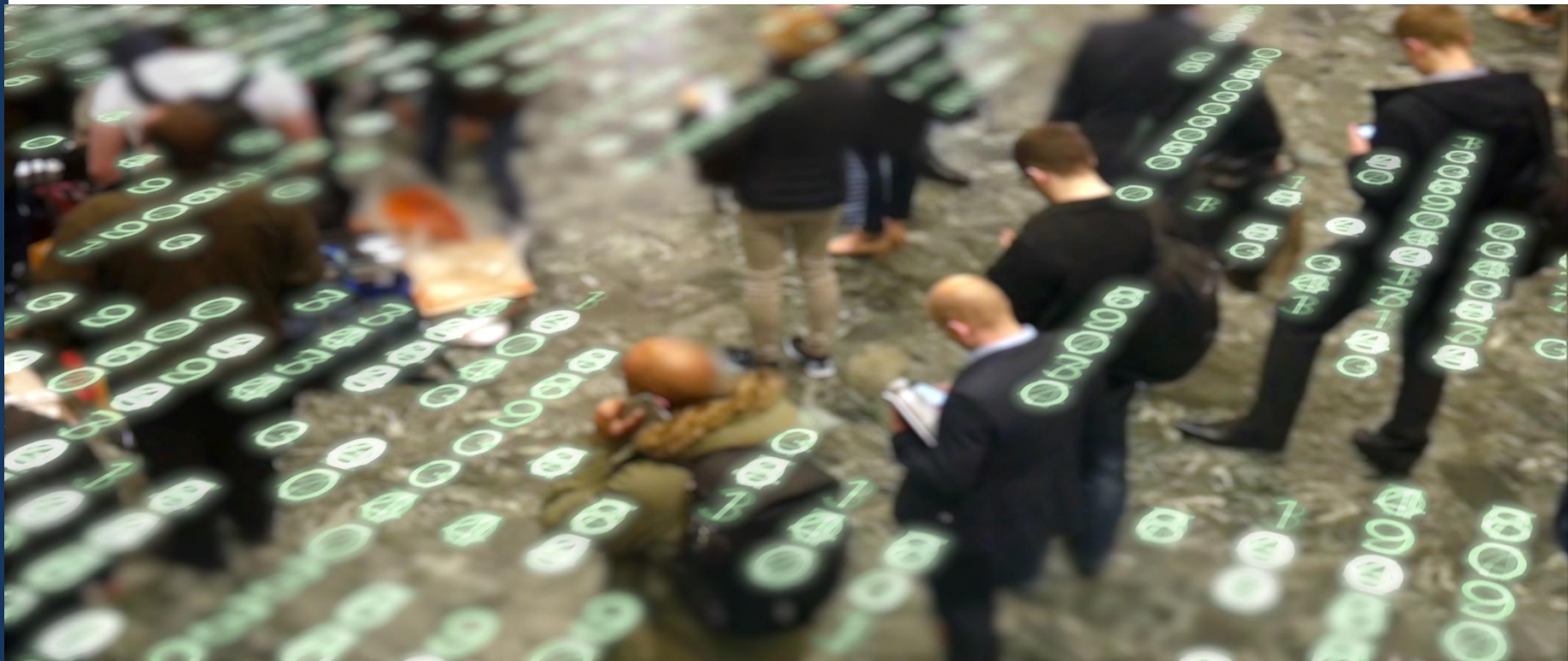# Impressions of Canadians on social media platforms and their impact on the news

Signal Survey Summary

submitted by Nanos to SIGNAL Leadership Communication Inc., February 2017
(Submission 2017-984)

Canadians believe social media has an overall negative impact on the news; majority are worried about 'fake news' being posted on the Internet

Overall, Canadians think social media platforms have a negative or somewhat negative impact on the news and a majority are worried or somewhat worried about 'fake news' being posted on the Internet. Also, their impressions are mixed when it comes to the level of importance of CEOs of leading companies to use social media to communicate with the public.

