

Leger

REPORT

Opinion on Bill C-18

Survey of Canadians



THE
CANADIAN
PRESS

DATE 2023-09-19



Methodology



Method

Online survey among respondents 18 years of age or older.

(Canadian sample: n= 1,564).

Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



When

September 15th to September 17th, 2023



Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than $\pm 2.5\%$, (19 times out of 20) for the Canadian sample.



Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population.

Methodology



Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.



Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



Questions

Have questions about the data presented in this report? Please contact Christian Bourque, Executive Vice-President, Eastern Canada at the following e-mail addresses: cbourque@leger360.com

A more detailed methodology is presented in the Appendix.

Methodology

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>

2021 CANADIAN FEDERAL ELECTION



LEGER SURVEY

Published in *Le Journal de Montréal*
and *The National Post/Postmedia*
September 18, 2021

OFFICIAL RESULTS

2021 Canadian Federal Election*

33%	32%	19%	7%	6%	2%
33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

Key highlights (1 of 2)

The government of Canada has recently introduced Bill C-18, which will require Web giants like Meta and Google to compensate news media for sharing their articles. As a result, Meta has blocked this type of publication on their platforms in Canada. From September 15 to 17, 2023, we surveyed Canadians about their perceptions of Bill C-18 and its implications on their news consumption.

Some of the key highlights of our survey about Bill C-18 include...

Awareness of Bill C-18 is high among Canadians

- 75% of Canadians are aware of Bill C-18, while 25% are not. Canadians who are 55 years old or older have a higher probability of being familiar with Bill C-18 (84%).
- Nearly half of Canadians (47%) have seen changes in their online feed since Meta blocked news content. This proportion is higher among respondents who mainly get their news via social media (59%) and Quebecers (54%).



Key highlights (2 of 2)

Most Canadians believe that news should be free and accessible to anyone

- 66% of Canadians think that news should be free and accessible to anyone, while 34% think Bill C-18 is a good thing since news media are struggling. Respondents who mainly get their news via social media are more likely to think that news should be free and accessible to anyone (75%).
- 43% of Canadians support Bill C-18, while 31% are opposed, and 26% don't know enough about the situation to have an opinion.
- 59% believe that Meta should lift its current ban on Canadian news on its platforms.
- Since news is blocked on Meta platforms, 22% turn more to radio and television, and 20% to free media websites and applications to access news content. Only 6% of Canadians would pay for a subscription to access news directly.



