Did not watch/None of the above	11%	3%	8%	14%

12. How satisfied are you with the overall experience of watching live music shows online? Would you say you are...

	Total	Live Music Lovers	Under 44	45+
Very satisfied with your experience	26%	28%	24%	28%
Somewhat satisfied	44%	50%	47%	41%
Neither satisfied nor dissatisfied	24%	16%	22%	26%
Somewhat dissatisfied	4%	4%	4%	3%
Very dissatisfied	2%	1%	3%	2%

13. And comparing the quality of experience of a digitally streamed live concert to a real in person live concert, would you say it is...

	Total	Live Music Lovers	Under 44	45+
As good	6%	7%	7%	5%
Pretty good but not the same	29%	32%	28%	30%
Good enough	33%	29%	33%	32%
Not very good	13%	14%	12%	13%
Nowhere near the real experience	20%	18%	20%	19%

14. Which is closer to your view?

	Total	Live Music Lovers	Under 44	45+
Live music shows being offered on platforms like Facebook match the experience of live music and I can see myself enjoying them after this is all over	21%	22%	25%	18%
Live music shows being offered on platforms like Facebook are a sufficient stand in during this time but cannot replace the experience of live music	79%	78%	75%	82%