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# Public Opinion on the Online Streaming Act

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September 2025



**pollara**  
40 years of strategic insights

# Methodology

<b>Field Window</b>	September 19-25, 2025
<b>Sampling</b>	Online survey of randomly-selected sample of <b>1,500 Adult (18+) Canadian residents</b> . Sample source is the SAGO online panel.
<b>Reliability*</b>	A margin of error cannot be assigned to online surveys. As a guideline, a probability sample of this size carries a margin of error of <b>±2.5%</b> , 19 times out of 20. The margin of error is larger for sub-segments.
<b>Weighting</b>	Data has been weighted using the most current age, gender & region Census data, to ensure the sample reflects the actual population of adult Canadians.
<b>Research standards</b>	Pollara Strategic Insights is a member of the Canadian Research Insights Council (CRIC), and this research was conducted in compliance with CRIC standards.
<b>Sponsor</b>	This research was conducted on behalf of the Canadian Media Producers Association (CMPA).

<b>REGION</b>	<b>Number of Interviews</b> (unweighted)	<b>Margin of error*</b>
Atlantic Canada	129	± 8.6%
Quebec	342	± 5.3%
Ontario	513	± 4.3%
Manitoba	70	± 11.7%
Saskatchewan	66	± 12.1%
Alberta	173	± 7.5%
British Columbia	207	± 6.8%
<b>CANADA</b>	<b>1,500</b>	<b>± 2.5%</b>

## Key Findings

- **87% of Canadians support the Online Streaming Act.**
  - Support is at least at 83% in all regions.
  - Liberal (96%) and Bloc (97%) voters are the most supportive, but there is cross-partisan support, with 74% of Conservative voters also supportive of the Act.
- When the Online Streaming Act is placed in the context of trade negotiations, **68% say Canada should defend the Act versus 13% who want to use it as a bargaining chip.**
  - **78% of Canadians feel that Canadian culture should be “off the table”** as a possible concession in trade negotiations.
- **88% of Canadians feel we should echo the “buy Canadian” movement** by supporting Canadian film and TV producers.
- **85% feel the Government of Canada should support Canadian culture and creative industries financially.**
  - 92% of Liberal voters support this.



87%

of Canadians support the  
Online Streaming Act

# Low awareness of Online Streaming Act

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- Awareness decreases with age, from 34% among 18-to-34 year olds, down to 18% among those 55+.
- Men are more likely than women to be aware of the Online Streaming Act (31% vs. 18%).

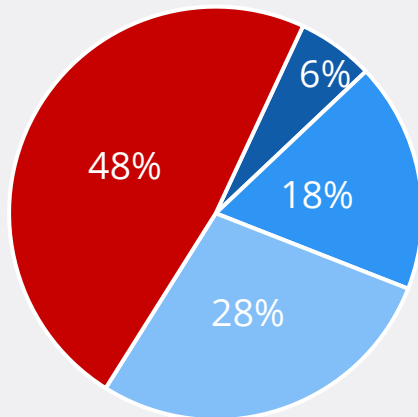
**Awareness of the Online Streaming Act**

