

Majority of Canadians support the Government of Canada encouraging Google and Facebook to negotiate with Canadian news organizations for the fair payment of their work – Over four in five are not confident that Google or Facebook work in the best interests of Canadians.

# Key Findings

1

## **Majority of Canadians support encouraging Google and Facebook to negotiate with Canadian news organizations for fair payment**

About four in five Canadians support ([52%](#)) or somewhat support ([25%](#)) having the Government of Canada encourage Google and Facebook to negotiate with Canadian news organizations for the fair payment reflecting the value of their work, while four in five oppose ([60%](#)) or somewhat oppose ([20%](#)) Google and Facebook paying nothing to Canadian news organizations for the value of their news content.

2

## **Canadians show more confidence in Canadian news organizations rather than Facebook or Google working in the best interests of Canadians**

Close to two in three Canadians are confident ([17%](#)) or somewhat ([46%](#)) confident that Canadian news organizations, including broadcasters and newspapers, work in the best interests of Canadians, while over four in five each say they are not confident or somewhat confident in Google ([57%](#) not confident, [25%](#) somewhat not confident) as well as Facebook ([71%](#) not confident, [20%](#) somewhat not confident).

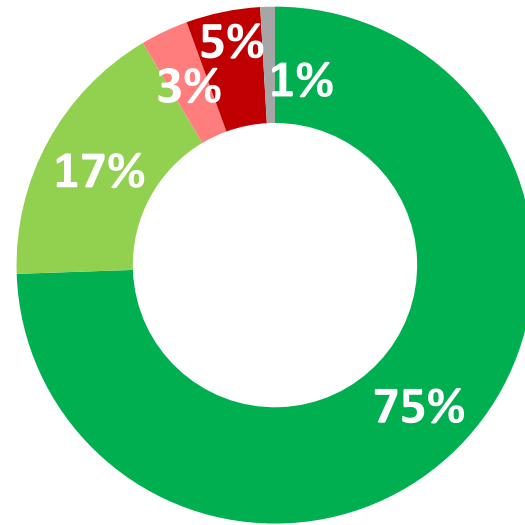
3

## **Access to news from Canadian sources important to majority of Canadians**

Nine in ten Canadians say the ability to access local, regional, national and international news from Canadian news sources is important ([75%](#)) or somewhat important ([17%](#)) to them. Older residents (55 plus) ([84%](#) important, [11%](#) somewhat important) are more likely to say so compared to younger Canadians (18 to 34) ([62%](#) important, [26%](#) somewhat important).

# Importance of accessing news from Canadian news sources

Q – Is being able to access local, regional, national and international news from Canadian news sources important, somewhat important, somewhat unimportant or unimportant to you?



■ Important      ■ Somewhat important  
■ Somewhat unimportant      ■ Unimportant  
■ Unsure

## 9 in 10 Canadians

say being able to access local, regional, national and international news from Canadian news sources is important or somewhat important to them.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 30<sup>th</sup> to November 4<sup>th</sup>, 2022, n=1084, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# Importance of accessing news from Canadian news sources by demographics

Q – Is being able to access local, regional, national and international news from Canadian news sources important, somewhat important, somewhat unimportant or unimportant to you?

Important/ Somewhat important				
Atlantic (n=100)	Quebec (n=233)	Ontario (n=372)	Prairies (n=233)	BC (n=146)
<b>94.6%</b>	<b>92.0%</b>	<b>91.6%</b>	<b>88.9%</b>	<b>91.8%</b>
Men (n=568)	Women (n=516)	18 to 34 (n=184)	35 to 54 (n=409)	55 plus (n=491)
<b>89.1%</b>	<b>93.7%</b>	<b>88.4%</b>	<b>89.4%</b>	<b>95.0%</b>
Unimportant/ Somewhat unimportant				
Atlantic (n=100)	Quebec (n=233)	Ontario (n=372)	Prairies (n=233)	BC (n=146)
<b>5.4%</b>	<b>6.0%</b>	<b>8.2%</b>	<b>10.2%</b>	<b>6.7%</b>
Men (n=568)	Women (n=516)	18 to 34 (n=184)	35 to 54 (n=409)	55 plus (n=491)
<b>10.1%</b>	<b>5.2%</b>	<b>10.2%</b>	<b>9.2%</b>	<b>4.8%</b>

