

When the federal government's Bill C-18, the Online News Act, comes into effect within the next six months, it will create a new government oversight for digital giants like Meta (that owns Facebook and Instagram), Google, and others to negotiate deals compensating media outlets for news content they share or otherwise repurpose on their platforms.

Generally speaking, do you support or oppose this law eventually coming into force?	Age				Generation							Gender		Province							Income			Education		
	Total	'18-34	'35-54	'55+	Gen Z (18 to 26)	Millennials (27 to 42)	Gen X (43 to 56)	Boomers I (59 to 68)	Boomers II (69+)	Boomers+ (59+)	Male	Female	BC	AB	MB/SK	ON	PD	ATL	<\$50K	\$50K-\$99K	\$100K+	HS or less	College/ Tech school	Univ+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	X	Y	Z		
BASE: All Respondents	1530	384	514	632	120	408	423	233	346	579	740	790	211	175	102	577	371	94	421	459	462	284	442	804		
BASE: WEIGHTED	1530	419	498	612	142*	412	409	240	327	567	751	779	205	170	100*	583	362	110*	538	456	364	608	456	466		
TOP 2 BOX (NET)	880	242	266	372	98	215	225	132	212	343	446	434	116	81	48	311	259	66	311	264	228	314	259	307		
	58%	58%	53%	61%	69%	52%	55%	55%	65%	61%	59%	56%	56%	47%	48%	53%	72%	60%	58%	58%	63%	52%	57%	66%		
				C	FGH				FGHJ	FH							MNOP							XY		
(4) Very much support	333	98	75	160	40	71	76	54	92	146	182	151	36	17	20	97	143	20	114	88	106	111	95	126		
	22%	23%	15%	26%	28%	17%	19%	23%	28%	26%	24%	19%	18%	10%	20%	17%	39%	18%	21%	19%	29%	18%	21%	27%		
		C		C	FG				FG	FG							MNOPR				ST			XY		
(3) Somewhat support	547	143	192	213	57	144	149	77	120	197	264	283	80	64	28	214	117	45	198	176	122	203	164	180		
	36%	34%	38%	35%	40%	35%	36%	32%	37%	35%	35%	36%	39%	37%	28%	37%	32%	41%	37%	38%	33%	33%	36%	39%		
(2) Somewhat oppose	351	112	118	121	32	111	89	57	61	119	138	213	48	37	28	148	67	22	115	119	69	165	99	87		
	23%	27%	24%	20%	23%	27%	22%	24%	19%	21%	18%	27%	23%	22%	28%	25%	19%	20%	21%	26%	19%	27%	22%	19%		
		D				I					K					Q				U		Z		Z		
(1) Very much oppose	299	66	114	120	12	86	96	51	54	105	167	132	42	53	24	123	35	22	112	74	67	129	98	72		
	20%	16%	23%	20%	8%	21%	23%	21%	17%	19%	22%	17%	20%	31%	24%	21%	10%	20%	21%	16%	18%	21%	21%	15%		
			B			E	EI	E		E	L		Q	MPO	Q	Q	Q	Q				Z	Z	Z		
BOTTOM 2 BOX (NET)	650	178	232	240	44	197	185	108	115	224	305	345	90	90	52	272	102	44	227	192	136	294	196	160		
	42%	42%	47%	39%	31%	48%	45%	45%	35%	39%	41%	44%	44%	53%	52%	47%	28%	40%	42%	42%	37%	48%	43%	34%		
			D			EIJ	EI	EIJ		I			Q	Q	Q	Q						Z	Z	Z		
MEAN	2.60	2.70	2.50	2.70	2.90	2.50	2.50	2.60	2.80	2.70	2.60	2.60	2.50	2.30	2.40	2.50	3.00	2.60	2.60	2.70	2.50	2.60	2.60	2.80		
		C		C	FGH				FGJ	FG			N			N	MNOPR	N						XY		
STD. DEV.	1.0	1.0	1.0	1.1	0.9	1.0	1.1	1.1	1.0	1.1	1.1	1.0	1.0	1.0	1.1	1.0	1.0	1.0	1.0	1.0	1.1	1.0	1.1	1.0		
STD. ERR.	0.0	0.1	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0		

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. \* small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

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The tech companies say the law has no cap on the amount of money they might have to pay and they need to know what that is, many media outlets already have funding agreements with them, and the news articles on their platforms cause visitor traffic click-throughs to generate exposure for ad revenue and new subscribers for the news outlets themselves.

