



Three in four people say there needs to be more oversight from the government over the activities of Google and Facebook in Canada.

Key Findings



A strong majority of Canadians (76%) say there needs to be more oversight from the government over the activities of Google and Facebook in Canada.



Residents of Atlantic Canada (47%) are more likely to be concerned about the safety of their personal information on social media than residents of Quebec (28%).



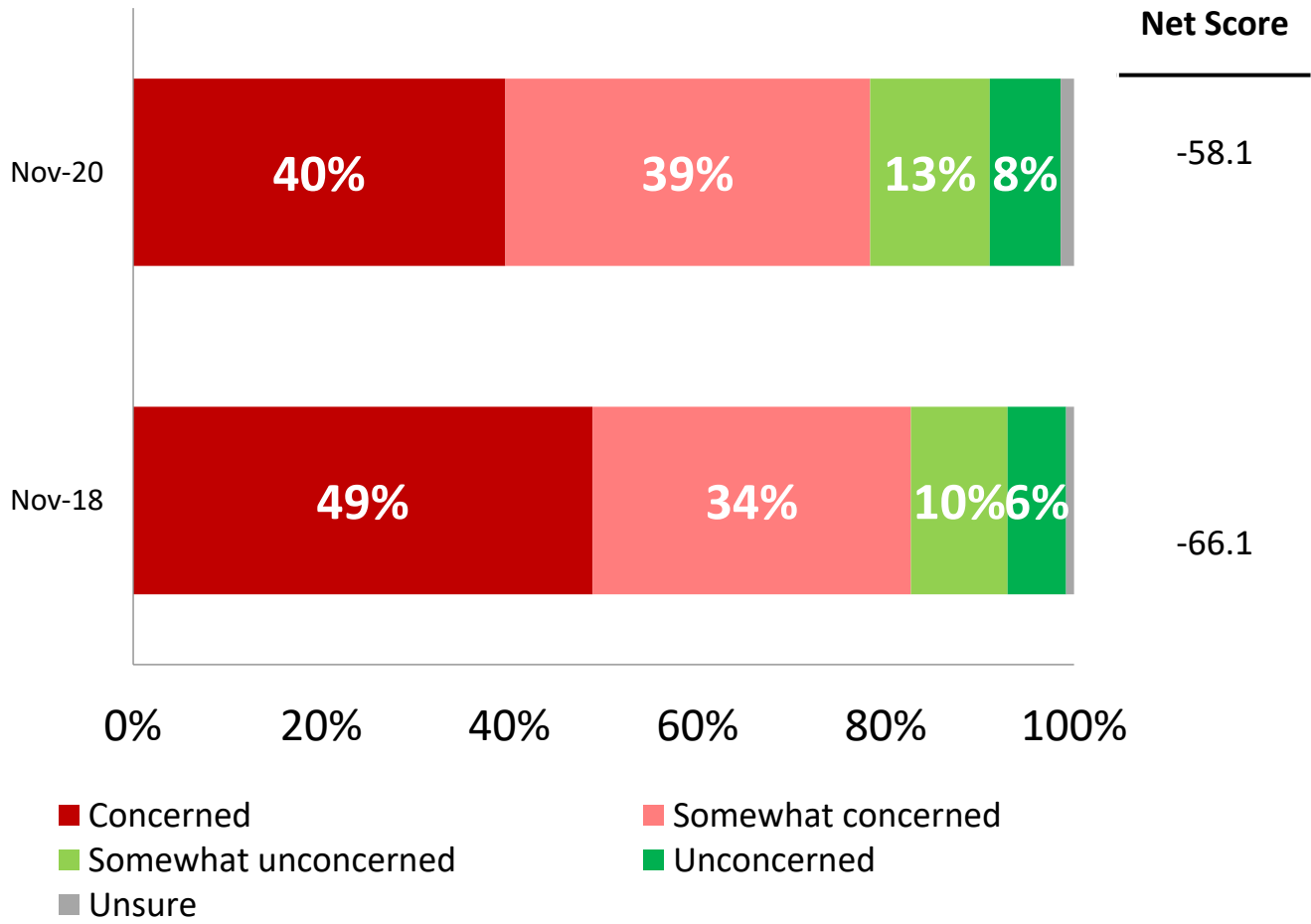
A strong majority of Canadians support (56%) or somewhat support (25%) having international streaming services operating in Canada like Netflix and Spotify also fund Canadian film, television and music production.



Support for foreign online companies charging and collecting HST/GST sales tax from Canadians is higher among older Canadians (55 plus)(46%) than Canadians 35 to 54 (36%) or 18 to 34 (33%).

