

1. Thinking about the role of social media companies, to what extent do you agree or disagree with the following: - Social media companies should do more to block or remove messages that spread hate or racism

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | | Urban/Rural | |
|--------------------------------------|--------------|-------------|-------------|------------|-------------|-------------|------------|------------------|----------------|-----------------|-------------|-----------------------|-------------|-------------|------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids | Urban | Rural |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M | N |
| Base: All Respondents (unwtd) | 1000 | 131 | 108 | 86 | 371 | 207 | 97 | 229 | 151 | 285 | 247 | 270 | 730 | 881 | 75 |
| Base: All Respondents (wtd) | 1000 | 134 | 113 | 62 | 385 | 239 | 67 | 275 | 164 | 272 | 189 | 263 | 737 | 865 | 81 |
| Top 2 Box (Net) | 883 88% | 127 95% | 94 83% | 57 92% | 329 86% | 215 90% | 62 93% | 240 87% | 151 92% | 235 86% | 168 89% | 227 86% | 657 89% | 766 89% | 71 87% |
| Strongly agree | 534 53% | 80 59% | 63 56% | 32 52% | 208 54% | 119 50% | 32 47% | 128 47% | 94 57% | 142 52% | 105 55% | 123 47% | 412 56% | 468 54% | 38 46% |
| Somewhat agree | 349 35% | 47 35% | 31 27% | 24 39% | 121 31% | 96 40% | 30 45% | 112 41% | 57 35% | 93 34% | 63 34% | 104 40% | 245 33% | 298 35% | 34 41% |
| Bottom 2 Box (Net) | 117 12% | 7 5% | 19 17% | 5 8% | 56 14% | 24 10% | 5 7% | 35 13% | 13 8% | 37 14% | 21 11% | 37 14% | 80 11% | 99 11% | 10 13% |
| Somewhat disagree | 79 8% | 6 5% | 10 9% | 4 6% | 36 9% | 21 9% | 3 4% | 22 8% | 6 4% | 27 10% | 15 8% | 20 8% | 59 8% | 70 8% | 7 8% |
| Strongly disagree | 37 4% | 1 1% | 10 9% | 1 2% | 20 5% | 3 1% | 2 3% | 12 4% | 7 4% | 10 4% | 6 3% | 17 6% | 21 3% | 29 3% | 3 4% |
| Sigma | 1000 100% | 134 100% | 113 100% | 62 100% | 385 100% | 239 100% | 67 100% | 275 100% | 164 100% | 272 100% | 189 100% | 263 100% | 737 100% | 865 100% | 81 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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2. Thinking about the role of social media companies, to what extent do you agree or disagree with the following: - Social media companies should be required to inform police about messages that spread hate or racism

