



## FACTUM

### **Most Canadians (88%) Say Social Media Companies Should Do More to Block or Remove Messages that Spread Hate or Racism, Inform Police (83%) of these Messages**

Eight in ten (82%) Support Companies Who Reduce Social-Media Advertising until Social-Media Companies do more to Address Issue

**Toronto, ON, July 20, 2020** – Canadians want action from social media companies to help stop the spread of hate and racism, according to a new Ipsos poll conducted on behalf of Global News. Most (88%) Canadians agree (53% strongly/35% somewhat) that social media companies should do more to block or remove messages that spread hate or racism. Moreover, eight in ten (83%) agree (41% strongly/42% somewhat) that social media companies should be required to inform police about messages that spread hate or racism.

Some of Canada's leading companies have recently announced that they are temporarily suspending some of their social-media advertising until social-media companies do more to address the issue. Canadians largely endorse this action: eight in ten (82%) agree (35% strongly/47% somewhat) that they 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.

However, a significant minority (34%) of Canadians believe that the protection of freedom of speech has a role to play in this discussion, agreeing (11% strongly/23% somewhat) that 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. This is a view held by more men (40%) than women (29%), and by more Canadians aged 18-34 (45%) than those aged 35-54 (38%) or 55+ (23%).

#### **Government Regulation, Taxation Popular among Canadians**

Canadians would like to see a greater role for the federal government in the regulation and taxation of social media companies. More specifically:

- Eight in ten (81%) agree (37% strongly/44% somewhat) that social media companies should be taxed in Canada. Support rises to 87% among those aged 55+.
- Three quarters (77%) agree (28% strongly/49% somewhat) that social media companies should be more heavily regulated in Canada. Once again, support rises to 85% among those aged 55+.



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### About the Study

These are some of the findings of an Ipsos poll conducted between July 8 and 10, 2020, on behalf of Global News. For this survey, a sample of 1,000 Canadians aged 18+ was interviewed online. Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within  $\pm 3.5$  percentage points, 19 times out of 20, had all Canadians aged 18+ been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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### About Ipsos

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

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