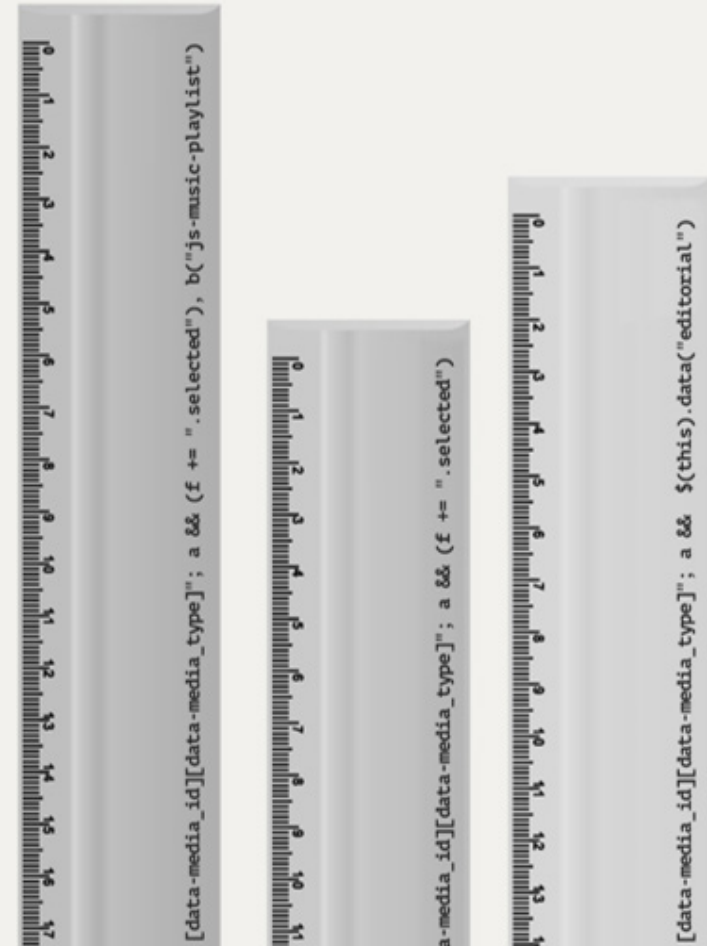




Public Perceptions of Challenges Faced by Canadian News Media Publishers

January 2021



Methodology

H+K Strategies accessed Leger Opinion (LEO)'s online panel to survey 1,000 members of the public between Jan 22nd to 24th, 2021.

The data was weighted to ensure representativeness by age, gender and province. An associated margin of error for a probability-based sample of $n=1,000$ is $\pm 3.5\%$, 19 times out of 20.



