

Social media seen as the top threat to one's public image

Signal Threat Report Summary

*submitted by Nanos to SIGNAL Leadership Communication Inc., April 2016
(Submission 2016-813)*

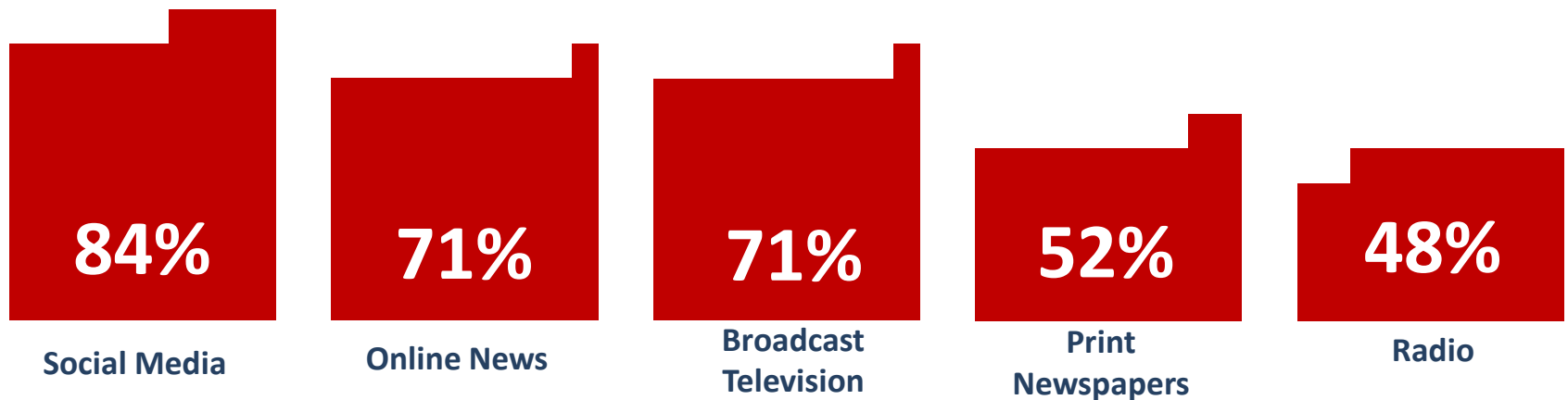


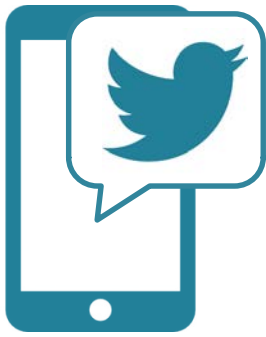


Social media seen as greatest damage to image of individuals or organizations

A large majority believe that social media – such as Facebook and Twitter – has the capacity to do the greatest damage to an individual or organization’s image. The second most damaging medium was a tie between broadcast television and online news, according to Canadians. Print newspapers were the fourth most damaging medium, followed by the radio – which was seen as the least damaging to an individuals’ image. Canadians said that online news was the most timely source to get information, followed by the radio, broadcast television, social media (such as Facebook and Twitter), and final paper newspapers.

Percentage who said “can do a great deal of damage” (8-10)





- **Social Media seen as the medium most able to cause image damage** – Just over four in five respondents thought that social media like Facebook and Twitter holds with it the capacity to do a great deal of damage to the image of an individual or organization (84% say it can do a great deal of damage – defined), and was given an average damage to image rating of 9.1 out of 10. With regards to timeliness, 41% agreed it is extremely timely, while 24% agreed it was of average timeliness, and 12% said it was not at all timely – the average timeliness rating for this medium was 6.9 out of 10.



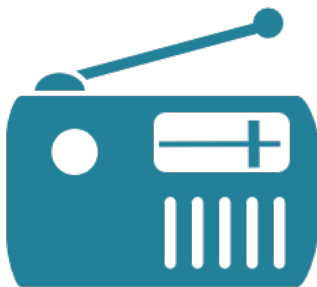
- **A strong majority say broadcast television can cause image damage, though there was mixed views on it's timeliness** – Nearly three-quarters of respondents believed broadcast television could do a great deal of damage (71%), with twenty-four saying it could do some damage, three percent saying it could do no damage, and two percent remaining unsure. On average, it was given a rating of 8.3 out of 10. A few more than half of respondents think broadcast television is extremely timely (59%), though a third of respondents maintained that is of average timeliness (33%). Five percent said broadcast television is not timely at all, and a remaining three percent were unsure. The mean timeliness score for broadcast television was also 7.7.



- **A strong majority thought online media can cause image damage, and it is seen as the most timely medium** – Seventy-one percent say online news can do a great deal of damage to the image of an individual or organization. Just under a quarter said it could do some damage (24%), with two percent saying it could do no damage, and four percent who were unsure. Of all the sources listed, online news was described as the most timely (71% said it was extremely timely – defined as a rating of eight or above) and it was given the highest rating with an average timeliness rating of 8.2 out of 10.



- **Canadians split on if print can cause a great deal of image damage, and is not seen as particularly timely** – Over half of Canadians agreed that print newspaper could do a great deal of damage (52% said it could do a great deal of damage), with an additional forty-one percent saying it could do some damage (defined as a rating between four and seven), with five percent saying it could do no damage (defined as a rating of one to three). Respondents rated its ability to damage image as 7.5 out of 10 on average. Only twenty-seven percent agreed that paper versions of newspapers were extremely timely with 49% agreeing it instead had average timeliness (defined as a rating between four and seven), while nineteen percent said it was not at all timely (defined as a rating between one and three), and was given an average timeliness rating of 5.8 out of 10.



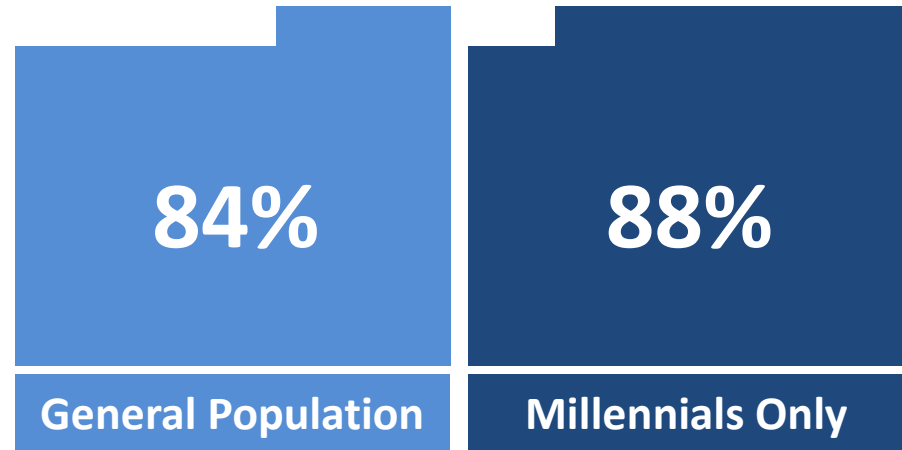
- **Radio seen as very timely, but mixed views on its ability to damage image** – Respondents seemed split as to whether radio could do a great deal of damage (48%) or could do some damage (44%), with just five percent saying it could do no damage – the average damage to image rating was 7.4 out of 10 for this medium. Radio was listed as the second most timely medium according to participants (60% said it was extremely timely). Twenty-nine percent of respondents said radio was of average timeliness, five percent agreed it was not at all timely, and a final five percent were unsure. On a scale from 1 to 10 where 1 was “not at all timely” and 10 was “extremely timely”, the mean timeliness score for radio 7.7.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between March 31st and April 4th, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

Threats to Image: Millennials versus the General Population

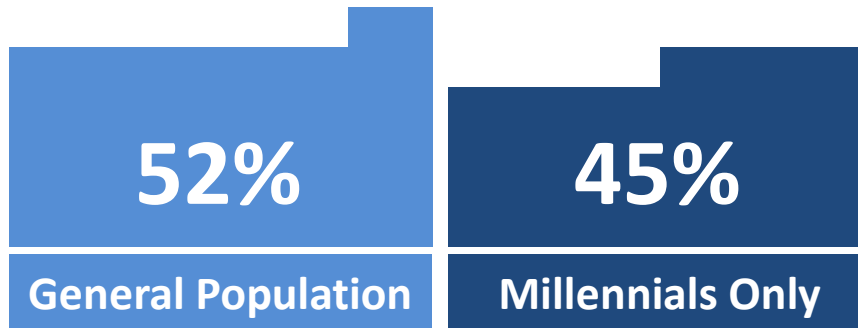
Social Media

BOTH millennials and the general population think that social media is able to damage image the **MOST** compared to other mediums