- **Nearly seven out of ten Canadians believe social media has a negative or a somewhat negative impact on the news** – Nearly seven out of ten Canadians think social media platforms like Twitter have a negative (33%) or somewhat negative (35%) impact on the news, while close to one in five believe they have a positive (four per cent) or somewhat positive (14%) impact. Eleven per cent say social media platforms have a neutral impact on the news and three per cent are unsure.

- **An important majority of Canadians are worried or somewhat worried about the significant increase of fake news on the Internet** – More than eight in ten Canadians are worried (52%) or somewhat worried (29%) about the increase of fake news, that is, items posted on the Internet that appear like news but are made up. Eleven per cent are not worried about the increase of fake news, compared to seven per cent who are somewhat worried and less than one per cent who are unsure.

- **Canadians have mixed views on the importance of CEOs using social media to communicate with the public** – More than half of Canadians say it not important (29%) or somewhat not important (25%) that CEOs of leading companies use social media to communicate with the public, while over two in five Canadians believe this is important (11%) or somewhat important (31%). Four per cent are unsure.

These observations are based on a Nanos RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, conducted between January 28th and February 1st, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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.

Impact of social media platforms on the news

|					
4%	14%	11%	35%	33%	3%
Positive	Somewhat positive	Neutral	Somewhat negative	Negative	Unsure
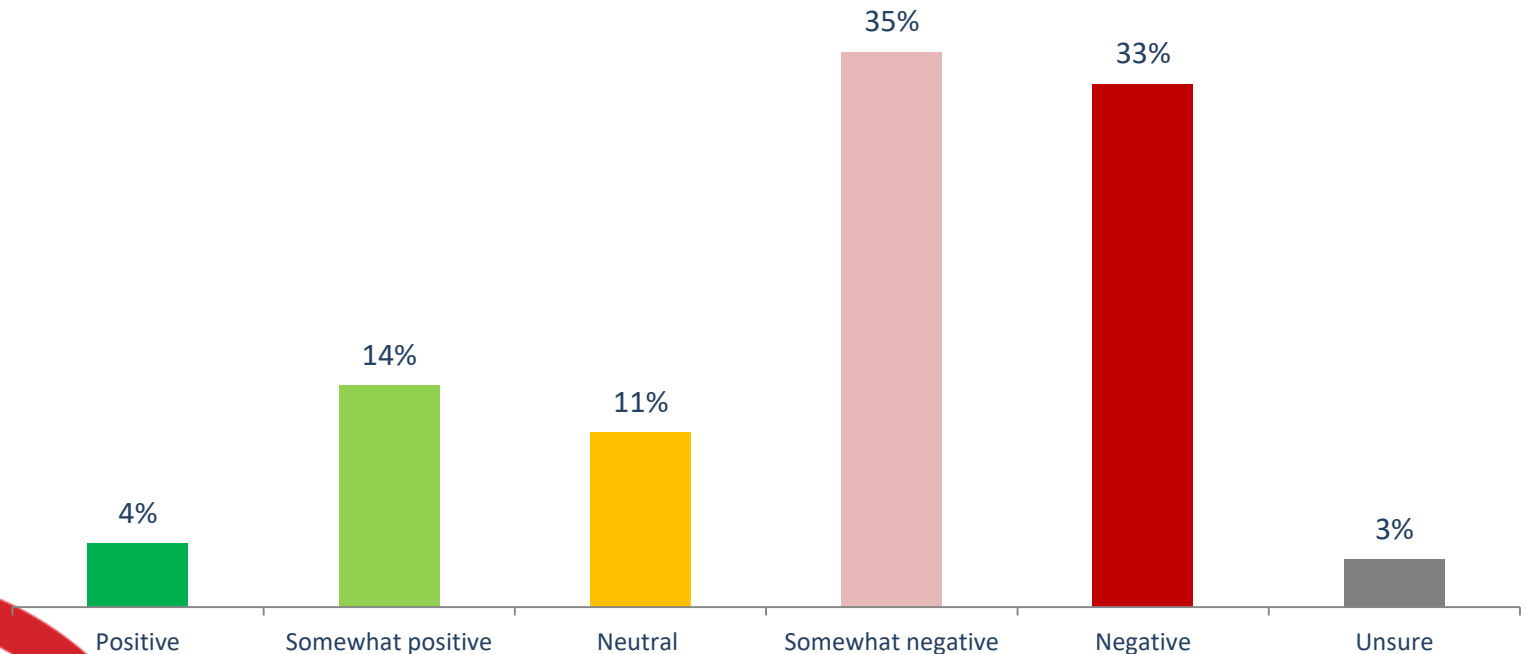
*Note: Charts may not add up to 100 due to rounding

