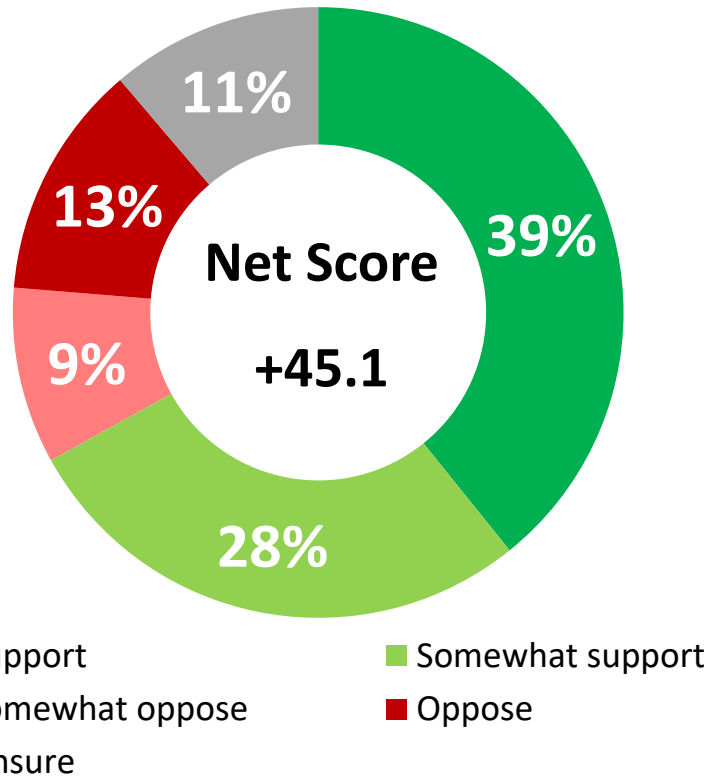Two in three Canadians are good with streaming services like Netflix, Amazon Prime and Disney+ financially supporting the creation of Canadian content in the same way Canadian broadcasters do.

THE GLOBE AND MAIL

NANOS

Support for streaming services financially supporting the creation of Canadian content

Net Score +45.1

- 39% Support
- 28% Somewhat support
- 9% Somewhat oppose
- 13% Oppose
- 11% Unsure

■ Support   ■ Somewhat support
■ Somewhat oppose   ■ Oppose
■ Unsure

> "Two in three Canadians support or somewhat support streaming services financially supporting the creation of Canadian content in the same way Canadian broadcasters support Canadian content. Quebec residents are more likely to support this (52%) compared to residents of the Prairies (24%)."

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.
*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 29th to May 2nd, 2022, n=1,005, accurate 3.1 percentage points plus or minus, 19 times out of 20.

THE GLOBE AND MAIL   NANOS

Support for streaming services financially supporting the creation of Canadian content by demographics

Support/ Somewhat support

Atlantic (n=100)	Quebec (n=249)	Ontario (n=301)	Prairies (n=196)	BC (n=159)
66.8%	**79.6%**	**67.6%**	**55.2%**	**59.2%**

Men (n=525)	Women (n=480)	18 to 34 (n=309)	35 to 54 (n=370)	55 plus (n=326)
67.0%	**66.9%**	**71.1%**	**65.8%**	**65.1%**

Oppose/ Somewhat oppose

Atlantic (n=100)	Quebec (n=249)	Ontario (n=301)	Prairies (n=196)	BC (n=159)
22.7%	**9.5%**	**23.0%**	**29.5%**	**29.0%**

Men (n=525)	Women (n=480)	18 to 34 (n=309)	35 to 54 (n=370)	55 plus (n=326)
24.8%	**19.0%**	**16.9%**	**23.4%**	**23.9%**

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

THE GLOBE AND MAIL* · NANOS

Support for greater regulation of the internet by the federal government

Q The federal government has proposed a package of laws and policies that would give federal officials new powers to regulate the internet. These include an Online News Act, an Online Streaming Act and proposals to curb online harms such as hate speech. Based on what you have heard, do you support, somewhat support, somewhat oppose or oppose greater regulation of the internet by the federal government?

Net Score

+19.3

29%

26%

11%

26%

8%
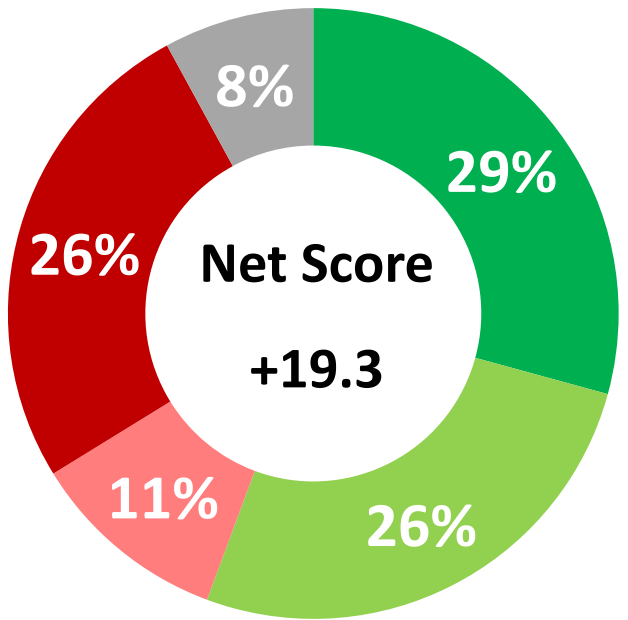
- ■ Support
- ■ Somewhat support
- ■ Somewhat oppose
- ■ Oppose
- ■ Unsure

