



A growing appetite for making streamers fund Canadian content.

National survey released September 2026
Field: August 30 to September 2, 2026
Submission 2026-3114

Bloomberg



This research gauged the opinion of Canadians on streaming services financially supporting the creation of Canadian content.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1037 Canadians, 18 years of age or older, from August 30 and September 2, 2026, as part of an omnibus survey. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by Bloomberg News and the research was conducted by Nanos Research.

[Full data tables with weighted and unweighted number of interviews is here.](#)
Tables within the report that have significant differences are highlighted in yellow.

Note: Charts may not add up to 100 due to rounding

PATH
FORWARD!

WINN
CANDID

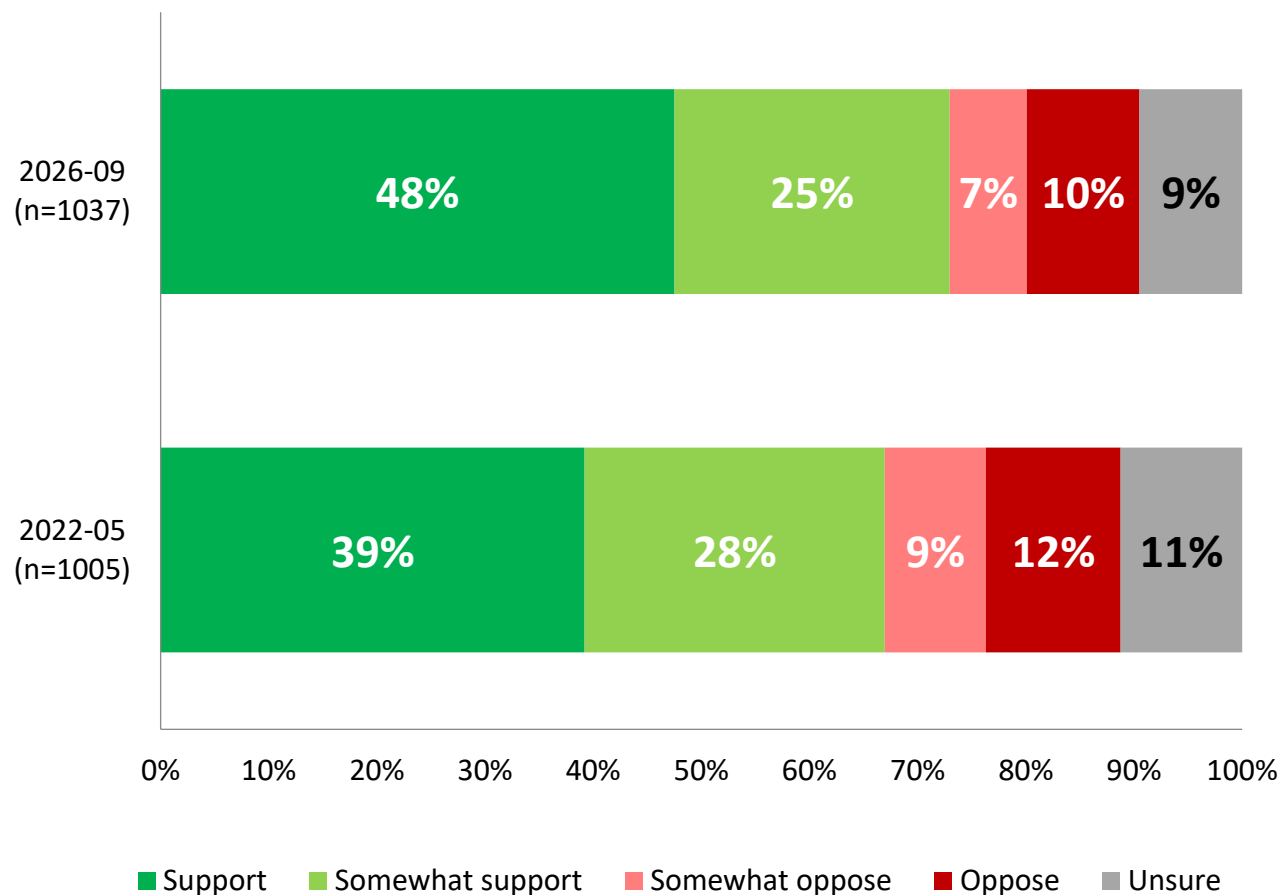
VALIDATE

TEST IDEA

REVIEW RESEN

DIAGNOSE
ENV

Q – Do you support, somewhat support, somewhat oppose or oppose having streaming services, such as Netflix, Amazon Prime and Disney+, financially support the creation of Canadian content in the same way Canadian broadcasters support Canadian content?



*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Views on streaming services financially supporting the creation of Canadian content

Nearly **3 in 4** Canadians

support (48%) or somewhat support (25%) streaming services financially supporting the creation of Canadian content in the same way Canadian broadcasters do. Outright support increased from 39 per cent in the 2022 wave.

Views on streaming services financially supporting the creation of Canadian content – by demographics

Q – Do you support, somewhat support, somewhat oppose or oppose having streaming services, such as Netflix, Amazon Prime and Disney+, financially support the creation of Canadian content in the same way Canadian broadcasters support Canadian content?

	2026-09 (n=1037)	Atlantic (n=100)	Quebec (n=217)	Ontario (n=348)	Prairies (n=221)	BC (n=151)	Men (n=536)	Women (n=501)	18-34 (n=209)	35-54 (n=348)	55 plus (n=480)
Support	47.5%	44.4%	53.7%	49.5%	34.9%	49.3%	45.8%	49.2%	48.3%	43.6%	50.1%
Somewhat support	25.4%	25.2%	31.1%	21.9%	27.9%	22.8%	26.8%	24.1%	27.0%	24.2%	25.4%
Somewhat oppose	7.1%	10.2%	4.5%	8.3%	7.8%	5.9%	7.8%	6.4%	7.6%	6.7%	7.2%
Oppose	10.4%	7.5%	4.3%	10.5%	19.7%	10.2%	12.4%	8.6%	6.9%	16.3%	8.1%
Unsure	9.5%	12.7%	6.4%	9.8%	9.7%	11.8%	7.2%	11.7%	10.3%	9.2%	9.2%

Though a majority of Canadians across all demographic groups are supportive to one extent or another of having streaming services financially support the creation of Canadian content, intensity of support is slightly lower in the Prairies.

Element	Description
Research sponsor	Bloomberg News
Population and Final Sample Size	1037 Randomly selected individuals.
Source of Sample	Nanos Insights Lab
Type of Sample	Probability
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	August 30 to September 2, 2026.
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	11 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, Conservative Party leadership, Canada-US trade, and healthcare.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Tabulations	By region, age and gender



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EthicStratēgies

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Any questions?



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