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | | Urban/Rural | |
|--------------------------------------|-------------|------------|------------|-----------|------------|------------|-----------|------------------|----------------|-----------------|------------|-----------------------|------------|-------------|-----------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids | Urban | Rural |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M | N |
| Base: All Respondents (unwtd) | 1000 | 131 | 108 | 86 | 371 | 207 | 97 | 229 | 151 | 285 | 247 | 270 | 730 | 881 | 75 |
| Base: All Respondents (wtd) | 1000 | 134 | 113 | 62 | 385 | 239 | 67 | 275 | 164 | 272 | 189 | 263 | 737 | 865 | 81 |
| Top 2 Box (Net) | 832 | 117 | 91 | 52 | 308 | 210 | 54 | 225 | 139 | 223 | 156 | 219 | 613 | 724 | 63 |
| | 83% | 87% | 81% | 84% | 80% | 88% | 81% | 82% | 85% | 82% | 82% | 83% | 83% | 84% | 78% |
| Strongly agree | | | * | * | | D | * | | | | | | | | * |
| | 410 | 61 | 42 | 25 | 158 | 101 | 24 | 94 | 83 | 115 | 72 | 96 | 314 | 357 | 33 |
| | 41% | 46% | 37% | 40% | 41% | 42% | 36% | 34% | 50% | 42% | 38% | 36% | 43% | 41% | 41% |
| Somewhat agree | | | * | * | | * | | GJ | | | | | | | * |
| | 422 | 56 | 49 | 27 | 151 | 109 | 30 | 131 | 57 | 108 | 84 | 123 | 299 | 367 | 30 |
| | 42% | 42% | 44% | 44% | 39% | 46% | 45% | 48% | 35% | 40% | 44% | 47% | 41% | 42% | 37% |
| Bottom 2 Box (Net) | | | * | * | | * | | H | | | | | | | * |
| | 168 | 17 | 22 | 10 | 77 | 29 | 13 | 50 | 24 | 49 | 33 | 44 | 124 | 141 | 18 |
| | 17% | 13% | 19% | 16% | 20% | 12% | 19% | 18% | 15% | 18% | 18% | 17% | 17% | 16% | 22% |
| Somewhat disagree | | | * | * | E | * | | | | | | | | | * |
| | 136 | 15 | 15 | 7 | 63 | 24 | 11 | 42 | 16 | 41 | 25 | 30 | 106 | 108 | 18 |
| | 14% | 11% | 13% | 12% | 16% | 10% | 16% | 15% | 10% | 15% | 13% | 11% | 14% | 13% | 22% |
| Strongly disagree | | | * | * | | * | | | | | | | | | M* |
| | 32 | 2 | 7 | 3 | 14 | 5 | 2 | 7 | 8 | 7 | 9 | 14 | 18 | 32 | - |
| | 3% | 1% | 6% | 4% | 4% | 2% | 3% | 3% | 5% | 3% | 5% | 5% | 2% | 4% | - |
| Sigma | | | * | * | | * | | | | | | L | | | * |
| | 1000 | 134 | 113 | 62 | 385 | 239 | 67 | 275 | 164 | 272 | 189 | 263 | 737 | 865 | 81 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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3. Thinking about the role of social media companies, to what extent do you agree or disagree with the following: - I support companies who reduce their social-media advertising until social-media companies do more to address the spread of hate or racism on their platforms

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | | Urban/Rural | |
|--------------------------------------|-------------|------------|------------|-----------|------------|------------|-----------|------------------|----------------|-----------------|------------|-----------------------|------------|-------------|-----------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids | Urban | Rural |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M | N |
| Base: All Respondents (unwtd) | 1000 | 131 | 108 | 86 | 371 | 207 | 97 | 229 | 151 | 285 | 247 | 270 | 730 | 881 | 75 |
| Base: All Respondents (wtd) | 1000 | 134 | 113 | 62 | 385 | 239 | 67 | 275 | 164 | 272 | 189 | 263 | 737 | 865 | 81 |
| Top 2 Box (Net) | 818 | 117 | 93 | 52 | 308 | 195 | 54 | 229 | 144 | 212 | 152 | 201 | 617 | 712 | 63 |
| | 82% | 87% | 82% | 84% | 80% | 82% | 80% | 83% | 88% | 78% | 81% | 76% | 84% | 82% | 77% |
| Strongly agree | 347 | 49 | 38 | 19 | 136 | 84 | 22 | 90 | 70 | 85 | 66 | 83 | 264 | 298 | 26 |
| | 35% | 36% | 34% | 30% | 35% | 35% | 32% | 33% | 43% | 31% | 35% | 32% | 36% | 34% | 31% |
| Somewhat agree | 471 | 68 | 55 | 33 | 172 | 111 | 32 | 138 | 74 | 127 | 87 | 118 | 353 | 414 | 37 |
| | 47% | 51% | 48% | 54% | 45% | 47% | 48% | 50% | 45% | 47% | 46% | 45% | 48% | 48% | 46% |
| Bottom 2 Box (Net) | 182 | 17 | 20 | 10 | 77 | 44 | 13 | 46 | 20 | 60 | 37 | 63 | 119 | 153 | 19 |
| | 18% | 13% | 18% | 16% | 20% | 18% | 20% | 17% | 12% | 22% | 19% | 24% | 16% | 18% | 23% |
| Somewhat disagree | 144 | 14 | 17 | 9 | 62 | 31 | 13 | 39 | 10 | 45 | 31 | 46 | 98 | 116 | 17 |
| | 14% | 10% | 15% | 14% | 16% | 13% | 19% | 14% | 6% | 16% | 16% | 17% | 13% | 13% | 21% |
| Strongly disagree | 38 | 4 | 3 | 1 | 16 | 13 | 1 | 7 | 10 | 15 | 6 | 17 | 21 | 37 | 1 |
| | 4% | 3% | 3% | 2% | 4% | 5% | 1% | 2% | 6% | 6% | 3% | 6% | 3% | 4% | 1% |
| Sigma | 1000 | 134 | 113 | 62 | 385 | 239 | 67 | 275 | 164 | 272 | 189 | 263 | 737 | 865 | 81 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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4. Thinking about the role of social media companies, to what extent do you agree or disagree with the following: - Freedom of speech means that people should be able to post whatever they want on social media, and social-media companies are under no obligation to stop it