REPORT

Detailed Results

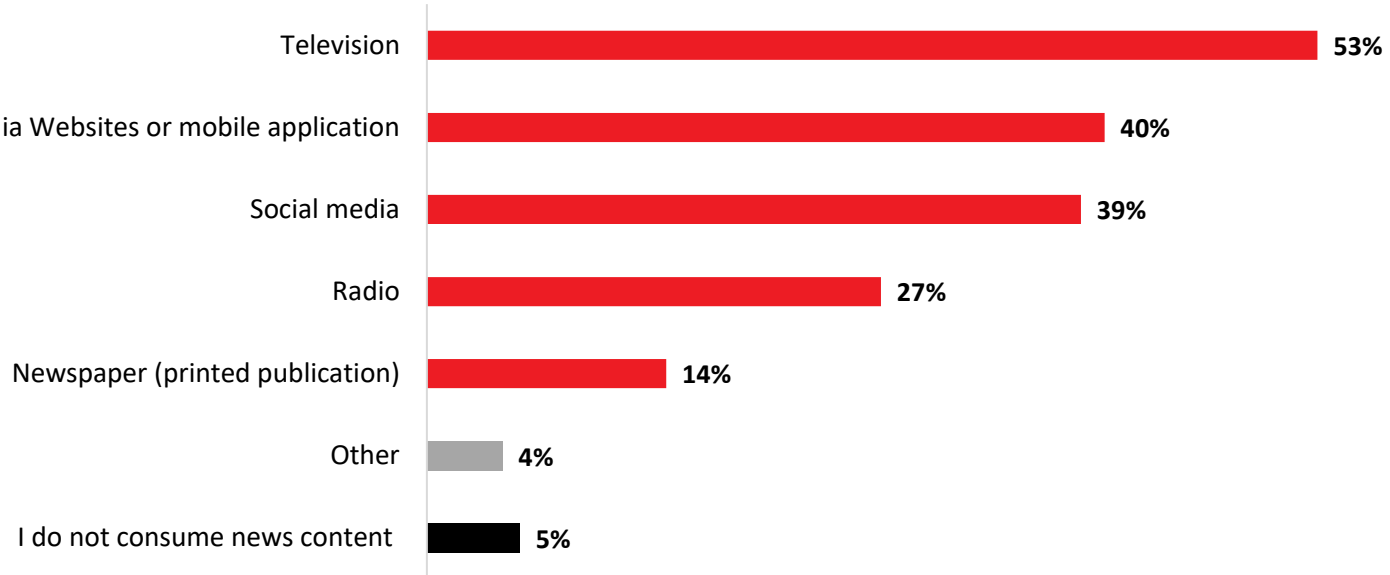


NEW QUESTION

Source of Information (1/2)

Q1. Where do you mainly get your news?

Base: All respondents (n=1,564)



NEW QUESTION

Source of Information (2/2)

Q1. Where do you mainly get your news?

Base: All respondents

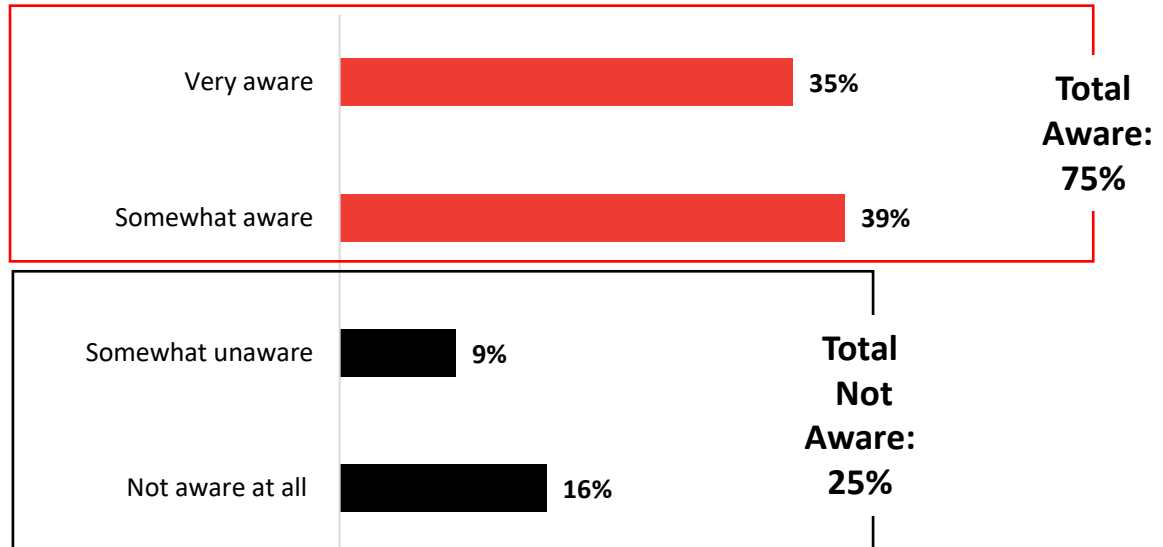
	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1,564	105	361	606	100	174	217	416	504	644	762	802
Unweighted n=	1,564	100	435	605	127	135	162	393	529	642	743	821
Television	53%	49%	63%	50%	44%	50%	50%	29%	47%	72%	55%	51%
Traditional media Websites or mobile application	40%	31%	45%	39%	33%	43%	41%	32%	43%	43%	43%	37%
Social media	39%	47%	37%	39%	38%	31%	42%	61%	44%	20%	34%	43%
Radio	27%	27%	32%	29%	22%	20%	19%	18%	30%	30%	28%	25%
Newspaper (printed publication)	14%	4%	14%	16%	15%	13%	15%	7%	10%	21%	15%	13%
Other	4%	10%	1%	5%	4%	5%	6%	2%	7%	4%	5%	4%
I do not consume news content	5%	5%	4%	5%	9%	9%	5%	9%	6%	3%	6%	5%

NEW QUESTION

Awareness of Bill C-18 (1/2)

Q2. Last year, the Canadian government introduced Bill C-18 which will require Web giants like Meta and Google to compensate news media for sharing their articles. Were you aware of this new law?

