

From Opportunity to Impact

Assessing the economic, societal, and cultural contributions of YouTube in Canada in 2022



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EXECUTIVE SUMMARY

YouTube's Impact in Canada

Every day, YouTube helps Canadian users to learn new skills, connect with others, and enrich their lives. It also provides a platform for a diverse range of content creators to share their interests and passions with audiences within Canada and beyond, creating opportunities to build new careers and businesses.



Economic Contribution

\$2.0B+

YouTube's creative ecosystem contributed more than \$2.0 billion CAD to Canada's GDP in 2022.

35,000+

YouTube's creative ecosystem supported more than 35,000 full-time equivalent (FTE) jobs in 2022.

A Platform for Creators

5,500+

In Canada, over 5,500 channels have more than 100,000 subscribers, an increase of more than 20%, year over year. (a/o December 2022)[†]

90%

Over 90% of watch time on content produced by channels in Canada comes from outside of Canada.[†]

A Wealth of Benefits



Driving the Creator Economy

YouTube's creators can find opportunities and economic success while doing what they love. YouTube is a particularly valuable tool for enabling Canadian creators to access international audiences.



Helping Businesses Grow

YouTube helps businesses connect with and grow their customer base in Canada and around the world. This helps businesses increase reach, drive revenue, and support jobs.



A Place to Learn

YouTube is a platform where Canadians can educate themselves and others. YouTube can help people develop personal and professional skills, learn new hobbies, and solve practical problems. It also provides a vast resource for students, educators, and parents.



Amplifying Canadian Talent

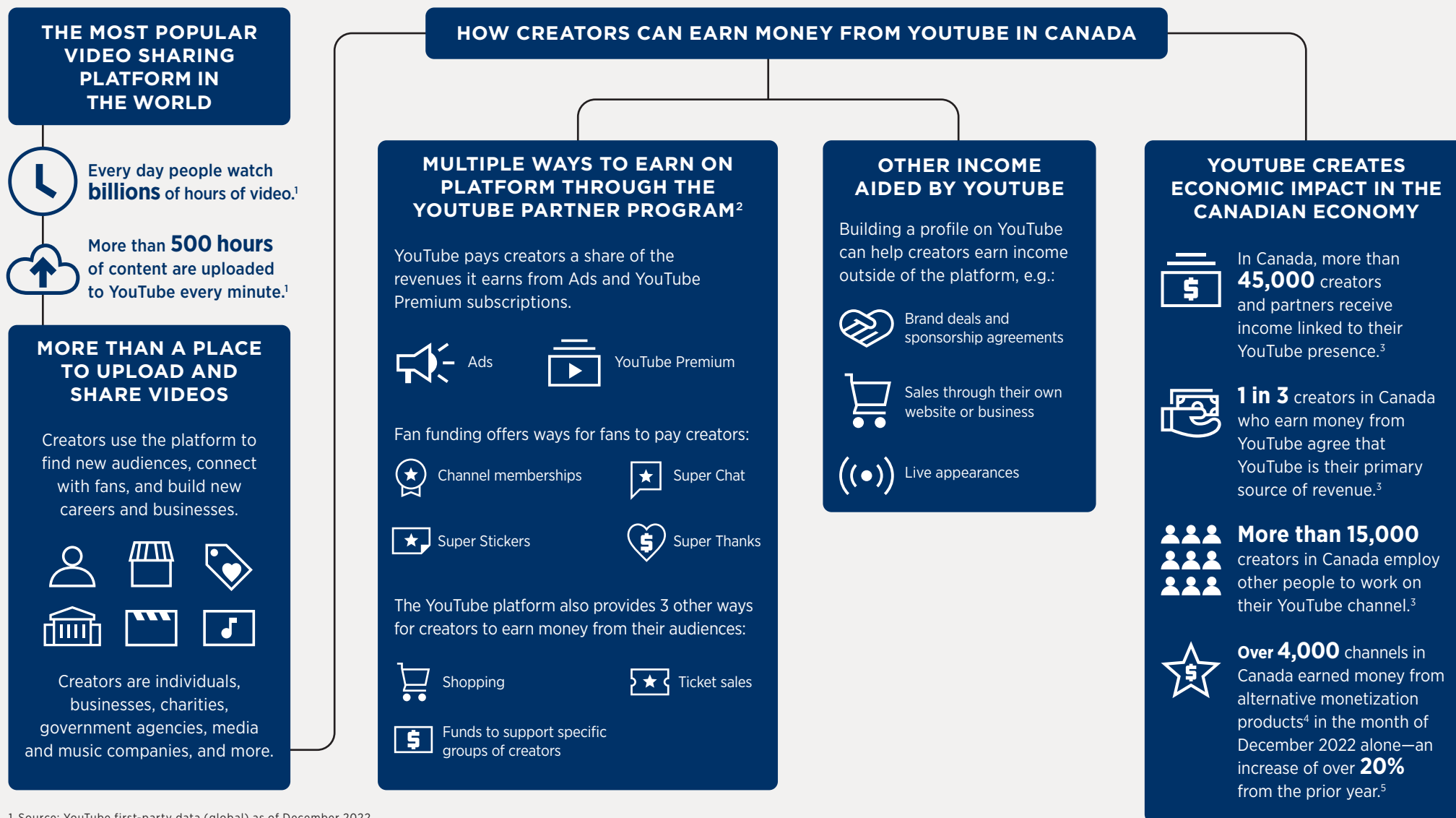
YouTube offers opportunities for artists and creators from across Canada to get discovered and share their content with local and global audiences.



