

North American Pop Culture Deep Dive: Regional Shifts, Trending Topics, and

Pop Culture · Answer Key · 15 Questions

1. In 2024, which Canadian province saw a significant increase in film and TV production volume, reporting a record-breaking \$434.9 million in production volume for the year?

- A) Alberta
- B) British Columbia
- C) Manitoba**
- D) Saskatchewan

2. According to the 2024 Québec Survey on Cultural Leisure and Entertainment, what percentage of the population aged 15-29 actively used social media?

- A) 78%
- B) 89%
- C) 98%**
- D) 92%

3. Which of the following major U.S. music festivals announced its farewell in the past couple of years, contributing to a shift in the festival landscape?

- A) Coachella
- B) Lollapalooza
- C) Electric Zoo**
- D) Bonnaroo

4. The Canadian Media Producers Association's 'Profile 2024' report indicated a significant downturn in production volume for Canada's screen-based media industry. What was the percentage decline compared to the previous year?

- A) 5.2%
- B) 10.5%
- C) 18.5%**
- D) 25.2%

5. In 2024, the Indigenous Canadian comedy series 'North of North' premiered, filmed in which specific Canadian Arctic community?

- A) Pangnirtung
- B) Arviat
- C) Cambridge Bay
- D) Iqaluit**

6. The 2024 Québec Survey on Cultural Leisure and Entertainment found that almost half of the Québec population (49%) listened to podcasts. What percentage of people born outside Québec listened to podcasts, compared to those born in Québec?

- A) 56% vs. 47%**
- B) 50% vs. 50%
- C) 52% vs. 45%
- D) 60% vs. 38%

7. As of 2022, what percentage of total production volume in Canada was accounted for by Foreign Location and Services (FLS) production?

- A) 35%
- B) 45%
- C) 57%**
- D) 62%

8. In 2024, the Indigenous Journalists Association (IJA) held its Indigenous Media Conference. What was the theme of this conference?

- A) Revitalizing Indigenous Languages
- B) Guiding Indigenous Journalism**
- C) Indigenous Storytelling in the Digital Age
- D) Building Bridges Between Indigenous Communities

9. Which US state's music festival, known for its indie-first identity and booking significant headliners, is described as having a 'serious lineup without the bloat and branding fatigue that define the bigger national events'?

- A) Texas
- B) California
- C) Tennessee
- D) Utah**

10. According to a study by the University of Southern California, what percentage of speaking roles in the highest-grossing films from 2007 to 2022 were attributed to Native American characters?

- A) Less than 0.5%
- B) Less than 0.25%**
- C) Approximately 1%
- D) Less than 1.5%

11. In 2024, according to Billboard Magazine, what percentage of the number-one songs on the U.S. Billboard Top 100 were trending on TikTok?

- A) 75%
- B) 80%
- C) 84%**
- D) 90%

12. The Canadian Radio-television and Telecommunications Commission (CRTC) mandated that online streaming services operating in Canada must contribute a percentage of their Canadian revenues to support the domestic broadcasting system. What is this percentage?

- A) 2%
- B) 3%
- C) 4%
- D) 5%**

13. Which of the following artists, highlighted in the 2024 Google Canada trending searches, was among the top musicians searched in the country?

- A) Taylor Swift
- B) Drake
- C) Usher**
- D) The Weeknd

14. The 'Profile 2024' report by the Canadian Media Producers Association noted that a significant downturn in economic activity across domestic and foreign production segments in Canada was driven mainly by two lengthy labor strikes. Which country's labor strikes were primarily responsible?

- A) Canada
- B) United Kingdom
- C) United States**
- D) Australia

15. Beyoncé's 2024 album 'COWBOY CARTER' sparked discussions about the country music industry. What key historical aspect of country music's inclusivity was highlighted in relation to this album's release?

- A) The genre's recent embrace of electronic music influences
- B) The genre's historical lack of recognition for Black artists and cowboys**
- C) The increasing popularity of bluegrass music
- D) The influence of K-Pop on modern country sounds