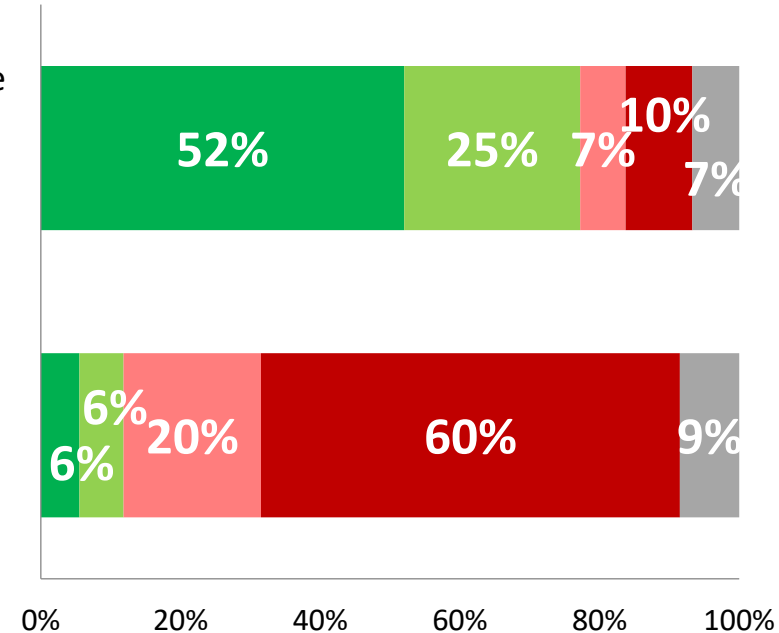
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 30<sup>th</sup> to November 4<sup>th</sup>, 2022, n=1084, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# Support for initiatives about large internet platforms

Canadians are over six times more likely to support or somewhat support having the Government of Canada encourage Google and Facebook to negotiate with Canadian news organizations for the fair payment reflecting the value of their work rather than Google and Facebook paying nothing to Canadian news organizations for the value of their news content

Having the Government of Canada encourage Google and Facebook negotiate with Canadian news organizations for the fair payment reflecting the value of their work

Google and Facebook paying nothing to Canadian news organizations for the value of their news content



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

Q – As you may know, large foreign internet platforms like Google and Facebook are taking a large percentage of Canadian advertising dollars by collecting users' search and browsing activities and selling targeted advertising against that data. This includes searches and links to news content. Do you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

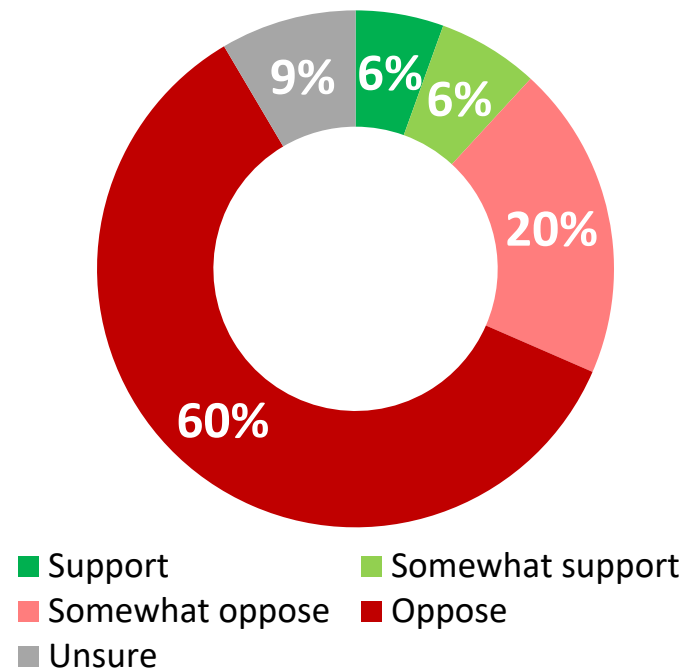
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 30<sup>th</sup> to November 4<sup>th</sup>, 2022, n=1084, accurate 3.0 percentage points plus or minus, 19 times out of 20.



