

In The Name Of Cool

1998 News Release

KEEP ON ROCKIN' IN THE FREE WORLD **Canadians Talk about their music**

Who are the next generation of Canadian music stars? Is there a distinct "Canadian" sound? Who buys music and where? What do Canadians think of new entertainment technologies?

The answers to questions such as these are found in the 1998 edition of the national syndicated research study *In The Name of Cool*, which surveyed a representative cross-section of 1,214 Canadians, 15 years of age and older in both official languages, in April 1998.

Our Lady Peace is ranked #1 among Canadian teens; Celine Dion takes the top spot among all other age groups

In the Name of Cool asked respondents about their favourite Canadian music group or artist on an unaided, open-ended basis. The responses were tabulated nationally and by age and region to develop popularity rankings of today's Canadian music stars (see below tables for full rankings).

The study found that **Celine Dion** is the leading Canadian music star in every region of the country and within every age group, with the exception of Canadian teens 15-19. Canadian teens voted **Our Lady Peace** as their favourite music act.

On a national basis, the top 20 favourite artists represent a mix of musical styles ranging from Rock (**The Tragically Hip, Moist**), Country (**Shania Twain, Prairie Oyster**), Soft Rock (**Bryan Adams, Jann Arden**) to Folk-oriented or Traditional (**The Rankins, Great Big Sea**).

Today's top Canadian artists collectively represent a rich variety of sounds

"Following a new album and the astounding success of everything related to Titanic, it is not a big surprise that Celine Dion is the leading Canadian artist of our time," said Kaan Yigit, the Research Director for the study. "What we found interesting is the range and depth of the top artist list. In the '60s and '70s, the Canadian music scene was dominated by story-teller singer/songwriters; while this tradition continues to some degree in the '90s, today's top Canadian artists collectively represent a rich variety of sounds." "We found that

compared to older generations, today's young Canadians appear more difficult to classify," says Nada Laskovski, Publisher/Editor of CHART Magazine. "Certainly among teens, the diversity of choices is significant and shows a high level of experimentation with music." Now in its second year, *In The Name of Cool* is an annual research project designed and conducted by Solutions Research Group, a Toronto-based firm specializing in communications, media and entertainment research. The publishing partner for the study is Chart Communications, publisher of Canada's leading music and youth culture magazine, CHART.

Top Canadian Artists

- Four Canadian music artists have significant cross-generational appeal (for teens, twentysomethings, baby boomers and the 50+ generation): **Celine Dion**, **Shania Twain**, **Bryan Adams**, and **Sarah McLachlan**. These four stars are ranked among top favourites across all age groups.
- The Top 20 artist list nationally contains 11 solo artists and 9 musical groups or bands. Of the 11 top solo artists on the list, a majority, 7, are women.
- Different, yet similar is Quebec's unique musical tradition is evident in these rankings both in terms of representation of a diversity of genres and artists of different generations. At the same time, the rankings show that a good song knows no boundaries: four top-ranked artists in English-speaking Canada (**Celine Dion**, **Bryan Adams**, **Our Lady Peace** and **Shania Twain**) also rank among the most popular top 5 artists in Quebec.
- Despite the popularity of many American R&B, Dance and Rap artists in Canada as evidenced by record sales, there are virtually no Canadian artists of top-of-mind prominence for the population in these genres. The sole exception is the Canadian rap group **The Rascalz**, ranked #8 among Canadian teens (15-19).

Other In the Name of Cool Highlights

- **HMV** is the leading music source for Canadians for the second year in a row in terms of music purchases. **Columbia House** record club is the second most popular music source for Canadians.
- Are live music shows worth it? Only 33% of Canadians agree with the statement, "I find that ticket prices for live music concerts are good value for money." Even among frequent concert-goers in the 15-19 age group, the level of agreement is barely over the 50% mark (53%).
- **DVD** technology promises significant market potential: two-in-three Canadians have heard of the DVD technology and among those in the 15-29 age group, a significant 62% are interested in this new video/audio technology.
- Persistent radio and TV support is the only way to "break" new music acts. One-in-two Canadians say that they need to hear three or more songs off an album from a new artist "before making the decision to actually buy the

CD or the cassette."

The sample for *In The Name of Cool* statistically reflects the regional and age/sex composition of the actual Canadian population according to the latest available Statistics Canada data. The results of the survey are accurate to ± 2.8 points for the population as a whole, 19 times out of 20. Potential margin of error for different age groups and regions are greater, due to smaller sub-group sample sizes.

Favourite Canadian Artist or Group: Overall National Rankings

RANK	ARTIST
1	Celine Dion
2	Shania Twain
3	Bryan Adams
4	Anne Murray
5	The Tragically Hip
6	Our Lady Peace
7	Sarah McLachlan
8	The Rankins
9	Great Big Sea
10	Gordon Lightfoot
11	Blue Rodeo
12	Prairie Oyster
13	Rush
14	Alanis Morissette
15	Moist
16	Roch Voisine
17	Barenaked Ladies
18	Jann Arden
19	Neil Young
20	Rita McNeil

In the Name of Cool, Wave II (April 1998) Rankings based on the open-ended question: "Who would you say is your favourite Canadian music group or artist?"

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