Respondent Profile



49%



51%



Education

HS or less	College	University+
20%	30%	49%

Age

18-24	25-34	35-44	45-54	55-64	65+
11%	16%	16%	18%	17%	21%

Region

BC	AB	SK/MB	ON	QC	Atl-CA
14%	11%	7%	38%	23%	7%

Readers of Daily Newspapers 62%

Readers of Weekly Newspapers 59%



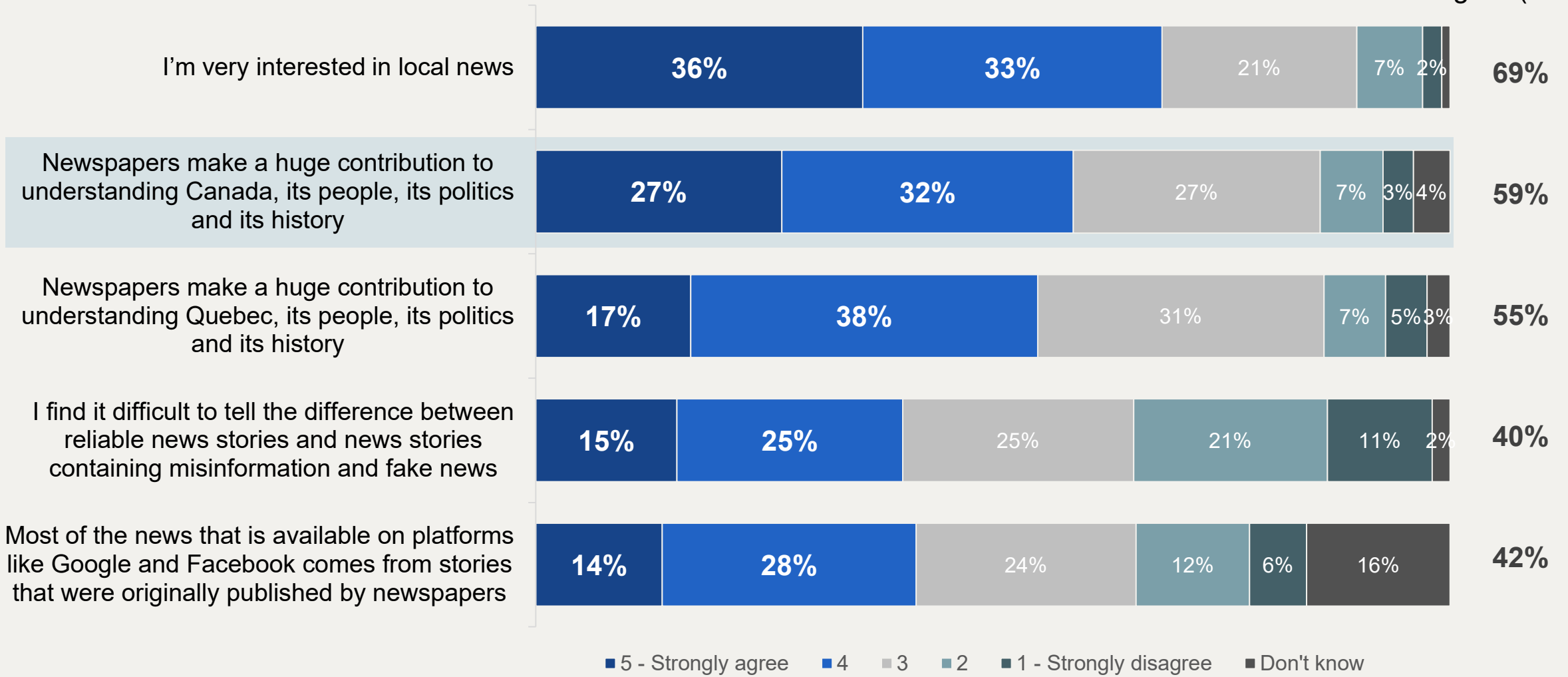
Detailed Findings



Perceptions of the News and Canadian Newspapers

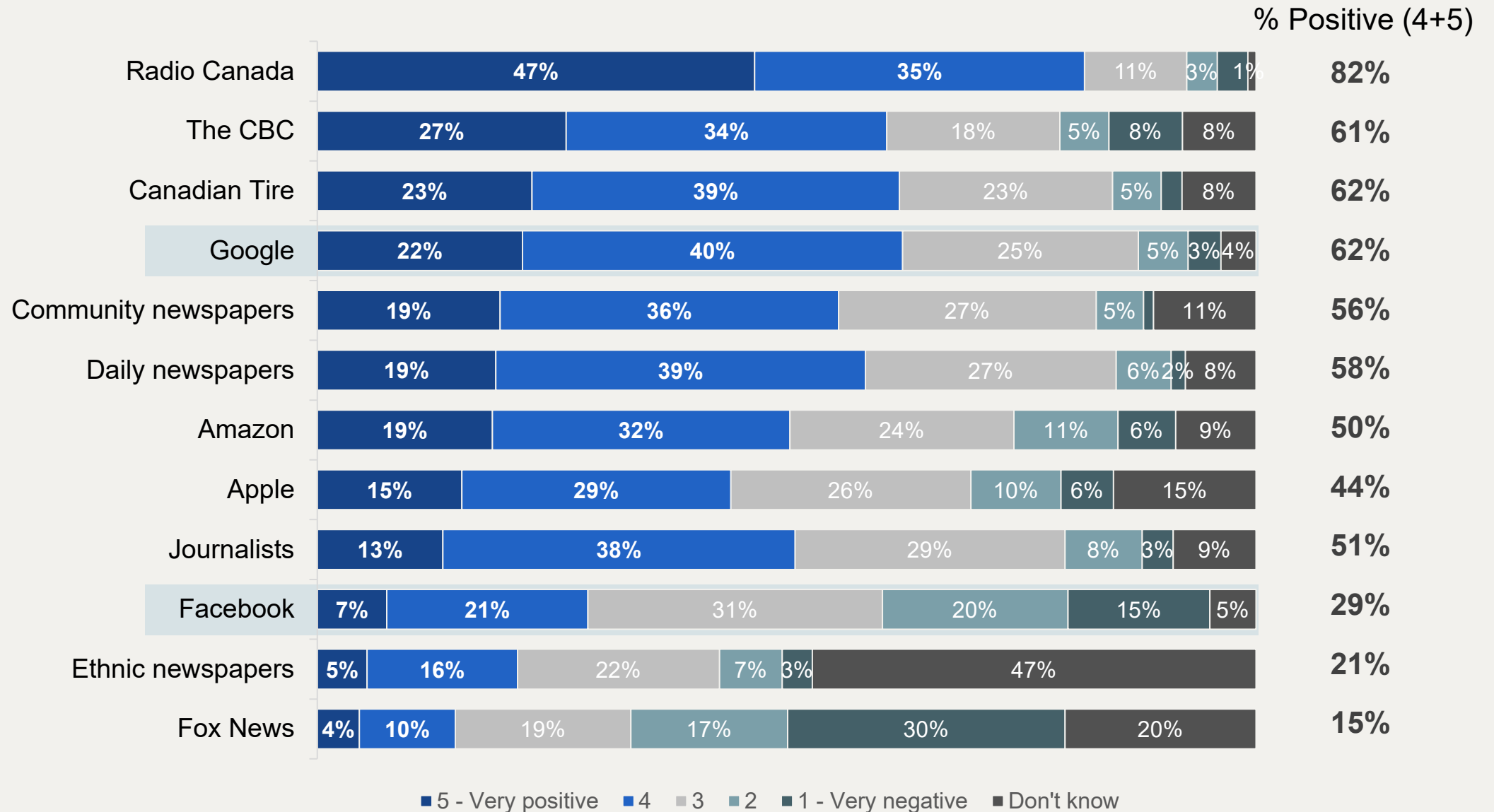


% Agree (4+5)



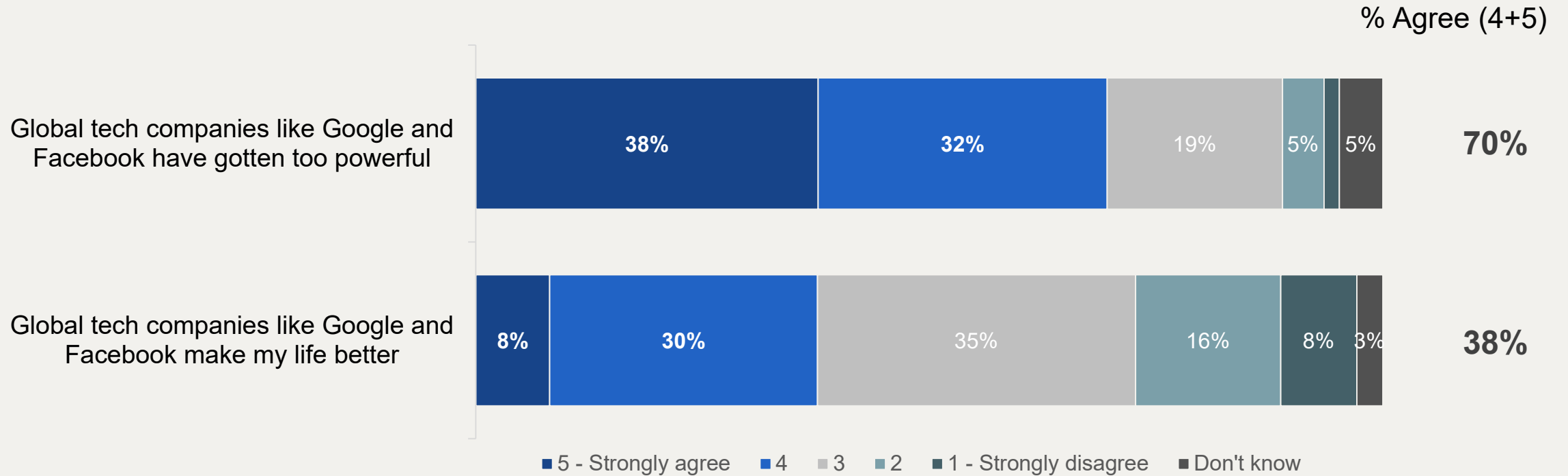
Q4. Please indicate whether you agree or disagree with each of the following statements:

Perceptions of Newspapers, Google & Facebook



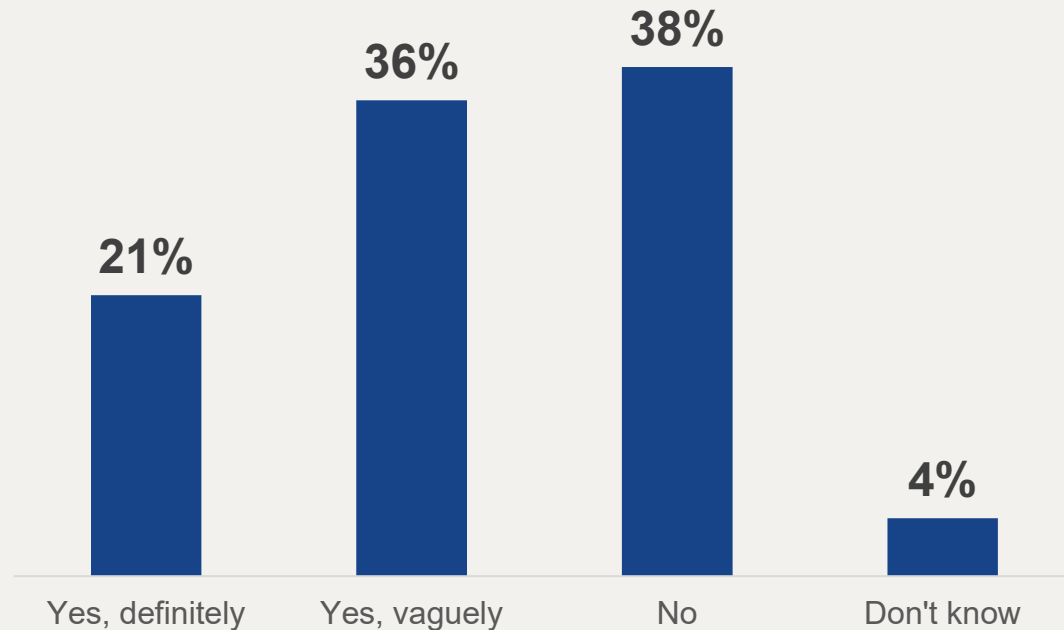
Q3. Overall, would you say that you have a positive or negative opinion of the following:

Ambivalence to Google & Facebook



Q4. Please indicate whether you agree or disagree with each of the following statements:

Awareness of the Financial Difficulties Faced by the Canadian News Media Publishers