Base: All respondents (n=1,564)



NEW QUESTION

Awareness of Bill C-18 (2/2)

Q2. Last year, the Canadian government introduced Bill C-18 which will require Web giants like Meta and Google to compensate news media for sharing their articles. Were you aware of this new law?

Base: All respondents

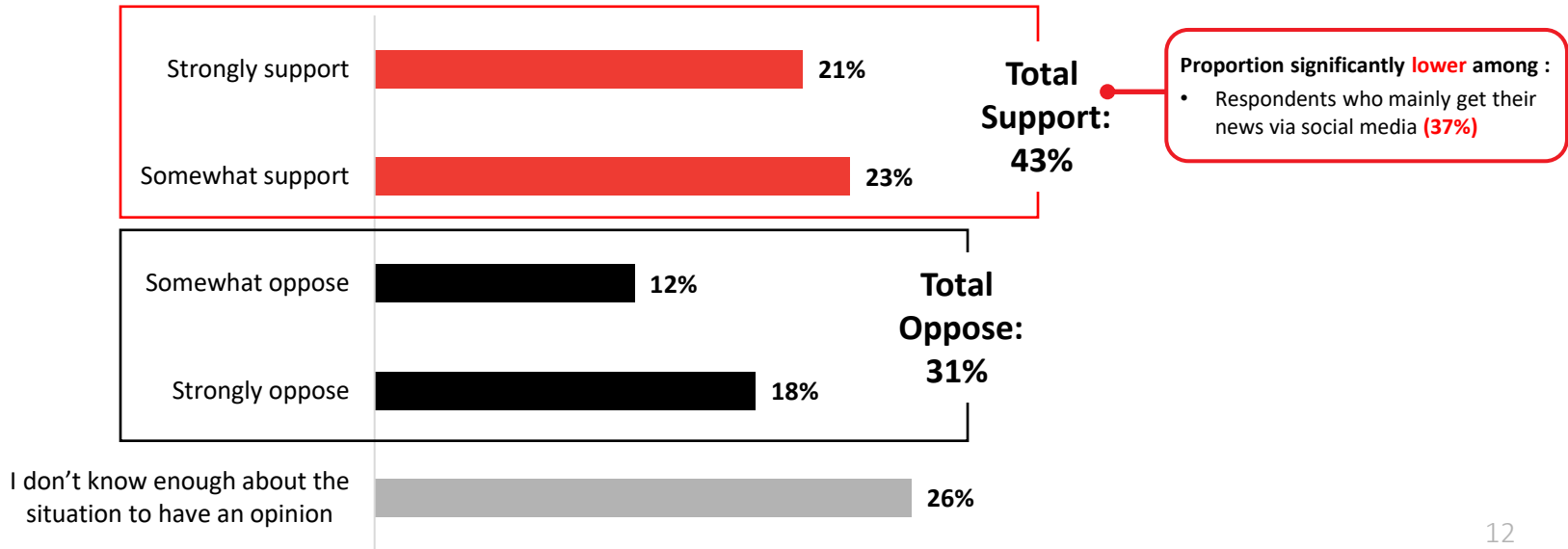
	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1,564	105	361	606	100	174	217	416	504	644	762	802
Unweighted n=	1,564	100	435	605	127	135	162	393	529	642	743	821
TOTAL AWARE	75%	72%	72%	77%	73%	75%	73%	67%	70%	84%	79%	70%
Very aware	35%	35%	32%	33%	32%	41%	44%	28%	33%	41%	39%	32%
Somewhat aware	39%	37%	40%	44%	41%	34%	29%	38%	36%	43%	41%	38%
TOTAL NOT AWARE	25%	28%	28%	23%	27%	25%	27%	33%	30%	16%	21%	30%
Somewhat unaware	9%	7%	16%	6%	13%	6%	7%	12%	11%	6%	7%	11%
Not aware at all	16%	20%	12%	17%	14%	19%	20%	21%	19%	11%	14%	19%

NEW QUESTION

Support for Bill C-18 (1/2)

Q3. To what extent do you support or oppose Bill C-18, which will mandate Web giants to compensate Canadian media for the online content they share?