QUESTION – Do you think social media platforms like Twitter have a positive, a somewhat positive, a neutral, a somewhat negative or a negative impact on the news?

Fake news posted on the Internet

Bar chart:
- Not worried: 11%
- Somewhat not worried: 7%
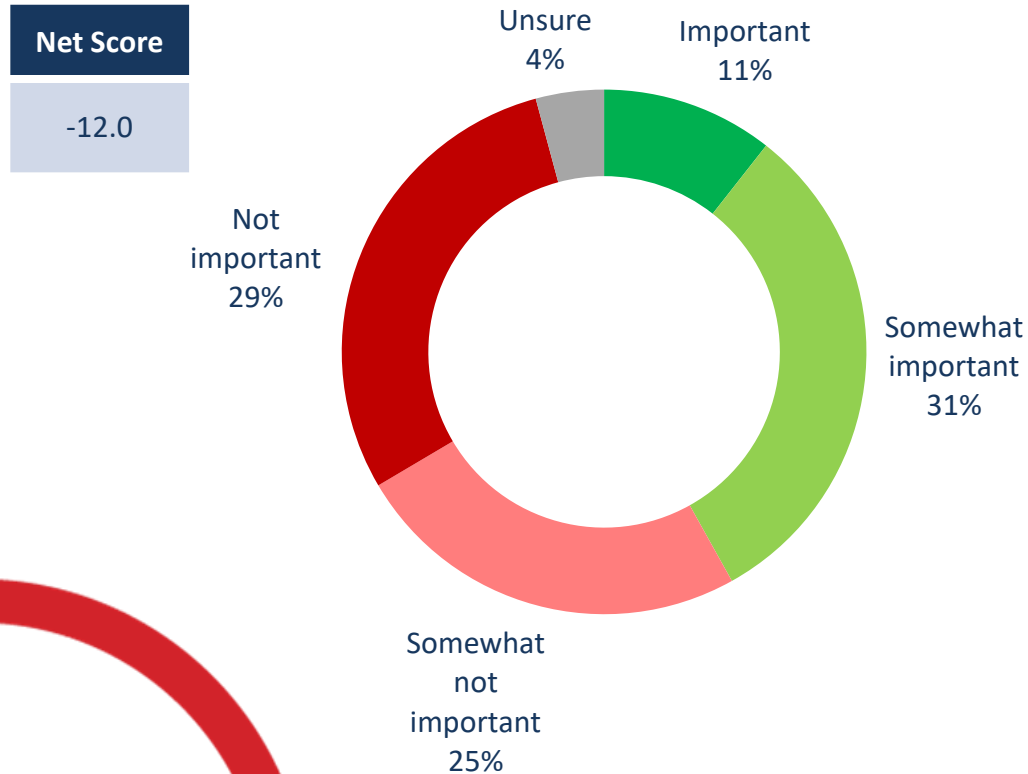- Somewhat worried: 29%
- Worried: 52%
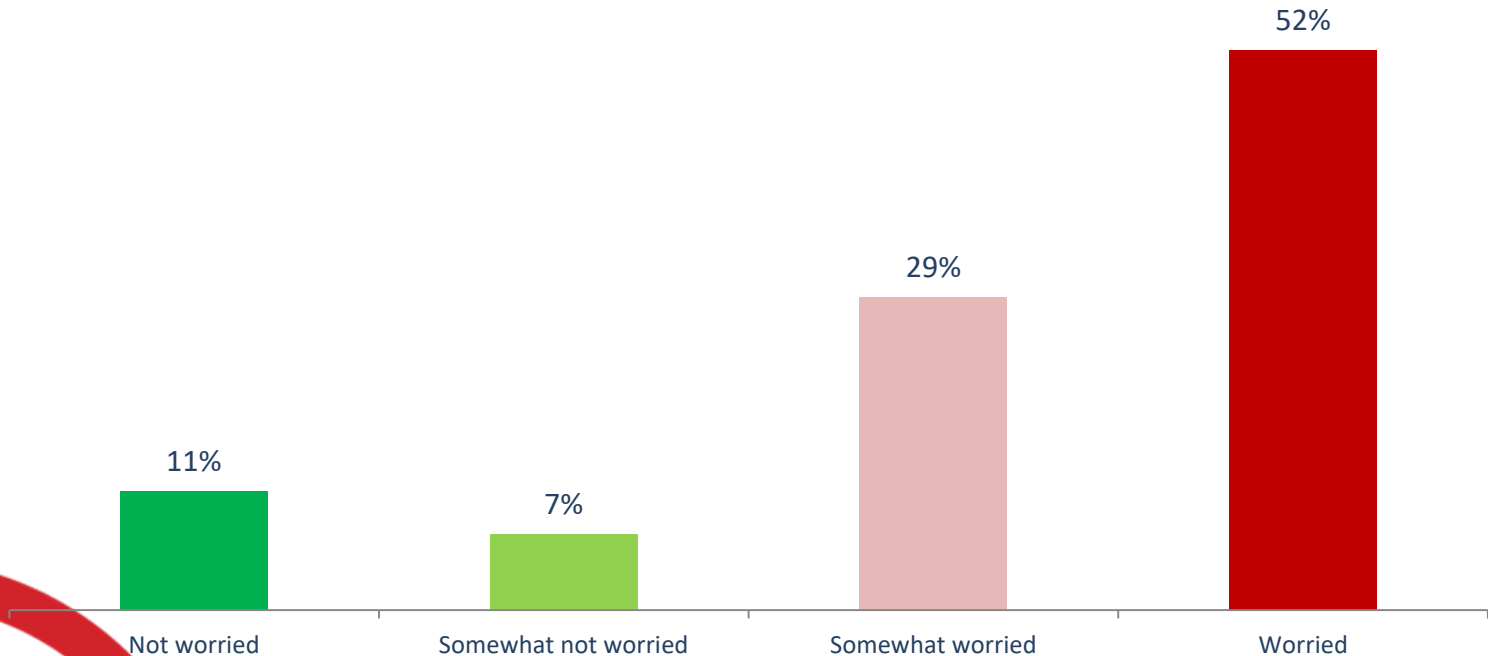
*Note: Charts may not add up to 100 due to rounding

QUESTION – Are you worried, somewhat worried, somewhat not worried or not worried about the increase of 'fake news', that is, items posted on the Internet that appear like news but are made up?

Use of social media by CEOs of leading companies

Net Score

-12.0

Unsure
4%

Important
11%

Not
important
29%

Somewhat
important
31%

Somewhat
not
important
25%

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

Subgroups	Not important/ Somewhat not important
Atlantic (n=100)	56.2%
Quebec (n=250)	56.0%
Ontario (n=300)	53.8%
Prairies (n=200)	49.1%
British Columbia (n=150)	55.3%
Male (n=484)	56.0%
Female (n=516)	51.9%
18 to 29 (n=174)	48.0%
30 to 39 (n=149)	54.3%
40 to 49 (n=209)	54.7%
50 to 59 (n=222)	54.9%
60 plus (n=246)	56.6%

QUESTION – Is it important, somewhat important, somewhat not important or not important that CEOs of leading companies use social media to communicate with the public?