**FAMILIAR** WITH IT AND COULD  
EXPLAIN IT TO SOMEONE ELSE

**KNOW A BIT** ABOUT IT

**HEARD ABOUT** IT IN PASSING,  
BUT DON'T KNOW WHAT IT IS

**HAVEN'T HEARD OF** IT BEFORE



**AWARE**  
(Familiar + Know a Bit)

TOTAL	AGE		
	18-34	35-54	55+
24%	34%	23%	18%

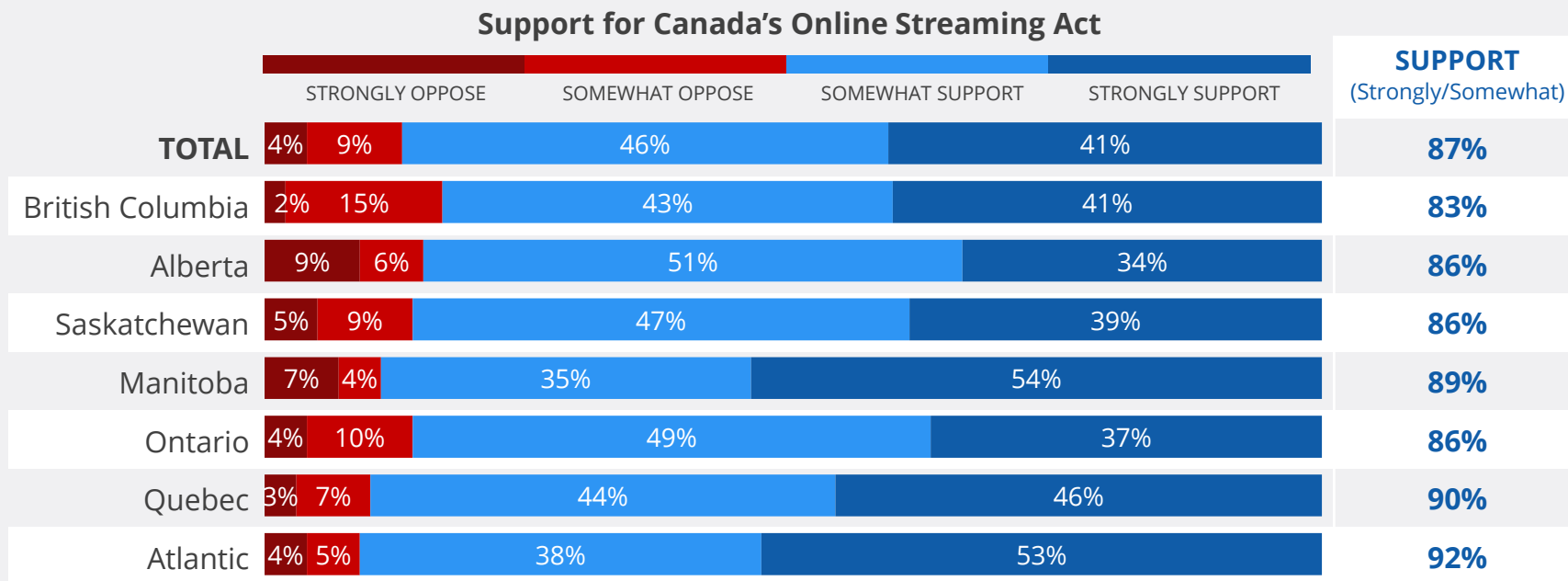


How much do you know about the Online Streaming Act?  
Base: Total Respondents (n=1,500)

# Nearly nine-in-ten (87%) support Online Streaming Act

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- Among those who feel strongly, ten times more Canadians strongly support than strongly oppose the Act (41% vs. 4%).



Canada's Online Streaming Act requires foreign streaming companies like Netflix, Amazon Prime, and Disney+ to invest a small portion of their Canadian revenues into the production of Canadian shows and movies, the same way traditional broadcasters must support Canadian shows and movies. Do you support or oppose Canada's Online Streaming Act? Base: Total Respondents (n=1,500)

# Liberal voters are overwhelmingly supportive (96%) of Online Streaming Act, but there is support across the political spectrum

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- Support for the Online Streaming Act is fairly consistent across income and education groups.

## Support for Canada's Online Streaming Act

**SUPPORT**  
(Strongly/Somewhat)

GENDER		AGE			VOTE INTENT				
Male	Female	18-34	35-54	55+	LIB	CPC	NDP	BQ	Und
84%	90%	88%	84%	89%	96%	74%	91%	97%	89%