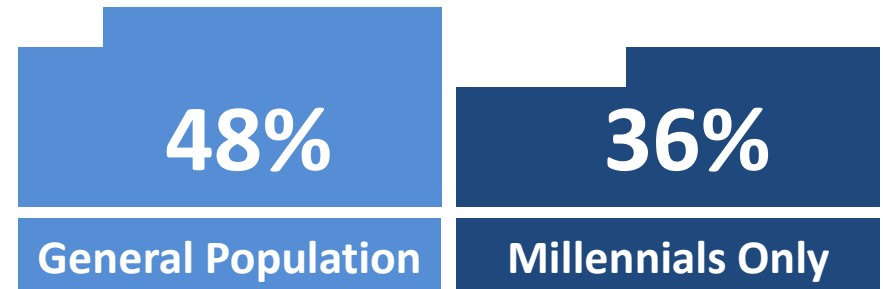
Newspapers

A slight majority of the population thinks that newspapers can do a good deal of damage to image, but less than half of millennials think the same



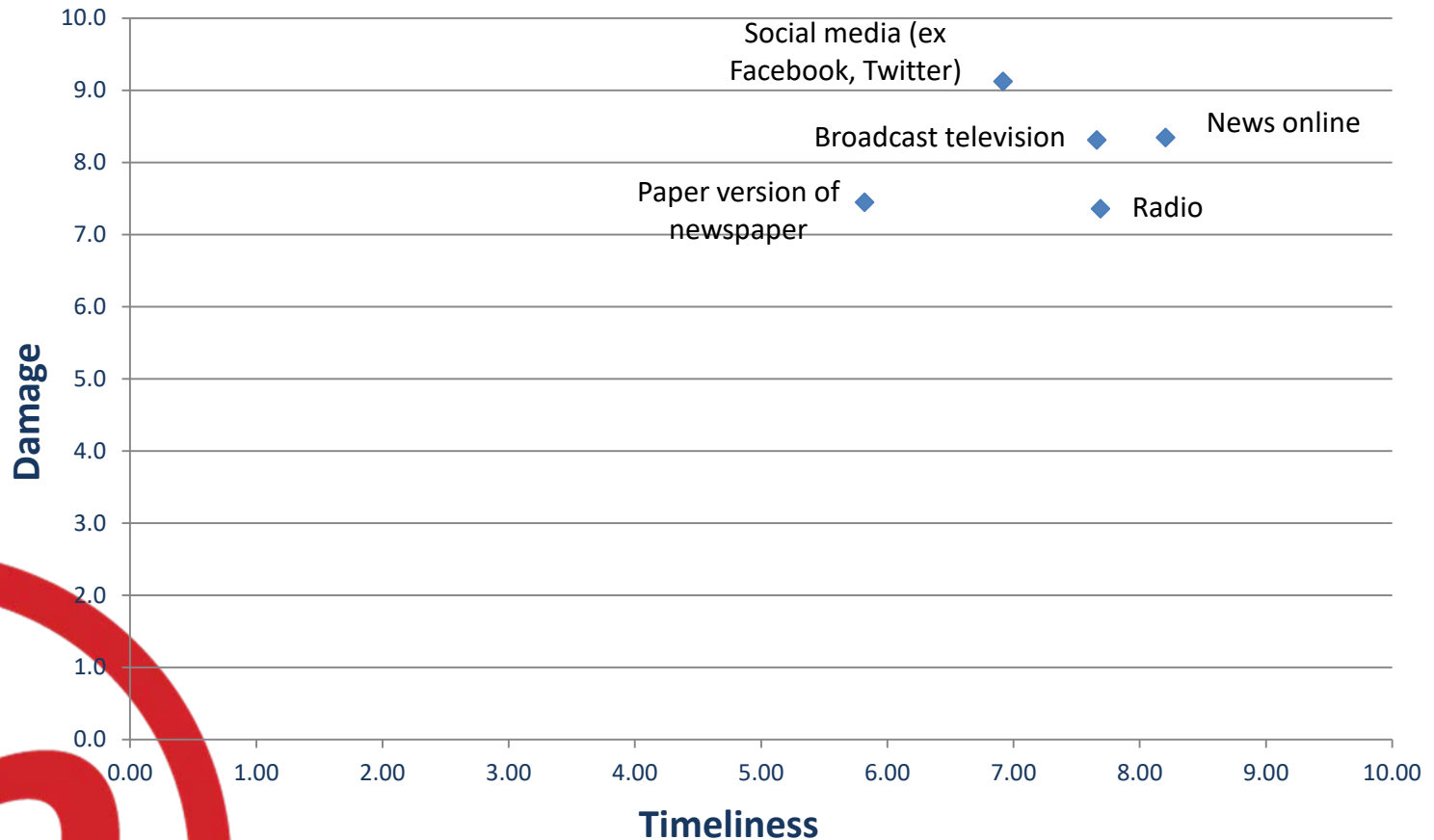
Radio

Radio is not seen as a very damaging medium to millennials, though half of the general population say it is



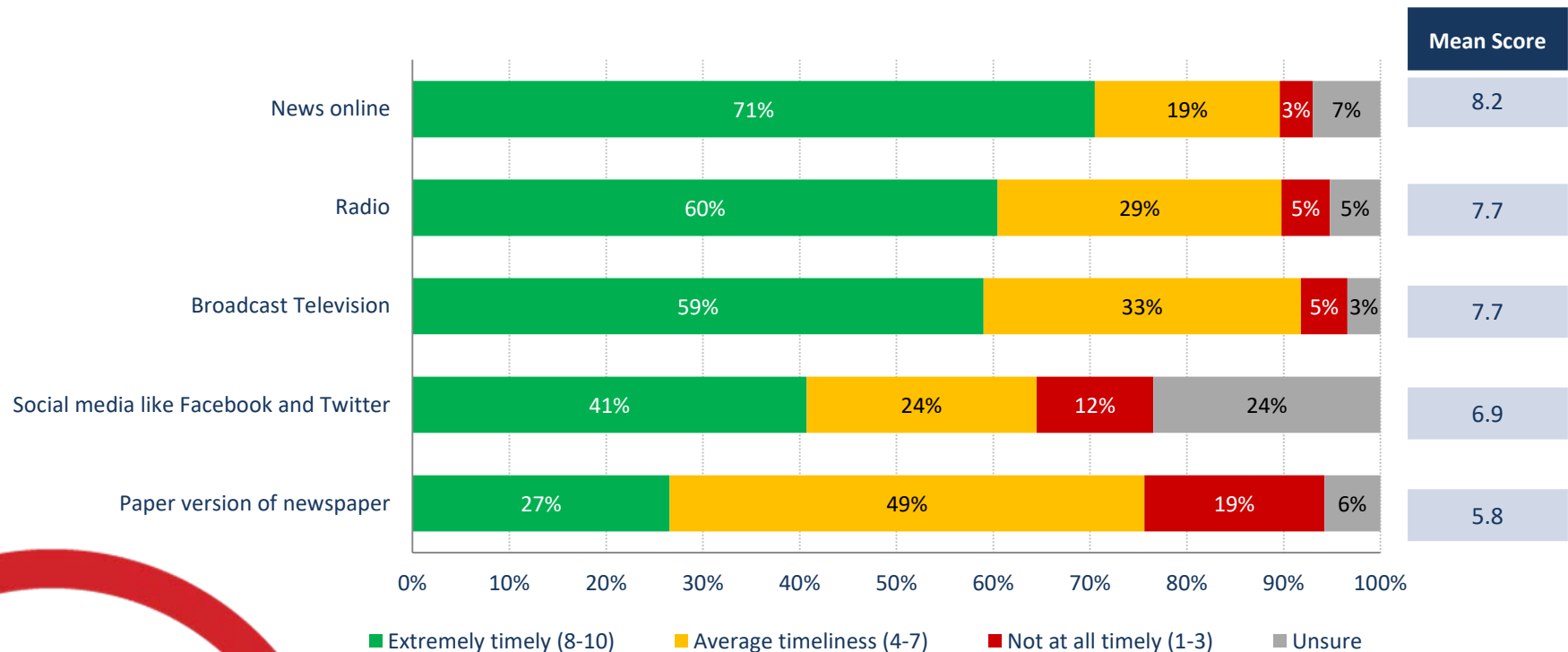
Damage/Timeliness map

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 31st and April 4th, 2016, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Provides timely information

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 31st and April 4th, 2016, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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