Driving Cultural Diversity

The diversity of Canada's population is reflected in YouTube's highly diverse content library. The platform enables users to create, share, and experience culture with new audiences and communities across Canada and the world.

How YouTube Creates Economic Impact



¹ Source: YouTube first-party data (global) as of December 2022.

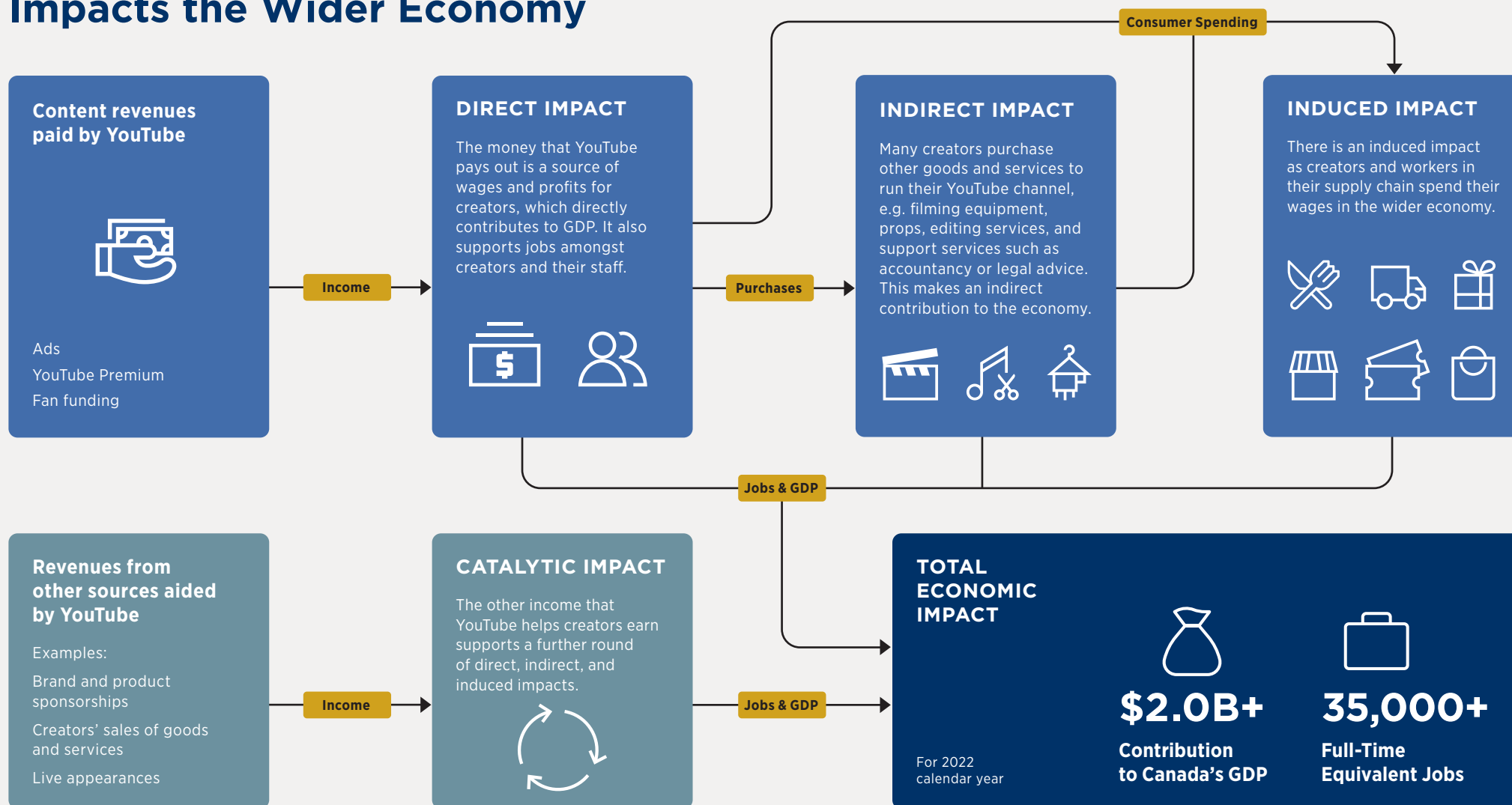
² Further information about the multiple ways to earn is available [here](#).

