# Eight in ten Canadians think that Facebook is untrustworthy or somewhat untrustworthy with people's personal data; over seven in ten think that Facebook does a poor or very poor job at monitoring how it is used to influence politics

National survey released February, 2019
Project 2019-1363

# SUMMARY

> Over eight in ten Canadians think that Facebook is somewhat untrustworthy or untrustworthy with people's personal data

A very strong majority of Canadians think that Facebook is untrustworthy or somewhat untrustworthy with personal data. In addition, over seven in ten think that Facebook does a poor or very poor job at monitoring how it is used to influence politics and a majority think Facebook will have a negative or somewhat negative impact on the next federal election. A majority of Canadians also support or somewhat support a requirement that foreign companies charge sales tax on the services they provide to Canadians.

- **Just over seven in ten Canadians think Facebook does a poor or very poor job at monitoring how it is used to influence politics** – A majority of Canadians think that Facebook does a poor (33%) or very poor (38%) job at monitoring how it is used to influence politics. Over one in ten (16%) think that it does an average job, while two per cent think that it does a very good job and three per cent think that it does a good job. Eight per cent are unsure.

- **Just over eight in ten Canadians think Facebook is untrustworthy or somewhat untrustworthy with people's personal data** – A majority of Canadians think Facebook is untrustworthy (49%) or somewhat untrustworthy (32%) with people's personal data, while over one in ten think that it is somewhat trustworthy (14%) or untrustworthy (one per cent). Four per cent are unsure.

- **Over six in ten Canadians say Facebook will have a negative or somewhat negative impact on the next federal election** – A majority of Canadians would say Facebook will have a negative (25%) or somewhat negative (36%) impact on the next federal election, while two per cent would say it will have a positive impact and five percent say it would have a somewhat positive impact. Close to one in four (23%) say it would have a neutral impact. Nine per cent are unsure.

- **A majority of Canadians support or somewhat support a requirement that foreign companies charge sales tax on the services they provide to Canadians** – Over half of Canadians say they support (36%) or somewhat support (20%) a requirement that foreign companies charge sales tax on the services they provide to Canadians, while 27 per cent oppose and 12 per cent somewhat oppose this. Six per cent are unsure.

These observations are based on a hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between February 2nd and 5th, 2019 as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians 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.

# How Facebook is used to influence politics

Net score
-65.1

2%
3%
15%
33%
38%
8%
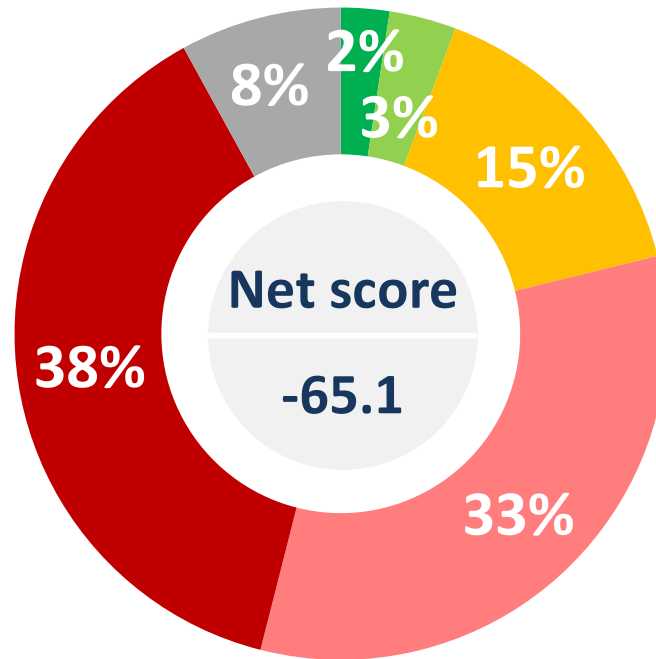
■ Very good  ■ Good  ■ Average  ■ Poor  ■ Very poor  ■ Unsure

| | Poor/ very poor |
|---|---|
| **Atlantic (n=100)** | 72.8% |
| **Quebec (n=250)** | 63.4% |
| **Ontario (n=300)** | 72.7% |
| **Prairies (n=200)** | 72.8% |
| **British Columbia (n=150)** | 75.8% |
| **Male (n=502)** | 71.5% |
| **Female (n=498)** | 70.2% |
| **18 to 34 (n=213)** | 72.1% |
| **35 to 54 (n=380)** | 70.6% |
| **55 plus (n=407)** | 70.2% |