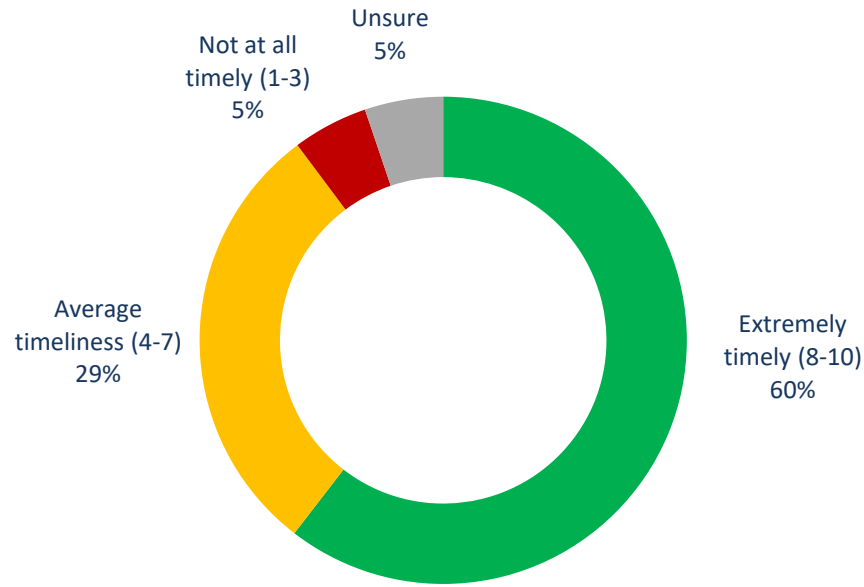
QUESTION – On a scale of 1 to 10, where 1 is not at all timely and 10 is extremely timely, how would you rate the following sources in terms of providing timely news information? [RANDOMIZE]

Timeliness: Radio

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 31st and April 4th, 2016, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Mean Score

7.69



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

On a scale of 1 to 10, where 1 is not at all timely and 10 is extremely timely, how would you rate the following sources in terms of providing timely news information?
[RANDOMIZE]

QUESTION – Radio

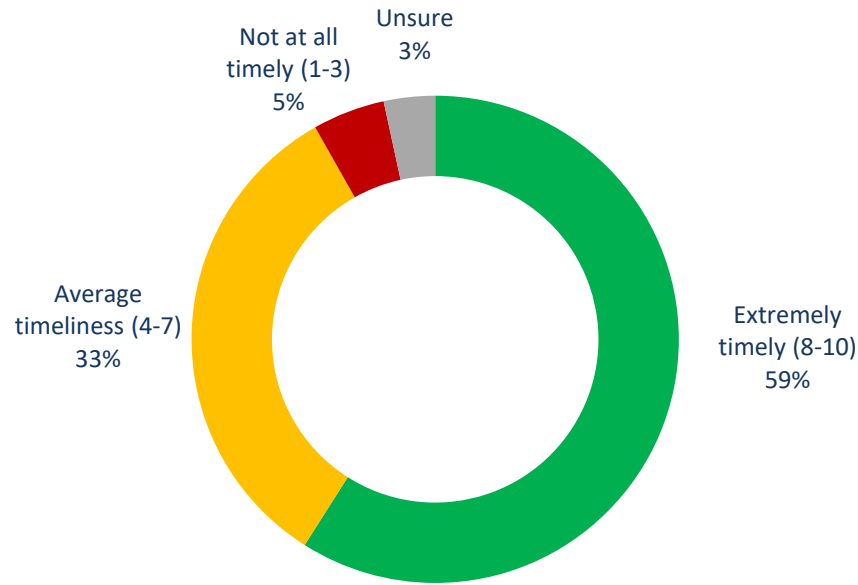
Subgroups	Extremely timely (8-10)
Atlantic (n=100)	59.3%
Quebec (n=250)	66.9%
Ontario (n=300)	65.5%
Prairies (n=200)	53.2%
British Columbia (n=150)	49.6%
Male (n=500)	62.2%
Female (n=500)	58.6%
18 to 29 (n=171)	53.7%
30 to 39 (n=169)	66.1%
40 to 49 (n=218)	64.8%
50 to 59 (n=224)	62.9%
60 plus (n=218)	56.5%

Timeliness: Broadcast television

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 31st and April 4th, 2016, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Mean Score

7.67



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

On a scale of 1 to 10, where 1 is not at all timely and 10 is extremely timely, how would you rate the following sources in terms of providing timely news information?
[RANDOMIZE]

QUESTION – Broadcast Television

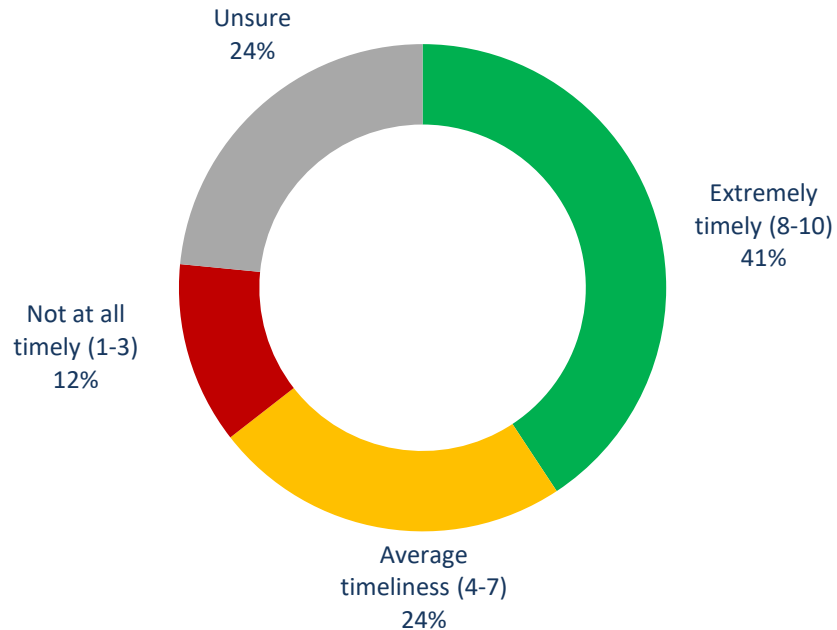
Subgroups	Extremely timely (8-10)
Atlantic (n=100)	58.2%
Quebec (n=250)	67.4%
Ontario (n=300)	56.0%
Prairies (n=200)	57.0%
British Columbia (n=150)	54.4%
Male (n=500)	58.7%
Female (n=500)	59.2%
18 to 29 (n=171)	50.1%
30 to 39 (n=169)	54.1%
40 to 49 (n=218)	58.3%
50 to 59 (n=224)	59.6%
60 plus (n=218)	70.3%

Timeliness: Social media

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 31st and April 4th, 2016, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Mean Score

6.92



Subgroups	Extremely timely (8-10)
Atlantic (n=100)	45.9%
Quebec (n=250)	39.7%
Ontario (n=300)	42.9%
Prairies (n=200)	37.9%
British Columbia (n=150)	38.7%
Male (n=500)	37.7%
Female (n=500)	43.9%
18 to 29 (n=171)	55.2%
30 to 39 (n=169)	45.1%
40 to 49 (n=218)	44.4%
50 to 59 (n=224)	35.5%
60 plus (n=218)	26.2%

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

On a scale of 1 to 10, where 1 is not at all timely and 10 is extremely timely, how would you rate the following sources in terms of providing timely news information?
[RANDOMIZE]

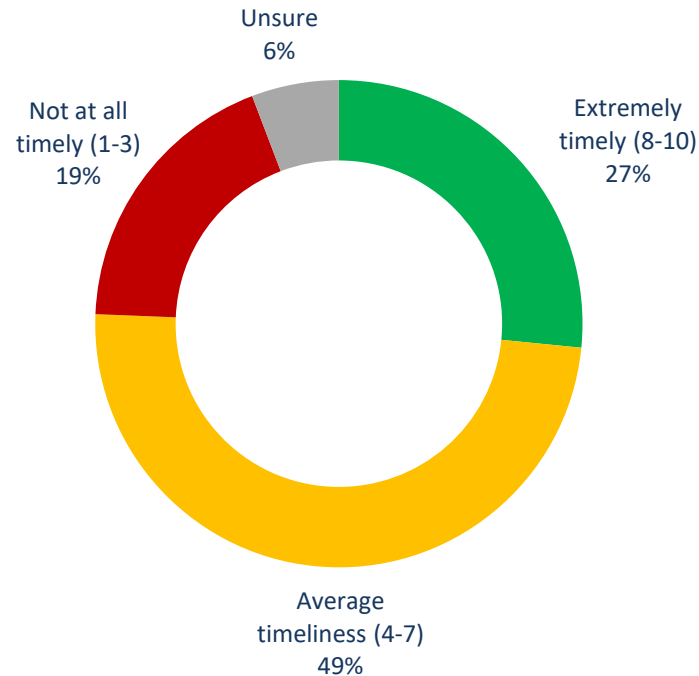
QUESTION – Social media like Facebook and Twitter

Timeliness: Print newspapers

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 31st and April 4th, 2016, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Mean Score

5.82



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

On a scale of 1 to 10, where 1 is not at all timely and 10 is extremely timely, how would you rate the following sources in terms of providing timely news information?
[RANDOMIZE]