³ Source: Oxford Economics.

⁴ Alternative monetization products include Fan funding, Shopping, and Ticket sales.

⁵ Source: YouTube first-party data (Canada) as of December 2022.

How YouTube's Creative Ecosystem Impacts the Wider Economy



ECONOMIC IMPACT

Driving the Creator Economy

YouTube provides a way for Canadian creators to find opportunities and earn income by sharing their interests, skills, and passions with local and international audiences. Thousands of creators in Canada earn through YouTube.

The platform offers access to free support, resources, access to an audience of billions, and an infrastructure that enables growth. Creators can also use YouTube to help them generate income from other sources, such as through brand sponsorships, live appearances, or book deals. This opportunistic system enables creators to sustain careers and employ a network of collaborators.



YouTube has provided me with more freedom and flexibility in my life. I can enjoy being more at home or travel whenever I want and upload as I please. Total game changer in my life to not feel strapped to a 9-5 job.

— Creator aged 35-44,
British Columbia, 1.1 million
to 2.5 million subscribers



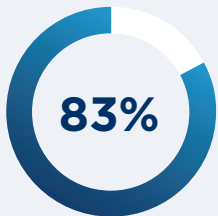
It has completely changed my life, I went from having nothing to being financially free and having a community I can engage with and have fun with. I can create the videos I want to.

— Creator aged 18-24,
British Columbia, 100,000
to 250,000 subscribers



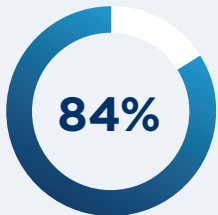
YouTube has become the best retirement gig for me. There are many avenues of creativity I need to tap into in the making of a video from start to finish. It has kept my brain active and working, and I can spend the perfect amount of time on it without overdoing it or creating stress.

— Creator aged 65-74, Ontario, 500,000 to 1 million subscribers



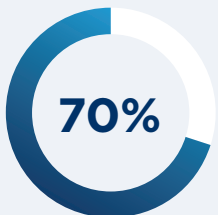
Increasing Opportunities

83% of creators who earn money from YouTube agree that YouTube provides an opportunity to create content and earn money that they wouldn't get from traditional media.



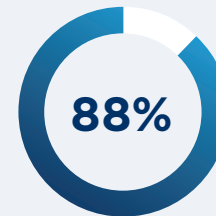
Expanding Reach

84% of creators who earn money from YouTube agree that YouTube helps them export their content to international audiences they wouldn't otherwise have access to.



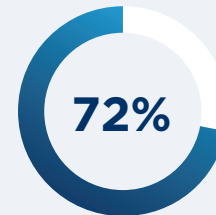
Supporting Professional Goals

70% of creators who earn money from YouTube report that YouTube has had a positive impact on their professional goals.



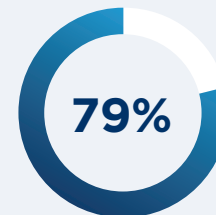
A Place to Share

88% of female creators agree that YouTube helps them share their passions and ideas.



A Place to Belong

72% of creators who earn money from YouTube agree that they identify and feel like they have a place to belong on YouTube.



A Positive Impact

79% of creators agree that they want to use the influence they discovered on YouTube to make a positive impact on society.

@Clutterbug | Windsor, ON

From Clutter to Creativity

As a mother of three, Windsor-based Cassandra A. often struggled with a messy, cluttered home. After finally discovering the methods of home management that worked for her, she was determined to share the message that home organization can take many forms to suit the needs of each individual family. Encouraged by a camera she received as a gift from her husband, Cassandra uploaded her first YouTube video a decade ago hoping to discover business opportunities and connect with potential customers. Clutterbug began as a small-scale organizing business and has since grown to produce four best-selling books, a podcast, and an HGTV show called “Hot Mess House.” With over **94 million views**, Clutterbug’s YouTube channel seeks to help its **770,000 subscribers** and broader audience better organize their homes, and their lives.

Clutterbug’s weekly content ranges from surprising subscribers with free home-organizing services across Canada and the US, to supporting clients who might feel overwhelmed by the clutter that comes as part of family life. Every week, Cassandra receives comments from viewers explaining how she has helped them improve their homes, lives, and even relationships by implementing Clutterbug’s philosophy in their own homes. Her role as a creator has enabled Cassandra to launch a successful career and even hire employees to support her online presence and content creation as Clutterbug continues to grow.