Based on knowing this now, do you support or oppose this law eventually coming into force?	Age				Generation						Gender		Province						Income			Education			
	Total	'18-34	'35-54	'55+	Gen Z (18 to 26)	Millennials (27 to 42)	Gen X (43 to 56)	Boomers I (59 to 68)	Boomers II (69+)	Boomers+ (59+)	Male	Female	BC	AB	MB/SK	ON	PD	ATL	<\$50K	\$50K-\$99K	\$100K+	HS or less	College/ Tech school	Univ+	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	X	Y	Z	
BASE: All Respondents	1530	384	514	632	120	408	423	233	346	579	740	790	211	175	102	577	371	94	421	459	462	175	284	442	804
BASE: WEIGHTED	1530	419	498	612	142*	412	409	240	327	567	751	779	205	170	100*	583	362	110*	538	456	364	608	456	466	
TOP 2 BOX (NET)	843	240	253	350	97	208	211	127	199	327	431	412	114	73	42	304	250	59	301	251	212	311	244	288	
	55%	57%	51%	57%	68%	50%	52%	53%	61%	58%	57%	53%	56%	43%	42%	52%	69%	54%	56%	55%	58%	51%	53%	62%	
					FGH				FG				N				MNOPR							XY	
(4) Very much support	261	73	63	125	25	58	66	43	70	113	145	116	34	18	14	78	99	18	75	75	92	71	76	115	
	17%	17%	13%	20%	18%	14%	16%	18%	22%	20%	19%	15%	17%	11%	14%	13%	27%	17%	14%	17%	25%	12%	17%	25%	
					C				F	F							MNOP				ST			XY	
(3) Somewhat support	582	168	189	225	72	150	146	85	129	214	287	295	80	55	28	227	151	41	226	176	120	241	168	173	
	38%	40%	38%	37%	51%	36%	36%	35%	39%	38%	38%	38%	39%	32%	28%	39%	42%	37%	42%	38%	33%	40%	37%	37%	
					FGHJ												O		U						
(2) Somewhat oppose	402	111	142	149	32	121	110	65	75	139	153	249	50	44	31	170	80	28	130	129	91	171	124	107	
	26%	27%	28%	24%	23%	29%	27%	27%	23%	25%	20%	32%	24%	26%	31%	29%	22%	25%	24%	28%	25%	28%	27%	23%	
										K							Q								
(1) Very much oppose	285	68	104	113	13	83	88	48	53	101	166	119	41	53	27	108	32	23	107	76	61	125	88	72	
	19%	16%	21%	18%	9%	20%	22%	20%	16%	18%	22%	15%	20%	31%	27%	19%	9%	21%	20%	17%	17%	21%	19%	15%	
					E	E	E	E	E	L			Q	MPO	Q	Q	Q	Q	Q						
BOTTOM 2 BOX (NET)	687	179	246	262	45	204	198	113	127	240	319	368	91	97	58	279	112	51	237	205	152	296	212	178	
	45%	43%	49%	43%	32%	50%	48%	47%	39%	42%	43%	47%	44%	57%	58%	48%	31%	46%	44%	45%	42%	49%	47%	38%	
					EI	EI	E			Q	MO	Q	Q	Q	Q	Q	Q	Q				Z	Z		
MEAN	2.50	2.60	2.40	2.60	2.80	2.40	2.50	2.50	2.70	2.60	2.50	2.50	2.50	2.20	2.30	2.50	2.90	2.50	2.50	2.50	2.70	2.40	2.50	2.70	
		C		C	FGH				FG	F			N			N	MNOPR				S			XY	
STD. DEV.	1.0	1.0	1.0	1.0	0.9	1.0	1.0	1.0	1.0	1.0	1.0	0.9	1.0	1.0	1.0	0.9	0.9	1.0	1.0	1.0	1.0	0.9	1.0	1.0	
STD. ERR.	0.0	0.1	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.0	

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - XY/Z

Overlap formulae used. \* small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

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Mela (that owns Facebook and Instagram) and Google have indicated that if the law goes through, they'll remove Canadian news links from their search engines so Canadians won't be able to get Canadian news from their platforms, end all agreements where they pay to license news from over 150 local publishers, and cancel journalism fellowships that they fund.