QUESTION – Paper version of newspaper

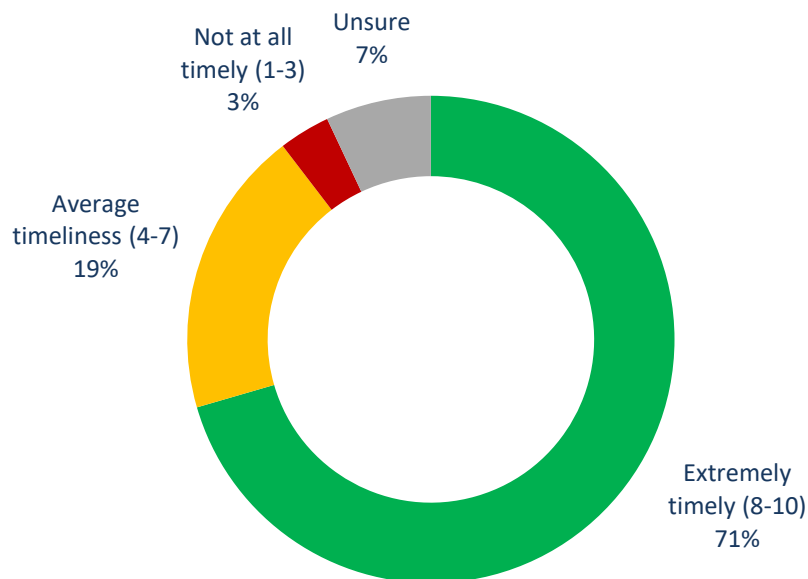
Subgroups	Extremely timely (8-10)
Atlantic (n=100)	18.6%
Quebec (n=250)	31.1%
Ontario (n=300)	27.3%
Prairies (n=200)	26.7%
British Columbia (n=150)	23.1%
Male (n=500)	24.8%
Female (n=500)	28.5%
18 to 29 (n=171)	21.6%
30 to 39 (n=169)	19.7%
40 to 49 (n=218)	27.5%
50 to 59 (n=224)	26.7%
60 plus (n=218)	35%

Timeliness: Online news

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 31st and April 4th, 2016, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Mean Score

8.20



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

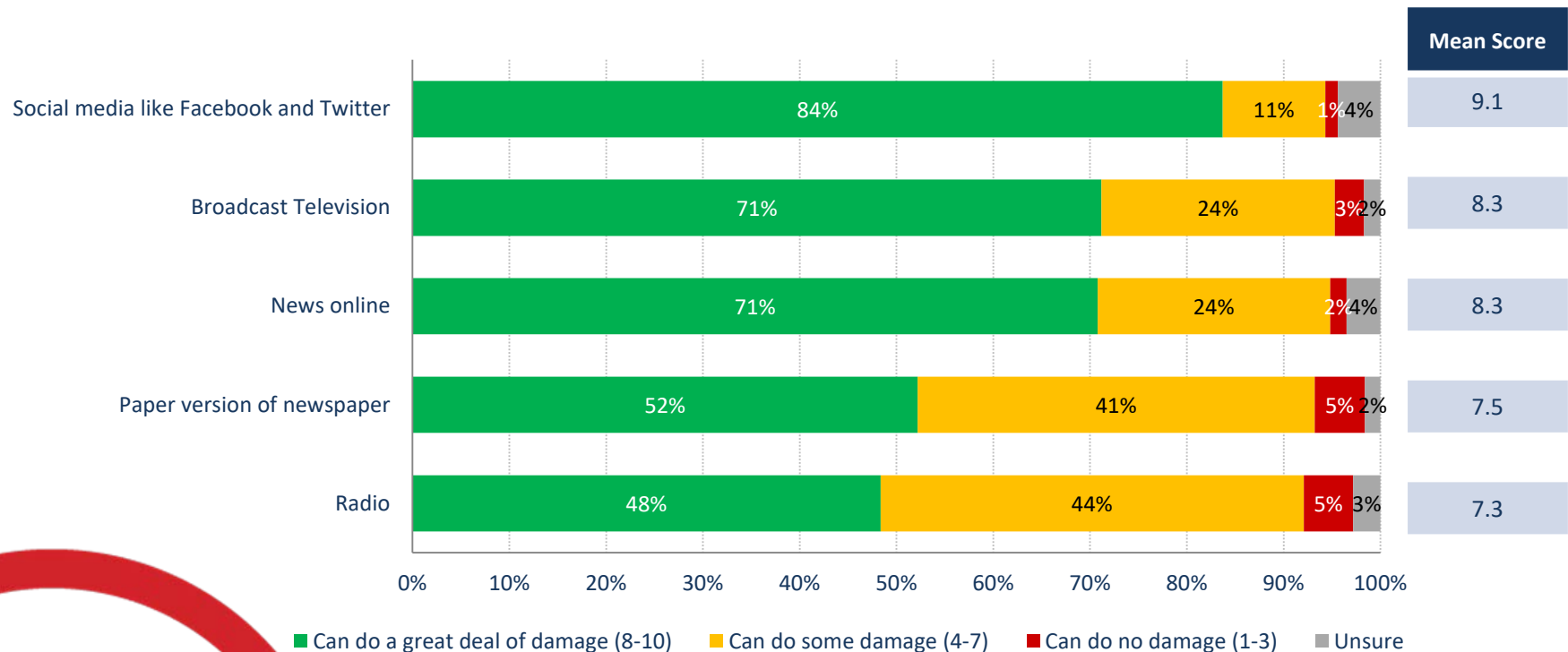
On a scale of 1 to 10, where 1 is not at all timely and 10 is extremely timely, how would you rate the following sources in terms of providing timely news information?
[RANDOMIZE]

QUESTION – News online

Subgroups	Extremely timely (8-10)
Atlantic (n=100)	76.6%
Quebec (n=250)	71.6%
Ontario (n=300)	69.1%
Prairies (n=200)	67.9%
British Columbia (n=150)	71.1%
Male (n=500)	73.9%
Female (n=500)	67.2%
18 to 29 (n=171)	77.6%
30 to 39 (n=169)	70.5%
40 to 49 (n=218)	78.1%
50 to 59 (n=224)	65.1%
60 plus (n=218)	61.7%

Ability to do damage to public image

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 31st and April 4th, 2016, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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

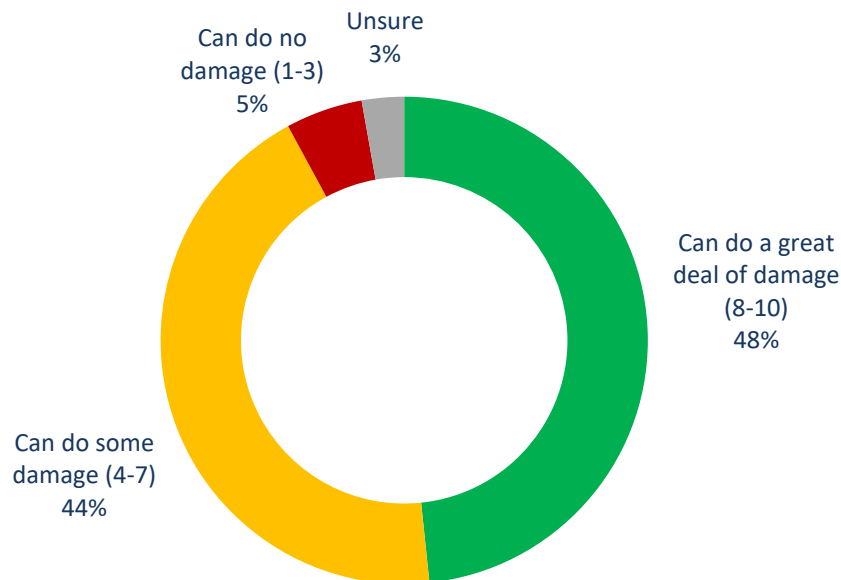
QUESTION – On a scale of 1 to 10, where 1 is “can do no damage” and 10 is “can do a great deal of damage,” how would you rate the following in terms of the damage they can do to the image of an individual or organization? [RANDOMIZE]

Effect on public image: Radio

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 31st and April 4th, 2016, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Mean Score

7.36



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

On a scale of 1 to 10, where 1 is “can do no damage” and 10 is “can do a great deal of damage,” how would you rate the following in terms of the damage they can do to the image of an individual or organization? [RANDOMIZE]