“

YouTube puts me in front of millions of people and allows me to not just help one-on-one in homes, but I can help people in the millions.

— Cassandra A., Windsor, Ontario

ECONOMIC IMPACT

Helping Businesses Grow

YouTube helps businesses connect with more customers locally, nationally, and internationally—increasing reach, driving revenues, and supporting jobs.

When business owners of all sizes share content that informs, educates, and entertains, it helps them build an audience. This audience can also become customers, who provide new sources of demand for the businesses' products and services, generating new sales revenue and business growth.

YouTube also supports businesses in other ways. YouTube's vast content library spans a broad range of subjects. Businesses, for example, can use this library as a resource to support staff training and development.



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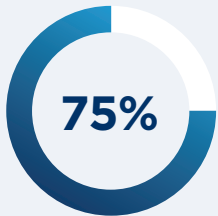
YouTube is an essential part of my business moving forward. This platform gives my business credibility and is a tool we use to enhance our custom service/product process.

— Creator aged 35-44, Manitoba, 1,000 to 10,000 subscribers



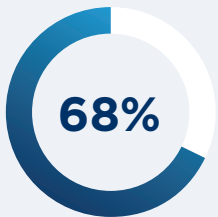
[YouTube] has changed our business model when it comes to advertising, [most] substantially in the past two years when sales were most affected. YouTube turned it around for us and drove sales back up.

— Head of Marketing, Construction company



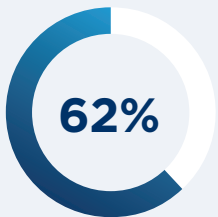
New Audiences

75% of SMBs with a YouTube channel agree that YouTube played a role in helping them grow their customer base by reaching new audiences.



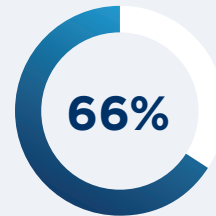
Driving Revenues

68% of SMBs with a YouTube channel agree that YouTube played a role in helping them grow their revenue.



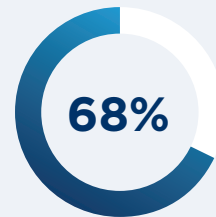
Prompting Growth

62% of SMBs who use YouTube agree that YouTube is essential to their business growth.



Training Staff

66% of SMBs who use YouTube agree that YouTube is a cost-effective way of providing staff training.



Growing Local Presence

68% of businesses with a YouTube channel agree that YouTube has helped them develop a following from their local area.

[@CuriosityIncorporated](#) | Edmonton, AB

Connecting with Curiosity

Famous for his finds from auctions, hoarders' houses, and antique stores, Alexander A. is the Edmonton-based small business owner and content creator behind Curiosity Inc. His videos take viewers interested in antiques on adventures as he discovers unique treasures across Canada and the world. Originally a brick-and-mortar antiques store, Alexander sought to complement Curiosity Inc.'s business model with long-form content on YouTube to promote his products. Since launching on YouTube, he has grown and sold two businesses, started creating content as a full-time job, and will soon launch a show on a major streaming service.

During the COVID-19 pandemic, revenue generated on YouTube was a primary source of income for Curiosity Inc., keeping the business afloat when local lockdowns required temporarily closing their doors. What began as a marketing tactic to drive foot-traffic to a local store has now reached **122 million views** and a loyal audience of **530,000 subscribers** around the world. Curiosity Inc. also uses YouTube's advertising services to promote estate cleanouts, sales, and auctions, which enables further business growth.

For Alexander, a successful business also means having the opportunity to provide community support both on- and offline. Curiosity Inc.'s YouTube community has mobilized to fundraise for scholarships, help unhoused individuals access permanent housing, and support resettled Ukrainian refugees to build a life in Canada. Through Curiosity Inc.'s global presence and its philanthropic efforts, Alexander has become a local leader in his community.



“

I didn't know being a creator was a job possibility. Thought [creating videos] was just a way to drive footsteps into the business, but it developed into so much... I built the freedom to sell spaces and go solo as a creator. Financial freedom we never thought we'd know.

— Alexander A., Edmonton, Alberta

SOCIETAL IMPACT

A Place to Learn

YouTube provides significant value to millions of Canadians as an accessible, educational resource.

Every day, Canadians of all ages are empowered to develop their personal, professional, and technical skills, and deepen their knowledge. Some learn a new language, teach themselves to code, or expand their financial literacy. Others develop hobbies and interests like tackling creative art projects.