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

**QUESTION –** Do you think Facebook does a very good, good, average, poor or very poor job at monitoring how it is used to influence politics?

# Trusting Facebook with people's personal data

Net score
-66.5

- 1%
- 4%
- 14%
- 32%
- 49%
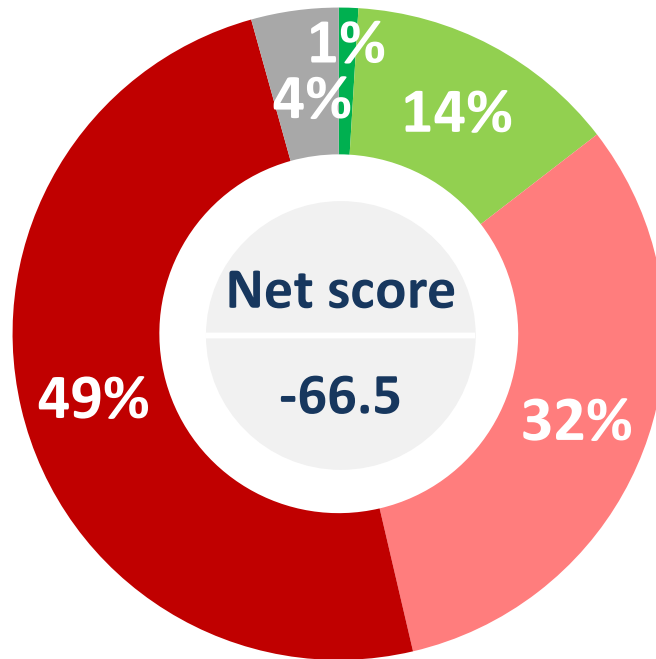
**Legend:**
- ■ Trustworthy
- ■ Somewhat trustworthy
- ■ Somewhat untrustworthy
- ■ Untrustworthy
- ■ Unsure

| | Somewhat untrustworthy/ untrustworthy |
|---|---|
| **Atlantic (n=100)** | 79.2% |
| **Quebec (n=250)** | 78.9% |
| **Ontario (n=300)** | 82.9% |
| **Prairies (n=200)** | 78.5% |
| **British Columbia (n=150)** | 86.2% |
| **Male (n= 502)** | 81.7% |
| **Female (n=498)** | 80.6% |
| **18 to 34 (n=213)** | 83.1% |
| **35 to 54 (n=380)** | 81.5% |
| **55 plus (n=407)** | 79.4% |

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

**QUESTION –** Do you think Facebook is trustworthy, somewhat trustworthy, somewhat untrustworthy, or untrustworthy with people's personal data?