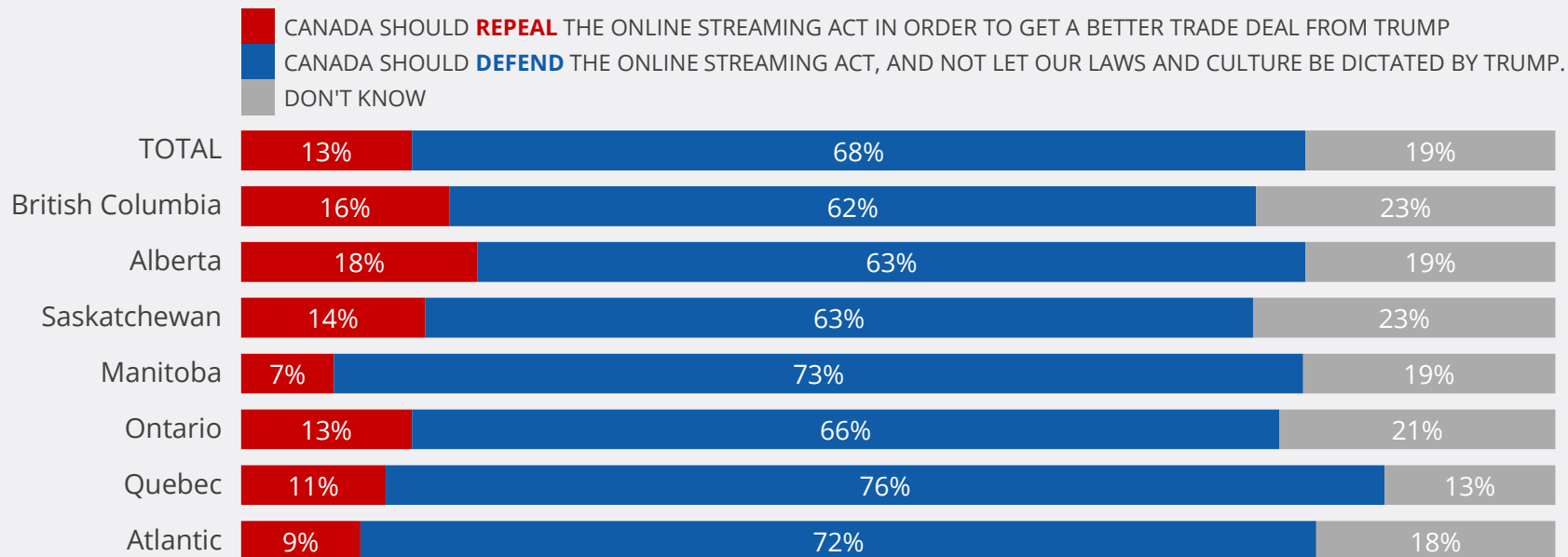
Canada's Online Streaming Act requires foreign streaming companies like Netflix, Amazon Prime, and Disney+ to invest a small portion of their Canadian revenues into the production of Canadian shows and movies, the same way traditional broadcasters must support Canadian shows and movies. Do you support or oppose Canada's Online Streaming Act? Base: Total Respondents (n=1,500)

# Only 13% of Canadians want to repeal the Online Streaming Act in order to get a better trade deal from Trump

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- Older Canadians are the most dug in against trading off the Online Streaming Act in trade talks: 78% of Canadians 55+ say Canada should defend the Online Streaming Act vs. 8% who want to use it as a bargaining chip.

