

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

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8 in 10 Say Companies Like Facebook or Google should Ensure Information on Their Sites is Accurate

More than half say large tech companies making society worse

Toronto, October 4th— In a random sampling of public opinion taken by The Forum Poll™ among 1853 Canadian voters, more than half (BTM2: 56%) say large technology companies like Facebook, Google, or others are making society worse, with one-fifth (22%) saying they're making it much worse.

A third (TOP2: 33%) say they're making society better, but only 1 in 10 (9%) say they're making it much better.

1 in 10 (11%) say they don't know.

Almost two-thirds support stronger laws for large tech companies

6 in 10 (TOP2: 61%) say they would approve if the laws that governed large technology companies operating in Canada were made stronger, with a third (31%) saying they would approve strongly.

Only one-fifth (BTM2: 20%) say that they would disapprove, with about 1 in 10 (10%) saying they would disapprove strongly.

One-fifth (19%) say they don't know.

8 in 10 say large tech companies should be responsible for ensuring the information distributed on their sites is accurate and not fake news

8 in 10 (TOP2: 81%) say large technology companies should be responsible for ensuring the information distributed on their sites is accurate and not fake news, with almost two-thirds (60%) saying they agree strongly.

One-sixth (BTM2: 14%) say they disagree, with 1 in 10 (9%) saying they disagree strongly.

About 1 in 20 (5%) say they don't know.



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8 in 10 say large tech companies have an ethical duty to ensure their products do not cause harm

8 in 10 Canadians (TOP2: 83%) agree that large technology companies like Facebook, Amazon, or Google, have an ethical duty to ensure that their products are not causing harm, with almost two-thirds (61%) saying that they agree strongly.

Only 1 in 10 (BTM2: 11%) say they disagree, with about 1 in 20 (6%) saying they disagree strongly.

About 1 in 20 (6%) say they do not know.

8 in 10 agree that large technology companies based outside of Canada should be charged taxes on their Canadian ads

8 in 10 (TOP2: 79%) agree that large technology companies that are based outside of Canada should be charged taxes on ad sales displayed within Canada, with more than half (58%) saying they agree strongly.

Only 1 in 10 (BOT2: 11%) say they disagree, with about 1 in 20 (6%) saying they disagree strongly.

About 1 in 10 say they don't know (10%).

"We're living in an age of rapid technological advancement, obviously. But Canadians are starting to see the societal impact of large technology companies negatively," said Dr. Lorne Bozinoff, President of Forum Research. "Canadians are also feeling as though large technology companies like Google or Facebook need to assume more responsibility for what's being posted on their platforms: whether it's to ensure that information is not fake news, or that their products aren't causing harm."



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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1853 randomly selected Canadians across the country. The poll was conducted September 30-October 1, 2019.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20, measured as the average deviation across all response categories. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Actual results depend on the parties' ability to get their voters out. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at forumpoll.com.

Top2/Btm2 (or 3 or 4 where applicable) refers to the combined results of the most answered positive and negative responses:

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	631	112	91	133	119	176	303	315
NET: TOP3	66	57	60	68	78	86	67	64
NET: BTM3	34	43	39	32	21	14	32	36
Very satisfied	9	9	6	6	13	20	11	8
Satisfied	28	17	29	35	32	45	25	31
Somewhat satisfied	28	31	26	28	32	20	31	25
Somewhat dissatisfied	12	11	16	14	11	8	13	12
Dissatisfied	11	15	15	9	5	3	9	13
Very dissatisfied	11	18	9	8	5	3	9	12
Don't know	0	0	1	0	1	0	1	0

Top 3 here collects very satisfied, satisfied, and somewhat satisfied into one category, and Btm 3 collects very dissatisfied, dissatisfied, and somewhat dissatisfied.

