A strong majority of Canadians say that search engines should be forced to remove search results when they are inaccurate and that fake news is making it more difficult to find accurate sources of information

National Survey Summary

Summary

More than eight in ten Canadians agree or somewhat agree that search engines like Google should be forced to remove search results related to a person's name when they are inaccurate, incomplete, or outdated and that fake news is making it more difficult to find accurate sources of information. More than seven in ten Canadians agree or somewhat agree that government regulation is needed to prevent the proliferation of fake news, while more than six in ten Canadians think that the federal government is not transparent or somewhat not transparent when it comes to the information that is available about what governments do.
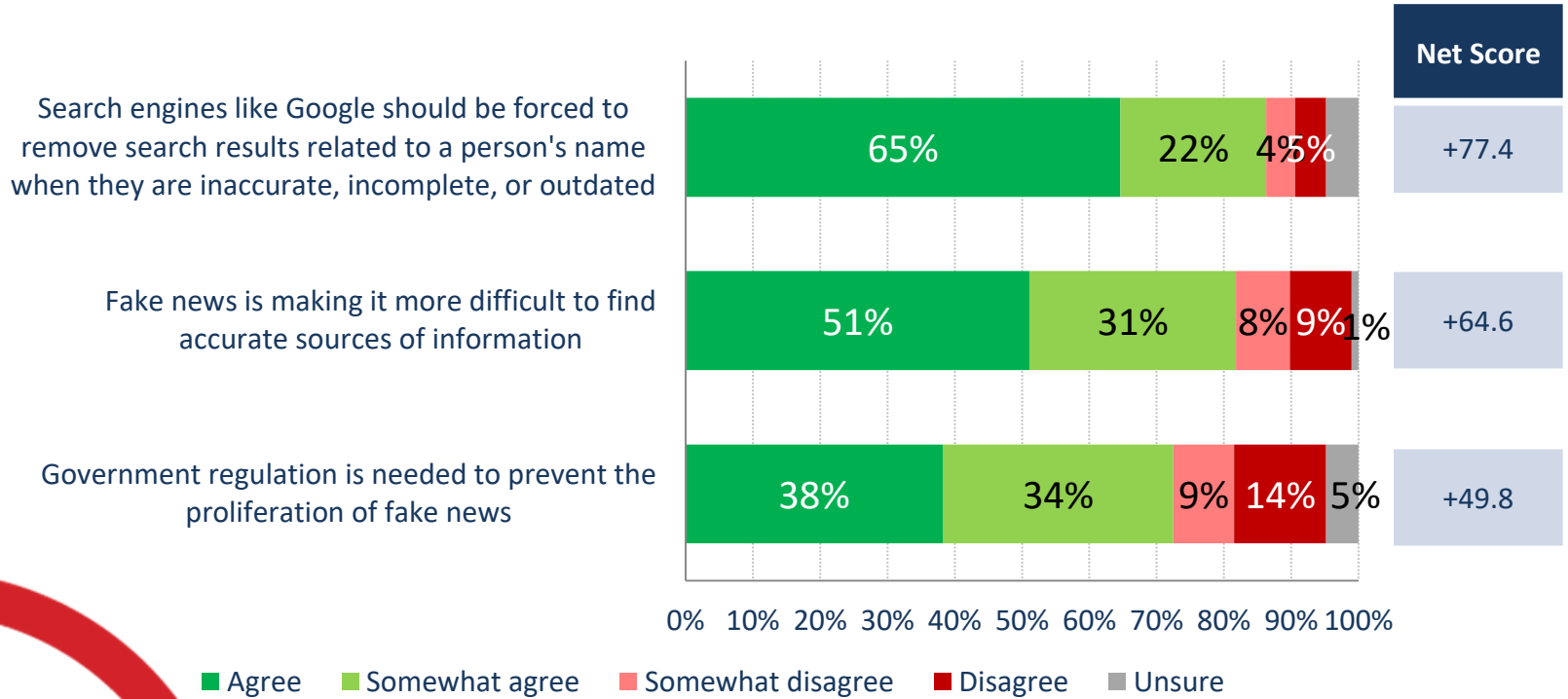
- **A comfortable majority of Canadians agree or somewhat agree that fake news is making it more difficult to find accurate sources of information** – More than eight in ten Canadians agree (51%) or somewhat agree (31%) that fake news is making it more difficult to find accurate sources of information, while 17 per cent of Canadians disagree (9%) or somewhat disagree (8%) with this. One per cent are unsure.