## Trump on Canada's Online Streaming Act – Reaction

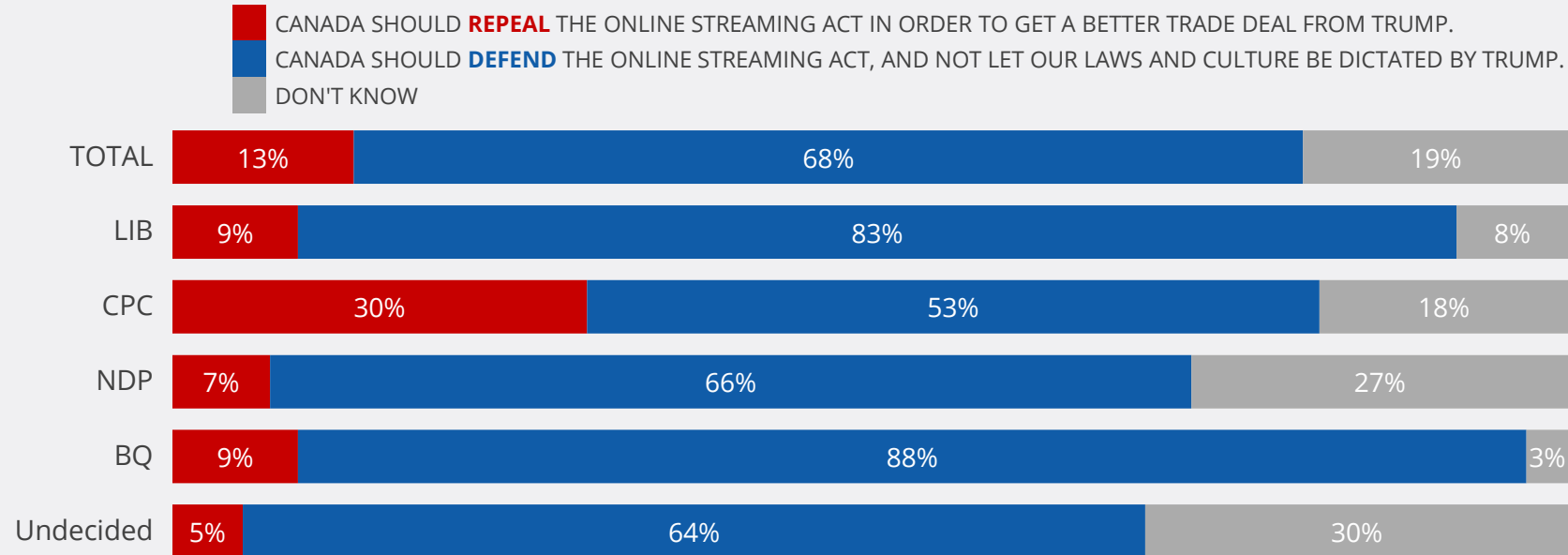


US President Donald Trump has said he wants Canada to repeal the Online Streaming Act. Thinking about this, which of these opinions comes closest to yours?  
Base: Total Respondents (n=1,500)

# Among Liberal voters, 83% want to defend Online Streaming Act vs 9% who want to use it as a trade chip in talks with Trump

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## Trump on Canada's Online Streaming Act – Reaction



US President Donald Trump has said he wants Canada to repeal the Online Streaming Act. Thinking about this, which of these opinions comes closest to yours?  
Base: Total Respondents (n=1,500)



# 78% feel Canadian culture should be “off the table” as a possible concession in trade negotiations

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## Agreement with Statements



The same way people are “buying Canadian” at the grocery store to support Cdn. food producers, we need to find ways to support Cdn. TV/film producers.



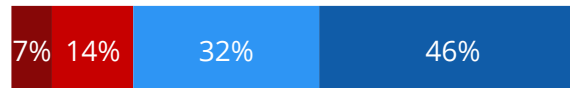
At this time of economic uncertainty, the federal government needs to protect the Canadian production industry and its 179,000+ full time jobs.



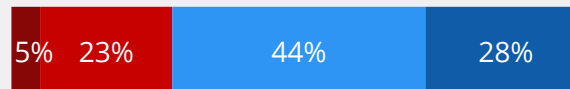
With Canada under threat from the United States, it is more important than ever to defend Canadian culture.



Canadian culture should be off the table as a possible concession by Canada in trade negotiations with President Trump.



American streaming giants like Netflix, Amazon Prime, and Disney+ can't be trusted to tell Canadian stories and support Canadian content on their own.



