

CMPPA

*Omnibus survey results on Canadian
identity & Canadian cultural industries*

April 2025



Methodology

The survey was conducted with 1,800 adults living in Canada over the age of 18 from March 31 to April 3, 2025. 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 +/- 2.31%, 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.



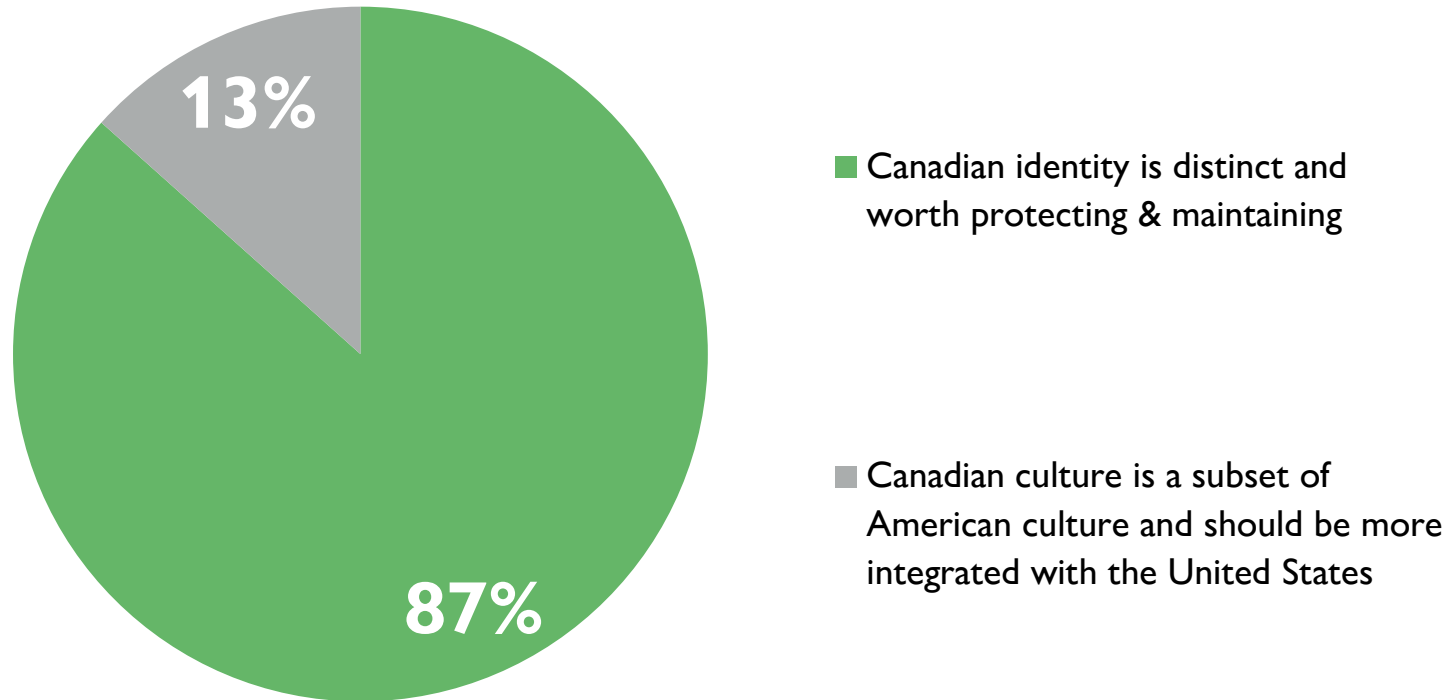
EXECUTIVE SUMMARY

- 4 in 5 Canadians (87%) agree that Canada has its own cultural identity worth protecting and maintaining.
 - Trending with age, this figure is highest among those over the age of 60.
- Canadians overwhelmingly believe in the importance of protecting Canada's culture and identity (91%).
 - Vast majorities agree that the Canadian cultural identity should be highlighted and supported through the stories and perspectives shown on screen (83%) as well as investment into Canadian-made content (83%).
 - 7 in 10 Canadians prefer to watch Canadian-made TV, film and digital content over American content when both are available (72%).
- Three quarters of Canadians (76%) believe the Canadian production industry should be focused on filming and producing Canadian shows, movies, and content.