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | | Urban/Rural | |
|--------------------------------------|--------------|-------------|-------------|------------|-------------|-------------|------------|------------------|----------------|-----------------|-------------|-----------------------|-------------|-------------|------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids | Urban | Rural |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M | N |
| Base: All Respondents (unwtd) | 1000 | 131 | 108 | 86 | 371 | 207 | 97 | 229 | 151 | 285 | 247 | 270 | 730 | 881 | 75 |
| Base: All Respondents (wtd) | 1000 | 134 | 113 | 62 | 385 | 239 | 67 | 275 | 164 | 272 | 189 | 263 | 737 | 865 | 81 |
| Top 2 Box (Net) | 342 34% | 44 33% | 43 38% | 22 35% | 137 35% | 71 30% | 25 37% | 104 38% | 44 27% | 100 37% | 69 36% | 118 45% | 224 30% | 300 35% | 21 26% |
| Strongly agree | 112 11% | 14 10% | 23 21% | 5 7% | 42 11% | 20 9% | 8 13% | 35 13% | 13 8% | 31 11% | 22 12% | 48 18% | 64 9% | 101 12% | 4 5% |
| Somewhat agree | 230 23% | 31 23% | 20 18% | 17 28% | 95 25% | 51 21% | 16 24% | 69 25% | 31 19% | 68 25% | 47 25% | 70 27% | 160 22% | 199 23% | 17 21% |
| Bottom 2 Box (Net) | 658 66% | 90 67% | 70 62% | 40 65% | 248 65% | 168 70% | 42 63% | 171 62% | 120 73% | 173 63% | 120 64% | 145 55% | 513 70% | 565 65% | 60 74% |
| Somewhat disagree | 388 39% | 46 35% | 42 37% | 26 41% | 146 38% | 101 42% | 26 39% | 116 42% | 60 37% | 92 34% | 70 37% | 89 34% | 299 41% | 331 38% | 35 43% |
| Strongly disagree | 271 27% | 43 32% | 28 24% | 14 23% | 102 27% | 67 28% | 16 24% | 55 20% | 60 37% | 80 29% | 51 27% | 57 22% | 214 29% | 233 27% | 25 30% |
| Sigma | 1000 100% | 134 100% | 113 100% | 62 100% | 385 100% | 239 100% | 67 100% | 275 100% | 164 100% | 272 100% | 189 100% | 263 100% | 737 100% | 865 100% | 81 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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5. Thinking about the role of social media companies, to what extent do you agree or disagree with the following: - Social media companies should be taxed in Canada