Due to rounding some numbers may not add up to 100

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Tech on society

Overall, are large technology companies such as facebook, google or others, making society better or worse?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female	Non-binary
Sample	1853	270	258	316	430	579	944	861	48
<u>NET: Top 2</u>	33	41	29	32	32	25	34	31	25
<u>NET: Bot 2</u>	56	52	62	56	57	56	57	55	67
much better	9	12	8	8	10	5	10	8	13
a bit better	24	28	21	24	22	20	24	24	13
a bit worse	34	33	34	32	36	34	31	36	38
much worse	22	19	28	24	20	23	26	19	29
don't know	11	8	9	12	11	18	8	14	8



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Income

%	Total	Less than \$20,000	\$20,000 to \$40,000	\$40,000 to \$60,000	\$60,000 to \$80,000	\$80,000 to \$100,000	\$100,000 to \$250,000
Sample	1853	150	283	245	240	176	395
<u>NET: Top 2</u>	33	40	36	32	27	34	34
<u>NET: Bot 2</u>	56	47	51	57	66	56	58
much better	9	17	6	7	8	8	9
a bit better	24	23	30	25	18	26	24
a bit worse	34	29	32	35	34	32	36
much worse	22	17	18	22	32	24	23
don't know	11	13	13	11	8	10	8

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1853	315	456	732	350
<u>NET: Top 2</u>	33	36	29	34	31
<u>NET: Bot 2</u>	56	46	61	58	55
much better	9	12	9	9	6
a bit better	24	24	20	25	25
a bit worse	34	26	32	37	35
much worse	22	21	29	21	19
don't know	11	18	10	8	14

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1853	210	358	600	180	276	229
<u>NET: Top 2</u>	33	33	38	31	32	34	26
<u>NET: Bot 2</u>	56	57	49	60	52	56	61
much better	9	12	13	7	7	10	6
a bit better	24	21	25	24	26	24	20
a bit worse	34	33	28	36	32	36	37
much worse	22	24	21	24	21	19	24
don't know	11	10	14	9	15	10	13

Voter intention

%	Total	Conservative	Liberal	NDP	Green	BQ	PPC	Other
Sample	1853	625	593	178	197	93	66	30
<u>NET: Top 2</u>	33	31	38	32	29	35	30	27
<u>NET: Bot 2</u>	56	59	52	56	58	54	62	47
much better	9	7	10	10	11	9	12	0
a bit better	24	23	28	22	19	26	18	27
a bit worse	34	32	34	35	37	33	24	34
much worse	22	27	18	21	21	21	38	13
don't know	11	11	10	11	12	11	8	26



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Laws on tech companies

If the laws that governed large technology companies operating in Canada were made stronger, would you approve or disapprove?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female	Non-binary
Sample	1853	270	258	316	430	579	944	861	48
<u>NET: Top 2</u>	61	59	63	63	62	58	62	60	50
<u>NET: Bot 2</u>	20	23	21	17	19	18	24	16	29
strongly approve	31	27	33	32	32	33	32	30	35
somewhat approve	30	31	30	30	29	25	30	30	15
somewhat disapprove	10	12	10	9	10	9	11	9	17
strongly disapprove	10	11	11	8	9	9	13	7	13
don't know	19	18	16	20	19	24	14	24	21

Income

%	Total	Less than \$20,000	\$20,000 to \$40,000	\$40,000 to \$60,000	\$60,000 to \$80,000	\$80,000 to \$100,000	\$100,000 to \$250,000
Sample	1853	150	283	245	240	176	395
<u>NET: Top 2</u>	61	52	58	63	65	58	67
<u>NET: Bot 2</u>	20	14	21	21	25	24	18
strongly approve	31	21	26	33	35	28	39
somewhat approve	30	30	31	30	30	30	27
somewhat disapprove	10	7	11	12	12	13	9
strongly disapprove	10	7	10	9	13	11	9
don't know	19	35	21	16	11	18	15



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1853	315	456	732	350
<u>NET: Top 2</u>	61	46	63	61	68
<u>NET: Bot 2</u>	20	25	21	22	13
strongly approve	31	24	26	32	40
somewhat approve	30	22	36	29	28
somewhat disapprove	10	14	10	11	6
strongly disapprove	10	11	10	11	7
don't know	19	29	17	17	19

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1853	210	358	600	180	276	229
<u>NET: Top 2</u>	61	60	64	59	63	61	57
<u>NET: Bot 2</u>	20	23	15	21	23	23	23
strongly approve	31	28	39	29	25	30	29
somewhat approve	30	33	26	30	38	32	28
somewhat disapprove	10	9	7	12	16	10	9
strongly disapprove	10	14	8	9	7	12	13
don't know	19	17	21	20	14	16	21