# Support for Google and Facebook paying nothing to Canadian news organizations

Q – As you may know, large foreign internet platforms like Google and Facebook are taking a large percentage of Canadian advertising dollars by collecting users' search and browsing activities and selling targeted advertising against that data. This includes searches and links to news content. Do you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

**Google and Facebook paying nothing to Canadian news organizations for the value of their news content**



	Atlantic (n=100)	Quebec (n=233)	Ontario (n=372)	Prairies (n=233)	BC (n=146)
<b>Oppose/Somewhat oppose</b>	<b>82.0%</b>	<b>83.4%</b>	<b>79.4%</b>	<b>71.9%</b>	<b>82.9%</b>
	Men (n=568)	Women (n=516)	18 to 34 (n=184)	35 to 54 (n=409)	55 plus (n=491)
	<b>77.5%</b>	<b>81.7%</b>	<b>73.8%</b>	<b>76.5%</b>	<b>85.9%</b>

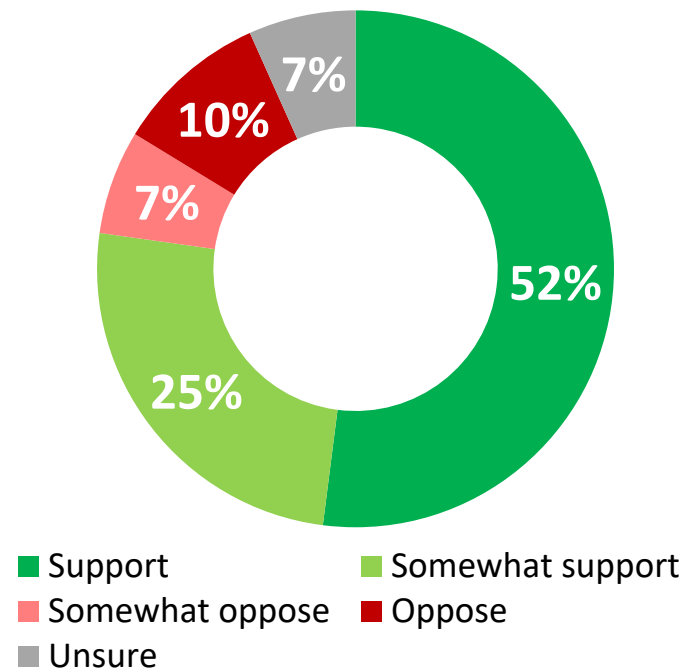
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 30<sup>th</sup> to November 4<sup>th</sup>, 2022, n=1084, accurate 3.0 percentage points plus or minus, 19 times out of 20.



## Support for Having the Government of Canada encourage Google and Facebook negotiate with Canadian news organizations

Q – As you may know, large foreign internet platforms like Google and Facebook are taking a large percentage of Canadian advertising dollars by collecting users' search and browsing activities and selling targeted advertising against that data. This includes searches and links to news content. Do you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

**Having the Government of Canada encourage Google and Facebook negotiate with Canadian news organizations for the fair payment reflecting the value of their work**