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | | Urban/Rural | |
|--------------------------------------|--------------|-------------|-------------|------------|-------------|-------------|------------|------------------|----------------|-----------------|-------------|-----------------------|-------------|-------------|------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids | Urban | Rural |
| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | |
| Base: All Respondents (unwtd) | 1000 | 131 | 108 | 86 | 371 | 207 | 97 | 229 | 151 | 285 | 247 | 270 | 730 | 881 | 75 |
| Base: All Respondents (wtd) | 1000 | 134 | 113 | 62 | 385 | 239 | 67 | 275 | 164 | 272 | 189 | 263 | 737 | 865 | 81 |
| Top 2 Box (Net) | 805 81% | 114 85% | 79 70% | 54 88% | 311 81% | 197 83% | 49 74% | 202 73% | 127 77% | 222 82% | 173 91% | 186 71% | 619 84% | 707 82% | 60 74% |
| | | B | * | BF* | B | B | * | | | | GHI | | K | | * |
| Strongly agree | 370 37% | 55 41% | 43 38% | 24 39% | 138 36% | 85 35% | 25 37% | 71 26% | 69 42% | 110 40% | 86 45% | 86 33% | 284 39% | 320 37% | 29 36% |
| | | | * | * | | | * | | G | G | G | | | | * |
| Somewhat agree | 436 44% | 59 44% | 36 31% | 30 49% | 173 45% | 113 47% | 24 36% | 131 48% | 58 35% | 113 41% | 87 46% | 101 38% | 335 45% | 387 45% | 31 38% |
| | | | * | B* | B | B | * | H | | | | | | | * |
| Bottom 2 Box (Net) | 195 19% | 20 15% | 34 30% | 8 12% | 74 19% | 42 17% | 18 26% | 73 27% | 37 23% | 50 18% | 16 9% | 77 29% | 118 16% | 158 18% | 22 26% |
| | | | ACDE* | * | | | C* | J | J | J | | L | | | * |
| Somewhat disagree | 140 14% | 18 14% | 28 25% | 6 9% | 50 13% | 29 12% | 10 15% | 49 18% | 25 15% | 37 13% | 13 7% | 48 18% | 92 12% | 111 13% | 15 19% |
| | | | CDE* | * | | | * | J | J | J | | | | | * |
| Strongly disagree | 55 6% | 2 1% | 6 6% | 2 3% | 24 6% | 13 5% | 8 11% | 24 9% | 12 8% | 13 5% | 3 1% | 29 11% | 26 4% | 47 5% | 6 8% |
| | | | * | * | A | | A* | J | J | | | L | | | * |
| Sigma | 1000 100% | 134 100% | 113 100% | 62 100% | 385 100% | 239 100% | 67 100% | 275 100% | 164 100% | 272 100% | 189 100% | 263 100% | 737 100% | 865 100% | 81 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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6. Thinking about the role of social media companies, to what extent do you agree or disagree with the following: - Social media companies should be more heavily regulated in Canada

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | | Urban/Rural | |
|--------------------------------------|-------------|------------|------------|-----------|------------|------------|-----------|------------------|----------------|-----------------|------------|-----------------------|------------|-------------|-----------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids | Urban | Rural |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M | N |
| Base: All Respondents (unwtd) | 1000 | 131 | 108 | 86 | 371 | 207 | 97 | 229 | 151 | 285 | 247 | 270 | 730 | 881 | 75 |
| Base: All Respondents (wtd) | 1000 | 134 | 113 | 62 | 385 | 239 | 67 | 275 | 164 | 272 | 189 | 263 | 737 | 865 | 81 |
| Top 2 Box (Net) | 771 | 106 | 89 | 46 | 284 | 190 | 55 | 212 | 133 | 203 | 145 | 197 | 574 | 668 | 58 |
| | 77% | 79% | 79% | 74% | 74% | 79% | 83% | 77% | 81% | 75% | 77% | 75% | 78% | 77% | 72% |
| | | | * | * | | | * | | | | | | | | * |
| Strongly agree | 281 | 38 | 31 | 22 | 102 | 66 | 22 | 62 | 65 | 74 | 50 | 69 | 212 | 227 | 27 |
| | 28% | 28% | 27% | 35% | 27% | 28% | 33% | 22% | 39% | 27% | 27% | 26% | 29% | 26% | 33% |
| | | | * | * | | | * | | GIJ | | | | | | * |
| Somewhat agree | 490 | 68 | 58 | 24 | 182 | 124 | 33 | 150 | 69 | 128 | 95 | 129 | 361 | 441 | 32 |
| | 49% | 51% | 51% | 39% | 47% | 52% | 50% | 55% | 42% | 47% | 50% | 49% | 49% | 51% | 39% |
| | | | * | * | | | * | | H | | | | | | * |
| Bottom 2 Box (Net) | 229 | 28 | 24 | 16 | 101 | 49 | 12 | 63 | 31 | 69 | 44 | 66 | 163 | 197 | 23 |
| | 23% | 21% | 21% | 26% | 26% | 21% | 17% | 23% | 19% | 25% | 23% | 25% | 22% | 23% | 28% |
| | | | * | * | | | * | | | | | | | | * |
| Somewhat disagree | 173 | 22 | 14 | 12 | 76 | 38 | 11 | 47 | 23 | 48 | 36 | 40 | 134 | 153 | 16 |
| | 17% | 17% | 12% | 19% | 20% | 16% | 16% | 17% | 14% | 17% | 19% | 15% | 18% | 18% | 20% |
| | | | * | * | | | * | | | | | | | | * |
| Strongly disagree | 56 | 6 | 10 | 4 | 25 | 11 | 1 | 16 | 8 | 22 | 8 | 26 | 29 | 44 | 7 |
| | 6% | 4% | 9% | 6% | 6% | 5% | 1% | 6% | 5% | 8% | 4% | 10% | 4% | 5% | 8% |
| | | | * | * | | | * | | | | | L | | | * |
| Sigma | 1000 | 134 | 113 | 62 | 385 | 239 | 67 | 275 | 164 | 272 | 189 | 263 | 737 | 865 | 81 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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Thinking about the role of social media companies, to what extent do you agree or disagree with the following: - Top 2 Box Summary