## AGREE

(Strongly/Somewhat)

TOTAL BC AB SK MB ON QC ATL

88% 84% 83% 76% 91% 88% 92% 90%

88% 83% 86% 90% 90% 87% 90% 93%

87% 86% 83% 79% 87% 87% 90% 94%

78% 74% 76% 74% 74% 78% 83% 79%

73% 71% 66% 59% 76% 72% 78% 81%



Do you agree or disagree with each of the following...  
Base: Total Respondents (n=1,500)

# 95% of Liberal voters feel we need to echo “buy Canadian” movement by supporting Canadian TV & film producers

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## Agreement with Statements



## AGREE (Strongly/Somewhat)

The same way people are “buying Canadian” at the grocery store to support Cdn. food producers, we need to find ways to support Cdn. TV/film producers.



TOTAL	LIB	CPC	NDP	BQ	Und
88%	95%	77%	94%	97%	90%

At this time of economic uncertainty, the federal government needs to protect the Canadian production industry and its 179,000+ full time jobs.



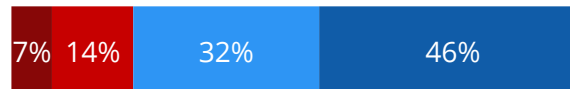
88%	94%	80%	93%	93%	87%
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With Canada under threat from the United States, it is more important than ever to defend Canadian culture.



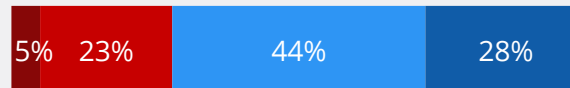
87%	93%	78%	89%	97%	88%
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Canadian culture should be off the table as a possible concession by Canada in trade negotiations with President Trump.



78%	83%	73%	73%	92%	79%
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American streaming giants like Netflix, Amazon Prime, and Disney+ can't be trusted to tell Canadian stories and support Canadian content on their own.



73%	80%	66%	74%	90%	68%
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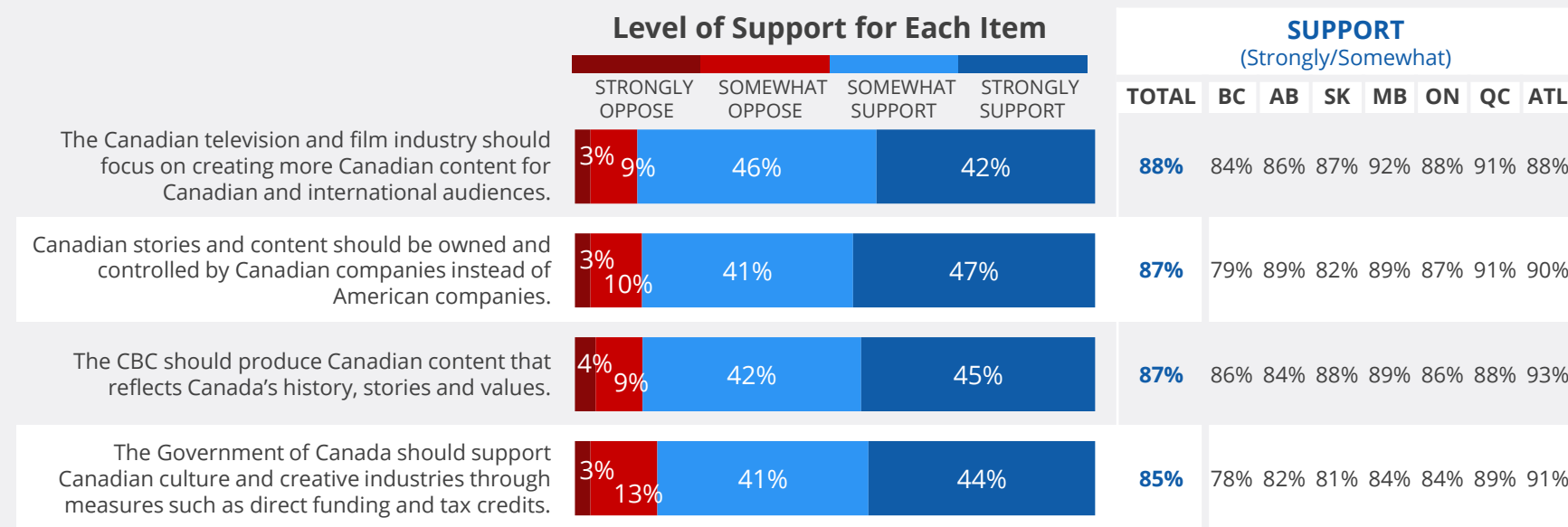