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Voter Intention

%	Total	Conservative	Liberal	NDP	Green	BQ	PPC	Other
Sample	1853	625	593	178	197	93	66	30
<u>NET: Top 2</u>	61	54	67	69	53	69	53	68
<u>NET: Bot 2</u>	20	28	16	10	22	15	31	20
strongly approve	31	27	35	36	26	46	22	21
somewhat approve	30	27	32	32	26	22	31	47
somewhat disapprove	10	16	8	4	11	5	10	14
strongly disapprove	10	12	8	6	11	9	21	6
don't know	19	17	17	21	25	17	16	13

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Responsibility for accuracy of news on their sites

Do you agree or disagree that large technology companies such as facebook, or google, should be responsible for ensuring that information distributed on their platforms is accurate and not fake news?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female	Non-binary
Sample	1853	270	258	316	430	579	944	861	48
<u>NET: Top 2</u>	81	78	82	80	84	80	76	86	60
<u>NET: Bot 2</u>	14	18	14	16	11	11	20	8	31
strongly agree	60	51	57	62	68	68	57	63	31
somewhat agree	21	28	25	18	16	12	19	22	29
somewhat disagree	6	5	6	9	5	3	9	3	4
strongly disagree	9	13	8	7	5	7	11	5	27
don't know	5	4	4	4	5	9	4	6	8

Income

%	Total	Less than \$20,000	\$20,000 to \$40,000	\$40,000 to \$60,000	\$60,000 to \$80,000	\$80,000 to \$100,000	\$100,000 to \$250,000
Sample	1853	150	283	245	240	176	395
<u>NET: Top 2</u>	81	78	78	80	81	83	86
<u>NET: Bot 2</u>	14	14	16	14	17	15	11
strongly agree	60	49	57	58	65	63	64
somewhat agree	21	28	21	22	15	21	22
somewhat disagree	6	8	6	3	7	7	4
strongly disagree	9	6	10	12	10	8	6
don't know	5	8	6	5	3	1	3



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1853	315	456	732	350
<u>NET: Top 2</u>	81	72	78	81	89
<u>NET: Bot 2</u>	14	18	17	14	8
strongly agree	60	55	59	59	66
somewhat agree	21	17	19	22	23
somewhat disagree	6	9	5	5	5
strongly disagree	9	10	12	9	3
don't know	5	10	6	4	2

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1853	210	358	600	180	276	229
<u>NET: Top 2</u>	81	82	83	80	79	77	79
<u>NET: Bot 2</u>	14	15	11	15	16	19	13
strongly agree	60	57	64	60	52	56	59
somewhat agree	21	25	19	20	27	21	21
somewhat disagree	6	3	5	6	5	10	4
strongly disagree	9	12	6	9	11	10	9
don't know	5	3	6	5	5	4	8



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Voter Intention

%	Total	Conservative	Liberal	NDP	Green	BQ	PPC	Other
Sample	1853	625	593	178	197	93	66	30
<u>NET: Top 2</u>	81	75	87	85	83	86	46	68
<u>NET: Bot 2</u>	14	19	9	12	10	11	46	30
strongly agree	60	55	65	59	61	69	38	50
somewhat agree	21	20	23	25	22	17	8	18
somewhat disagree	6	6	4	8	4	6	12	5
strongly disagree	9	13	4	5	5	5	34	25
don't know	5	5	4	3	7	3	8	2

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Products and harm

Do you agree or disagree that large technology companies such as amazon, facebook, or google have an ethical duty to ensure their products are not causing harm?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female	Non-binary
Sample	1853	270	258	316	430	579	944	861	48
NET: Top 2	83	81	82	84	88	82	79	87	77
NET: Bot 2	11	15	14	11	7	7	16	7	19
strongly agree	61	55	59	60	69	65	54	67	44
somewhat agree	22	26	23	24	19	17	25	19	33
somewhat disagree	5	7	7	5	5	3	8	3	6
strongly disagree	6	8	7	6	3	4	8	4	13
don't know	6	4	4	5	5	12	5	6	4

Income

%	Total	Less than \$20,000	\$20,000 to \$40,000	\$40,000 to \$60,000	\$60,000 to \$80,000	\$80,000 to \$100,000	\$100,000 to \$250,000
Sample	1853	150	283	245	240	176	395
NET: Top 2	83	77	81	79	83	85	86
NET: Bot 2	11	14	10	15	14	12	9
strongly agree	61	57	60	60	63	63	61
somewhat agree	22	19	21	19	20	22	26
somewhat disagree	5	4	6	7	7	6	4
strongly disagree	6	9	4	9	7	6	5
don't know	6	10	9	6	3	3	5