# Facebook impact on the next federal election

**Net score**

**-55.2**
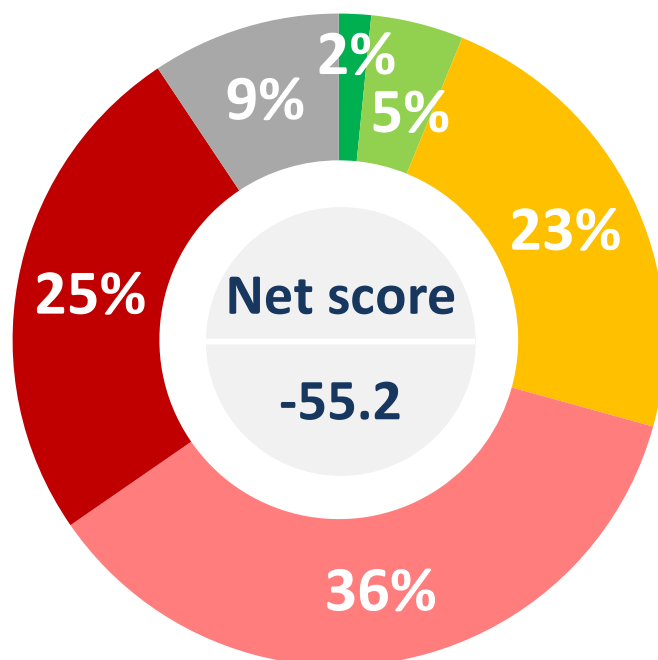
- 🟩 Positive
- 🟩 Somewhat positive
- 🟨 Neutral
- 🟥 Somewhat negative
- 🟥 Negative
- ⬜ Unsure

| | Somewhat negative/ negative |
|---|---|
| **Atlantic (n=100)** | 66.9% |
| **Quebec (n=250)** | 51.8% |
| **Ontario (n=300)** | 62.7% |
| **Prairies (n=200)** | 61.0% |
| **British Columbia (n=150)** | 71.5% |
| **Male (n=502)** | 61.5% |
| **Female (n=498)** | 61.2% |
| **18 to 34 (n=213)** | 64.0% |
| **35 to 54 (n=380)** | 62.2% |
| **55 plus (n=407)** | 58.7% |

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

**QUESTION –** Overall, would you say that Facebook will have a positive, somewhat positive, neutral, somewhat negative or negative impact on the next federal election?

Source: Globe/Nanos Research, RDD dual frame hybrid telephone and online random survey, February 2nd to 5th, 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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# Companies charging sales tax

**Net score**

**+16.4**
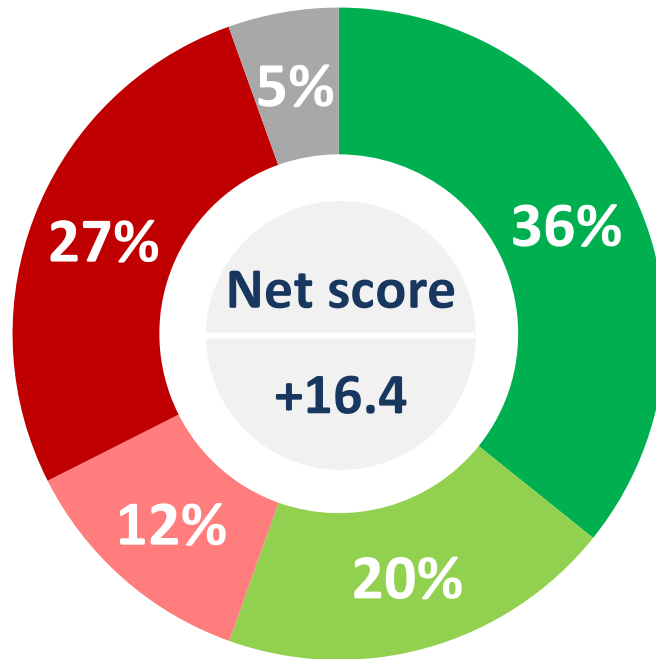
- 🟩 Support
- 🟢 Somewhat support
- 🟥 Somewhat oppose
- 🟥 Oppose
- ⬜ Unsure

36% / 20% / 12% / 27% / 5%

| | Support/ Somewhat support |
|---|---|
| **Atlantic (n=100)** | 53.7% |
| **Quebec (n=250)** | 70.3% |
| **Ontario (n=300)** | 48.3% |
| **Prairies (n=200)** | 51.6% |
| **British Columbia (n=150)** | 51.1% |
| **Male (n=502)** | 59.7% |
| **Female (n=498)** | 51.3% |
| **18 to 34 (n=213)** | 52.4% |
| **35 to 54 (n=380)** | 52.9% |
| **55 plus (n=407)** | 59.8% |

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

**QUESTION –** In most provinces, foreign online services like Amazon, Google and Netflix do not have to collect the HST/GST sales tax from Canadians. Do you support, somewhat support, somewhat oppose or oppose a requirement that these companies charge sales tax on the services they provide to Canadians?