### Support/Somewhat support

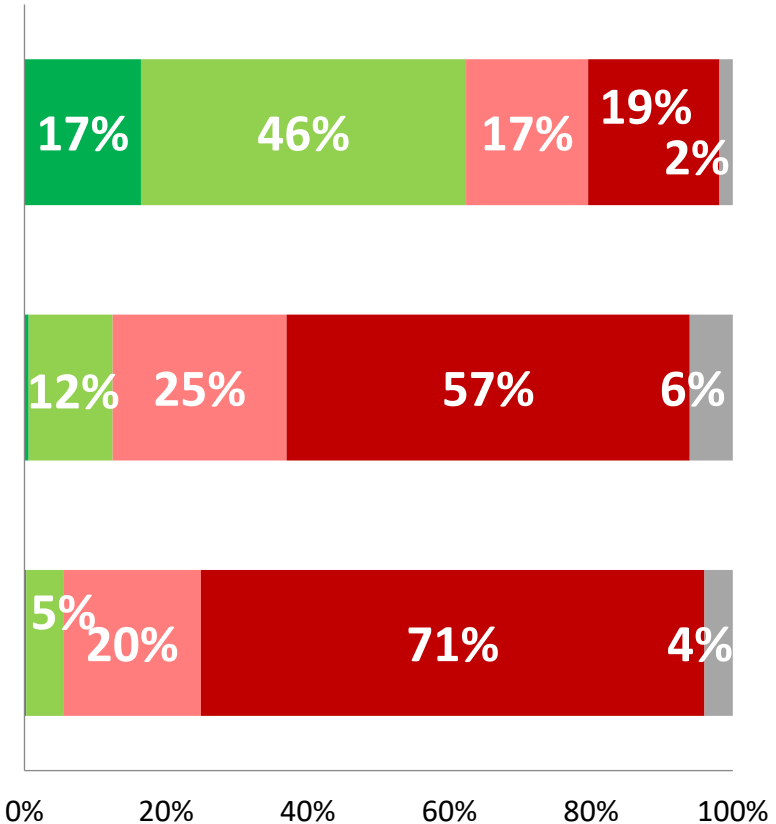
Atlantic (n=100)	Quebec (n=233)	Ontario (n=372)	Prairies (n=233)	BC (n=146)
<b>78.1%</b>	<b>81.1%</b>	<b>76.2%</b>	<b>73.8%</b>	<b>77.5%</b>
Men (n=568)	Women (n=516)	18 to 34 (n=184)	35 to 54 (n=409)	55 plus (n=491)
<b>76.7%</b>	<b>77.7%</b>	<b>68.2%</b>	<b>75.1%</b>	<b>84.7%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 30<sup>th</sup> to November 4<sup>th</sup>, 2022, n=1084, accurate 3.0 percentage points plus or minus, 19 times out of 20.

## Confidence that organizations work in the best interests of Canadians

Canadians are much more likely to be confident or somewhat confident that Canadian news organizations, including broadcasters and newspapers, work in the best interests of Canadians with over six in ten that say so, while over four in five each say they are not confident or somewhat confident in Google or Facebook.

That Canadian news organizations, including broadcasters and newspapers, work in the best interests of Canadians



That Google works in the best of interests of Canadians



That Facebook works in the best interests of Canadians



■ Confident ■ Somewhat confident ■ Somewhat not confident ■ Not confident ■ Unsure