Based on knowing this now, do you support or oppose this law eventually coming into force?	Age				Generation						Gender		Province							Income			Education		
	Total	'18-34	'35-54	'55+	Gen Z (18 to 26)	Millennials (27 to 42)	Gen X (43 to 56)	Boomers I (59 to 68)	Boomers II (69+)	Boomers+ (59+)	Male	Female	BC	AB	MB/SK	ON	PD	ATL	<\$50K	\$50K-\$99K	\$100K+	HS or less	College/ Tech school	Univ+	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	X	Y	Z	
BASE: All Respondents	1530	384	514	632	120	408	423	233	346	579	740	790	211	175	102	577	371	94	421	459	462	284	442	804	
BASE: WEIGHTED	1530	419	498	612	142*	412	409	240	327	567	751	779	205	170	100*	583	362	110*	538	456	364	608	456	466	
TOP 2 BOX (NET)	682	204	196	282	87	160	174	105	156	261	380	302	88	54	36	231	231	42	234	208	177	244	199	240	
	45%	49%	39%	46%	61%	39%	42%	44%	48%	46%	51%	39%	43%	32%	36%	40%	64%	38%	43%	46%	49%	40%	44%	51%	
		C			FGHJ				F		L						MNOPR							XY	
(4) Very much support	305	83	77	145	33	63	76	51	81	132	179	126	36	21	22	83	123	20	100	80	100	99	80	125	
	20%	20%	15%	24%	24%	15%	19%	21%	25%	23%	24%	16%	17%	12%	22%	14%	34%	18%	19%	17%	27%	16%	18%	27%	
			C						F	F	L						MNOPR				ST			XY	
(3) Somewhat support	377	121	119	137	54	97	97	55	75	129	201	176	52	33	14	148	108	22	134	128	77	144	118	115	
	25%	29%	24%	22%	38%	24%	24%	23%	23%	23%	27%	23%	26%	20%	14%	25%	30%	20%	25%	28%	21%	24%	26%	25%	
		D			FGHJ								O			O	NO				U				
(2) Somewhat oppose	408	110	160	138	33	129	114	54	77	131	170	238	58	49	29	175	67	29	138	139	91	171	116	121	
	27%	26%	32%	23%	24%	31%	28%	23%	23%	23%	23%	31%	28%	29%	30%	19%	27%	26%	30%	25%	28%	25%	26%	26%	
		D				HJ						K	Q	Q	Q	Q									
(1) Very much oppose	440	105	142	192	21	122	122	80	94	174	200	240	59	67	35	176	63	39	166	110	96	193	141	106	
	29%	25%	29%	31%	15%	30%	30%	33%	29%	31%	27%	31%	29%	39%	35%	30%	18%	35%	31%	24%	26%	32%	31%	23%	
					E	E	E	E	E	E	E	E	Q	Q	Q	Q	Q	Q	T			Z	Z		
BOTTOM 2 BOX (NET)	848	215	302	331	55	252	236	135	171	306	370	477	117	116	64	351	131	68	304	248	187	364	257	226	
	55%	51%	61%	54%	39%	61%	58%	56%	52%	54%	49%	61%	57%	68%	64%	60%	36%	62%	57%	54%	51%	60%	56%	49%	
		B			EI	E	E	E	E	E	E	K	Q	Q	Q	Q	Q	Q				Z	Z		
MEAN	2.40	2.40	2.30	2.40	2.70	2.20	2.30	2.30	2.40	2.40	2.50	2.20	2.30	2.00	2.20	2.20	2.20	2.80	2.20	2.30	2.40	2.50	2.20	2.30	2.60
STD. DEV.	1.1	1.1	1.0	1.2	1.0	1.0	1.1	1.2	1.2	1.2	1.1	1.1	1.1	1.0	1.2	1.0	1.1	1.1	1.1	1.0	1.2	1.1	1.1	1.1	
STD. ERR.	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - XY/Z

Overlap formulae used. \* small base

Comparison Groups

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Please choose one of the following statements that is closest to your point of view:

	Age				Generation						Gender		Province						Income			Education		
	Total	'18-34	'35-54	'55+	Gen Z (18 to 26)	Millennials (27 to 42)	Gen X (43 to 56)	Boomers I (59 to 68)	Boomers II (69+)	Boomers+ (59+)	Male	Female	BC	AB	MB/SK	ON	PD	ATL	<\$50K	\$50K-\$99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	X	Y	Z
BASE: All Respondents	1530	384	514	632	120	408	423	233	346	579	740	790	211	175	102	577	371	94	421	459	462	284	442	804
BASE: WEIGHTED	1530	419	498	612	142*	412	409	240	327	567	751	779	205	170	100*	583	362	110*	538	456	364	608	456	466
I stand with the government to take whatever steps are necessary to get these very profitable digital tech companies to fund Canadian news outlets and journalists more than they do, even if it means Canadian news is removed from their platforms. These companies will eventually give into the pressure of the government and seek a compromise	447	122	130	195	39	114	114	70	110	180	238	209	55	46	28	144	148	27	150	134	127	163	119	165
	29%	29%	26%	32%	28%	28%	28%	29%	34%	32%	32%	27%	27%	27%	28%	25%	41%	25%	28%	29%	35%	27%	26%	35%
																	MNOPR							XY
The government and the digital tech companies should both signal a truce, go to the negotiating table, and get this worked out	774	180	258	335	55	201	207	133	178	311	340	434	104	79	52	320	169	51	272	245	158	310	239	224
	51%	43%	52%	55%	39%	49%	51%	55%	55%	45%	55%	51%	46%	52%	55%	47%	46%	51%	54%	43%	51%	52%	48%	48%
			B	B			E	E	E	E		K				Q				U				
I stand with the digital tech companies and how they are reacting because their arguments and tactics against the bill are sound, and the government is not bargaining in good faith. The government will eventually give into the pressure of the companies and seek a compromise.	309	117	110	82	48	97	88	37	39	76	173	136	47	46	20	118	45	32	116	76	79	134	98	77
	20%	28%	22%	13%	34%	23%	22%	16%	12%	13%	23%	17%	23%	27%	20%	20%	13%	29%	22%	17%	22%	21%	17%	17%
			D		GHJ	HJ	IJ				L		Q	Q		Q		Q				Z	Z	

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. \* small base

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