# 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 February 2$^{nd}$ and 5$^{th}$, 2019 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 a random survey of 1,000 Canadians 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.

# TECHNICAL NOTE

| Element | Description |
|---|---|
| Organization who commissioned the research | Globe and Mail |
| 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. |
| 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 | February 2nd to 5th , 2019. |
| Language of Survey | The survey was conducted in both English and French. |
| Standards | This report meets the standards set forth by ESOMAR and AAPOR. |

| 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 line 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 | This was module two of an omnibus survey. Module one was about the relationship between Canada and China. |
| 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.nanos.co Telephone:(613) 234-4666 ext. Email:info@nanosresearch.com. |

# ABOUT NANOS

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## 2019-1363 – Globe and Mail/Nanos Survey – Facebook – STAT SHEET

| | | | | Region | | | | | Gender | | Age | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Canada 2019-02 | Atlantic | Quebec | Ontario | Prairies | British Columbia | Male | Female | 18 to 34 | 35 to 54 | 55 plus |
| Question - Do you think Facebook does a very good, good, average, poor or very poor job at monitoring how it is used to influence politics? | Total | Unwgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 502 | 498 | 213 | 380 | 407 |
| | | Wgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 491 | 509 | 271 | 340 | 389 |
| | Very good | % | 2.4 | 2.3 | 2.9 | 3.2 | 1.6 | 1.1 | 2.8 | 2.0 | 5.3 | 1.1 | 1.5 |
| | Good | % | 3.3 | 3.8 | 5.2 | 3.2 | 3.1 | 0.6 | 3.5 | 3.2 | 1.9 | 4.3 | 3.5 |
| | Average | % | 15.4 | 11.9 | 24.6 | 12.4 | 13.0 | 11.9 | 15.0 | 15.9 | 13.5 | 17.0 | 15.5 |
| | Poor | % | 32.8 | 31.4 | 32.4 | 32.3 | 37.3 | 29.6 | 32.6 | 33.0 | 28.2 | 29.7 | 38.7 |
| | Very poor | % | 38.0 | 41.4 | 31.0 | 40.4 | 35.5 | 46.2 | 38.9 | 37.2 | 43.9 | 40.9 | 31.5 |
| | Unsure | % | 8.0 | 9.2 | 4.0 | 8.6 | 9.6 | 10.6 | 7.2 | 8.8 | 7.3 | 7.1 | 9.3 |

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 February 2nd and 5th, 2019. 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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**2019-1363 – Globe and Mail/Nanos Survey – Facebook – STAT SHEET**

| | | | | Region | | | | | Gender | | Age | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Canada 2019-01 | Atlantic | Quebec | Ontario | Prairies | British Columbia | Male | Female | 18 to 34 | 35 to 54 | 55 plus |
| Question - Do you think Facebook is trustworthy, somewhat trustworthy, somewhat untrustworthy, or untrustworthy with people's personal data? | Total | Unwgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 502 | 498 | 213 | 380 | 407 |
| | | Wgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 491 | 509 | 271 | 340 | 389 |
| | Trustworthy | % | 1.0 | 2.7 | 2.0 | 0.3 | 0.0 | 0.7 | 1.5 | 0.5 | 1.1 | 1.3 | 0.6 |
| | Somewhat trustworthy | % | 13.6 | 13.7 | 14.2 | 12.8 | 16.0 | 10.7 | 12.9 | 14.3 | 12.8 | 12.9 | 14.7 |
| | Somewhat untrustworthy | % | 31.8 | 30.3 | 35.6 | 31.7 | 29.5 | 29.8 | 28.8 | 34.7 | 29.8 | 29.5 | 35.2 |
| | Untrustworthy | % | 49.3 | 48.9 | 43.3 | 51.2 | 49.0 | 56.4 | 52.9 | 45.9 | 53.3 | 52.0 | 44.2 |
| | Unsure | % | 4.3 | 4.5 | 5.0 | 3.9 | 5.5 | 2.4 | 3.9 | 4.7 | 2.9 | 4.4 | 5.2 |

