



SOCAN

Live Music & Urban Canadians

August 2017

METHODOLOGY

QUANTITATIVE RESEARCH

INSTRUMENT

A survey of 1080 Canadians living in urban centres was completed online between August 1-11, 2017 using Leger's online panel, *LegerWeb*.

A probability sample of the same size would yield a margin of error of +/-3.0%, 19 times out of 20.

ABOUT LEGER'S ONLINE PANEL

Leger's online panel has approximately 475,000 members nationally – with between 10,000 and 20,000 new members added each month, and has a retention rate of 90%.

QUALITY CONTROL

Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.

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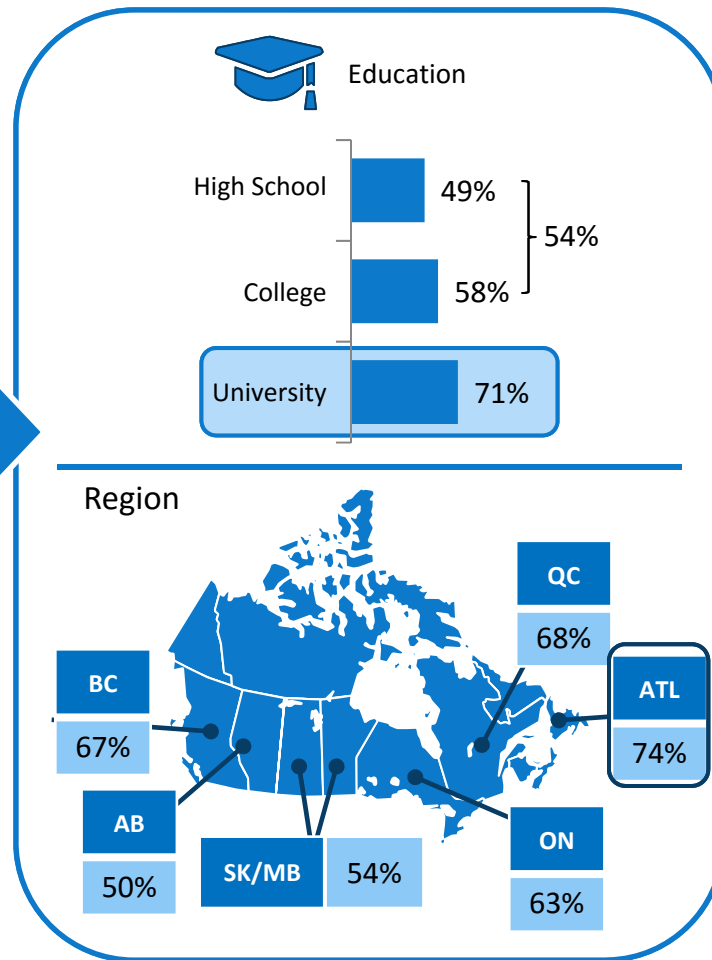
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IMPORTANCE OF NEIGHBOURHOOD ARTS SCENE

Nearly two-thirds (63%) of urban Canadians agree that it is important to live in a neighborhood with a vibrant local arts scene that includes live music. Urban Canadians with a university degree (vs college or less) and Atlantic residents living in urban Canada were significantly more likely to agree that it is important to live in a neighborhood with a vibrant local arts scene

To what extent do you agree or disagree with the following:
(% strongly / somewhat agree)

63% It is important to me to live in a neighborhood with a vibrant local arts scene that includes live music