> "Close to six in ten Canadians say they support or somewhat support greater regulation of the internet by the federal government. Older Canadians (55 plus) are more likely to support this (37%) compared to younger Canadians (18 to 34)(23%)."

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.
*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 29th to May 2nd, 2022, n=1,005, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Support for greater regulation of the internet by the federal government by demographics

Support/ Somewhat support

Atlantic (n=100)	Quebec (n=249)	Ontario (n=301)	Prairies (n=196)	BC (n=159)
61.1%	**71.9%**	**50.2%**	**44.6%**	**55.4%**
Men (n=525)	Women (n=480)	18 to 34 (n=309)	35 to 54 (n=370)	55 plus (n=326)
50.9%	**60.2%**	**51.2%**	**50.8%**	**63.0%**

Oppose/ Somewhat oppose

Atlantic (n=100)	Quebec (n=249)	Ontario (n=301)	Prairies (n=196)	BC (n=159)
32.7%	**19.2%**	**41.1%**	**50.3%**	**35.6%**
Men (n=525)	Women (n=480)	18 to 34 (n=309)	35 to 54 (n=370)	55 plus (n=326)
42.8%	**30.2%**	**35.7%**	**42.3%**	**31.7%**

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 29th to May 2nd, 2022, n=1,005, accurate 3.1 percentage points plus or minus, 19 times out of 20.

THE GLOBE AND MAIL*

NANOS

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,005 Canadians, 18 years of age or older, between April 29th and May 2nd, 2022 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 randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.

This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.

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

METHODOLOGY

Element	Description
Research sponsor	The Globe and Mail
Population and Final Sample Size	1,005 Randomly selected individuals.
Source of Sample	Nanos Hybrid Probability Panel
Type of Sample	Probability
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.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	April 29th to May 2nd, 2022.
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) 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, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2016) 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	11 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	Topics on the omnibus ahead of the survey content included: views on political issues and views on economic issues.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.

TECHNICAL NOTE

As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence.   Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. www.nanos.co

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ABOUT NANOS

2022-2131 – Globe and Mail/Nanos Survey – April OMNI - STAT SHEET

				Region					Please select your gender		Age		
			Canada 2022-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Do you support, somewhat support, somewhat oppose or oppose having streaming services, such as Netflix, Amazon Prime and Disney+, financially support the creation of Canadian content in the same way Canadian broadcasters support Canadian content?	Total	Unwgt N	1005	100	249	301	196	159	525	480	309	370	326
		Wgt N	1000	67	233	384	183	133	489	511	273	341	386
	Support	%	39.2	35.6	52.1	41.0	23.7	34.6	37.3	41.0	39.8	37.7	40.2
	Somewhat support	%	27.7	31.2	27.4	26.6	31.5	24.6	29.7	25.9	31.4	28.1	24.9
	Somewhat oppose	%	9.3	13.7	6.0	8.2	10.4	14.9	9.2	9.5	9.0	10.0	8.9
	Oppose	%	12.5	8.9	3.5	14.8	19.1	14.1	15.6	9.5	7.9	13.3	14.9
	Unsure	%	11.2	10.5	11.0	9.4	15.3	11.7	8.2	14.1	11.9	10.9	11.1

				Region					Please select your gender		Age		
			Canada 2022-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – The federal government has proposed a package of laws and policies that would give federal officials new powers to regulate the internet. These include an Online News Act, an Online Streaming Act and proposals to curb online harms such as hate speech. Based on what you have heard, do you support, somewhat support, somewhat oppose or oppose greater regulation of the internet by the federal government?	Total	Unwgt N	1005	100	249	301	196	159	525	480	309	370	326
		Wgt N	1000	67	233	384	183	133	489	511	273	341	386
	Support	%	29.3	34.8	37.0	28.4	20.5	27.3	28.8	29.7	22.9	25.2	37.4
	Somewhat support	%	26.4	26.2	34.9	21.7	24.1	28.2	22.1	30.5	28.4	25.7	25.7
	Somewhat oppose	%	10.6	10.5	8.9	11.3	12.7	8.4	12.5	8.7	11.8	12.6	7.8
	Oppose	%	25.8	22.3	10.4	29.8	37.6	27.2	30.4	21.5	23.9	29.6	23.8
	Unsure	%	8.0	6.2	8.8	8.7	5.1	9.0	6.2	9.6	13.1	6.9	5.3

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,005 Canadians, 18 years of age or older, between April 29th and May 2nd, 2022. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.
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