Parents, students, and teachers alike recognize YouTube's benefit as an accessible and useful educational resource—within the classroom and beyond.



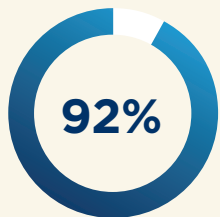
YouTube gives people the opportunity to learn for themselves things that could be useful in their daily lives and provides an outlet for people to share information to help others.

— User aged 45-54, New Brunswick



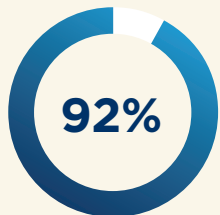
YouTube has an abundance of information and knowledge that helps everyday folk to enrich their lives and learning.

— User aged 55-64, Ontario



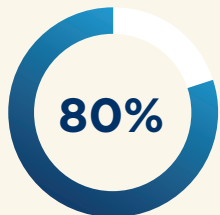
A Source of Information and Knowledge

92% of users report using YouTube to gather information and knowledge.



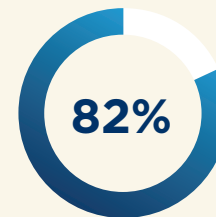
Practical Problem Solving

92% of users report they learn how to fix practical problems on YouTube.



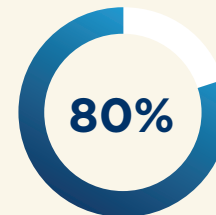
A Platform for Learning

80% of female users agree that YouTube is a helpful platform for lifelong learning.



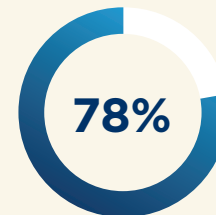
Quality Content for Children

82% of parents who use YouTube agree that YouTube (or YouTube Kids for children under 13) provides quality content for their children's learning and/or entertainment.



A Tool for Teachers

80% of teachers who use YouTube report that they have used YouTube content in their lessons and/or assignments.



Helping Children Learn

78% of parents who use YouTube agree that YouTube (or YouTube Kids for children under 13) helps their children learn.

[@stephandden](#) | Toronto, ON

Making Money Simple

Toronto-based Steph G. and Den M. seek to empower young people to take charge of their personal finances through a mix of their expertise and enthusiastic approach, portrayed on their channel “Steph & Den.” Since uploading their first YouTube video in 2020, the couple have received **17 million views**, grown their audience to **88,000 subscribers**, and have become full-time content creators.

After launching their channel, Steph and Den began to notice that few creators in the personal finance education space reflected their personal experience when making daily financial decisions. Steph and Den explored the basics of investing, debt, and how money systems work, while their audience continued to grow. Their content provides accessible advice to help people navigate common financial situations, such as how to negotiate their salary or open a tax-free savings account.

Their growth on the platform has led to brand partnerships across North America, features on CNBC Make It’s Millennial Money series and more. In late 2022, Steph and Den graduated from the CNCPT Accelerator program, led by YouTube and Toronto incubator HXOUSE, that provides emerging Canadian creators with training and support to turn content creation into a successful career. With this network and knowledge, Steph and Den will continue to help their viewers demystify money management on YouTube.



“

We get a lot of messages saying that we've given people information and ideas on how they can take action themselves from our videos. We're empowering people.

— Steph G. and Den M., Toronto, Ontario

CULTURAL IMPACT

Amplifying Canadian Talent

YouTube is a place where emerging and established Canadian artists can share their content and culture locally and globally. Undiscovered artists have broken through on YouTube, helping to increase the talent pool in the music and media sector.

Because YouTube allows artists and fans to connect, it can be a key part of an artist's strategy to help them get discovered. Canadian artists can share more than their art, such as lifestyle content or behind-the-scenes access, allowing fans to discover and get to know them not just as artists, but as people too.



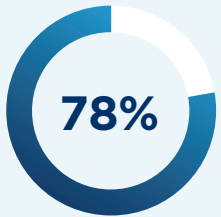
YouTube is a great tool to get our content out to the masses, as well as showcase the artists in the label.

— CEO, Media and Music company

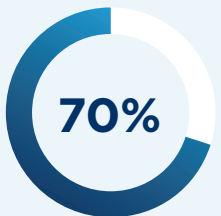




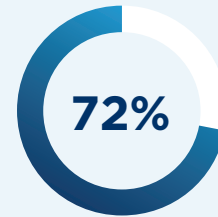
Shutterstock.com

**Increasing the Supply of Talent**

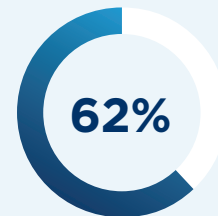
78% of media and music companies with a YouTube channel agree that YouTube has increased the supply of creative talent in the industry.

