

Rating Summer Concert Tours:

Have Canadians Gone Gaga?

*Simon and Garfunkle (16%), Michael Bublé (15%) Top List of
Concert Tours Canadians Would Choose to See,
Lady Gaga Not Far behind (13%)*

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Toronto, ON – In a fast-paced world of modernity, Canadians appear to be yearning for music of the past, according to a new Ipsos Reid poll conducted on behalf of Canada.com. The poll has found that if Canadians could see one concert tour this summer, 16% would choose the 60s classic rock of Simon and Garfunkle, while 15% would opt for the big-band crooner-style singing of international sensation Michael Bublé.

While the music of yesteryear appears to be the most popular this summer, rounding out the top three is an artist who continues to push the envelope forward in song, style and personality. One in ten (13%) Canadians would most want to see Lady Gaga in action.

Other concert tours that Canadians would most want to see include Sting (6%) and Lilith Fair (4%). Despite the international stardom and craze over teen-singer Justin Bieber from Stratford, ON, just 1% of Canadians (2% of those with kids) say that this is the concert tour they most want to see. Two in ten (21%) have some other concert tour in mind that they most want to see, while one quarter (24%) of Canadians don't appear to be impressed by any Canadian concert tours, saying that they wouldn't choose to see any.

Some Canadians are Singing a Different Tune...

Naturally, some of these concert tours tend to have more appeal among individuals of certain demographics:

- **Simon and Garfunkle** appear to be more popular among those aged 55+ (21%) and 35 to 54 (18%) – likely since these individuals would have been around to hear their music as it was released. Just 9% of those aged 18 to 34 would choose this concert over others. Further, men (19%) are more likely than women (14%) to say this is the tour they'd want to see. Atlantic Canadians (24%) are the most likely to say this is the tour they'd want to see, while British Columbians (12%) are only half as likely.
- **Michael Bublé** has the biggest draw among older (21%) would-be concert goers when compared to middle-aged (12%) or younger Canadians (13%). Women (19%) are also significantly more likely than men (11%) to say that this is the tour they'd want to see. Individuals in Saskatchewan and Manitoba (22%), Atlantic Canada (21%) and British Columbia (19%) are most likely to say they'd want to see him over others, while Albertans (7%) are the least likely.
- **Lady Gaga**, not surprisingly, is most often cited by those aged 18 to 34 (29%) – the largest proportion of interest for any tour studied among any demographic – and they are over three-times more likely than middle-aged (7%) or older (5%) Canadians to say that this is the concert tour they'd most want to see this summer. More women (15%) are most interested in seeing this tour than men (10%). British Columbians (15%) are the most likely to say they'd chose this concert tour over others, while Atlantic Canadians (5%) are the least likely.



These are some of the findings of an Ipsos Reid poll conducted between June 4 and 7, 2010, on behalf of Canada.com. For this survey, a sample of 1,047 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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