Base: All respondents (n=1,564)



NEW QUESTION

Support for Bill C-18 (2/2)

Q3. To what extent do you support or oppose Bill C-18, which will mandate Web giants to compensate Canadian media for the online content they share?

Base: All respondents

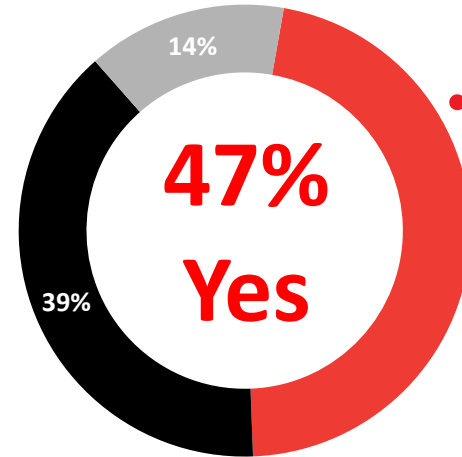
	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1,564	105	361	606	100	174	217	416	504	644	762	802
Unweighted n=	1,564	100	435	605	127	135	162	393	529	642	743	821
TOTAL SUPPORT	43%	40%	55%	41%	39%	35%	40%	36%	43%	49%	47%	40%
Strongly support	21%	15%	34%	18%	14%	15%	16%	10%	21%	28%	24%	18%
Somewhat support	23%	24%	22%	23%	25%	20%	25%	26%	23%	21%	23%	22%
TOTAL OPPOSE	31%	32%	21%	32%	35%	39%	35%	38%	28%	28%	33%	29%
Somewhat oppose	12%	13%	11%	13%	17%	11%	14%	20%	9%	10%	12%	13%
Strongly oppose	18%	19%	11%	19%	18%	28%	21%	18%	19%	18%	21%	16%
I don't know enough about the situation to have an opinion	26%	28%	23%	27%	25%	26%	25%	27%	28%	23%	20%	31%

NEW QUESTION

Change in online feeds

Q4. To protest this new Bill, Meta (Facebook, Instagram) has blocked news content on its platforms and Google is threatening to do the same. Have you noticed a change in your online feeds with regards to news content?

Base: All respondents (n=1,564)



Proportion significantly higher among :

- Respondents who mainly get their news via social media (59%)