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 February 2nd and 5th, 2019. 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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**2019-1363 – Globe and Mail/Nanos Survey – Facebook – STAT SHEET**

| | | | | Region | | | | | Gender | | Age | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Canada 2019-01 | Atlantic | Quebec | Ontario | Prairies | British Columbia | Male | Female | 18 to 34 | 35 to 54 | 55 plus |
| Question - Overall, would you say that Facebook will have a positive, somewhat positive, neutral, somewhat negative or negative impact on the next federal election? | Total | Unwgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 502 | 498 | 213 | 380 | 407 |
| | | Wgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 491 | 509 | 271 | 340 | 389 |
| | Positive | % | 1.6 | 0.9 | 2.4 | 2.7 | 0.5 | 0.0 | 1.9 | 1.3 | 2.0 | 1.7 | 1.2 |
| | Somewhat positive | % | 4.6 | 6.6 | 4.9 | 1.9 | 7.1 | 4.7 | 5.8 | 3.4 | 3.4 | 4.8 | 5.2 |
| | Neutral | % | 23.1 | 16.6 | 33.1 | 20.9 | 24.0 | 14.2 | 21.9 | 24.3 | 19.8 | 24.4 | 24.3 |
| | Somewhat negative | % | 36.1 | 37.3 | 37.8 | 33.6 | 35.7 | 38.0 | 34.7 | 37.4 | 35.8 | 35.6 | 36.7 |
| | Negative | % | 25.3 | 29.6 | 14.0 | 29.1 | 25.3 | 33.5 | 26.8 | 23.8 | 28.2 | 26.6 | 22.0 |
| | Unsure | % | 9.4 | 9.0 | 7.9 | 11.8 | 7.5 | 9.6 | 8.9 | 9.8 | 10.8 | 6.9 | 10.6 |

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 February 2nd and 5th, 2019. 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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## 2019-1363 – Globe and Mail/Nanos Survey – Facebook – STAT SHEET

| | | | Canada 2019-01 | Region | | | | | Gender | | Age | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | Atlantic | Quebec | Ontario | Prairies | British Columbia | Male | Female | 18 to 34 | 35 to 54 | 55 plus |
| Question - In most provinces, foreign online services like Amazon, Google and Netflix do not have to collect the HST/GST sales tax from Canadians. Do you support, somewhat support, somewhat oppose or oppose a requirement that these companies charge sales tax on the services they provide to Canadians? | Total | Unwgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 502 | 498 | 213 | 380 | 407 |
| | | Wgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 491 | 509 | 271 | 340 | 389 |
| | Support | % | 35.8 | 29.2 | 52.2 | 32.7 | 28.1 | 29.0 | 43.2 | 28.6 | 37.1 | 32.1 | 38.0 |
| | Somewhat support | % | 19.7 | 24.5 | 18.1 | 15.6 | 23.5 | 22.1 | 16.5 | 22.7 | 15.3 | 20.8 | 21.8 |
| | Somewhat oppose | % | 12.1 | 12.5 | 10.2 | 15.4 | 11.1 | 9.8 | 9.4 | 14.7 | 11.7 | 12.3 | 12.2 |
| | Oppose | % | 27.0 | 31.5 | 14.2 | 29.0 | 33.2 | 32.8 | 26.9 | 27.0 | 29.7 | 29.5 | 22.8 |
| | Unsure | % | 5.5 | 2.3 | 5.2 | 7.2 | 4.2 | 6.2 | 4.0 | 6.9 | 6.2 | 5.3 | 5.2 |