- Nearly all Canadians are in support of creating more Canadian content (91%), keeping the content ownership Canadian (90%), producing content that reflects Canada's history (86%), and government financial support for the Canadian television and film industry (86%).
- Over half of Canadian voters would take a leader's stance on cultural industries into account when deciding who to vote for this federal election.
 - Nearly 3 in 5 Canadians are at least somewhat more likely to support a political party that champions the Canadian identity through their support for cultural industries (58%).



Do you believe Canada has its own cultural identity worth protecting & maintaining, or do you believe that Canadian culture is a subset of American culture that should be more integrated with the United States?

4 in 5 Canadians agree that Canada has its own cultural identity worth protecting and maintaining.

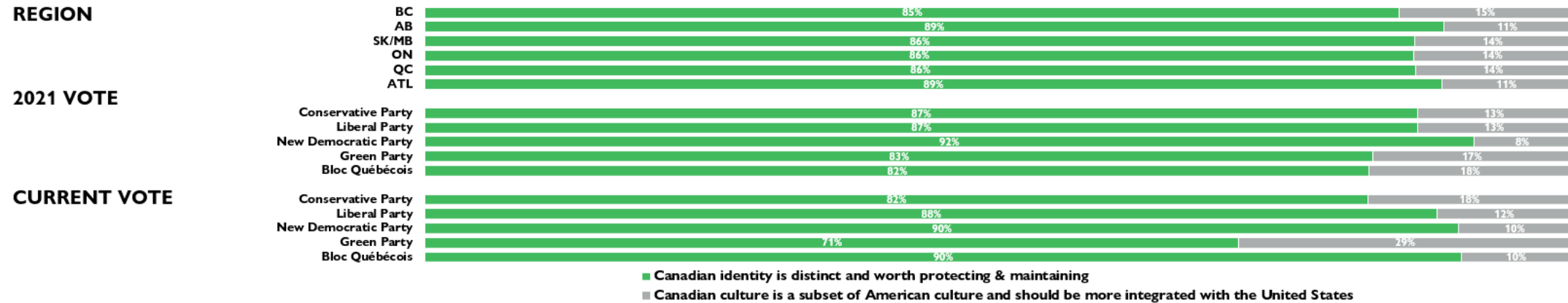


[Base] n=1,800



Do you believe Canada has its own cultural identity worth protecting & maintaining, or do you believe that Canadian culture is a subset of American culture that should be more integrated with the United States?

4 in 5 Canadians agree that Canada has its own cultural identity worth protecting and maintaining, trending with age and highest among those over the age of 60.