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | | Urban/Rural | |
|---|-------------|------------|------------|-----------|------------|------------|-----------|------------------|----------------|-----------------|------------|-----------------------|------------|-------------|-----------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids | Urban | Rural |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M | N |
| Base: All Respondents (unwtd) | 1000 | 131 | 108 | 86 | 371 | 207 | 97 | 229 | 151 | 285 | 247 | 270 | 730 | 881 | 75 |
| Base: All Respondents (wtd) | 1000 | 134 | 113 | 62 | 385 | 239 | 67 | 275 | 164 | 272 | 189 | 263 | 737 | 865 | 81 |
| Social media companies should do more to block or remove messages that spread hate or racism | 883 | 127 | 94 | 57 | 329 | 215 | 62 | 240 | 151 | 235 | 168 | 227 | 657 | 766 | 71 |
| | 88% | 95% | 83% | 92% | 86% | 90% | 93% | 87% | 92% | 86% | 89% | 86% | 89% | 89% | 87% |
| | | BD | * | * | | | * | | | | | | | | * |
| Social media companies should be required to inform police about messages that spread hate or racism | 832 | 117 | 91 | 52 | 308 | 210 | 54 | 225 | 139 | 223 | 156 | 219 | 613 | 724 | 63 |
| | 83% | 87% | 81% | 84% | 80% | 88% | 81% | 82% | 85% | 82% | 82% | 83% | 83% | 84% | 78% |
| | | | * | * | | D | * | | | | | | | | * |
| I support companies who reduce their social-media advertising until social-media companies do more to address the spread of hate or racism on their platforms | 818 | 117 | 93 | 52 | 308 | 195 | 54 | 229 | 144 | 212 | 152 | 201 | 617 | 712 | 63 |
| | 82% | 87% | 82% | 84% | 80% | 82% | 80% | 83% | 88% | 78% | 81% | 76% | 84% | 82% | 77% |
| | | | * | * | | | * | | I | | | | K | | * |
| Freedom of speech means that people should be able to post whatever they want on social media, and social-media companies are under no obligation to stop it | 342 | 44 | 43 | 22 | 137 | 71 | 25 | 104 | 44 | 100 | 69 | 118 | 224 | 300 | 21 |
| | 34% | 33% | 38% | 35% | 35% | 30% | 37% | 38% | 27% | 37% | 36% | 45% | 30% | 35% | 26% |
| | | | * | * | | | * | | | | | L | | | * |
| Social media companies should be taxed in Canada | 805 | 114 | 79 | 54 | 311 | 197 | 49 | 202 | 127 | 222 | 173 | 186 | 619 | 707 | 60 |
| | 81% | 85% | 70% | 88% | 81% | 83% | 74% | 73% | 77% | 82% | 91% | 71% | 84% | 82% | 74% |
| | | B | * | BF* | B | B | * | | | | GHI | | K | | * |
| Social media companies should be more heavily regulated in Canada | 771 | 106 | 89 | 46 | 284 | 190 | 55 | 212 | 133 | 203 | 145 | 197 | 574 | 668 | 58 |
| | 77% | 79% | 79% | 74% | 74% | 79% | 83% | 77% | 81% | 75% | 77% | 75% | 78% | 77% | 72% |
| | | | * | * | | | * | | | | | | | | * |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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Thinking about the role of social media companies, to what extent do you agree or disagree with the following: - Bottom 2 Box Summary