Canadians' level of concern about the safety of personal information on social media platforms

Q Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about the safety of your personal information on Facebook and other social media platforms?



“ Consistent with findings from 2018, a majority of Canadians are concerned (40%) or somewhat concerned (39%) about the safety of personal information on social media.

Residents of Atlantic Canada (47%) are more likely to be concerned about this than residents of Quebec (28%). ”

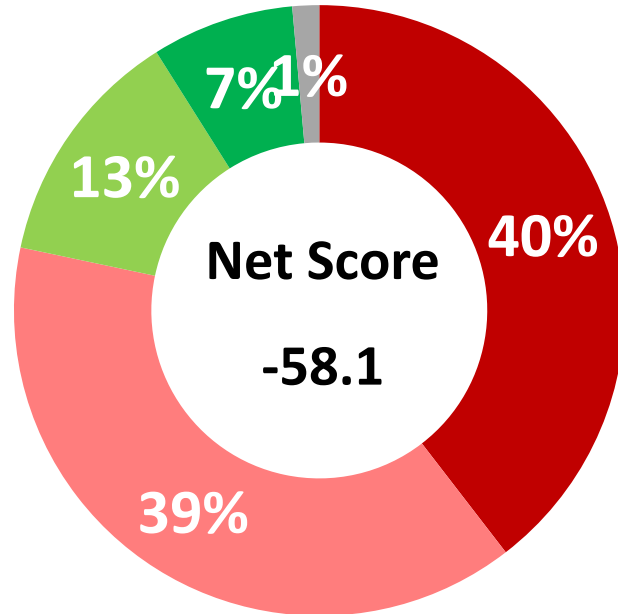
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 26th to 29th, 2020, n=1096, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Canadians' level of concern about the safety of personal information on social media platforms

Q

Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about the safety of your personal information on Facebook and other social media platforms?



- Concerned
- Somewhat concerned
- somewhat unconcerned
- Unconcerned
- Unsure

Concerned/
Somewhat concerned

	Atlantic (n=110)	Quebec (n=236)	Ontario (n=354)	Prairies (n=229)	BC (n=167)
Men (n=561)	77.9%	75.8%	79.0%	81.4%	76.8%
Women (n=530)	77.9%	78.4%	77.1%	80.9%	76.8%
18-34 (n=220)					
35-54 (n=410)					
55 plus (n=466)					

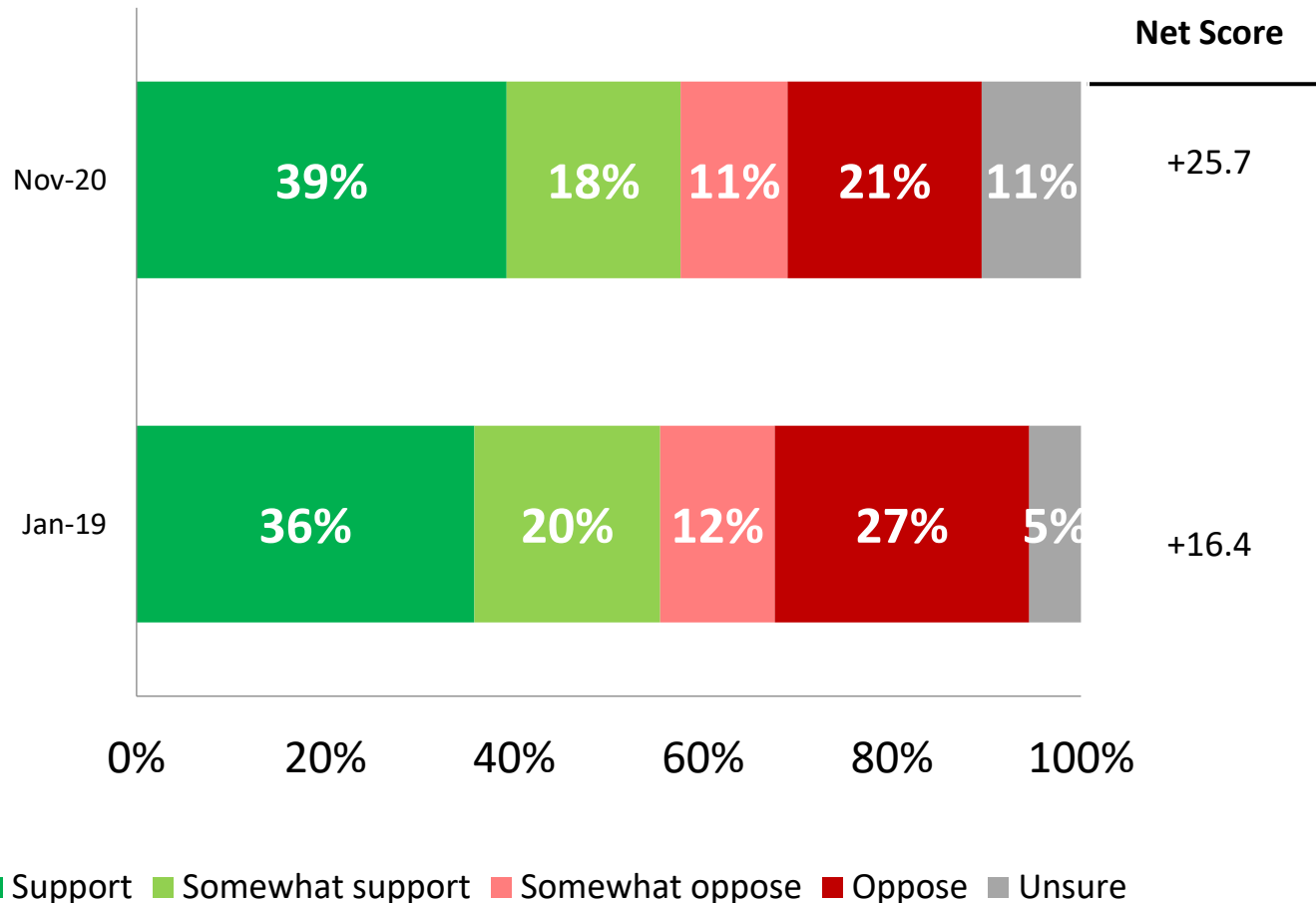
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Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 26th to 29th, 2020, n=1096, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Support amongst Canadians on charging sales tax on streaming platforms