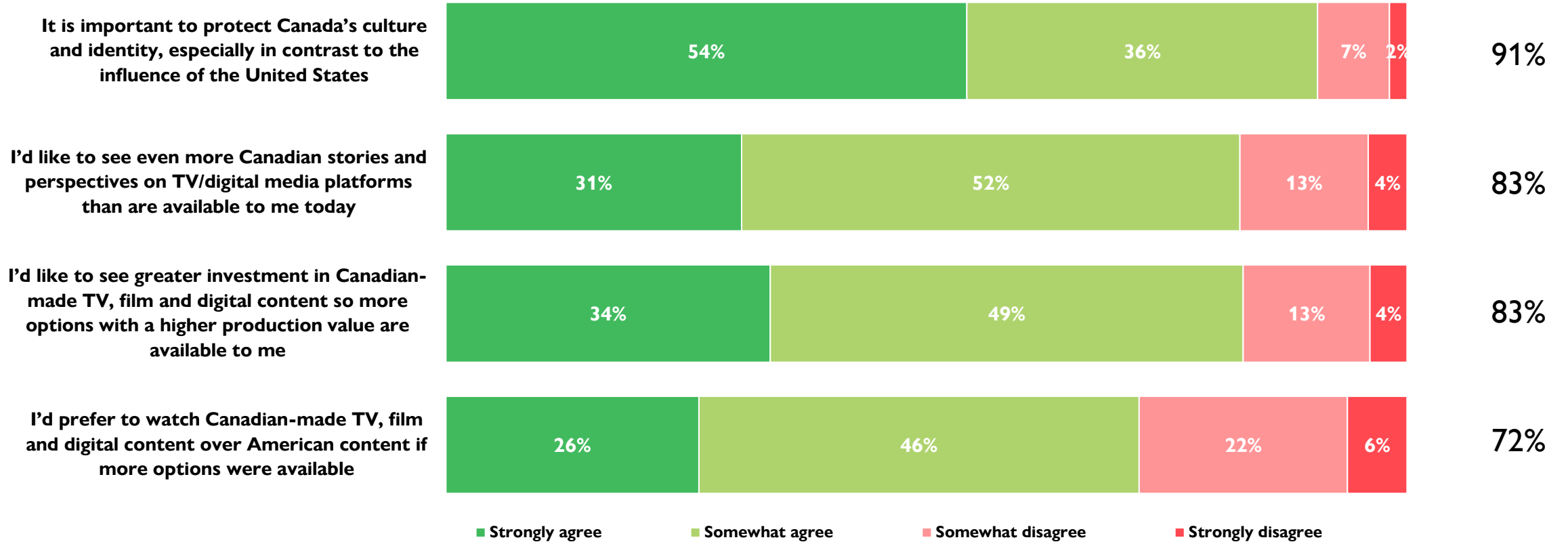
[Base] n=1,800



To what extent do you agree or disagree that:

Canadians overwhelmingly believe in the importance of protecting Canada’s culture and identity, and that it should be highlighted and supported through the stories and perspectives shown on screen as well as investment into Canadian-made content.

Agree

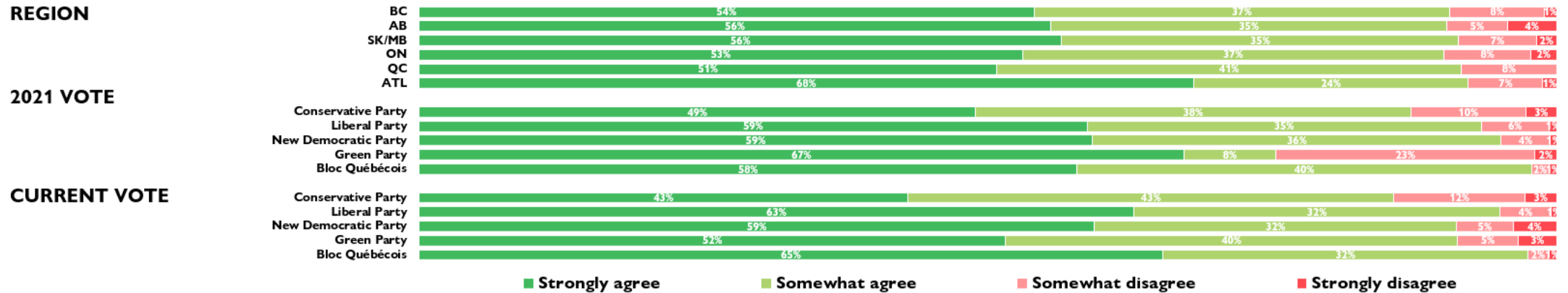


[Base] n=1,800



To what extent do you agree or disagree that:

It is important to protect Canada's culture and identity, especially in contrast to the influence of the United States