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | | Urban/Rural | |
|---|-------------|------------|------------|-----------|------------|------------|-----------|------------------|----------------|-----------------|------------|-----------------------|------------|-------------|-----------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids | Urban | Rural |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M | N |
| Base: All Respondents (unwtd) | 1000 | 131 | 108 | 86 | 371 | 207 | 97 | 229 | 151 | 285 | 247 | 270 | 730 | 881 | 75 |
| Base: All Respondents (wtd) | 1000 | 134 | 113 | 62 | 385 | 239 | 67 | 275 | 164 | 272 | 189 | 263 | 737 | 865 | 81 |
| Social media companies should do more to block or remove messages that spread hate or racism | 117 | 7 | 19 | 5 | 56 | 24 | 5 | 35 | 13 | 37 | 21 | 37 | 80 | 99 | 10 |
| | 12% | 5% | 17% | 8% | 14% | 10% | 7% | 13% | 8% | 14% | 11% | 14% | 11% | 11% | 13% |
| | | | A* | * | A | | * | | | | | | | | * |
| Social media companies should be required to inform police about messages that spread hate or racism | 168 | 17 | 22 | 10 | 77 | 29 | 13 | 50 | 24 | 49 | 33 | 44 | 124 | 141 | 18 |
| | 17% | 13% | 19% | 16% | 20% | 12% | 19% | 18% | 15% | 18% | 18% | 17% | 17% | 16% | 22% |
| | | | * | * | E | | * | | | | | | | | * |
| I support companies who reduce their social-media advertising until social-media companies do more to address the spread of hate or racism on their platforms | 182 | 17 | 20 | 10 | 77 | 44 | 13 | 46 | 20 | 60 | 37 | 63 | 119 | 153 | 19 |
| | 18% | 13% | 18% | 16% | 20% | 18% | 20% | 17% | 12% | 22% | 19% | 24% | 16% | 18% | 23% |
| | | | * | * | | | * | | | H | | L | | | * |
| Freedom of speech means that people should be able to post whatever they want on social media, and social-media companies are under no obligation to stop it | 658 | 90 | 70 | 40 | 248 | 168 | 42 | 171 | 120 | 173 | 120 | 145 | 513 | 565 | 60 |
| | 66% | 67% | 62% | 65% | 65% | 70% | 63% | 62% | 73% | 63% | 64% | 55% | 70% | 65% | 74% |
| | | | * | * | | | * | | | | | | K | | * |
| Social media companies should be taxed in Canada | 195 | 20 | 34 | 8 | 74 | 42 | 18 | 73 | 37 | 50 | 16 | 77 | 118 | 158 | 22 |
| | 19% | 15% | 30% | 12% | 19% | 17% | 26% | 27% | 23% | 18% | 9% | 29% | 16% | 18% | 26% |
| | | | ACDE* | * | | | C* | J | J | J | | L | | | * |
| Social media companies should be more heavily regulated in Canada | 229 | 28 | 24 | 16 | 101 | 49 | 12 | 63 | 31 | 69 | 44 | 66 | 163 | 197 | 23 |
| | 23% | 21% | 21% | 26% | 26% | 21% | 17% | 23% | 19% | 25% | 23% | 25% | 22% | 23% | 28% |
| | | | * | * | | | * | | | | | | | | * |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N

Minimum Base: 30 (**), Small Base: 100 (*)

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