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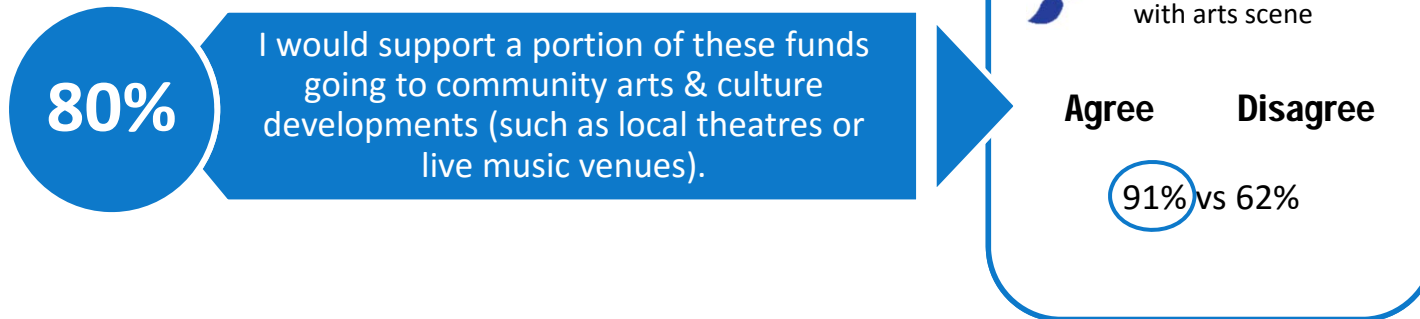
Q1. To what extent do you agree or disagree with the following: Base: Urban Canadians (n=1080)

SUPPORT COMMUNITY ART & CULTURE FUNDS

Currently new property developers in some municipalities are required to put a portion of funds towards community development, city parks, etc.

The vast majority (80%) of Urban Canadians would support a portion of funds going to community arts & culture developments. Urban Canadians who agree that it is important to live in a neighborhood with a vibrant local arts scene are significantly more likely to support the idea of funds going to community arts and culture development.

To what extent do you agree or disagree with the following:
(% strongly / somewhat agree)



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Q1. To what extent do you agree or disagree with the following: Base: Urban Canadians (n=1080)

LIVE MUSIC IN A CONDO BUILDING

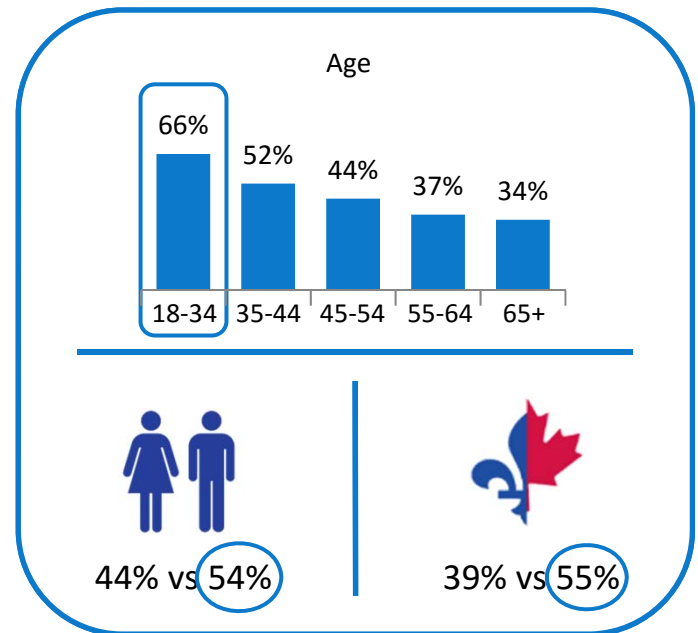
In the US/Europe, many condos have restaurants and bars in their lobbies.

Roughly half (49%) of urban Canadians would enjoy owning and living in a condo that offered live music in the lobby. Those 18-34 (vs 35 and older), men (vs women) and those living outside Quebec (vs Quebecers) were more likely to agree they would enjoy owning and living in a hip, modern condo that offered live music in the lobby in which they live.

To what extent do you agree or disagree with the following:
(% strongly / somewhat agree)

49%

I would enjoy owning and living in a hip, modern condo that offered live music in the lobby of a building I live in.



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Q1. To what extent do you agree or disagree with the following: Base: Urban Canadians (n=1080)



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