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 January 28th and February 1st, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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.

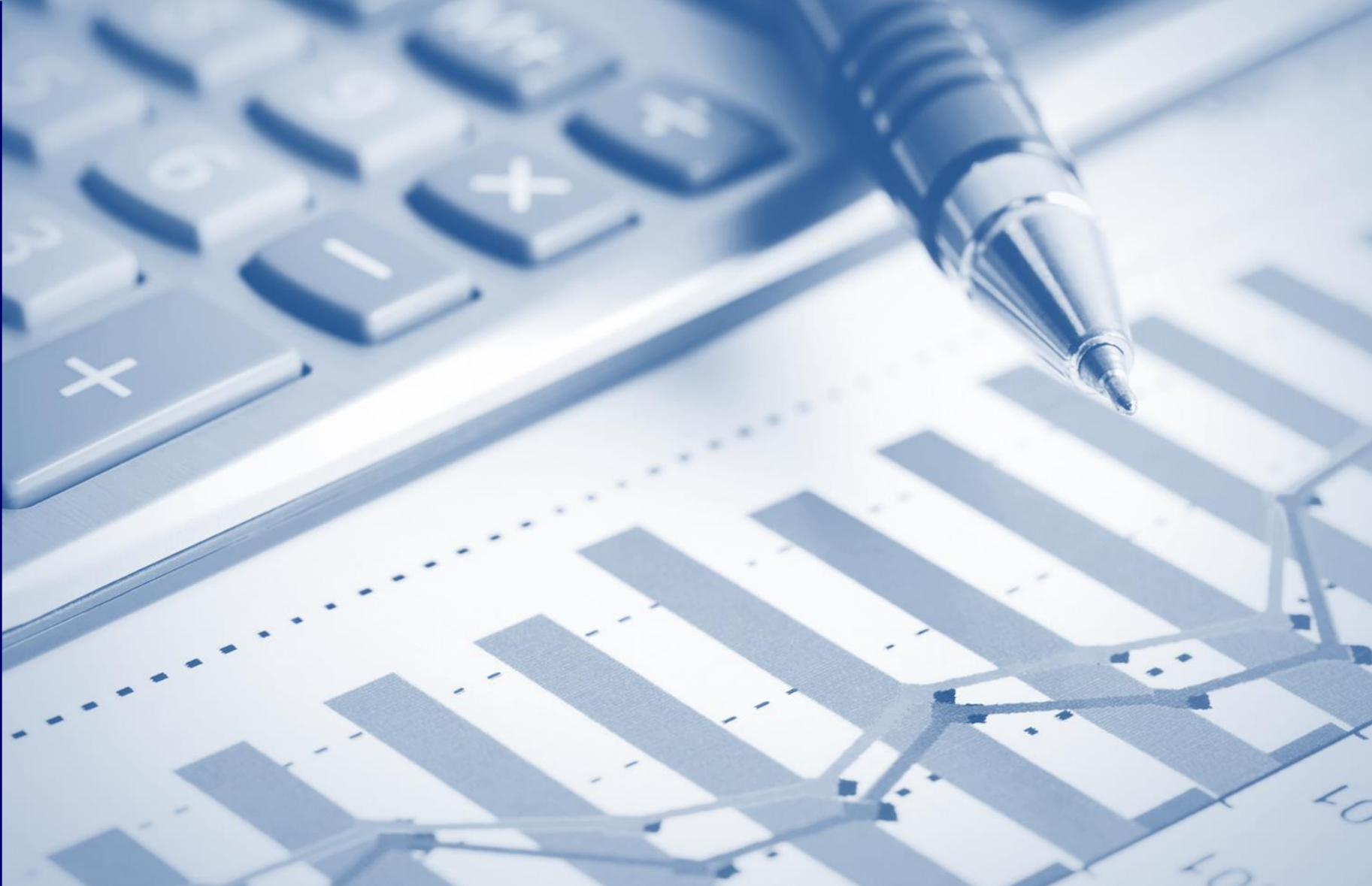View our brochure

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Technical Note

Element	Description
Organization who commissioned the research	SIGNAL Leadership Communication Inc.
Final Sample Size	1000 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) random telephone 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.
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	January 28th to February 1st, 2017
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	13 per cent, 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 six of an omnibus survey. The previous modules related to unprompted top national issues of concern, international trade and the Conservative leadership race, Canada-US relations and the Trudeau holiday, tourism growth in Canada, and trade.
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

2017-984 – Signal January – STAT SHEET

			Region						Gender		Age				
			Canada 2017-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Do you think social media platforms like Twitter have a positive, a somewhat positive, a neutral, a somewhat negative or a negative impact on the news?	Total	Unwgt N	1000	100	250	300	200	150	484	516	174	149	209	222	246
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Positive	%	4.3	5.4	5.0	5.1	3.0	2.6	5.1	3.5	6.8	6.0	2.6	3.4	3.2
	Somewhat positive	%	13.5	14.9	12.4	14.8	13.9	11.6	13.1	14.0	19.1	10.4	11.1	15.4	11.8
	Neutral	%	11.0	7.3	15.6	10.2	10.5	8.0	12.3	9.8	13.4	13.1	13.9	9.4	7.0
	Somewhat negative	%	35.4	38.3	35.1	34.4	33.4	38.5	29.0	41.4	36.3	37.9	33.8	34.1	35.1