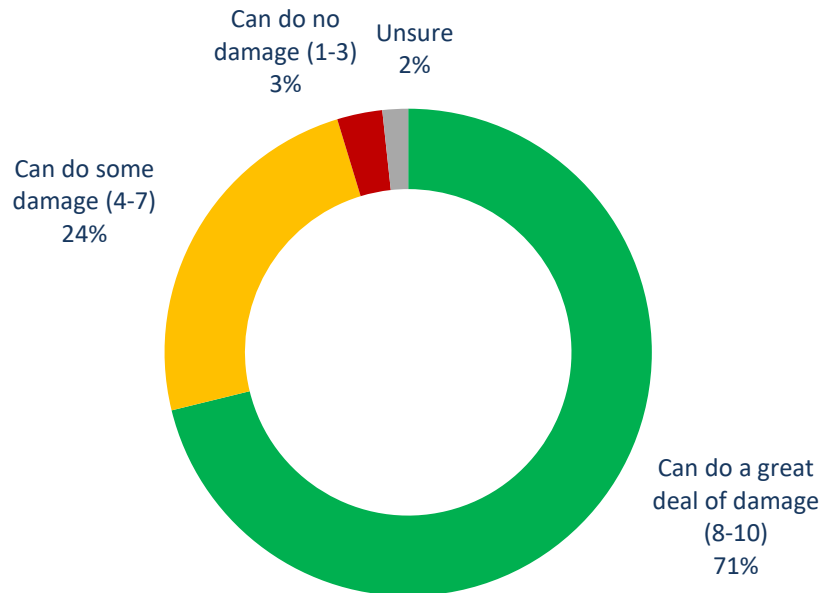
QUESTION – Radio

Subgroups	Can do a great deal of damage (8-10)
Atlantic (n=100)	40.5%
Quebec (n=250)	56.3%
Ontario (n=300)	46.3%
Prairies (n=200)	43.4%
British Columbia (n=150)	50.8%
Male (n=500)	48.8%
Female (n=500)	47.8%
18 to 29 (n=171)	35.5%
30 to 39 (n=169)	47.1%
40 to 49 (n=218)	57.9%
50 to 59 (n=224)	53.9%
60 plus (n=218)	47.7%

Effect on public image: Broadcast television

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 31st and April 4th, 2016, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Mean Score
8.31



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

Subgroups	Can do a great deal of damage (8-10)
Atlantic (n=100)	61.9%
Quebec (n=250)	76.1%
Ontario (n=300)	71.3%
Prairies (n=200)	69.5%
British Columbia (n=150)	70.7%
Male (n=500)	69.4%
Female (n=500)	72.8%
18 to 29 (n=171)	73.5%
30 to 39 (n=169)	73.2%
40 to 49 (n=218)	70.1%
50 to 59 (n=224)	72.1%
60 plus (n=218)	68%

On a scale of 1 to 10, where 1 is “can do no damage” and 10 is “can do a great deal of damage,” how would you rate the following in terms of the damage they can do to the image of an individual or organization? [RANDOMIZE]

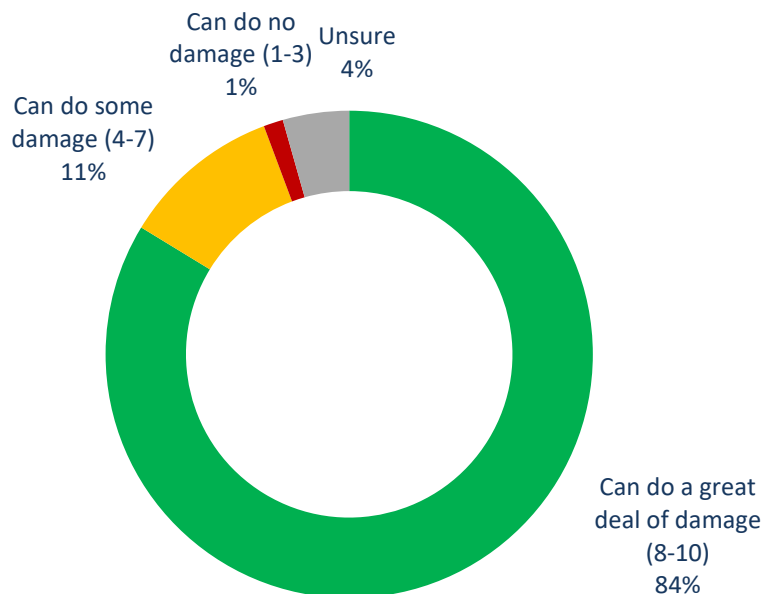
QUESTION – Broadcast Television

Effect on public image: Social media

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 31st and April 4th, 2016, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Mean Score

9.12



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

On a scale of 1 to 10, where 1 is “can do no damage” and 10 is “can do a great deal of damage,” how would you rate the following in terms of the damage they can do to the image of an individual or organization? [RANDOMIZE]

QUESTION – Social media like Facebook and Twitter

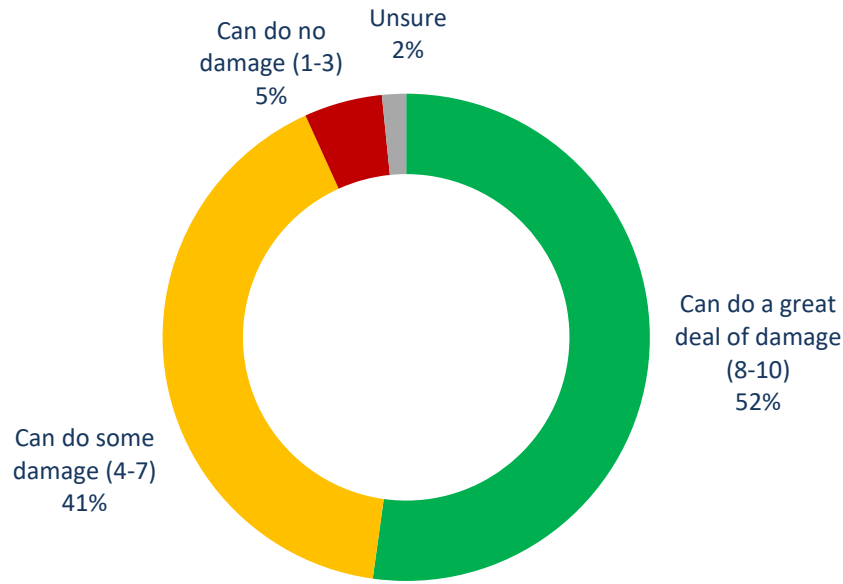
Subgroups	Can do a great deal of damage (8-10)
Atlantic (n=100)	83.6%
Quebec (n=250)	83.7%
Ontario (n=300)	80.4%
Prairies (n=200)	87.8%
British Columbia (n=150)	85.3%
Male (n=500)	81.4%
Female (n=500)	86.0%
18 to 29 (n=171)	88.2%
30 to 39 (n=169)	81.7%
40 to 49 (n=218)	85.3%
50 to 59 (n=224)	88.6%
60 plus (n=218)	76.4%

Effect on public image: Print newspapers

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 31st and April 4th, 2016, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Mean Score

7.45



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

On a scale of 1 to 10, where 1 is “can do no damage” and 10 is “can do a great deal of damage,” how would you rate the following in terms of the damage they can do to the image of an individual or organization? [RANDOMIZE]

QUESTION – Paper version of newspaper

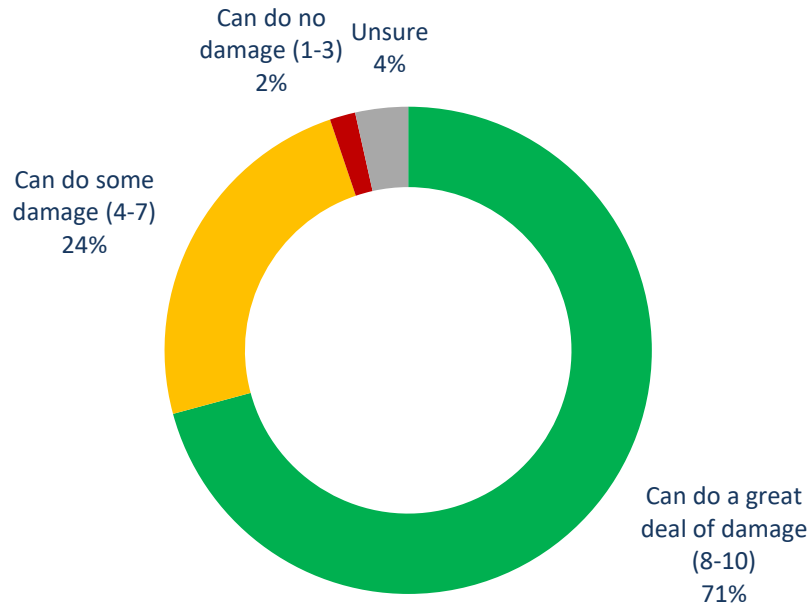
Subgroups	Can do a great deal of damage (8-10)
Atlantic (n=100)	40.0%
Quebec (n=250)	59.9%
Ontario (n=300)	52.1%
Prairies (n=200)	47.6%
British Columbia (n=150)	54.0%
Male (n=500)	50.8%
Female (n=500)	53.7%
18 to 29 (n=171)	45.2%
30 to 39 (n=169)	50.8%
40 to 49 (n=218)	55.2%
50 to 59 (n=224)	56.9%
60 plus (n=218)	53.3%

Effect on public image: Online news

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 31st and April 4th, 2016, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Mean Score