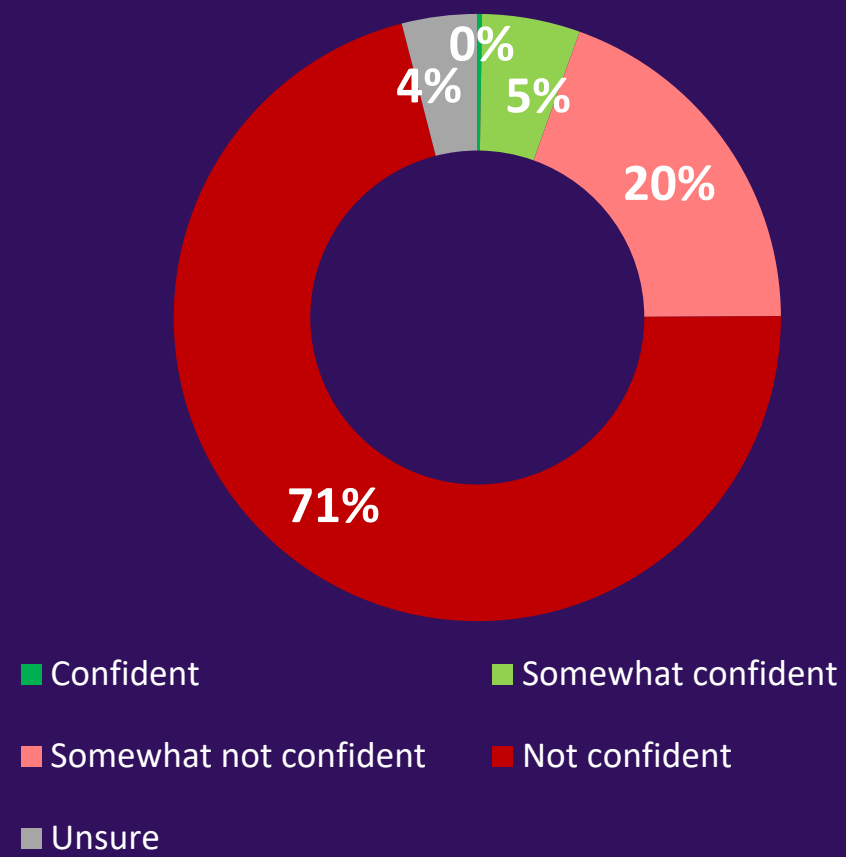
Q – Are you confident, somewhat confident, somewhat not confident or not confident in the following: [RANDOMIZE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 30<sup>th</sup> to November 4<sup>th</sup>, 2022, n=1084, accurate 3.0 percentage points plus or minus, 19 times out of 20.





# Confidence that Facebook works in the best interests of Canadians



Confident/Somewhat confident	Atlantic (n=100)	Quebec (n=233)	Ontario (n=372)	Prairies (n=233)	BC (n=146)
	5.4%	8.0%	5.2%	4.6%	3.0%
	Men (n=568)	Women (n=516)	18 to 34 (n=184)	35 to 54 (n=409)	55 plus (n=491)
	5.7%	5.3%	5.7%	5.3%	5.5%

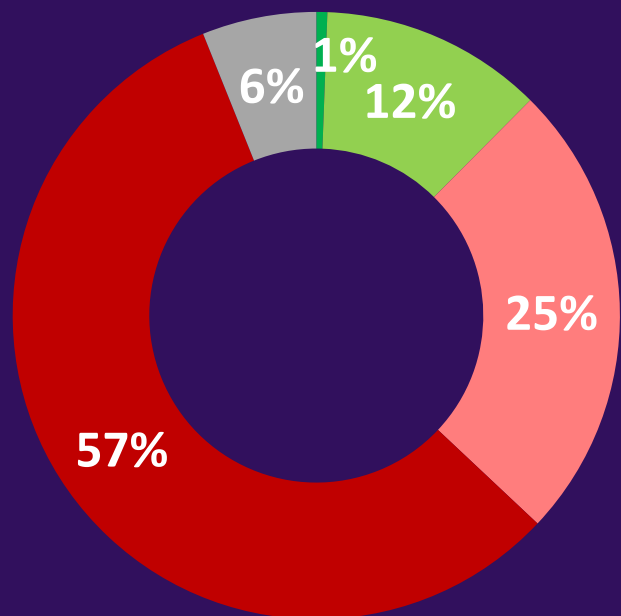
Not confident/Somewhat not confident	Atlantic (n=100)	Quebec (n=233)	Ontario (n=372)	Prairies (n=233)	BC (n=146)
	91.6%	88.2%	89.4%	90.6%	97.0%
	Men (n=568)	Women (n=516)	18 to 34 (n=184)	35 to 54 (n=409)	55 plus (n=491)
	91.0%	90.1%	91.9%	90.4%	89.8%

Q – Are you confident, somewhat confident, somewhat not confident or not confident in the following: [RANDOMIZE]

That Facebook works in the best interests of Canadians

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 30<sup>th</sup> to November 4<sup>th</sup>, 2022, n=1084, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# Confidence that Google works in the best interests of Canadians



■ Confident
 ■ Somewhat confident  
■ Somewhat not confident
 ■ Not confident  
■ Unsure