- **A comfortable majority of Canadians agree or somewhat agree that government regulation is needed to prevent the proliferation of fake news** – Over seven in ten Canadians agree (38%) or somewhat agree (34%) that government regulation is needed to prevent the proliferation of fake news, while more than one in five disagree (14%) or somewhat disagree (9%) with this. Five per cent are unsure.

- **A comfortable majority of Canadians agree or somewhat agree that search engines like Google should be forced to remove search results related to a person's name when they are inaccurate, incomplete, or outdated** – More than eight in ten Canadians agree (65%) or somewhat agree (22%) that search engines like Google should be forced to remove search results related to a person's name when they are inaccurate, incomplete, or outdated, while close to one in ten disagree (5%) or somewhat disagree (4%) with this. Five per cent are unsure.

- **A majority of Canadians think the federal government is not transparent or somewhat not transparent when it comes to the information that is available about what governments do** – More than six in ten Canadians think that the federal government is not transparent (35%) or somewhat not transparent (27%) when it comes to the information that is available about what governments do, while more than three in four think the federal government is transparent (9%) or somewhat transparent (25%) when it comes to this. Four per cent are unsure.

Agreement with statements concerning fake news and law enforcement

	Net Score
Search engines like Google should be forced to remove search results related to a person's name when they are inaccurate, incomplete, or outdated	+77.4
Fake news is making it more difficult to find accurate sources of information	+64.6
Government regulation is needed to prevent the proliferation of fake news	+49.8

Search engines like Google should be forced to remove search results related to a person's name when they are inaccurate, incomplete, or outdated: 65% / 22% / 4% / 5%

Fake news is making it more difficult to find accurate sources of information: 51% / 31% / 8% / 9% / 1%

Government regulation is needed to prevent the proliferation of fake news: 38% / 34% / 9% / 14% / 5%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ Agree   ■ Somewhat agree   ■ Somewhat disagree   ■ Disagree   ■ Unsure

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

QUESTION – Do you agree, somewhat agree, somewhat disagree or disagree with each of the following statements? [RANDOMIZE]

Impact of fake news on finding accurate information

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 4th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
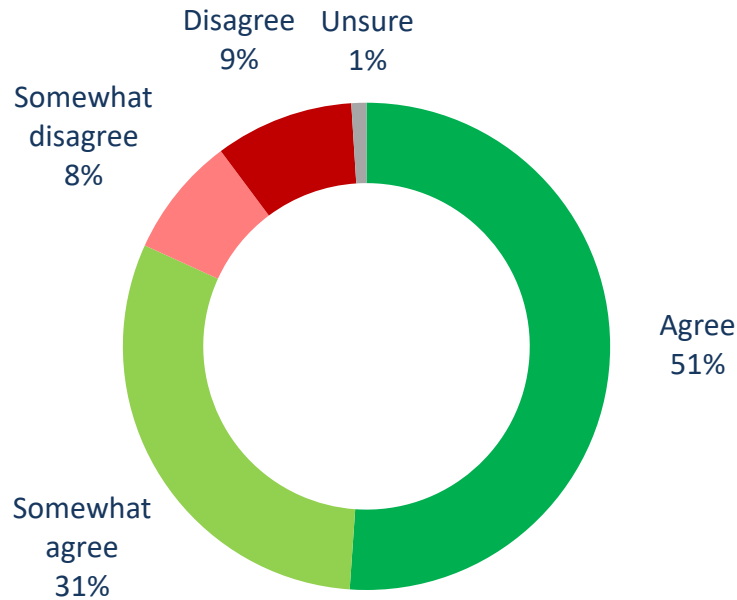
Net Score

+64.6

Disagree 9%
Unsure 1%
Somewhat disagree 8%
Agree 51%
Somewhat agree 31%

Subgroups	Agree/ Somewhat agree
Atlantic (n=100)	71.6%
Quebec (n=250)	86.7%
Ontario (n=300)	78.8%
Prairies (n=200)	85.1%
British Columbia (n=150)	81.9%
Male (n=502)	81.0%
Female (n=498)	82.5%
18 to 34 (n=217)	77.9%
35 to 54 (n=384)	80.3%
55 plus (n=399)	85.8%