8.34

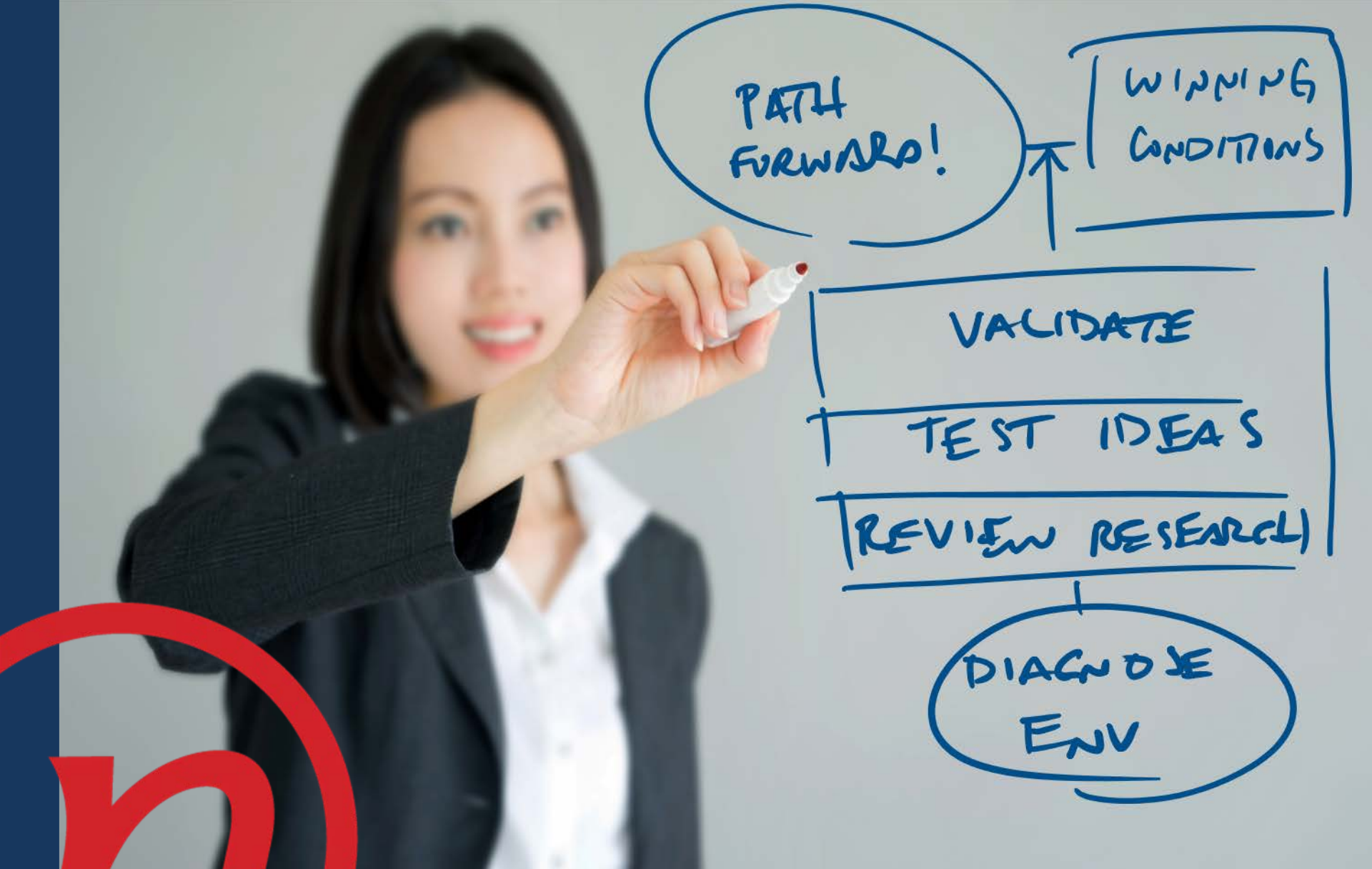


*Note: Charts may not add up to 100 due to rounding

On a scale of 1 to 10, where 1 is “can do no damage” and 10 is “can do a great deal of damage,” how would you rate the following in terms of the damage they can do to the image of an individual or organization? [RANDOMIZE]

QUESTION – News online

Subgroups	Can do a great deal of damage (8-10)
Atlantic (n=100)	62.2%
Quebec (n=250)	74.8%
Ontario (n=300)	70.4%
Prairies (n=200)	71.2%
British Columbia (n=150)	70.7%
Male (n=500)	67.4%
Female (n=500)	74.3%
18 to 29 (n=171)	70.9%
30 to 39 (n=169)	71.7%
40 to 49 (n=218)	73.6%
50 to 59 (n=224)	75.7%
60 plus (n=218)	64%



Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between March 31st and April 4th, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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 were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

The research was commissioned by SIGNAL Leadership Communication Inc.

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



About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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Technical Note

Element	Description
Organization who commissioned the research	SIGNAL Leadership Communication Inc.
Final Sample Size	1,000 Randomly selected individuals.
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.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	March 31 st and April 4 th , 2016.
Language of Survey	The survey was conducted in both English and French.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) 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 could not participate.
Stratification	By age and gender using the latest Census information (2014) 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	19.1 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	This was module seven of an omnibus survey. The modules preceding these questions included top unprompted national issues of concern, vote preferences, energy issues, assisted dying, the federal budget, senate issues, and issues about security and open government.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.



Tabulations

Confidential



2016-813 – Nanos/Signal Survey – Reputation Risks – STAT SHEET

On a scale of 1 to 10, where 1 is not at all timely and 10 is extremely timely, how would you rate the following sources in terms of providing timely news information? [RANDOMIZE]

			Region					Gender		Age					
			Canada 2016-03	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 1 – Radio	Total	Unwgt N	1000	100	250	300	200	150	500	500	171	169	218	224	218
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
		Mean	7.69	7.34	7.93	7.91	7.53	7.25	7.66	7.71	7.41	7.89	7.93	7.83	7.45
	Not at all timely (1)	%	1.8	3.0	2.8	.4	.8	3.7	1.9	1.7	1.2	.9	1.7	.8	3.9
	2	%	1.4	1.8	1.1	1.2	2.5	.7	1.8	1.0	2.7	1.2	1.0	.4	1.5
	3	%	1.8	.9	.8	3.0	1.3	2.5	1.4	2.3	1.0	.5	.8	1.6	4.6
	4	%	2.6	4.9	2.7	2.3	3.2	.7	2.7	2.5	4.5	2.4	1.4	3.3	1.7
	5	%	6.1	10.8	1.4	4.6	8.8	10.3	6.6	5.6	11.1	4.7	4.8	3.5	6.0
	6	%	5.9	1.8	6.2	6.3	6.1	7.3	5.6	6.2	4.0	7.1	4.7	7.4	6.6
	7	%	14.7	14.2	14.0	13.3	16.0	17.2	14.2	15.1	15.8	14.6	17.4	16.0	10.5
	8	%	23.3	28.4	24.6	23.5	19.2	22.8	25.2	21.4	21.6	28.7	25.0	27.0	16.7
	9	%	18.0	18.6	19.7	18.9	16.6	14.7	18.6	17.4	14.3	17.3	18.1	17.6	21.9
	Extremely timely (10)	%	19.1	12.3	22.6	23.1	17.4	12.1	18.4	19.8	17.8	20.1	21.7	18.3	17.9
	Unsure	%	5.2	3.3	4.1	3.3	8.1	8.1	3.5	6.8	6.0	2.5	3.5	4.2	8.7

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On a scale of 1 to 10, where 1 is not at all timely and 10 is extremely timely, how would you rate the following sources in terms of providing timely news information? [RANDOMIZE]

			Region							Gender		Age				
			Canada 2016-03	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Question 2 - Broadcast Television	Total	Unwgt N	1000	100	250	300	200	150	500	500	171	169	218	224	218	
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239	
		Mean	7.67	7.67	7.91	7.62	7.60	7.43	7.58	7.75	7.41	7.47	7.57	7.74	8.04	
	Not at all timely (1)	%	1.6	3.0	2.4	1.2	.9	.8	1.4	1.8	1.0	.9	2.1	1.2	2.3	
	2	%	1.4	.6	1.1	1.2	2.4	1.3	1.7	1.1	2.0	2.1	1.9	.8	.4	
	3	%	1.8	1.4	.9	1.5	2.0	4.3	2.6	1.1	2.8	2.3	.5	1.6	2.1	
	4	%	2.8	4.8	2.0	3.1	2.6	2.6	3.1	2.5	2.3	4.3	1.7	3.6	2.5	
	5	%	7.1	3.4	5.1	8.0	8.9	8.9	7.7	6.6	8.8	6.5	9.1	5.2	5.9	
	6	%	6.1	4.8	5.9	7.8	4.1	6.4	4.7	7.4	5.9	7.8	6.1	5.9	5.0	
	7	%	16.8	20.1	15.1	17.9	16.5	15.6	18.0	15.6	20.0	18.2	16.3	20.3	10.7	
	8	%	21.2	19.3	23.5	17.1	22.3	25.3	22.4	19.9	17.9	21.0	26.3	21.9	19.1	
	9	%	17.7	18.8	18.9	21.5	14.7	11.6	18.0	17.4	18.2	16.1	14.4	17.9	21.2	
	Extremely timely (10)	%	20.1	20.1	25.0	17.4	20.0	17.5	18.3	21.9	14.0	17.0	17.6	19.8	30.0	
	Unsure	%	3.4	3.6	.3	3.4	5.7	5.7	2.3	4.6	7.0	3.9	4.0	1.9	.8	

