

# The State of Canadian Culture and the perceived need to protect it

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# Introduction

What is Canadian culture? Is there a singular culture or is it better to speak about cultures when thinking about what it means to be Canadian? How important is it to protect Canadian content when it comes to music, film, art. etc? In response to these and other questions, the Association for Canadian Studies commissioned the firm Leger to survey Canadians on their arts and cultural consumption habits and look specifically at Canadians preferred genre of art, music and film.

The findings arise from a Leger survey for the ACS that was conducted between November 3 to November 5, 2022 via web panel with 1704 Canadians. No margin of error can be associated with a non-probability sample (Web panel in this case). However for comparative purposes, a probability sample of 1764 respondents would have a margin of error of  $\pm 2.5\%$ , 19 times out of 20

# Most Canadians do not believe that there is only one Canadian culture

	There is only one Canadian culture -				Total
	Agree	Neither agree nor disagree	Disagree	Don't know enough to provide an opinion	
Canada	18	52	22	9	100
British Columbia	16	22	59	3	100
Alberta	23	21	48	8	100
Prairies	15	18	61	5	100
Ontario	18	23	46	12	100
Quebec	17	20	54	9	100
Atlantic Canada	15	22	55	9	100

# Majority of Canadians say they don't pay a lot of attention to whether an artist is Canadian when listening to music

When I am listening to music, I do not pay a lot of attention to whether the artist is Canadian or not. - Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?	
NET AGREE	71%
Strongly agree	35%
Somewhat agree	36%
Neither agree nor disagree	15%
NET DISAGREE	12%
Somewhat disagree	9%
Strongly disagree	3%
Don't know enough to provide an opinion	3%

# Half of Quebecers and one third of other Canadians worried about preserving their culture; but most feel if a Canadian artist is good enough they don't need protection

% agree	Canada	QC	ROC	French	English	Other
I worry about preserving my culture	38%	50%	34%	53%	33%	46%
American arts and music are a threat to the expression of Canadian culture	23%	29%	21%	31%	21%	21%
I generally prefer Canadian artists and musicians over those from other countries.	19%	21%	18%	22%	18%	18%
If a Canadian artist is good enough, they will become discovered without the need for specific Canadian content rules.	60%	56%	61%	52%	63%	56%
Most of the music I listen to is in the English language	79%	60%	85%	55%	88%	61%
Most of the films I watch are in the English language	77%	45%	87%	39%	89%	72%

# Canadians preferred genres of music are rock and pop

What genre(s) of music do you prefer?	
Rock	39%
Pop	34%
Country	23%
Classical	14%
Hip hop	11%
Folk	11%
Other (please specify)	9%
Jazz	7%
Blues	6%
Soul	5%
Disco	5%

# Generational gap in musical preferences reflected in preferences over rock, pop, hip hop and folk

What genre(s) of music do you prefer?	Total	18-34	35-54	55 plus
Rock	39%	23%	46%	45%
Pop	34%	44%	36%	25%
Country	23%	21%	16%	29%
Classical	14%	10%	11%	18%
Hip hop	11%	21%	16%	1%
Folk	11%	8%	7%	15%

# While most Canadians do not have a favorite musician while no one artist stands out, Brian Adams gets most mentions

Who is your favorite Canadian musician	
I do not have a favorite Canadian musician	46%
Brian Adams	5%
Drake	3%
Shania Twain	3%
Michael Bubl�	3%
Celine Dion	2%
Justin Bieber	2%
Gordon Lightfoot	2%
Tragically Hip	2%



# Comedy and action are Canadians preferred genre of movie

What genre(s) of movie do you prefer?	
Comedy	35%
Action	25%
Thriller/Suspense	21%
Drama	19%
Science Fiction	15%
Documentary	15%
Romance	14%
Crime	11%
Horror	9%
Adventure	9%
Animated	4%
Musical	4%
Western	3%

# Biggest differences across the age spectrum in movie genre preferences are in Comedy, Drama and Animated movie

What genre(s) of movie do you prefer?	18-34	35-54	55 plus
Comedy	42%	39%	28%
Action	21%	26%	28%
Thriller/Suspense	19%	19%	23%
Drama	13%	18%	24%
Science Fiction	11%	18%	15%
Documentary	10%	17%	16%
Romance	19%	12%	12%
Crime	12%	9%	12%
Horror	13%	10%	7%
Adventure	9%	8%	10%
Animated	11%	3%	1%

# Three in four Canadians cannot name a Canadian visual artist though amongst the few able to do so it is Jean-Paul Riopelle and Emily Carr that get mentioned

Do you know any Canadian visual artist/painter	
No, I don't know any Canadian visual artist/painter	77%
Jean-Paul Riopelle	3%
Emily Carr	3%
Group of Seven	3%
Robert Bateman	2%
Tom Thompson	2%
Paul-Émile Borduas	1%
Tex Lecor	1%
Norval Morriseau	1%
Alfred Pellan	1%
Jean-Paul Lemieux	1%
Alex Colville	1%
Maud Lewis	1%

# Contemporary and Modern art are Canadians preferred genre of art while one in six say they prefer indigenous art

	What genre(s) of visual art do you prefer ?
Contemporary	37%
Modern	35%
Impressionism	18%
Abstract	18%
Indigenous Art	15%
Pop Art	15%
None / don't like art	4%
Other (please specify)	3%
Don't know / no answer	2%
Classical / renaissance	1%

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