**Breaking New Artists**

70% of media and music companies with a YouTube channel agree that YouTube is critical to breaking new artists and/or music.

**Improving Reach**

72% of media and music companies with a YouTube channel agree that YouTube helps them reach new audiences across the world.

**Driving Revenue**

62% of media and music companies with a YouTube channel agree that YouTube is an important source of revenue for their company.

[@CrashAdams](#) | Toronto, ON

From Their Red Couch to Concerts

Crash Adams are Toronto-born friends, pop artists, and the content creators behind the YouTube channel Crash Adams. The pair knew from a young age that creating music was their passion, and YouTube is the platform where they can share this alongside other creative content. Their videos include music, comedy, and other lighthearted moments designed to appeal to a wide audience, ranging from children to older music fans.

In 2022, Crash Adams' subscriber count grew fourfold following a viral video series bringing their iconic red studio couch into city streets. **1.5 billion views** later, Crash Adams' channel now has **4.7 million subscribers**. Among those many subscribers was their agent, who discovered Crash Adams through their content on YouTube. They have since signed with label Warner Music and had the opportunity to perform for thousands of fans across Canada, the US, and Germany.

YouTube is where Crash Adams' content comes to life with series like "Singing bad in public," freestyle performing in the street, and the launch of singles and music videos. Crash Adams uses YouTube in a variety of ways. They publish YouTube Shorts to attract new fans, provide weekly updates with their subscribers using the Community feature, and distribute music videos and personal content on their main channel. Crash Adams explains that continued engagement from their YouTube community and growing recognition by fans on the street gives them the encouragement to continue honing their craft and pursuing their music careers.





Once we started [building] momentum and consistency [on YouTube], we could post a video and get 500,000 fans who have a higher chance of seeing stuff. [This] builds an audience and community that is there for [us].

— Crash Adams, Toronto, Ontario

CULTURAL IMPACT

Driving Cultural Diversity

Creators from all walks of life can use YouTube to celebrate and share their culture with people across Canada and beyond. In this way, the diversity of Canada's population is reflected in YouTube's diverse content library.

At the same time, Canadian users can learn about and from other cultures, as well as form online communities with others with whom they share passions, interests, and life experiences.



YouTube is the only platform where I can learn of diverse opinions on various subjects that I otherwise cannot get from television.

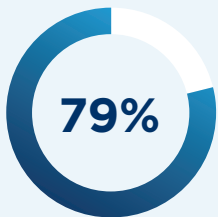
— User aged 35-44, Ontario





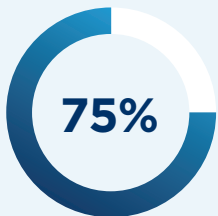
With my disability, I often feel like an invalid member of society. Being able to share my videos on YouTube gives me the feeling that my life has value in this world. Creating videos is something I can do in my own time and energy. I can share my view of life while learning the skill of storytelling.

— Creator aged 35-44, British Columbia, 1,000 to 10,000 subscribers



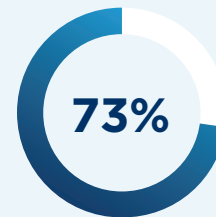
Promoting Diverse Voices

79% of users agree that with YouTube they can hear from diverse communities and/or cultures from around the world.



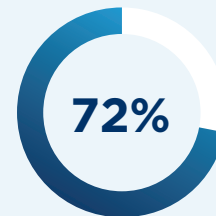
A Diverse Content Library

75% of users agree that YouTube is home to diverse content and perspectives.



A Variety of Perspectives

73% of users agree that they value the diversity of content and perspectives they can find on YouTube.



Cultural Accessibility

72% of users agree that they can find content that reflects their culture and perspective on YouTube.

@GoldenGully | Toronto, ON

A Lesson in Cross-Cultural Cuisine

An immigration paralegal by trade, Bilal B. began posting content on his YouTube channel GoldenGully as a creative outlet for his love of Pakistani culture and flavours. His content predominantly focuses on Pakistani home cooking, international food-focused travel, and an appreciation for discovering unusual ingredients in grocery stores. Subscribers from countries as diverse as Germany, Iran, and Mexico share stories in the comments about the similarities to Pakistani cuisine in their own family's recipes.

Since uploading his first video during the COVID-19 pandemic, GoldenGully's audience has grown to over **3.7 million subscribers**. Using his family's recipes as inspiration, GoldenGully has crafted both long- and short-form videos on YouTube, which have been viewed a total of **2.7 billion times**. His most watched video features Bilal and his mother, a YouTube Short titled "How My Mother Prepares Roti." The video has accumulated over 37 million views and 1.3 million likes.