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On a scale of 1 to 10, where 1 is not at all timely and 10 is extremely timely, how would you rate the following sources in terms of providing timely news information? [RANDOMIZE]

			Region					Gender		Age					
			Canada 2016-03	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 3 - Social media like Facebook and Twitter	Total	Unwgt N	1000	100	250	300	200	150	500	500	171	169	218	224	218
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
		Mean	6.92	6.77	6.51	7.09	7.02	7.30	6.59	7.26	7.49	6.98	7.35	6.64	5.98
	Not at all timely (1)	%	5.5	8.1	8.0	4.8	2.6	5.0	6.7	4.4	3.7	5.1	3.0	5.5	9.6
	2	%	3.5	4.8	5.8	3.6	1.4	1.3	3.7	3.3	3.7	3.5	1.4	3.9	4.8
	3	%	3.1	3.6	2.9	3.4	3.2	2.1	4.1	2.1	2.8	4.0	2.1	3.6	3.2
	4	%	4.5	6.3	4.9	4.7	5.3	.6	5.0	3.9	7.6	4.0	3.4	4.3	3.1
	5	%	7.1	3.3	6.2	4.9	11.7	9.1	8.2	6.0	4.7	6.3	10.1	5.4	8.3
	6	%	4.6	3.5	5.6	4.8	3.0	5.0	4.9	4.2	3.2	6.7	4.3	4.5	4.5
	7	%	7.6	6.6	5.9	9.5	7.8	6.7	8.1	7.1	7.3	12.1	6.2	8.4	5.2
	8	%	10.8	11.7	13.0	10.9	9.2	8.4	12.0	9.6	10.7	14.6	11.7	13.6	5.3
	9	%	12.2	17.3	10.7	10.4	16.5	9.1	10.5	13.9	14.2	12.4	15.3	10.3	9.0
	Extremely timely (10)	%	17.8	16.9	16.0	21.6	12.2	21.2	15.2	20.4	30.3	18.1	17.4	11.6	11.9
	Unsure	%	23.5	17.9	20.9	21.2	27.0	31.5	21.7	25.3	11.9	13.3	25.1	29.0	35.1

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On a scale of 1 to 10, where 1 is not at all timely and 10 is extremely timely, how would you rate the following sources in terms of providing timely news information? [RANDOMIZE]

			Region						Gender		Age				
			Canada 2016-03	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 4 - Paper version of newspaper	Total	Unwgt N	1000	100	250	300	200	150	500	500	171	169	218	224	218
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
		Mean	5.82	5.41	6.21	5.72	5.92	5.52	5.69	5.96	5.46	5.39	5.89	6.05	6.21
	Not at all timely (1)	%	6.9	7.2	4.8	7.9	6.3	8.8	7.2	6.6	10.3	5.6	8.9	3.0	5.9
	2	%	4.4	7.2	4.2	3.7	3.7	5.1	4.4	4.4	4.5	5.6	2.9	4.0	5.0
	3	%	7.3	6.9	3.9	10.4	6.0	8.7	8.9	5.7	7.0	11.2	6.9	5.5	6.4
	4	%	7.7	12.6	8.0	7.2	6.6	6.7	8.6	6.9	6.2	11.6	8.0	11.1	3.6
	5	%	14.4	12.6	13.0	14.7	13.2	18.8	15.8	13.0	15.7	14.7	14.7	14.9	12.5
	6	%	12.2	10.2	13.0	12.2	13.7	10.0	11.8	12.5	15.0	13.5	9.9	11.1	11.7
	7	%	14.8	19.4	17.6	12.6	14.0	12.4	15.5	14.0	12.9	13.6	15.1	19.6	13.3
	8	%	13.7	10.4	16.7	12.7	16.2	9.2	12.8	14.5	13.1	12.5	10.2	13.5	18.1
	9	%	7.2	5.5	7.0	8.9	5.1	8.4	5.7	8.8	4.9	4.0	7.5	10.0	9.3
	Extremely timely (10)	%	5.7	2.7	7.4	5.7	5.4	5.5	6.3	5.2	3.6	3.2	9.8	3.2	7.6
	Unsure	%	5.8	5.5	4.5	3.9	9.7	6.4	3.1	8.4	6.7	4.5	6.1	4.1	6.7

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On a scale of 1 to 10, where 1 is not at all timely and 10 is extremely timely, how would you rate the following sources in terms of providing timely news information? [RANDOMIZE]

			Region					Gender		Age					
			Canada 2016-03	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 5 - News online	Total	Unwgt N	1000	100	250	300	200	150	500	500	171	169	218	224	218
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
		Mean	8.20	8.37	8.18	8.18	8.17	8.22	8.25	8.16	8.43	8.20	8.47	8.05	7.86
	Not at all timely (1)	%	1.4	1.6	2.9	.7	.4	1.5	1.4	1.5	.6	1.7	1.0	.9	2.7
	2	%	.8	.6	.4	.8	1.3	.6	.6	1.0	1.1	1.4	.3	.4	.7
	3	%	1.2	1.2	.7	1.7	.9	1.3	.9	1.5	1.2	.0	.7	1.5	2.2
	4	%	1.6	1.2	.8	1.9	2.9	1.1	2.2	1.1	1.3	1.1	1.3	2.8	1.7
	5	%	4.8	2.8	4.4	4.5	4.7	7.4	3.7	5.9	4.1	4.2	2.7	4.6	7.6
	6	%	4.3	1.1	5.4	5.1	5.3	1.7	4.4	4.3	2.3	5.9	4.4	5.3	4.1
	7	%	8.4	10.5	8.0	8.9	8.9	6.0	9.3	7.5	7.3	11.7	7.0	10.0	7.1
	8	%	20.2	24.6	19.2	18.6	20.6	21.5	22.7	17.7	20.8	18.8	22.2	23.8	16.2
	9	%	23.2	22.2	25.9	24.9	18.3	22.9	23.7	22.8	26.5	23.0	24.9	16.5	24.1
	Extremely timely (10)	%	27.1	29.8	26.5	25.6	29.0	26.7	27.5	26.7	30.3	28.7	31.0	24.8	21.4
	Unsure	%	7.0	4.5	5.8	7.2	7.8	9.3	3.9	10.1	4.4	3.3	4.4	9.5	12.2

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On a scale of 1 to 10, where 1 is “can do no damage” and 10 is “can do a great deal of damage,” how would you rate the following in terms of the damage they can do to the image of an individual or organization? [RANDOMIZE]

			Region					Gender		Age					
			Canada 2016-03	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 6 – Radio	Total	Unwgt N	1000	100	250	300	200	150	500	500	171	169	218	224	218
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
		Mean	7.36	6.95	7.63	7.32	7.08	7.61	7.37	7.35	6.87	7.56	7.62	7.50	7.28
	Can do no damage (1)	%	.8	.0	1.1	.7	1.2	.6	.5	1.2	.0	.4	.9	.4	2.1
	2	%	1.1	1.2	1.0	1.4	1.5	.0	.4	1.8	1.6	.4	.4	1.6	1.4
	3	%	3.2	5.2	4.1	2.2	4.2	1.3	4.2	2.3	3.5	1.4	2.8	5.4	3.0
	4	%	4.2	6.6	3.1	5.2	3.9	2.8	4.5	3.9	4.6	4.0	4.1	3.9	4.3
	5	%	11.1	17.0	7.6	9.9	13.5	12.1	10.2	12.0	15.5	7.9	10.8	8.1	12.1
	6	%	13.2	13.3	9.1	16.1	14.2	13.0	14.3	12.2	20.2	11.6	8.7	12.9	12.7
	7	%	15.2	14.1	16.9	14.3	14.7	15.7	15.1	15.3	14.7	25.2	13.6	11.9	12.4
	8	%	14.1	12.8	16.3	13.0	13.4	14.5	15.3	12.9	12.1	12.0	18.2	14.5	13.4
	9	%	10.4	7.5	11.7	10.3	10.8	10.1	9.8	11.0	7.5	11.9	14.9	10.3	8.2
	Can do a great deal of damage (10)	%	23.8	20.2	28.3	23.0	19.2	26.2	23.7	23.9	15.9	23.2	24.8	29.1	26.1
	Unsure	%	2.8	2.2	.8	3.8	3.5	3.8	2.1	3.5	4.5	2.0	.7	2.0	4.4

