

CMPA



Canadian Media
Producers Association

Public Opinion on the Online Streaming Act

April 2026



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83%

of Canadians support the
Online Streaming Act

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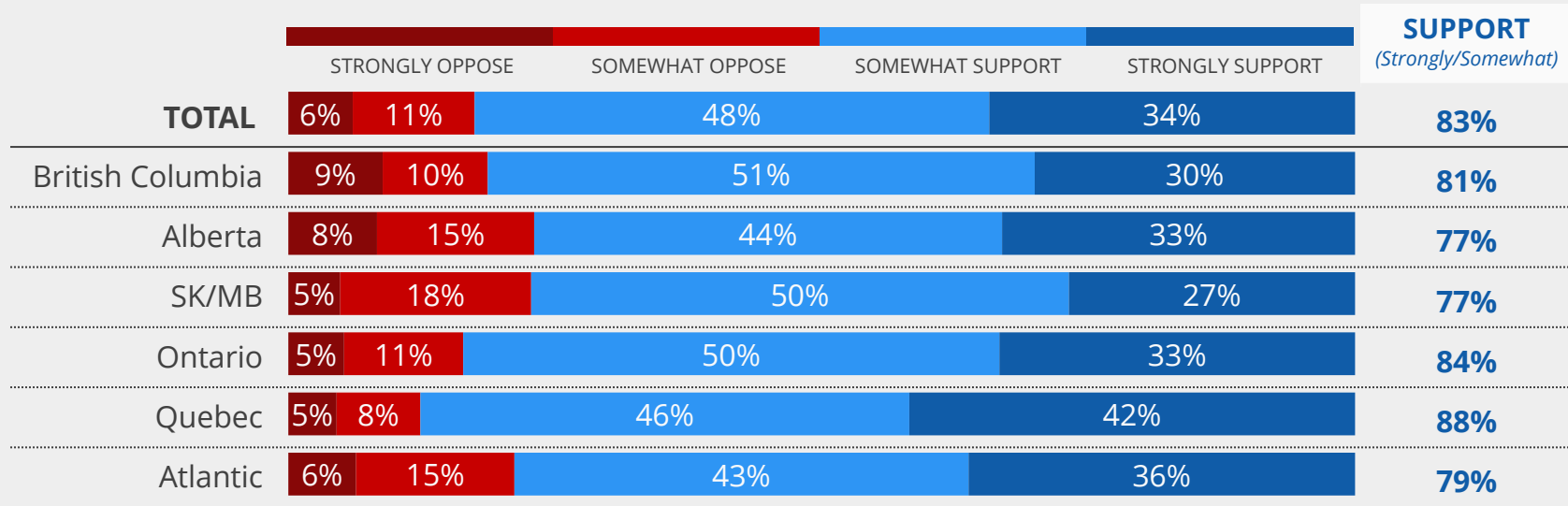
Key Findings: Support for the OSA

- **83% of Canadians support the Online Streaming Act.**
 - Liberal (94%) and Bloc (95%) voters are the most supportive, but there is cross-partisan consensus, with the majority (65%) of Conservative voters also supportive of the Act.
- 73% agree (vs. 15% disagree) Canada has the right to set the rules for digital platforms operating in Canada, even if those companies are headquartered abroad.
- **Canadians are not willing to sacrifice the OSA for a trade deal with the US.**
 - 73% agree (vs. 15% disagree) the Government of Canada should stand firm on its cultural policies and digital sovereignty, even if President Trump disagrees. (86% of Liberal voters agree)
 - In a scenario where the US offers to sign a CUSMA extension in exchange for Canada repealing the OSA, twice as many feel Canada should hold out for a better deal than sign the agreement (49% vs. 24%).

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83% of Canadians support the Online Streaming Act