Bilal seeks to use GoldenGully to showcase positivity in Pakistani culture and feels this is reinforced when he gets tagged in recipes his subscribers learn and then teach to others. Outside of YouTube, he is continuing this cultural sharing pursuit with a cookbook that will be released soon. Bilal considers his growing career as a Canadian creator as proof of the cultural and economic opportunities YouTube can provide for creators.





People say, ‘Aren’t you GoldenGully from YouTube?’ I’m super grateful for that. If it weren’t for them I couldn’t showcase the culture itself. I couldn’t share the cuisine.

— Bilal B., Toronto, Ontario

INDEX OF STATISTICS

By the Numbers

Economic Impact

YouTube's creative ecosystem contributed more than **\$2.0 billion** CAD to Canada's GDP in 2022.

YouTube's creative ecosystem supported more than **35,000** full-time equivalent (FTE) jobs in 2022.

In Canada, over **5,500** channels have more than 100,000 subscribers, an increase of more than **20%**, year over year. (a/o December 2022).¹

Over **90%** of watch time on content produced by channels in Canada comes from outside of Canada.¹

In Canada, more than **45,000** creators and partners receive income linked to their YouTube presence.²

¹ Source: YouTube first-party data as of December 2022.

² Source: Oxford Economics.

³ Alternative monetization products include Fan funding, Shopping, and Ticket sales.

1 in 3 creators in Canada who earn money from YouTube agree that YouTube is their primary source of revenue.²

More than **15,000** creators in Canada employ other people to work on their YouTube channel.²

Over **4,000** channels in Canada earned money from alternative monetization products³ in the month of December 2022 alone—an increase of over **20%** from the prior year.¹

83% of creators who earn money from YouTube agree that YouTube provides an opportunity to create content and earn money that they wouldn't get from traditional media.

84% of creators who earn money from YouTube agree that YouTube helps them export their content to international audiences they wouldn't otherwise have access to.

70% of creators who earn money from YouTube report that YouTube has had a positive impact on their professional goals.

88% of female creators agree that YouTube helps them share their passions and ideas.

72% of creators who earn money from YouTube agree that they identify and feel like they have a place to belong on YouTube.

79% of creators agree that they want to use the influence they discovered on YouTube to make a positive impact on society.

75% of SMBs with a YouTube channel agree that YouTube played a role in helping them grow their customer base by reaching new audiences.

68% of SMBs with a YouTube channel agree that YouTube played a role in helping them grow their revenue.

62% of SMBs who use YouTube agree that YouTube is essential to their business growth.

66% of SMBs who use YouTube agree that YouTube is a cost-effective way of providing staff training.

68% of businesses with a YouTube channel agree that YouTube has helped them develop a following from their local area.

68% of creators agree that YouTube is an essential platform to earn a global presence.

Societal Impact

92% of users report using YouTube to gather information and knowledge.

92% of users report they learn how to fix practical problems on YouTube.

80% of female users agree that YouTube is a helpful platform for lifelong learning.

82% of parents who use YouTube agree that YouTube (or YouTube Kids for children under 13) provides quality content for their children's learning and/or entertainment.

80% of teachers who use YouTube report that they have used YouTube content in their lessons and/or assignments.

78% of parents who use YouTube agree that YouTube (or YouTube Kids for children under 13) helps their children learn.

81% of users agree that they can easily find content on YouTube in their preferred language.

76% of users agree that YouTube provides equal opportunities for everyone to learn and grow.

76% of parents who use YouTube agree that YouTube (or YouTube Kids for children under 13) makes learning more fun for their children.

73% of parents who use YouTube agree that YouTube helps to tackle gaps in education by providing a way to access quality information.

72% of teachers who use YouTube agree that YouTube helps to tackle gaps in education by providing a way to access quality information.

71% of teachers who use YouTube agree that YouTube helps students learn.

Cultural Impact

78% of media and music companies with a YouTube channel agree that YouTube has increased the supply of creative talent in the industry.

70% of media and music companies with a YouTube channel agree that YouTube is critical to breaking new artists and/or music.

72% of media and music companies with a YouTube channel agree that YouTube helps them reach new audiences across the world.

62% of media and music companies with a YouTube channel agree that YouTube is an important source of revenue for their company.

79% of users agree that with YouTube they can hear from diverse communities and/or cultures from around the world.

75% of users agree that YouTube is home to diverse content and perspectives.

73% of users agree that they value the diversity of content and perspectives they can find on YouTube.

72% of users agree that they can find content that reflects their culture and perspective on YouTube.

Glossary of Terms

Business: The types of businesses included in the analysis vary according to the claim. Our Business survey gathered insights from Canadian businesses that own a YouTube channel; those that advertise on YouTube; and those that use YouTube for other reasons, such as staff training. These groups are not mutually exclusive, and a business may fall into two or more of these categories.