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On a scale of 1 to 10, where 1 is “can do no damage” and 10 is “can do a great deal of damage,” how would you rate the following in terms of the damage they can do to the image of an individual or organization? [RANDOMIZE]

			Region					Gender		Age					
			Canada 2016-03	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 7 - Broadcast Television	Total	Unwgt N	1000	100	250	300	200	150	500	500	171	169	218	224	218
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
		Mean	8.31	7.88	8.50	8.31	8.17	8.47	8.27	8.35	8.38	8.40	8.29	8.40	8.12
	Can do no damage (1)	%	.7	.0	.4	.7	1.7	.0	.5	.9	.0	.0	1.3	.4	1.3
	2	%	.7	1.8	.4	.9	.8	.0	.5	.9	.6	.0	.4	1.6	.8
	3	%	1.6	2.7	1.5	1.4	.7	2.6	1.5	1.6	.0	2.0	1.4	1.8	2.7
	4	%	1.5	2.2	.8	1.2	2.4	1.9	1.4	1.7	1.9	1.2	.7	.4	3.1
	5	%	6.2	9.6	5.8	6.1	6.6	4.2	6.6	5.8	4.5	4.0	7.2	5.5	8.8
	6	%	5.8	9.6	4.7	6.3	5.3	5.1	5.9	5.8	4.7	4.7	7.6	7.3	4.8
	7	%	10.6	11.0	9.6	9.4	12.6	12.0	13.0	8.3	11.2	13.5	10.6	10.5	8.2
	8	%	16.4	17.2	17.2	17.3	15.7	13.7	16.5	16.3	23.7	19.1	13.4	13.0	13.4
	9	%	15.4	8.9	16.6	15.5	18.2	13.8	15.9	14.9	16.7	18.7	15.5	13.4	13.4
	Can do a great deal of damage (10)	%	39.3	35.8	42.3	38.5	35.6	43.2	37.0	41.6	33.1	35.4	41.2	45.7	41.2
Unsure	%	1.7	1.2	.8	2.7	.5	3.5	1.3	2.2	3.5	1.4	.7	.4	2.4	

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On a scale of 1 to 10, where 1 is “can do no damage” and 10 is “can do a great deal of damage,” how would you rate the following in terms of the damage they can do to the image of an individual or organization? [RANDOMIZE]

			Region						Gender		Age				
			Canada 2016-03	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 8 - Social media like Facebook and Twitter	Total	Unwgt N	1000	100	250	300	200	150	500	500	171	169	218	224	218
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
		Mean	9.12	9.06	9.11	9.06	9.10	9.34	8.95	9.30	9.03	9.04	9.26	9.30	9.00
	Can do no damage (1)	%	.6	.9	.8	.2	1.0	.0	.5	.6	.0	.0	.4	1.0	1.2
	2	%	.5	.0	.7	.4	.5	.8	.6	.5	1.1	.0	.0	1.2	.4
	3	%	.2	.0	.0	.4	.4	.0	.2	.3	.6	.5	.0	.0	.0
	4	%	.6	.6	.9	.8	.0	.8	.8	.4	.6	.0	.0	.3	1.8
	5	%	2.1	3.9	1.1	2.9	1.2	1.9	2.5	1.6	2.4	1.8	1.1	.8	3.8
	6	%	2.6	2.9	4.8	2.6	1.3	.6	4.2	1.0	.4	5.4	3.5	2.4	1.9
	7	%	5.3	5.4	4.8	6.4	5.1	3.8	6.5	4.0	4.4	6.8	6.9	1.9	6.0
	8	%	9.8	13.4	7.4	8.5	15.0	6.9	10.9	8.6	17.8	11.8	5.6	7.1	7.0
	9	%	13.3	5.5	14.7	13.9	14.5	13.0	14.6	11.9	15.1	14.4	16.6	12.9	8.2
	Can do a great deal of damage (10)	%	60.7	64.7	61.6	58.0	58.3	65.4	55.9	65.5	55.3	55.5	63.1	68.6	61.2
	Unsure	%	4.4	2.7	3.2	5.8	2.6	6.7	3.1	5.6	2.4	3.8	2.6	3.7	8.4

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On a scale of 1 to 10, where 1 is “can do no damage” and 10 is “can do a great deal of damage,” how would you rate the following in terms of the damage they can do to the image of an individual or organization? [RANDOMIZE]

			Region					Gender		Age					
			Canada 2016-03	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 9 - Paper version of newspaper	Total	Unwgt N	1000	100	250	300	200	150	500	500	171	169	218	224	218
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
		Mean	7.45	6.87	7.71	7.38	7.33	7.67	7.35	7.54	7.16	7.42	7.57	7.69	7.42
	Can do no damage (1)	%	1.0	.0	1.1	1.5	1.2	.0	.7	1.2	.5	.4	.9	.4	2.3
	2	%	.8	1.2	.3	1.3	.7	.5	.6	1.0	.6	.4	1.0	1.2	.8
	3	%	3.4	6.5	1.5	2.6	4.2	4.9	3.6	3.1	4.3	3.7	2.3	3.9	2.8
	4	%	3.7	3.4	4.6	3.4	3.8	2.7	4.9	2.5	2.9	5.0	4.2	4.8	2.2
	5	%	11.5	19.2	11.7	11.8	7.8	10.6	11.7	11.3	13.3	9.6	11.9	7.2	14.3
	6	%	13.1	14.8	9.2	14.6	17.8	8.8	14.0	12.1	16.1	13.5	11.7	13.9	10.7
	7	%	12.8	14.3	11.3	10.4	15.9	14.8	12.6	12.9	13.6	15.0	12.4	10.6	12.3
	8	%	15.9	16.1	18.8	15.6	13.4	14.7	16.9	14.9	18.5	15.6	14.8	12.8	17.2
	9	%	10.8	5.1	11.1	13.8	10.9	7.8	10.0	11.6	8.7	12.5	12.1	11.1	9.9
	Can do a great deal of damage (10)	%	25.6	18.8	30.0	22.7	23.3	31.5	23.9	27.2	18.0	22.7	28.3	33.0	26.2
	Unsure	%	1.6	.6	.4	2.3	.9	3.6	1.0	2.1	3.5	1.4	.3	1.2	1.5

Nanos conducted an RDD dual frame (land- and cell- lines) [hybrid] telephone [and online] random survey of 1,000 Canadians, 18 years of age or older, between March 31st and April 4th, 2016. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is 3.1 percentage points, 19 times out of 20.

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2016-813 – Nanos/Signal Survey – Reputation Risks – STAT SHEET

On a scale of 1 to 10, where 1 is “can do no damage” and 10 is “can do a great deal of damage,” how would you rate the following in terms of the damage they can do to the image of an individual or organization? [RANDOMIZE]

			Region						Gender		Age				
			Canada 2016-03	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 10 - News online	Total	Unwgt N	1000	100	250	300	200	150	500	500	171	169	218	224	218
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
		Mean	8.34	7.91	8.48	8.34	8.32	8.44	8.16	8.53	8.42	8.40	8.40	8.54	8.03
	Can do no damage (1)	%	.3	.0	.4	.2	.8	.0	.3	.4	.0	.0	.4	.4	.7
	2	%	.4	2.3	.0	.4	.0	.0	.5	.3	.0	.7	.0	.7	.5
	3	%	1.0	2.1	1.0	.9	.3	1.5	1.2	.9	.6	1.2	.7	.4	2.1
	4	%	1.6	.6	2.0	.8	3.4	.7	2.1	1.0	.0	1.7	.0	.8	4.7
	5	%	6.3	11.5	4.9	7.9	2.9	6.3	5.7	6.9	7.2	4.2	6.8	3.2	8.8
	6	%	5.1	6.6	5.0	3.9	6.1	5.3	6.6	3.6	3.8	4.0	6.6	6.8	4.4
	7	%	11.0	12.9	9.6	11.2	12.1	10.1	13.0	8.9	13.9	14.4	11.5	8.6	7.4
	8	%	18.6	16.7	18.1	18.7	21.7	16.7	20.8	16.5	20.3	16.3	21.1	18.6	16.6
	9	%	15.3	12.3	15.8	15.9	14.3	16.5	15.2	15.4	14.3	20.3	13.3	18.2	12.2
	Can do a great deal of damage (10)	%	36.9	33.2	40.9	35.8	35.2	37.5	31.4	42.4	36.3	35.1	39.2	38.9	35.2
	Unsure	%	3.5	1.8	2.3	4.3	3.3	5.6	3.3	3.8	3.5	2.1	.4	3.4	7.5

Nanos conducted an RDD dual frame (land- and cell- lines) [hybrid] telephone [and online] random survey of 1,000 Canadians, 18 years of age or older, between March 31st and April 4th, 2016. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is 3.1 percentage points, 19 times out of 20.

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