Support or Opposition to Canada's Online Streaming Act

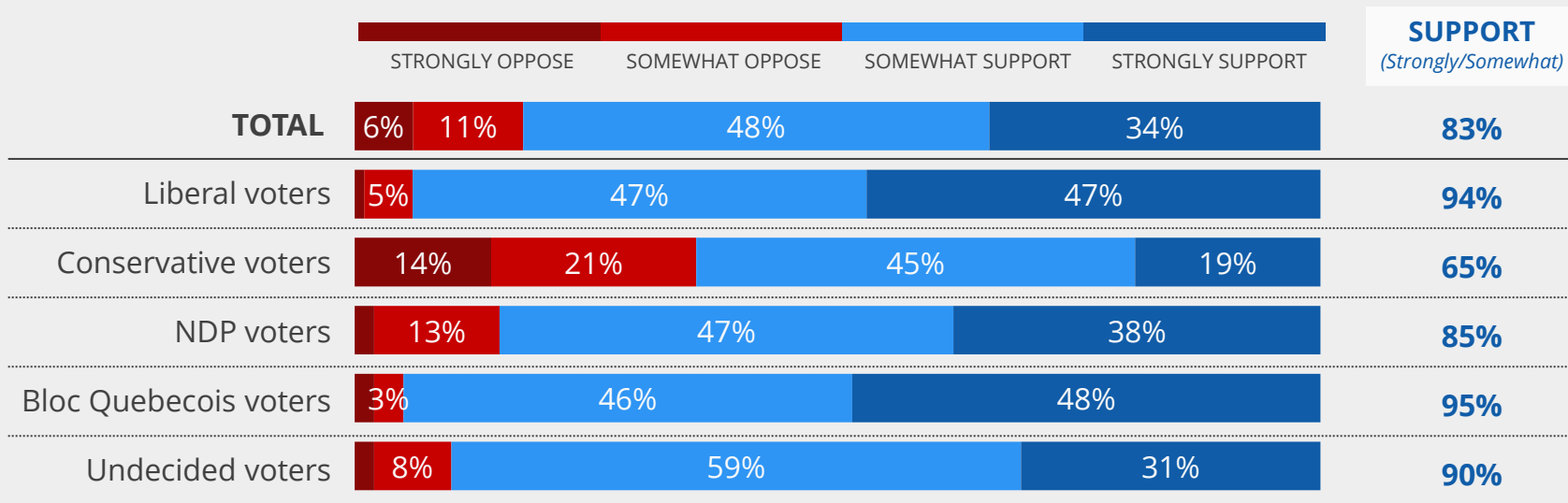


Q. Canada's Online Streaming Act requires foreign streaming companies like Netflix, Amazon Prime, and Disney+ to invest a portion of their Canadian revenues into the production of Canadian shows and movies, the same way traditional broadcasters must support Canadian shows and movies. Do you support or oppose Canada's Online Streaming Act?
 Base: All Respondents - Split Sample (n=1,205).

Cross-partisan support for Online Streaming Act

- While support for the Online Streaming Act is higher among Liberal (94%) and Bloc (95%) voters, nearly two-thirds (65%) of Conservative voters are supportive.

Support or Opposition to Canada's Online Streaming Act



Percentages less than 3% not labelled



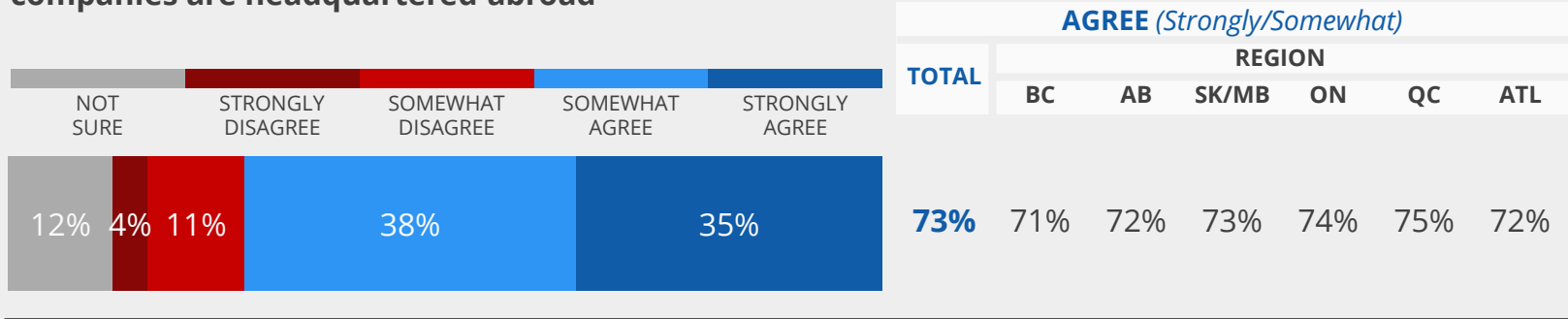
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Base: All Respondents - Split Sample (n=1,205).

Three-quarters agree Canada has the right the set rules for digital platforms operating in Canada, even if those companies are headquartered abroad

- Liberal (85%), Bloc (84%) and NDP (81%) voters are more likely to agree, while a smaller majority among CPC voters agree (63%).

Canada should have the right to set rules for digital platforms operating in Canada, even if those companies are headquartered abroad