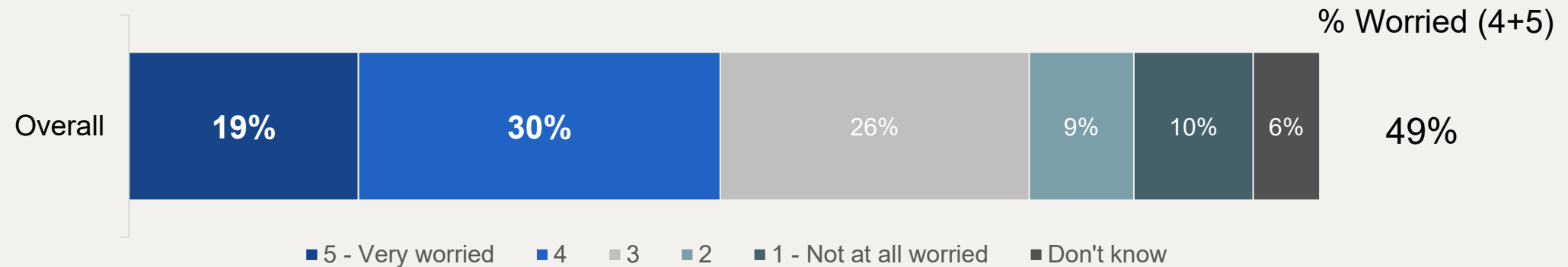


Awareness (“Yes, definitely”) higher among:

- **BQ voters (36%)**
- 65+ years old (33%)
- Readers of dailies (29%)
- **Quebeckers (29%)**
- University educated (28%)
- Men (26%)

Q6. Have you heard anything about Canadian news media publishers facing serious financial difficulties?