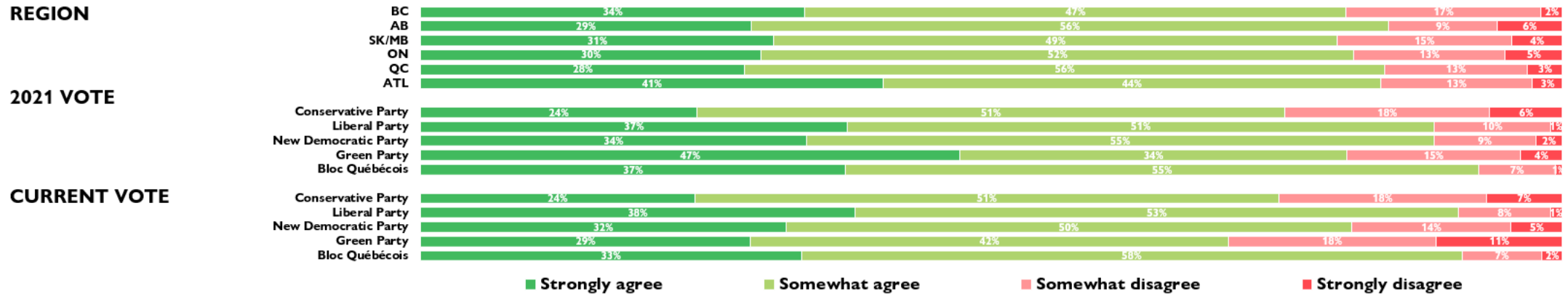


[Base] n=1,800



To what extent do you agree or disagree that:

I'd like to see even more Canadian stories and perspectives on TV/digital media platforms than are available to me today

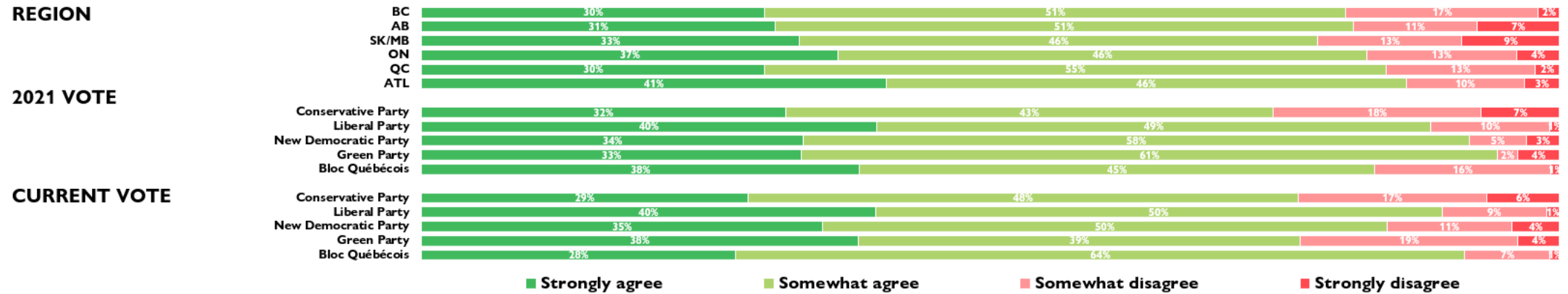


[Base] n=1,800



To what extent do you agree or disagree that:

I'd like to see greater investment in Canadian-made TV, film and digital content so more options with a higher production value are available to me