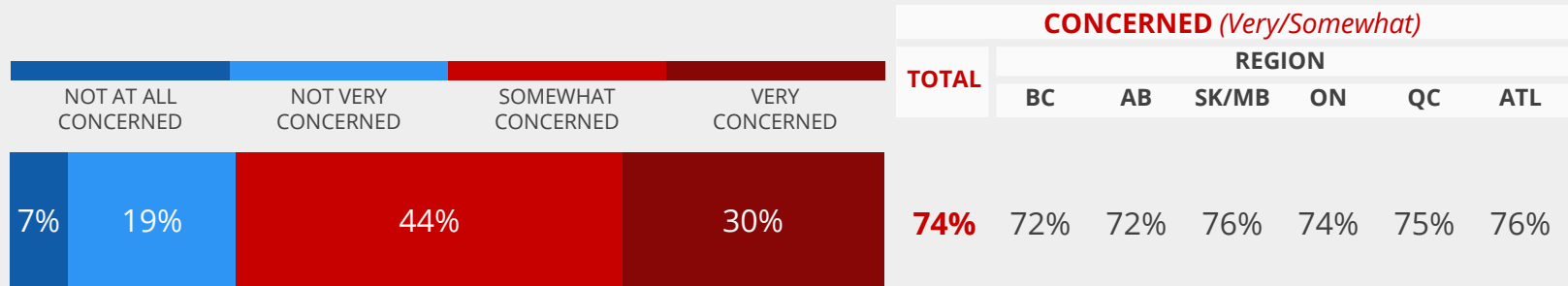


Q. Do you agree or disagree that Canada should have the right to set rules for digital platforms operating in Canada, even if those companies are headquartered abroad?
 Base: All Respondents (n=2,410).

Three-quarters are concerned about foreign technology companies having significant control over the content Canadians see online

- Similar levels of concern are expressed by men and women, and across regions and age groups. Seniors (81%) are notably more concerned about this than those under 65 (71% to 72%).
- Bloc (85%), NDP (85%), and Liberal (82%) voters express more concern than CPC voters (66%).

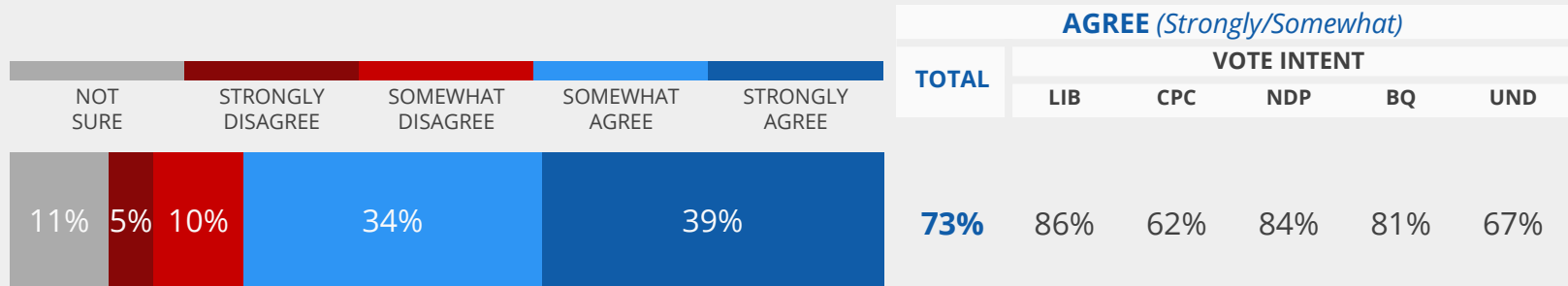
Concern about foreign technology companies controlling online content Canadians see



Q. How concerned are you about foreign technology companies having significant control over what content Canadians see online?
Base: All Respondents (n=2,410).

Three-quarters (73%) of Canadians believe the GoC should stand firm on its cultural policies even if President Trump disagrees

GoC should stand firm on its cultural policies and digital sovereignty, even if President Trump disagrees



Q. Canada and the United States are currently involved in trade negotiations around US tariffs and the future of the Canada-US-Mexico Trade Agreement (CUSMA). President Trump has demanded the repeal of the Online Streaming Act. Thinking about this, do you agree or disagree with the following statement?

Base: All Respondents (n=2,410).

Methodology

Field Window	February 19 to 24, 2026
Sampling	Online survey of randomly-selected sample of 2,410 Adult (18+) Canadian residents . Respondents were recruited from the Canadian Viewpoints online research panel.
Reliability*	Online surveys cannot be assigned a margin of error. As a guideline, a probability sample of this size carries a margin of error of $\pm 2.0\%$, 19 times out of 20.
Weighting	Data has been weighted using the most current age, gender, region, and education Census data to ensure the sample reflects the actual population of adult Canadians.
Sponsor	This research was conducted on behalf of the Canadian Media Producers Association (CMPA).

REGION	Weighted	Unweighted	Margin of Error*
British Columbia [BC]	354	251	$\pm 6.2\%$
Alberta [AB]	277	600	$\pm 4.0\%$
Saskatchewan/Manitoba [SK/MB]	160	202	$\pm 6.9\%$
Ontario [ON]	964	352	$\pm 5.2\%$
Quebec [QC]	488	805	$\pm 3.5\%$
Atlantic [ATL]	168	200	$\pm 6.9\%$
TOTAL	2,410	2,410	$\pm 2.0\%$

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POLLARA STRATEGIC INSIGHTS IS A MEMBER OF THE **CANADIAN RESEARCH INSIGHTS COUNCIL (CRIC)**, AND THIS RESEARCH WAS CONDUCTED IN COMPLIANCE WITH CRIC STANDARDS.

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