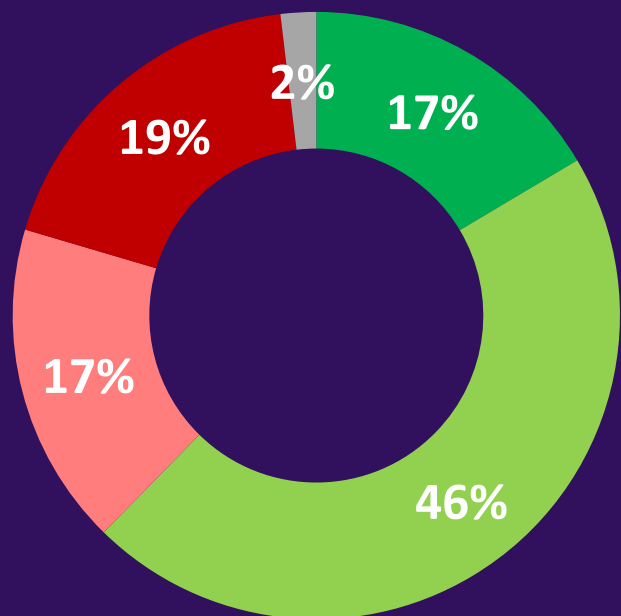
Confident/Somewhat confident	Atlantic (n=100)	Quebec (n=233)	Ontario (n=372)	Prairies (n=233)	BC (n=146)
	8.9%	15.2%	11.7%	13.2%	10.8%
	Men (n=568)	Women (n=516)	18 to 34 (n=184)	35 to 54 (n=409)	55 plus (n=491)
	12.5%	12.4%	14.8%	14.2%	9.6%
Not confident/Somewhat not confident	Atlantic (n=100)	Quebec (n=233)	Ontario (n=372)	Prairies (n=233)	BC (n=146)
	82.6%	75.9%	82.7%	80.7%	87.6%
	Men (n=568)	Women (n=516)	18 to 34 (n=184)	35 to 54 (n=409)	55 plus (n=491)
	82.8%	80.2%	78.8%	80.3%	84.1%

Q – Are you confident, somewhat confident, somewhat not confident or not confident in the following: [RANDOMIZE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 30<sup>th</sup> to November 4<sup>th</sup>, 2022, n=1084, accurate 3.0 percentage points plus or minus, 19 times out of 20.

That Google works in the best interests of Canadians

# Confidence that news organizations work in the best interests of Canadians



■ Confident
 ■ Somewhat confident  
■ Somewhat not confident
 ■ Not confident  
■ Unsure

Confident/Somewhat confident	Atlantic (n=100)	Quebec (n=233)	Ontario (n=372)	Prairies (n=233)	BC (n=146)
	62.1%	71.8%	60.9%	50.1%	66.1%
Not confident/Somewhat not confident	Men (n=568)	Women (n=516)	18 to 34 (n=184)	35 to 54 (n=409)	55 plus (n=491)
	59.2%	65.3%	51.9%	59.1%	71.6%
Not confident/Somewhat not confident	Atlantic (n=100)	Quebec (n=233)	Ontario (n=372)	Prairies (n=233)	BC (n=146)
	35.0%	25.2%	37.4%	48.2%	33.4%
Not confident/Somewhat not confident	Men (n=568)	Women (n=516)	18 to 34 (n=184)	35 to 54 (n=409)	55 plus (n=491)
	39.4%	32.3%	44.8%	39.1%	27.3%

Q – Are you confident, somewhat confident, somewhat not confident or not confident in the following: [RANDOMIZE]  
**That Canadian news organizations, including broadcasters and newspapers, works in the best interests of Canadians**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 30<sup>th</sup> to November 4<sup>th</sup>, 2022, n=1084, accurate 3.0 percentage points plus or minus, 19 times out of 20.



# METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,084 Canadians, 18 years of age or older, between October 30<sup>th</sup> to November 4<sup>th</sup>, 2022, 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 dialing with a maximum of five call backs.

The margin of error for a random survey of 1,084 Canadians is  $\pm 3.0$  percentage points, 19 times out of 20.