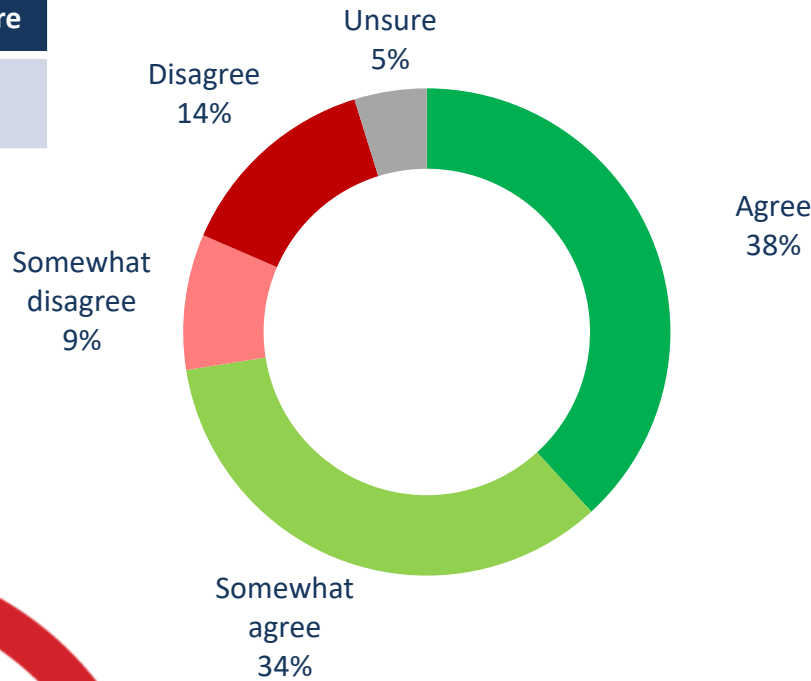***Note: Charts may not add up to 100 due to rounding**

QUESTION – Do you agree, somewhat agree, somewhat disagree or disagree with each of the following statements? [RANDOMIZE]

Fake news is making it more difficult to find accurate sources of information

Government regulation of fake news proliferation

Net Score

+49.8

Unsure
5%

Disagree
14%

Somewhat disagree
9%

Agree
38%

Somewhat agree
34%

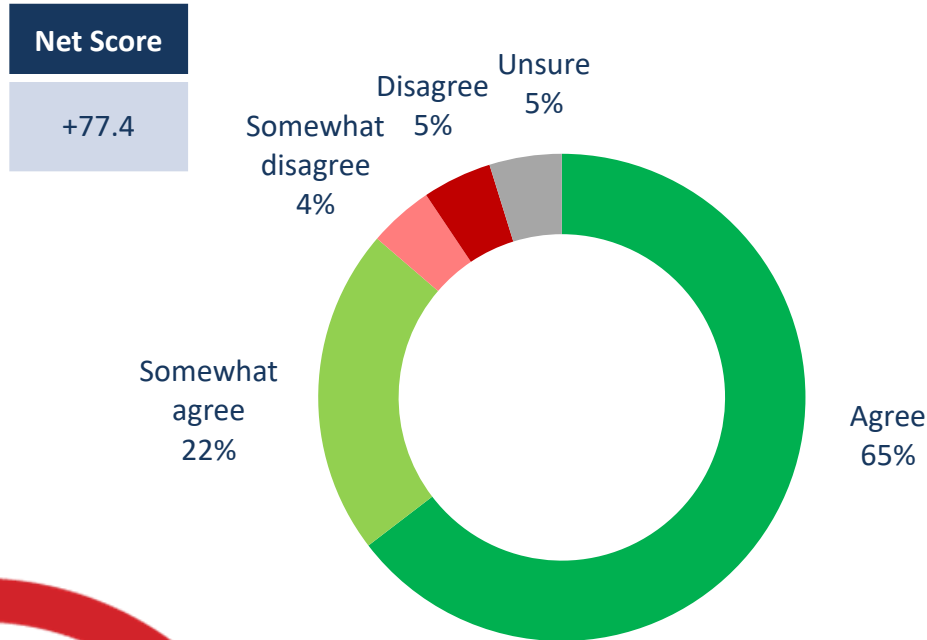| Subgroups	Agree/ Somewhat agree
Atlantic (n=100)	69.6%
Quebec (n=250)	77.8%
Ontario (n=300)	71.4%
Prairies (n=200)	71.0%
British Columbia (n=150)	69.8%
Male (n=502)	69.1%
Female (n=498)	75.8%
18 to 34 (n=217)	65.7%
35 to 54 (n=384)	73.3%
55 plus (n=399)	76.5%