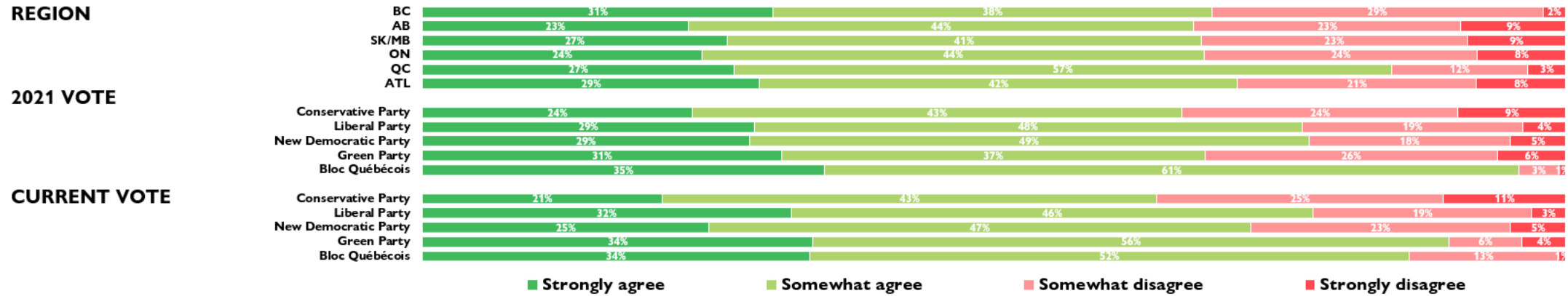


[Base] n=1,800



To what extent do you agree or disagree that:

I'd prefer to watch Canadian-made TV, film and digital content over American content if more options were available



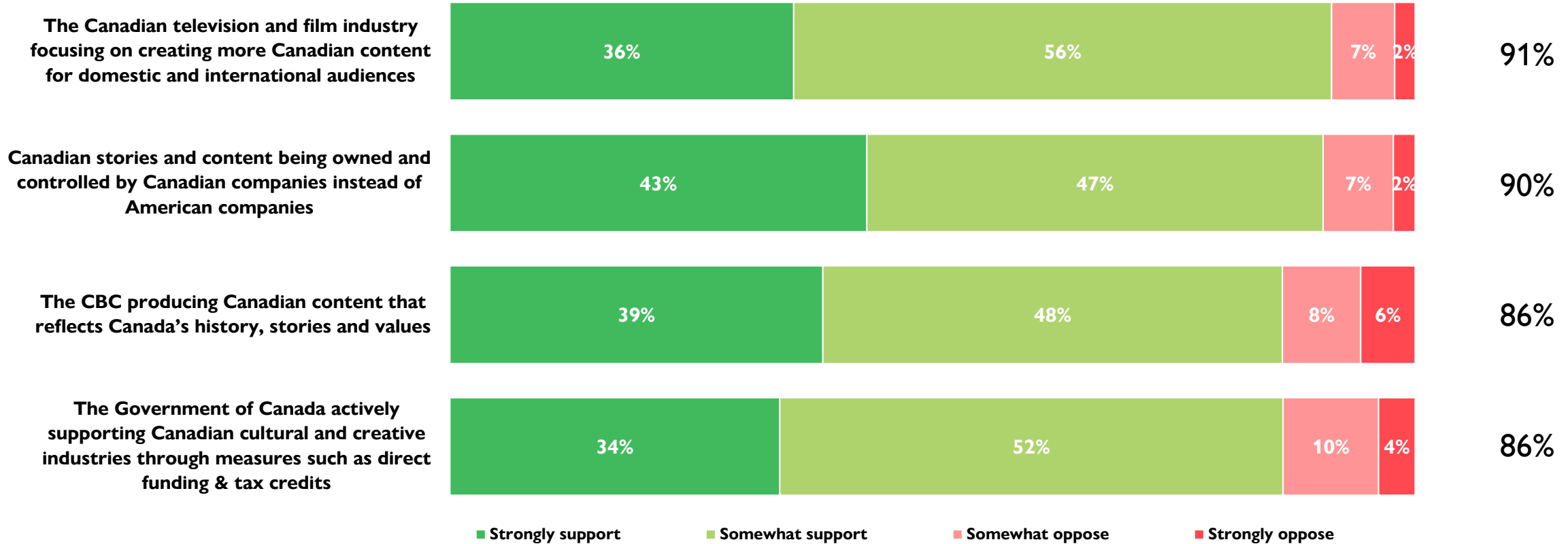
[Base] n=1,800



To what extent do you support...

There are high levels of support for creating more Canadian content, keeping the content ownership Canadian, producing content that reflects Canada’s history, and government financial support for the Canadian television and film industry.