The research was commissioned by the Canadian Association of Broadcasters and was conducted by Nanos Research.

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



Element	Description	Element	Description
Research sponsor	Canadian Association of Broadcasters	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure.
Population and Final Sample Size	1084 Randomly selected individuals.	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.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) 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.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	14 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on charitable donation habits, financial aid to Ukraine, increasing food prices, the enactment of the Emergency Act, international relations, and the health of the Canadian democracy.
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.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: <a href="mailto:info@nanosresearch.com">info@nanosresearch.com</a> .
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	October 30 <sup>th</sup> to November 4 <sup>th</sup> , 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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		



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# TABULATIONS





## 2022-2255 – Canadian Association of Broadcasters – October Omni – STAT SHEET

			Region					Gender		Age			
			Canada 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Our next few questions are about news in Canada. Is being able to access local, regional, national and international news from Canadian news sources important, somewhat important, somewhat unimportant or unimportant to you?	Total	Unwgt N	1084	100	233	372	233	146	568	516	184	409	491
		Wgt N	1000	67	231	388	175	139	490	510	267	322	411
	Important	%	74.5	82.6	70.5	76.6	69.0	78.2	69.9	78.8	62.1	72.4	84.1
	Somewhat important	%	17.0	12.1	21.5	15.1	20.0	13.5	19.2	14.9	26.3	17.1	10.9
	Somewhat unimportant	%	3.0	2.2	3.4	3.2	4.0	0.9	3.7	2.3	2.7	4.0	2.4
	Unimportant	%	4.6	3.1	2.6	5.0	6.2	5.7	6.4	3.0	7.5	5.2	2.4
	Unsure	%	0.9	0.0	2.0	0.2	0.8	1.6	0.8	1.1	1.4	1.4	0.2

As you may know, large foreign internet platforms like Google and Facebook are taking a large percentage of Canadian advertising dollars by collecting users' search and browsing activities and selling targeted advertising against that data. This includes searches and links to news content. Do you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

			Region					Gender		Age			
			Canada 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Google and Facebook paying nothing to Canadian news organizations for the value of their news content	Total	Unwgt N	1084	100	233	372	233	146	568	516	184	409	491
		Wgt N	1000	67	231	388	175	139	490	510	267	322	411
	Support	%	5.5	5.2	1.8	5.8	9.5	5.8	6.8	4.3	8.2	7.0	2.6
	Somewhat support	%	6.3	6.1	4.4	6.3	10.9	3.9	8.4	4.3	6.9	7.6	5.0
	Somewhat oppose	%	19.7	9.0	24.9	19.8	14.8	21.9	18.1	21.2	21.9	20.8	17.4
	Oppose	%	60.0	73.0	58.5	59.6	57.0	61.0	59.4	60.5	51.9	55.8	68.5
	Unsure	%	8.5	6.7	10.3	8.5	7.7	7.5	7.3	9.6	11.1	8.8	6.6

As you may know, large foreign internet platforms like Google and Facebook are taking a large percentage of Canadian advertising dollars by collecting users' search and browsing activities and selling targeted advertising against that data. This includes searches and links to news content. Do you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE]

			Region						Gender		Age		
			Canada 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Having the Government of Canada encourage Google and Facebook negotiate with Canadian news organizations for the fair payment reflecting the value of their work	Total	Unwgt N	1084	100	233	372	233	146	568	516	184	409	491
		Wgt N	1000	67	231	388	175	139	490	510	267	322	411
		Mean	6.8	6.3	7.3	6.5	7.5	5.8	5.4	8.0	10.0	7.4	4.2
		Median	1.0	1.0	2.0	1.0	2.0	1.0	1.0	1.0	2.0	2.0	1.0
	Support	%	52.0	53.5	49.2	53.3	48.9	56.2	53.7	50.4	41.1	49.4	61.2
	Somewhat support	%	25.2	24.6	31.9	22.9	24.9	21.3	23.0	27.3	27.2	25.7	23.5
	Somewhat oppose	%	6.5	3.9	5.5	6.8	6.7	8.4	8.0	5.1	7.2	7.2	5.5
	Oppose	%	9.6	11.9	5.9	10.6	11.9	8.6	10.4	8.8	13.9	10.3	6.3
	Unsure	%	6.7	6.0	7.4	6.4	7.6	5.4	4.9	8.4	10.7	7.5	3.5

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,084 Canadians, 18 years of age or older, between October 30<sup>th</sup> and November 4<sup>th</sup>, 2022. The margin of error for this survey is  $\pm 3.0$  percentage points, 19 times out of 20.