■ No ■ I don't use social media

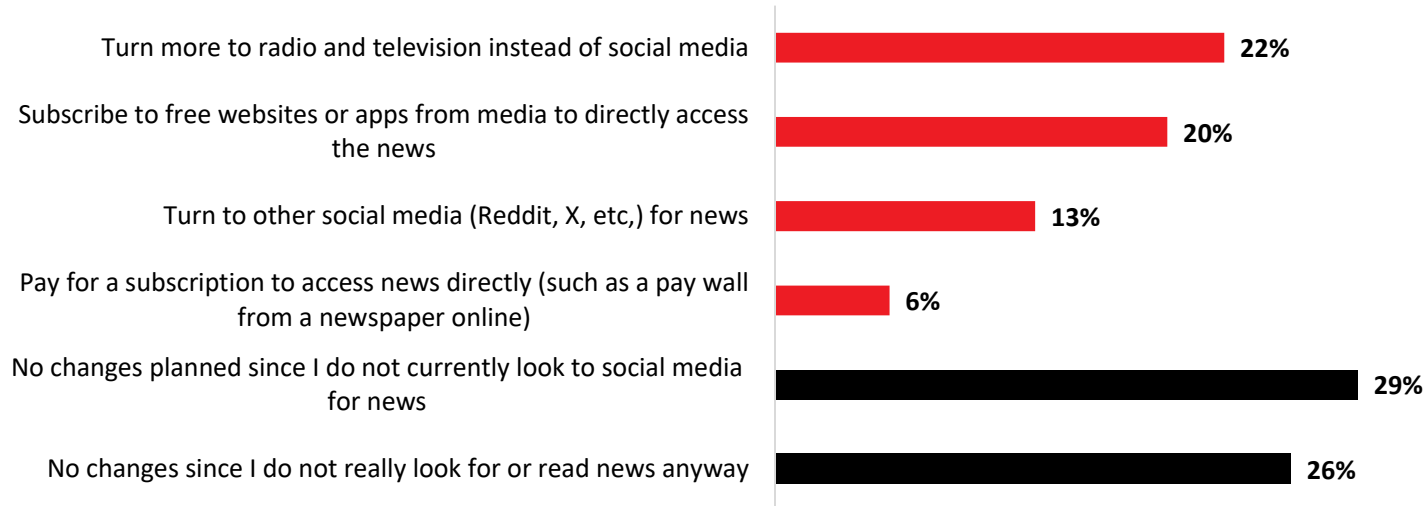
	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1,564	105	361	606	100	174	217	416	504	644	762	802
Unweighted n=	1,564	100	435	605	127	135	162	393	529	642	743	821
Yes	47%	56%	54%	41%	43%	47%	47%	51%	49%	42%	44%	49%
No	39%	28%	33%	44%	45%	40%	38%	40%	38%	39%	39%	39%
I don't use social media	14%	15%	13%	15%	12%	14%	15%	9%	13%	19%	17%	12%

NEW QUESTION

Change in Behaviour to Access News Content (1/2)

Q5. As news content is blocked from Meta platforms (Facebook and Instagram) and Googles threatening to do the same, have you taken or plan to take any of the following steps to mitigate this situation? *Select all that apply*

Base: All respondents (n=1,564)



NEW QUESTION

Change in Behaviour to Access News Content (2/2)

Q5. As news content is blocked from Meta platforms (Facebook and Instagram) and Google is threatening to do the same, have you taken or plan to take any of the following steps to mitigate this situation? *Select all that apply*

Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1,564	105	361	606	100	174	217	416	504	644	762	802
Unweighted n=	1,564	100	435	605	127	135	162	393	529	642	743	821
Turn more to radio and television instead of social media	22%	28%	27%	22%	21%	21%	17%	20%	26%	21%	19%	26%
Subscribe to free websites or apps from media to directly access the news	20%	18%	27%	19%	18%	17%	13%	19%	18%	21%	20%	20%
Turn to other social media (Reddit, X, etc.) for news	13%	19%	8%	14%	8%	16%	17%	22%	15%	6%	13%	13%
Pay for a subscription to access news directly (such as a pay wall from a newspaper online)	6%	5%	4%	8%	4%	7%	3%	10%	6%	3%	7%	4%
No changes planned since I do not currently look to social media for news	29%	28%	28%	29%	25%	33%	32%	13%	27%	42%	32%	26%
No changes since I do not really look for or read news anyway	26%	21%	25%	25%	34%	20%	31%	34%	27%	20%	25%	27%

NEW QUESTION

Opinion on Bill C-18

Q6. Which statement best represents your opinion:

Base: All respondents (n=1,564)

News should be free and accessible for anyone, the struggling media have other ways to make money



66%

Bill C-18 is a good thing since struggling media need the additional revenue from social media which is making money for sharing news content on their platforms



34%

Proportion significantly higher among :

- Respondents who mainly get their news via social media (75%)