Support

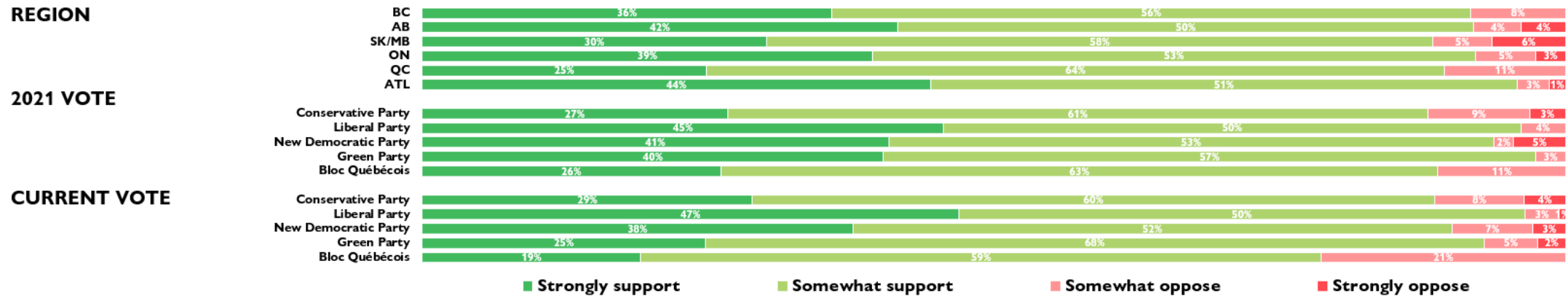


[Base] n=1,800



To what extent do you agree or disagree that:

The Canadian television and film industry focusing on creating more Canadian content for domestic and international audiences

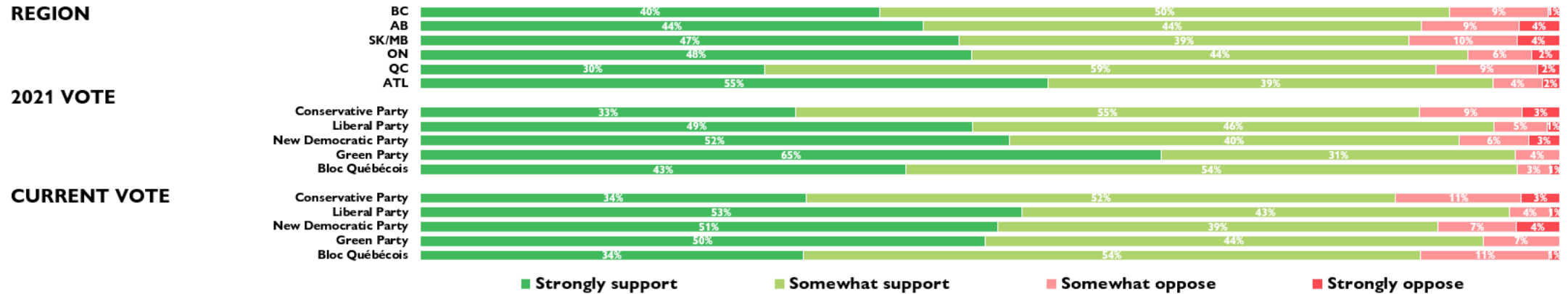


[Base] n=1,800



To what extent do you agree or disagree that:

Canadian stories and content being owned and controlled by Canadian companies instead of American companies