Q

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



“

Consistent with findings from 2019, Canadians more often support (39%) or somewhat support (18%) foreign online companies charging and collecting HST/GST sales tax from Canadians.

Support is higher among residents of Quebec (44%) and lower among residents of Atlantic Canada (31%) and support is higher among men (46%) than women (33%).

Older Canadians (55 plus) are more likely to support this (46%) than Canadians 35 to 54 (36%) or 18 to 34 (33%).

”

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

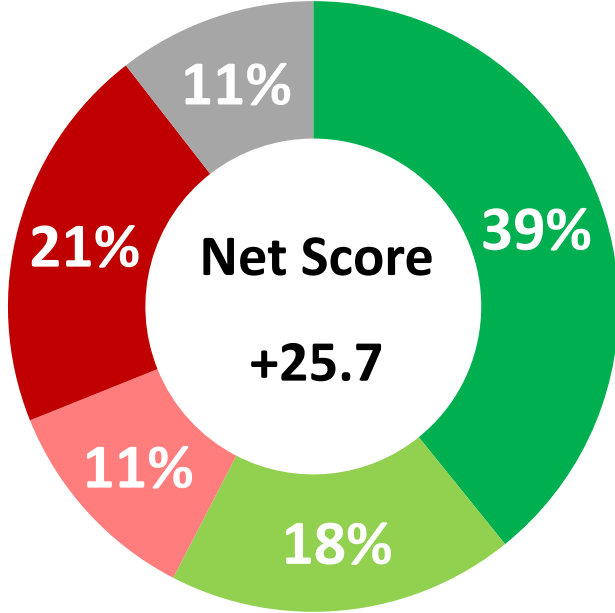
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 26th to 29th, 2020, n=1096, accurate 3.0 percentage points plus or minus, 19 times out of 20.