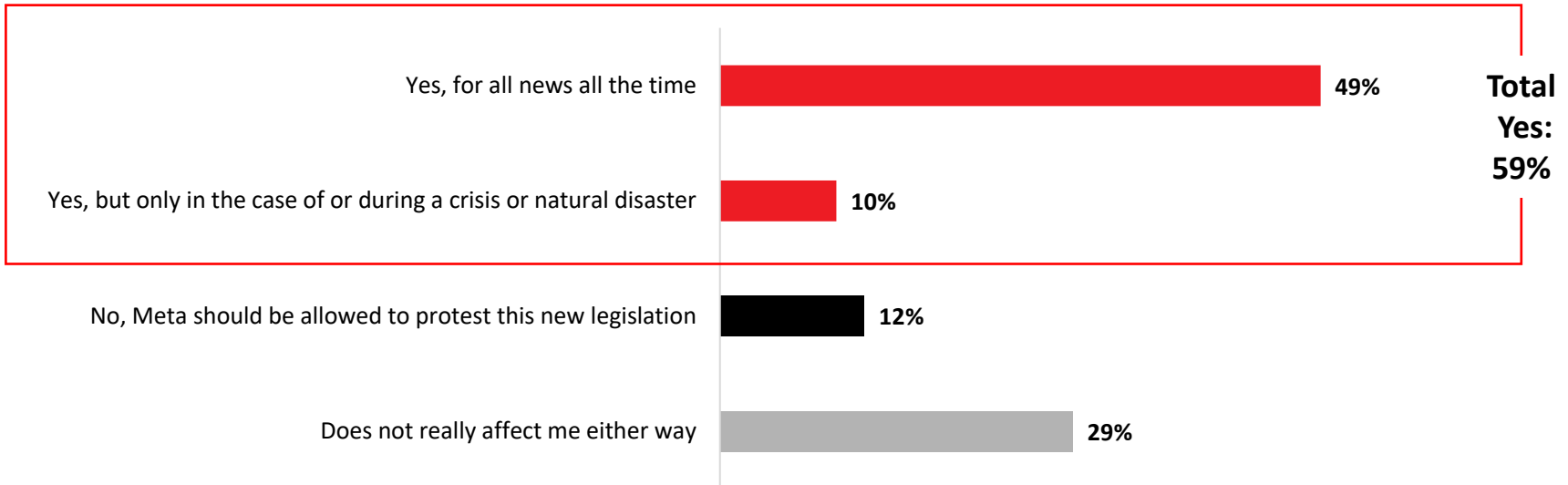
	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
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Unweighted n=	1,564	100	435	605	127	135	162	393	529	642	743	821
News should be free and accessible for anyone, the struggling media have other ways to make money	66%	68%	53%	67%	72%	74%	77%	76%	65%	61%	62%	71%
Bill C-18 is a good thing since struggling media need the additional revenue from social media which is making money for sharing news content on their platforms	34%	32%	47%	33%	28%	26%	23%	24%	35%	39%	38%	29%

NEW QUESTION

Lifting the Ban on Canadian News (1/2)

Q7. Do you believe that Meta (Facebook, Instagram) should lift its current ban on Canadian news on its platforms?

Base: All respondents (n=1,564)



NEW QUESTION

Lifting the Ban on Canadian News (2/2)

Q7. Do you believe that Meta (Facebook, Instagram) should lift its current ban on Canadian news on its platforms?

Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1,564	105	361	606	100	174	217	416	504	644	762	802
Unweighted n=	1,564	100	435	605	127	135	162	393	529	642	743	821
TOTAL YES	59%	55%	64%	60%	54%	51%	60%	56%	60%	60%	54%	63%
Yes, for all news all the time	49%	48%	55%	49%	46%	46%	46%	43%	49%	54%	44%	55%
Yes, but only in the case of or during a crisis or natural disaster	10%	7%	8%	11%	8%	6%	14%	13%	11%	6%	10%	9%
No, Meta should be allowed to protest this new legislation	12%	12%	9%	12%	16%	18%	9%	17%	13%	8%	15%	9%
Does not really affect me either way	29%	32%	27%	28%	30%	30%	31%	27%	27%	32%	30%	28%

REPORT

Detailed Methodology



Weighted and Unweighted Sample (1/2)

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Province	1,564	1,564
British Columbia	162	217
Alberta	135	174
Manitoba/Saskatchewan	127	100
Ontario	605	606
Quebec	435	361
Atlantic	100	105

Weighted and Unweighted Sample (2/2)

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Gender	1,564	1,564
Male	743	762
Female	821	802
Age	1,564	1,564
18 to 34	393	416
35 to 54	529	504
55+	642	644
Language (Mother tongue)	1,564	1,564
English	986	1,048
French	357	309
Other	219	205

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