Worry About Loss of Canadian News Media Publishers

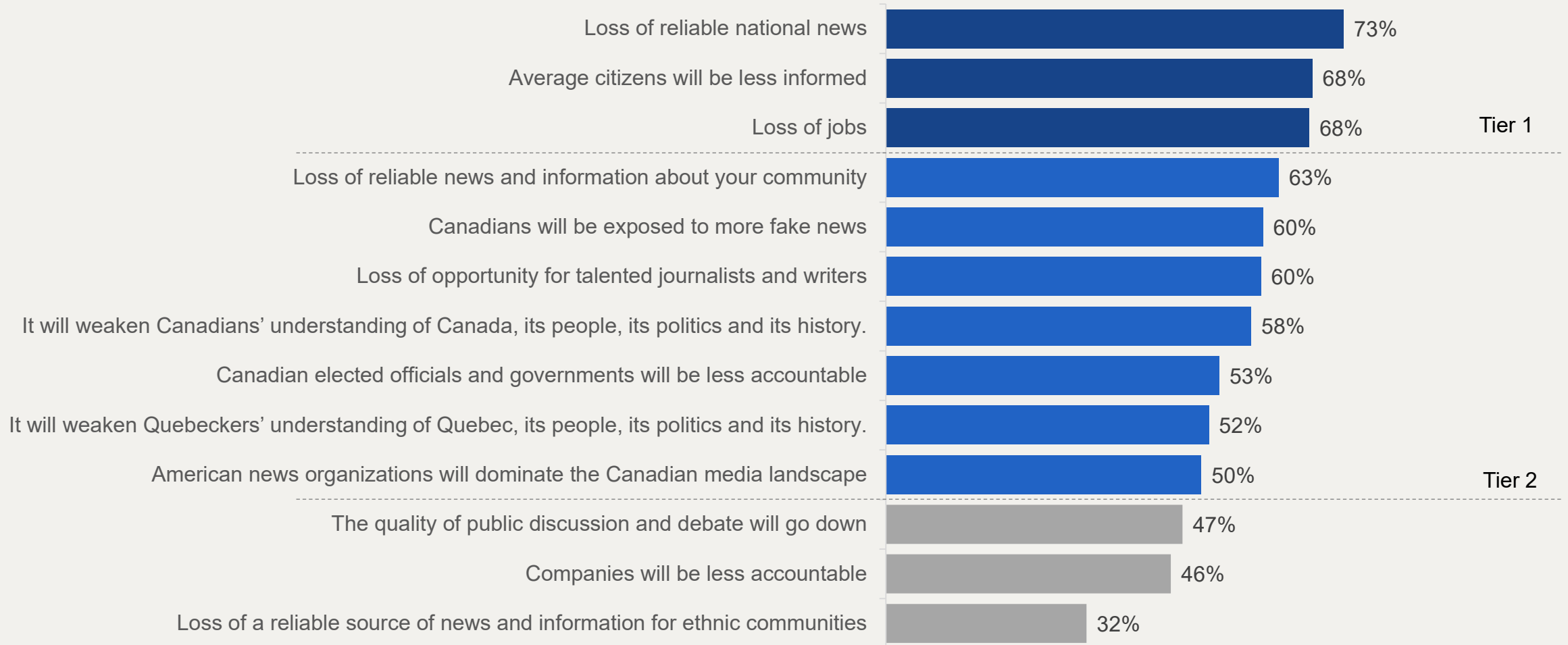


Worry is positively correlated with age, and higher among:

- University educated (56%)
- Readers of daily newspapers (60% vs 25% of non-readers on newspapers)

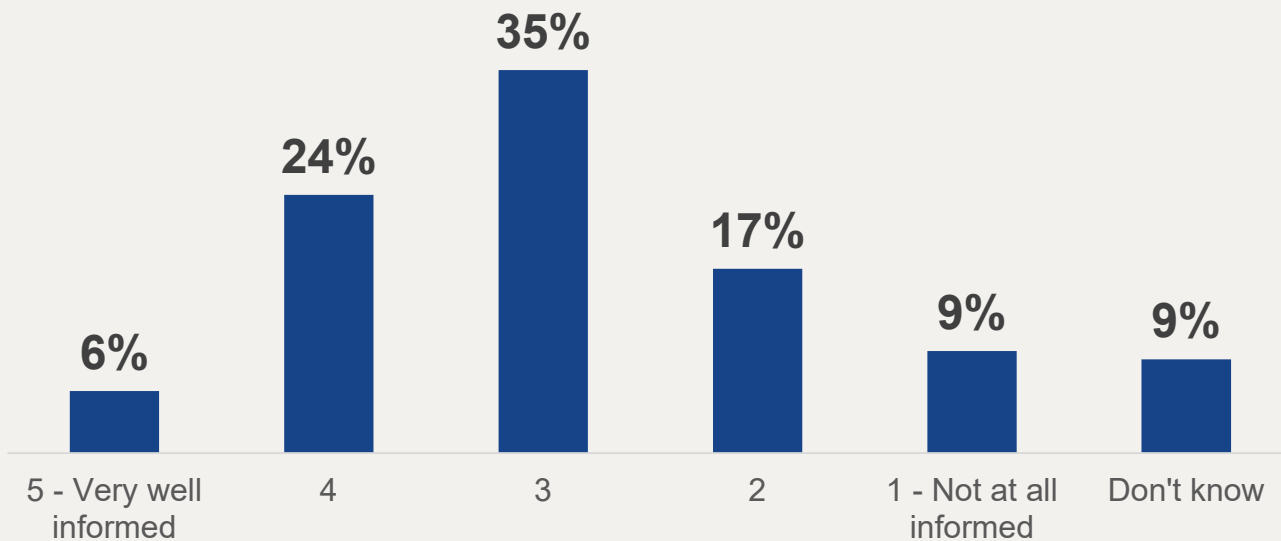
Q7. Canadian news media publishers say they are, in fact, facing serious financial difficulties, with many newspapers having gone out of business in recent years. How worried, if at all, are you about the loss of Canadian news media publishers?

Reasons for Worry



Q8. What is it about the loss of Canadian news media publishers that worries you

Awareness of Impact of Google & Facebook on Canadian News Media Publishers



Awareness (rated 4-5) higher among:

- Readers of dailies (35%) vs. Non-readers of NPs (16%)
- Men (38%)

Q10. How informed do you feel about the impact that global tech companies like Google and Facebook are having on Canadian news media publishers

Before Moving Forward, Respondents Were Shown the Following:



Canadian news media publishers say their survival is threatened by global tech companies like Google and Facebook; daily and community newspapers are especially worried. Publishers describe the situation as follows:

In Canada, as in many other countries, most laws and regulations were written before the Internet. This gap has allowed companies like Google and Facebook to make money from news content created by Canadian news media without permission or payment.