THE GLOBE AND MAIL

NANOS

Support amongst Canadians on charging sales tax on streaming platforms

Q 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



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

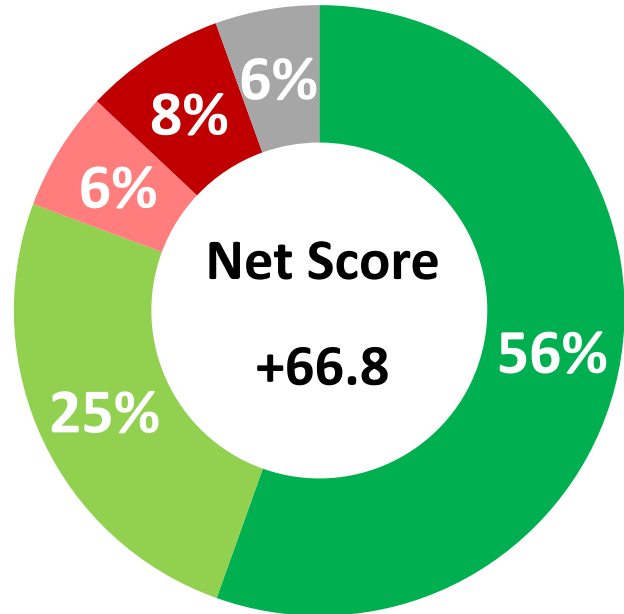
Support/
Somewhat support

	Atlantic (n=110)	Quebec (n=236)	Ontario (n=354)	Prairies (n=229)	BC (n=167)
	48.1%	64.3%	53.7%	60.5%	58.0%
Men (n=561)		Women (n=530)	18-34 (n=220)	35-54 (n=410)	55 plus (n=466)
	62.8%	52.5%	49.2%	58.7%	62.6%

*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, November 26th to 29th, 2020, n=1096, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Support amongst Canadians on having international streaming services fund Canadian media production



- Support
- Somewhat support
- Somewhat oppose
- Oppose
- Unsure

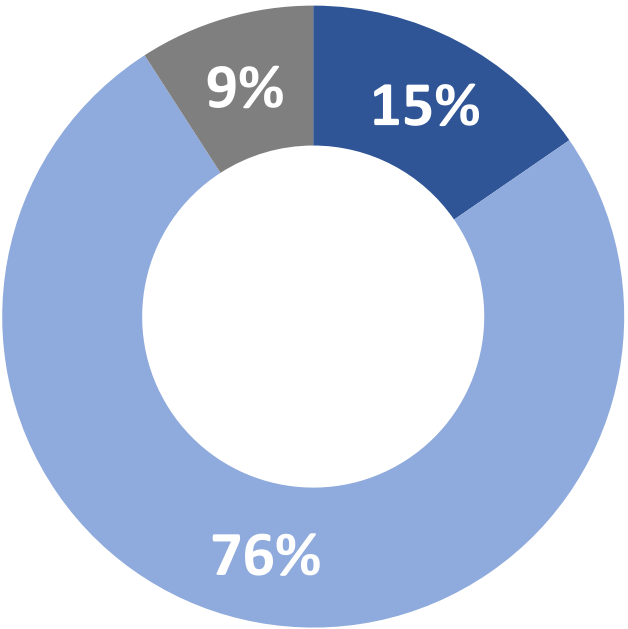
Q The government has traditional Canadian broadcasters help fund the production of Canadian film, television and music. Do you support, somewhat support, somewhat oppose or oppose having international streaming services operating in Canada like Netflix and Spotify also fund Canadian film, television and music production?

“ Residents of Quebec have a higher level of support for this (63%) than residents of the Prairies (50%) or Atlantic Canada (47%). ”

	Atlantic (n=110)	Quebec (n=236)	Ontario (n=354)	Prairies (n=229)	BC (n=167)
Support/ Somewhat support	79.2%	87.7%	81.2%	72.5%	78.7%
	Men (n=561)	Women (n=530)	18-34 (n=220)	35-54 (n=410)	55 plus (n=466)
	79.9%	81.4%	81.7%	78.7%	81.7%

*Weighted to the true population proportion.
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Opinions of Canadians on how much oversight from the government is needed for large technology companies



- Google and Facebook should be free to operate in Canada without much oversight from the government
- We need to have more oversight from the government over the activities of Google and Facebook in Canada
- Unsure

*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, November 26th to 29th, 2020, n=1096, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Q Thinking about possible policy directions for the Government of Canada when it comes to large technology companies like Google and Facebook, which of the following potential paths forward best represents your personal view [ROTATE]: Google and Facebook should be free to operate in Canada without much oversight from the government OR we need to have more oversight from the government over the activities of Google and Facebook in Canada?