	Negative	%	32.8	33.0	27.9	33.7	34.3	37.3	36.7	29.1	23.4	30.3	35.6	35.5	37.5
	Unsure	%	3.0	1.2	4.0	1.9	4.9	1.9	3.8	2.1	1.1	2.2	2.9	2.2	5.3

			Region					Gender		Age				
			Canada 2017-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Are you worried, somewhat worried, somewhat not worried or not worried about the increase of 'fake news', that is, items posted on the Internet that appear like news but are made up?	Total	Unwgt N	1000	100	250	300	200	150	484	516	174	149	209	222	246
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Worried	%	52.3	45.5	52.5	57.3	49.4	50.1	49.4	55.0	42.6	47.6	56.1	54.2	58.1
	Somewhat worried	%	29.4	36.2	28.9	25.3	29.2	34.1	29.4	29.4	29.4	29.9	29.9	29.3	28.7
	Somewhat not worried	%	7.4	6.9	8.3	5.9	9.1	7.0	8.6	6.3	11.7	6.6	4.4	10.1	4.9
	Not worried	%	10.7	11.4	10.3	11.4	12.0	7.5	12.6	8.8	15.8	15.9	9.3	5.9	8.2
	Unsure	%	.2	.0	.0	.0	.3	1.2	.0	.5	.4	.0	.3	.5	.0

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Page 2

			Region						Gender		Age				
			Canada 2017-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Is it important, somewhat important, somewhat not important or not important that CEOs of leading companies use social media to communicate with the public?	Total	Unwgt N	1000	100	250	300	200	150	484	516	174	149	209	222	246
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Important	%	10.6	10.1	8.5	11.9	10.4	12.0	11.2	10.0	13.1	15.2	6.7	10.0	9.0
	Somewhat important	%	31.3	31.3	31.5	29.3	37.5	26.7	29.7	32.9	36.7	28.0	31.5	30.9	29.6
	Somewhat not important	%	24.6	34.0	27.0	22.6	20.4	23.8	22.9	26.2	19.9	29.4	23.9	22.6	26.9
	Not important	%	29.3	22.2	29.0	31.2	28.7	31.5	33.1	25.7	28.1	24.9	30.8	32.3	29.7
	Unsure	%	4.2	2.4	4.0	5.0	3.0	6.0	3.1	5.3	2.2	2.5	7.1	4.2	4.8

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Page 3