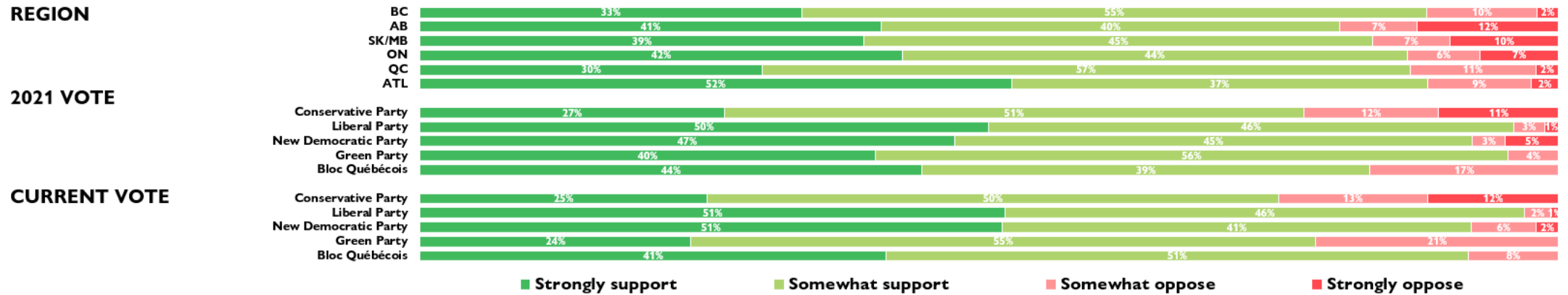


[Base] n=1,800



To what extent do you agree or disagree that:

The CBC producing Canadian content that reflects Canada's history, stories and values

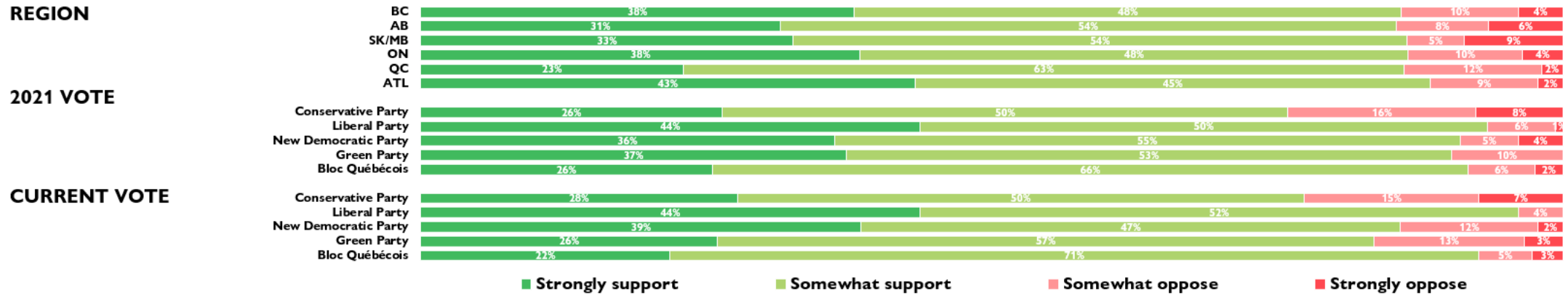


[Base] n=1,800



To what extent do you agree or disagree that:

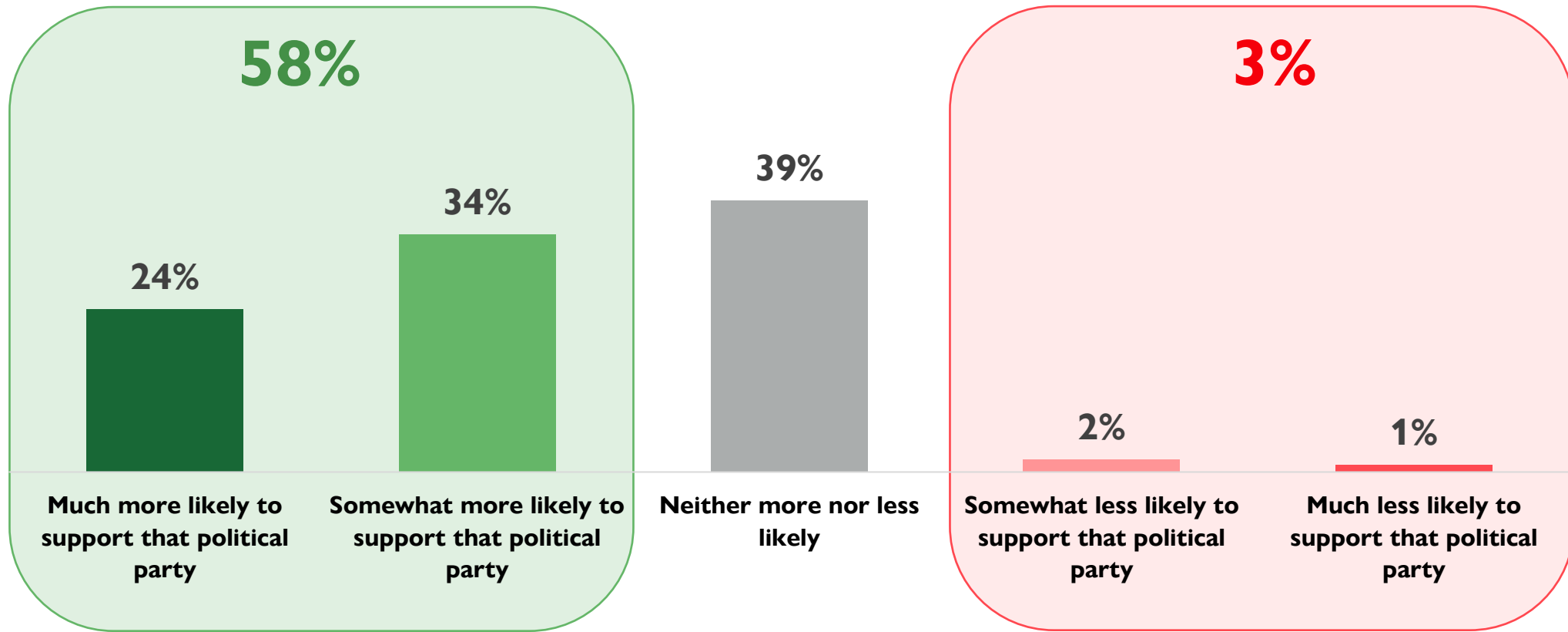
The Government of Canada actively supporting Canadian cultural and creative industries through measures such as direct funding & tax credits



[Base] n=1,800

🗣️ If a political party were to really champion Canadian identity by supporting Canadian cultural industries, would that make you...

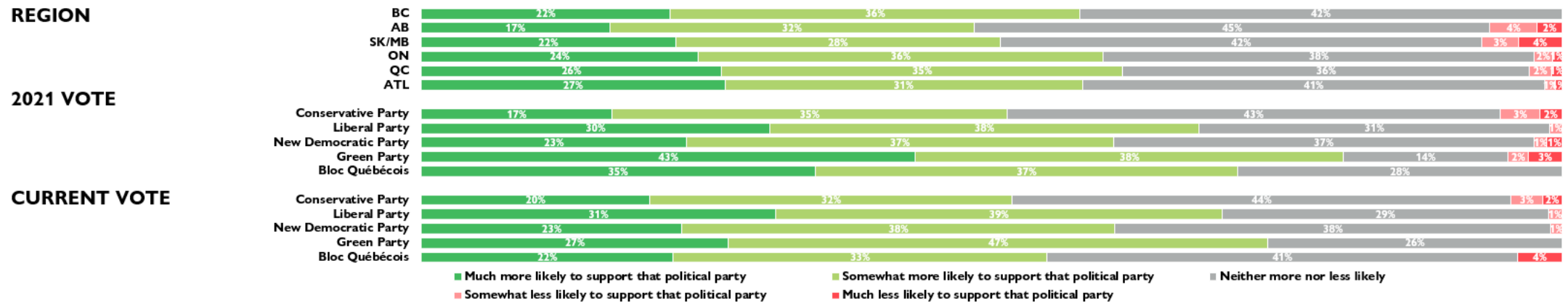
Nearly 3 in 5 Canadians are at least somewhat more likely to support a political party that champions the Canadian identity through their support for cultural industries.



[Base] n=1,800

🗣️ If a political party were to really champion Canadian identity by supporting Canadian cultural industries, would that make you...

Nearly 3 in 5 Canadians are at least somewhat more likely to support a political party that champions the Canadian identity through their support for cultural industries.



[Base] n=1,800

**Good decisions
require good data.**

Good data drives success.

CONTACT:

Info@abacusdata.ca