Need more government oversight	Atlantic (n=110)	Quebec (n=236)	Ontario (n=354)	Prairies (n=229)	BC (n=167)
	76.9%	79.1%	77.2%	71.1%	69.6%
	Men (n=561)	Women (n=530)	18-34 (n=220)	35-54 (n=410)	55 plus (n=466)
	75.5%	75.2%	72.6%	72.5%	80.2%



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,096 Canadians, 18 years of age or older, between November 26th to 29th, 2020 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 ± 3.0 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	Element	Description
Research sponsor	The Globe and Mail	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
Population and Final Sample Size	1096 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 Hybrid 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 (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.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	Thirteen 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	This was topic two of an omnibus survey. Previous content included the COVID-19 pandemic.
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. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com .
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	November 26 th to 29 th , 2020		
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/		



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ABOUT NANOS



TABULATIONS

2020-1769 – Globe and Mail/Nanos Survey – Survey – Social Media – STAT SHEET

		Region						Gender			Age			
		Canada 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about the safety of your personal information on Facebook and other social media platforms?	Total	Unwgt N	1096	110	236	354	229	167	561	530	5	220	410	466
		Wgt N	1006	67	234	386	185	134	490	511	5	276	344	386
	Concerned	%	39.5	46.9	28.0	43.3	42.4	41.4	43.5	35.3		38.5	41.7	38.3
	Somewhat concerned	%	38.8	31.0	47.8	35.7	39.0	35.4	34.4	43.1		38.6	39.2	38.5
	Somewhat unconcerned	%	12.7	12.1	16.6	11.2	10.8	13.2	11.3	14.2		14.4	12.6	11.7
	Unconcerned	%	7.5	6.6	5.8	8.7	6.7	8.7	9.0	6.2		7.5	5.6	9.3
	Unsure	%	1.4	3.4	1.8	1.1	1.0	1.4	1.6	1.2		1.0	0.9	2.2

		Region						Gender			Age			
		Canada 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	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	1096	110	236	354	229	167	561	530	5	220	410	466
		Wgt N	1006	67	234	386	185	134	490	511	5	276	344	386
	Support	%	39.2	31.3	44.2	37.9	38.2	39.6	45.6	33.0		32.9	36.4	46.2
	Somewhat support	%	18.4	16.8	20.1	15.8	22.3	18.4	17.2	19.5		16.3	22.3	16.4
	Somewhat oppose	%	11.3	12.3	10.2	13.5	7.7	11.7	10.4	12.4		12.3	10.9	11.0
	Oppose	%	20.6	27.3	15.0	23.1	20.0	20.3	21.5	19.6		25.2	21.1	16.7
	Unsure	%	10.5	12.4	10.5	9.8	11.8	10.0	5.3	15.5		13.3	9.3	9.6

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2020-1769 – Globe and Mail/Nanos Survey – Survey – Social Media – STAT SHEET

		Region							Gender			Age		
		Canada 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - The government has traditional Canadian broadcasters help fund the production of Canadian film, television and music. Do you support, somewhat support, somewhat oppose or oppose having international streaming services operating in Canada like Netflix and Spotify also fund Canadian film, television and music production?	Total	Unwgt N	1096	110	236	354	229	167	561	530	5	220	410	466
		Wgt N	1006	67	234	386	185	134	490	511	5	276	344	386
	Support	%	55.5	47.0	62.7	56.6	49.5	51.8	56.5	54.6		56.7	52.7	57.1
	Somewhat support	%	25.2	32.2	25.0	24.6	23.0	26.9	23.4	26.8		25.0	26.0	24.6
	Somewhat oppose	%	6.4	5.3	3.7	6.3	10.5	6.0	6.7	6.1		6.4	6.3	6.4
	Oppose	%	7.5	8.4	3.9	6.9	10.9	10.1	10.4	4.5		6.1	10.4	5.9
	Unsure	%	5.5	7.1	4.7	5.6	6.1	5.2	3.0	8.0		5.9	4.6	6.0

		Region							Gender			Age		
		Canada 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - Thinking about possible policy directions for the Government of Canada when it comes to large technology companies like Google and Facebook, which of the following potential paths forward best represents your personal view [ROTATE]: Google and Facebook should be free to operate in Canada without much oversight from the government OR we need to have more oversight from the government over the activities of Google and Facebook in Canada?	Total	Unwgt N	1096	110	236	354	229	167	561	530	5	220	410	466
		Wgt N	1006	67	234	386	185	134	490	511	5	276	344	386
	Google and Facebook should be free to operate in Canada without much oversight from the government	%	15.4	15.5	10.5	15.4	19.4	18.2	17.6	13.4		18.7	17.0	11.6
	We need to have more oversight from the government over the activities of Google and Facebook in Canada	%	75.5	76.9	79.1	77.2	71.1	69.6	75.5	75.2		72.6	72.5	80.2
	Unsure	%	9.1	7.5	10.4	7.4	9.4	12.2	6.9	11.4		8.7	10.5	8.2

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,096 Canadians, 18 years of age or older, between November 26th and November 29th, 2020. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.