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1853	315	456	732	350
<u>NET: Top 2</u>	83	74	81	84	89
<u>NET: Bot 2</u>	11	14	14	10	8
strongly agree	61	50	57	65	64
somewhat agree	22	24	23	20	26
somewhat disagree	5	7	6	5	3
strongly disagree	6	7	8	5	4
don't know	6	12	5	5	3

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1853	210	358	600	180	276	229
<u>NET: Top 2</u>	83	85	83	84	80	81	82
<u>NET: Bot 2</u>	11	11	10	11	13	13	14
strongly agree	61	57	65	61	57	55	58
somewhat agree	22	27	18	22	23	26	24
somewhat disagree	5	4	6	5	9	7	4
strongly disagree	6	7	4	6	4	6	10
don't know	6	4	7	6	7	6	4

Voter Intention

%	Total	Conservative	Liberal	NDP	Green	BQ	PPC	Other
Sample	1853	625	593	178	197	93	66	30
<u>NET: Top 2</u>	83	76	90	88	86	86	53	78
<u>NET: Bot 2</u>	11	18	5	8	10	8	38	14
strongly agree	61	50	68	65	71	63	32	39
somewhat agree	22	26	22	23	15	23	20	39
somewhat disagree	5	10	3	4	6	1	11	3
strongly disagree	6	8	2	4	4	7	27	12
don't know	6	6	5	5	4	6	9	8



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Tax on ad sales

Do you agree or disagree that large technology companies based outside of Canada should be charged taxes on ad sales displayed within Canada

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female	Non-binary
Sample	1853	270	258	316	430	579	944	861	48
<u>NET: Top 2</u>	79	74	79	81	83	82	79	80	73
<u>NET: Bot 2</u>	11	17	12	8	9	7	14	8	19
strongly agree	58	52	59	56	60	63	59	56	56
somewhat agree	21	22	19	24	22	19	19	24	17
somewhat disagree	5	7	6	4	4	3	5	5	10
strongly disagree	6	10	6	4	5	4	9	3	8
don't know	10	9	9	11	8	11	7	12	8

Income

%	Total	Less than \$20,000	\$20,000 to \$40,000	\$40,000 to \$60,000	\$60,000 to \$80,000	\$80,000 to \$100,000	\$100,000 to \$250,000
Sample	1853	150	283	245	240	176	395
<u>NET: Top 2</u>	79	71	81	78	79	82	85
<u>NET: Bot 2</u>	11	19	8	16	12	8	9
strongly agree	58	50	52	56	57	60	66
somewhat agree	21	21	28	22	22	22	19
somewhat disagree	5	10	3	7	5	4	4
strongly disagree	6	9	4	9	7	4	5
don't know	10	10	12	5	9	10	7



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%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1853	315	456	732	350
<u>NET: Top 2</u>	79	74	81	80	79
<u>NET: Bot 2</u>	11	16	12	10	10
strongly agree	58	50	59	58	62
somewhat agree	21	24	22	22	17
somewhat disagree	5	5	6	4	7
strongly disagree	6	11	6	6	2
don't know	10	10	7	10	12

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1853	210	358	600	180	276	229
<u>NET: Top 2</u>	79	88	81	79	73	76	74
<u>NET: Bot 2</u>	11	5	12	11	13	12	16
strongly agree	58	56	68	57	37	53	56
somewhat agree	21	31	13	23	36	23	19
somewhat disagree	5	1	5	5	6	6	10
strongly disagree	6	4	7	6	6	6	6
don't know	10	7	8	10	14	12	10



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Voter Intention

%	Total	Conservative	Liberal	NDP	Green	BQ	PPC	Other
Sample	1853	625	593	178	197	93	66	30
<u>NET: Top 2</u>	79	73	84	82	80	87	60	78
<u>NET: Bot 2</u>	11	16	7	13	9	9	31	4
strongly agree	58	49	62	64	56	82	40	43
somewhat agree	21	24	22	17	24	5	20	35
somewhat disagree	5	7	3	8	4	2	11	2
strongly disagree	6	9	4	5	5	6	19	2
don't know	10	11	9	5	11	5	9	18

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President

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