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

QUESTION – Do you agree, somewhat agree, somewhat disagree or disagree with each of the following statements? [RANDOMIZE]

Government regulation is needed to prevent the proliferation of fake news

Search engines removing inaccurate information

Net Score
+77.4

Disagree 5%

Unsure 5%

Somewhat disagree 4%

Somewhat agree 22%

Agree 65%

Subgroups	Agree/ Somewhat agree
Atlantic (n=100)	89.9%
Quebec (n=250)	88.2%
Ontario (n=300)	84.9%
Prairies (n=200)	82.4%
British Columbia (n=150)	89.5%
Male (n=502)	86.1%
Female (n=498)	86.7%
18 to 34 (n=217)	76.4%
35 to 54 (n=384)	88.2%
55 plus (n=399)	91.8%

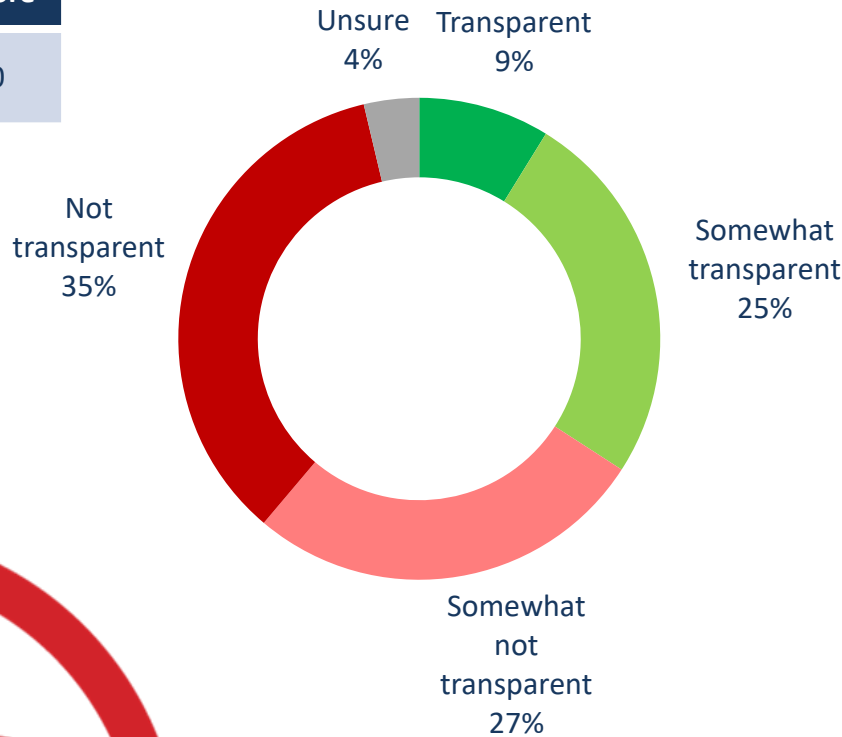***Note: Charts may not add up to 100 due to rounding**

QUESTION – Do you agree, somewhat agree, somewhat disagree or disagree with each of the following statements? [RANDOMIZE]

Search engines like Google should be forced to remove search results related to a person's name when they are inaccurate, incomplete, or outdated

Level of transparency of the federal government

Net Score
-28.0

Unsure 4%
Transparent 9%
Somewhat transparent 25%
Not transparent 35%
Somewhat not transparent 27%

Subgroups	Not transparent/ Somewhat not transparent
Atlantic (n=100)	51.0%
Quebec (n=250)	69.0%
Ontario (n=300)	59.4%
Prairies (n=200)	67.3%
British Columbia (n=150)	57.0%
Male (n=502)	64.5%
Female (n=498)	59.9%
18 to 34 (n=217)	60.4%
35 to 54 (n=384)	63.4%
55 plus (n=399)	62.3%

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

QUESTION – Do you think when it comes to the information that is available about what governments do that the federal government is transparent, somewhat transparent, somewhat not transparent or not transparent?

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 April 28th and May 4th, 2018 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 Canadian Journalists for Free Expression and conducted by Nanos Research.

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

Technical Note

Element	Description
Organization who commissioned the research	Canadian Journalists for Free Expression
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) 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	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	April 28th to May 4th, 2018.
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 (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 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	Twelve 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 three of an omnibus survey. Module one was about the Trans Mountain pipeline, Module two was about the impact of high interest rates.
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.

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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