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## 2022-2255 – Canadian Association of Broadcasters – October Omni – STAT SHEET

Are you confident, somewhat confident, somewhat not confident or not confident in the following: [RANDOMIZE]

			Region					Gender			Age		
			Canada 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – That Facebook works in the best interests of Canadians	Total	Unwgt N	1084	100	233	372	233	146	568	516	184	409	491
		Wgt N	1000	67	231	388	175	139	490	510	267	322	411
	Confident	%	0.2	0.5	0.3	0.0	0.0	1.0	0.3	0.2	0.0	0.8	0.0
	Somewhat confident	%	5.2	4.9	7.7	5.2	4.6	2.0	5.4	5.1	5.7	4.6	5.5
	Somewhat not confident	%	19.5	17.2	25.6	16.8	22.1	14.3	15.2	23.5	17.3	18.3	21.7
	Not confident	%	71.1	74.4	62.5	72.6	68.5	82.7	75.7	66.6	74.5	72.1	68.0
	Unsure	%	4.0	3.0	3.8	5.4	4.8	0.0	3.3	4.6	2.5	4.3	4.8

Are you confident, somewhat confident, somewhat not confident or not confident in the following: [RANDOMIZE]

			Region					Gender		Age			
			Canada 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – That Google works in the best of interests of Canadians	Total	Unwgt N	1084	100	233	372	233	146	568	516	184	409	491
		Wgt N	1000	67	231	388	175	139	490	510	267	322	411
	Confident	%	0.6	0.5	0.9	0.3	0.6	1.0	0.8	0.4	0.5	1.1	0.3
	Somewhat confident	%	11.9	8.4	14.3	11.4	12.6	9.9	11.7	12.0	14.3	13.1	9.3
	Somewhat not confident	%	24.6	29.2	25.9	23.6	24.5	22.9	23.2	25.8	21.1	25.7	25.9
	Not confident	%	56.9	53.4	50.1	59.1	56.2	64.7	59.6	54.3	57.7	54.6	58.2
	Unsure	%	6.1	8.5	8.9	5.6	6.1	1.6	4.7	7.4	6.4	5.5	6.3

Are you confident, somewhat confident, somewhat not confident or not confident in the following: [RANDOMIZE]

			Region					Gender		Age			
			Canada 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 ot 54	55 plus
Question – That Canadian news organizations, including broadcasters and newspapers, work in the best interests of Canadians	Total	Unwgt N	1084	100	233	372	233	146	568	516	184	409	491
		Wgt N	1000	67	231	388	175	139	490	510	267	322	411
	Confident	%	16.5	17.0	22.1	13.9	13.5	17.8	17.3	15.6	10.8	15.3	21.0
	Somewhat confident	%	45.9	45.1	49.7	47.1	36.5	48.4	41.9	49.7	41.1	43.8	50.6
	Somewhat not confident	%	17.2	13.0	14.8	18.0	20.7	16.6	17.2	17.2	18.4	19.7	14.5
	Not confident	%	18.5	22.0	10.4	19.4	27.5	16.8	22.2	15.1	26.3	19.5	12.8
	Unsure	%	1.9	2.9	3.0	1.6	1.7	0.5	1.4	2.4	3.3	1.8	1.1

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,084 Canadians, 18 years of age or older, between October 30<sup>th</sup> and November 4<sup>th</sup>, 2022. The margin of error for this survey is  $\pm 3.0$  percentage points, 19 times out of 20.

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