Creator: Anyone who uploads one or more videos of any subject matter to YouTube, whether they earn revenue or not as a result.

Creators who earn money from YouTube:

Content creators who are paid money directly by YouTube (e.g. from Ads, YouTube Premium, Channel Memberships, Super Chat, or other ways to earn).

Full-time equivalent job: A full-time equivalent (FTE) job represents the amount of work equivalent to one person working full time. For example, one FTE could reflect that a creative entrepreneur works on YouTube for 35 hours a week. Or it could reflect two creative entrepreneurs each working 17.5 hours.

Media business: Includes Broadcasting and Content Providers, Radio Broadcasting Stations, Television Broadcasting Stations, Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers.

Music business: Includes Music Publishers, Sound Recording Studios, Record Production and Distribution, Other Sound Recording Industries, Musical Groups and Artists.

Shorts: YouTube Shorts is a way to browse, watch, and create short-form videos (60 seconds or less) from a smartphone. Further details are available [here](#).

Small & Medium Business (SMB): For the purposes of this report we define SMBs as businesses with fewer than 250 employees.

User: Anyone who views video content on YouTube for any purpose, at least once a month.

YouTube's Creative Ecosystem: YouTube supports an ecosystem of creators who earn revenues both on and off the YouTube platform. This ecosystem also encompasses creators' employees, as well as businesses and freelancers in their supply chains that earn a substantial portion of their revenue from creators.

Methodology Q&A

What types of creators does the economic modelling include?

Our models include “creative entrepreneurs,” who we define as individuals or businesses with at least 10,000 subscribers to their largest channel, and those with fewer subscribers who either earn money directly from YouTube, earn money through their YouTube videos from other sources, or permanently employ others to support their YouTube activities. We also model the impact of media companies and music companies.

How did we estimate the GDP contribution of YouTube’s creative ecosystem?

The total pay-out from YouTube in 2022 was estimated using results from our survey of Canada-based YouTube content creators and published information on music industry revenues. Off-platform revenues were estimated from creator and business survey responses.

We estimated the direct GDP contribution of creative entrepreneurs by subtracting intermediate costs from revenue associated with YouTube activity (the “production” approach). The direct GDP contribution of music and media companies was estimated by applying a standard GDP:output ratio to the revenue estimates.

We then used an “input-output” model—in essence, a table showing who buys what, and from whom, in the economy—to estimate both the supply chain (indirect) and worker spending (induced) impacts. The model for Canada was drawn from Oxford Economics’ Global Impact Model, which is in turn based on OECD data.

Our results are presented on a gross basis; in other words, they do not consider what the resources used by content creators or stimulated by their expenditure could alternatively have been deployed to do.

How did we estimate the total jobs supported by YouTube?

Full-time equivalent (FTE) jobs supported amongst creative entrepreneurs were estimated from survey responses relating to the weekly hours spent working on YouTube. We only included responses from creative entrepreneurs who spend at least eight hours per week working on YouTube. Jobs supported amongst creative entrepreneurs’ permanent employees were also estimated from survey responses.

Jobs supported by media and music companies, and through indirect and induced impacts for all types of creator, were estimated by applying productivity assumptions to the GDP results.

Note: The case studies presented in this document were provided by YouTube.

Survey methodology

Oxford Economics surveyed more than 3,000 YouTube Users, 2,500 Creators, and 600 Businesses that use YouTube. All surveys were prepared by Oxford Economics and fielded online in February and March 2023.

The User survey was sent to a representative sample of Canada’s population, by age, gender, and region, with responses weighted to reflect the characteristics of YouTube’s user base.

The Creator survey was sent out by YouTube to its creator community in Canada, with Oxford Economics collating and checking responses to ensure a good mix of creators with different sized audiences, as measured by the number of subscribers to their largest channel.

The Business survey sampled different sizes of Canadian firms that use YouTube in different ways: as content producers (with a particular focus on music and media companies); as advertisers; and as users of YouTube content for other business purposes.

About Oxford Economics

Founded in 1981, Oxford Economics has become one of the world's foremost independent global advisory firms, providing reports, forecasts, and analytical tools on more than 100 industries, 200 countries, and 8,000 cities and regions.

Headquartered in Oxford, England, with regional centers in New York, London, Frankfurt, and Singapore, Oxford Economics employs 450 staff, including 300 professional economists, industry experts, and business editors.

As a key adviser to corporate, financial, and government decision-makers and thought leaders, our client base comprises over 2,000 international organizations, including leading companies, financial institutions, government bodies, trade associations, top universities, consultancies, and think tanks.



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