Do you agree or disagree with each of the following...  
Base: Total Respondents (n=1,500)

# 85% believe Government of Canada should support Canadian culture and creative industries financially

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- Quebecers are especially supportive of all measures tested. Nine-in-ten (89%) Quebecers would like to see the Government of Canada support Canadian culture and creative industries through directing funding or tax credits.

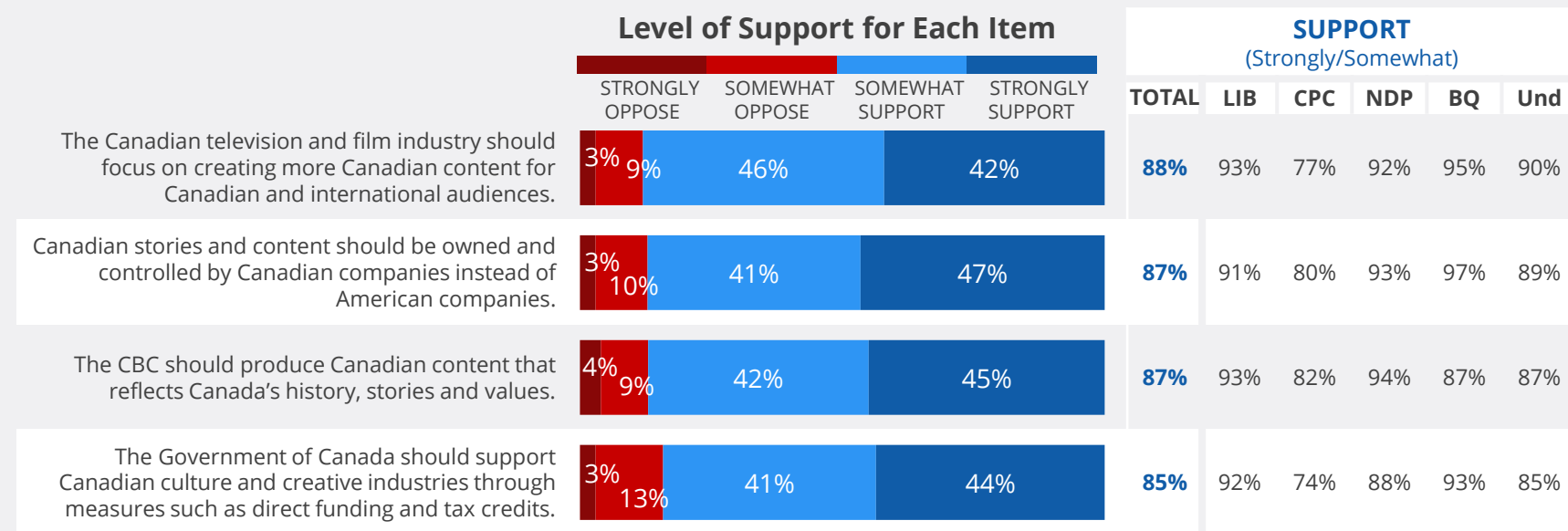


To what extent do you support each of the following...  
Base: Total Respondents (n=1,500)

# Widespread support for CBC producing Canadian content that reflects Canada's history, stories, and values – even among Conservative voters

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- Liberal (92%) and Bloc (93%) voters are especially supportive of the Government of Canada supporting Canadian culture and creative industries through measures such as direct funding and tax credits.



To what extent do you support each of the following...  
Base: Total Respondents (n=1,500)

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# Public Opinion on the Online Streaming Act

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40 years of strategic insights