Also, companies like Google and Facebook don't have to follow the same rules as most companies, pay almost no taxes in Canada, and are not regulated by the government. The same situation exists in the U.S, Europe, Australia and elsewhere.

Today, companies like Google and Facebook are using their monopoly power to collect 80% of online advertising dollars, leaving very little for the **Canadian news media publishers** who are creating much of the news content viewed online in this country.

Before Moving Forward, Respondents Were Shown the Following:



In response to the threats they face, **Canadian news media publishers** have asked the federal government to take the following actions:

1. First, they want the government to update the law so that global tech companies like Google and Facebook have to pay publishers for their content.
2. Then they want the government to require Google and Facebook to negotiate a fair share of online advertising dollars with them.

These actions will not require new government funding, consumer taxes or any new user fees.

In other countries around the world like the UK, France, the EU and Australia these global tech companies are facing new laws and regulations to address these issues. Even the U.S. government is considering breaking-up Google and Facebook.

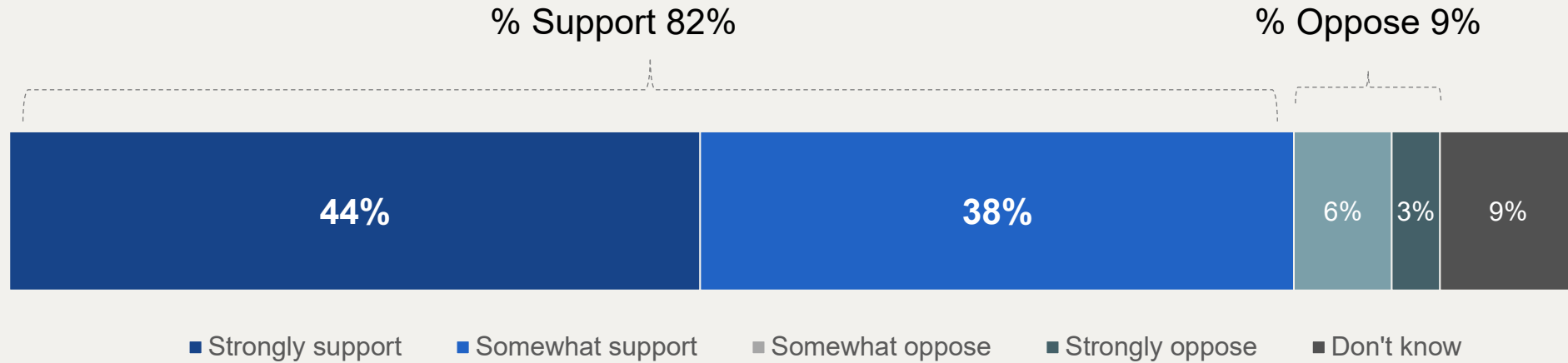
In a nutshell, Canada is lagging behind the rest of the world.

Calling it a “David vs two Goliaths struggle”, **Canadian news media publishers** say that the government needs to act before Google and Facebook use their power to put them out of business.

In response, Google and Facebook say that they direct readers to the sites of Canadian news organizations, which helps to increase readership for publications and supports Canadian journalism.

In addition, Google has threatened to pull Google Search out of Australia if the Australian government requires them to negotiate advertising revenue with publishers.

Support/Opposition for Government Action



Support is uniform across population segments (e.g., 72% of those who neither read dailies or weeklies support the “ask”).

Q13: Overall, do you support or oppose the government updating the law so that global tech companies like Google and Facebook must pay Canadian news media publishers for their content, and ensuring fair and transparent negotiations around advertising dollars?

Verbatim Quotes



“Losing any reputable source of information at any level (community/local/national) is another voice silenced. “

“Save free press. Save democracy.”

“Because it is the ethical response to the parasitic actions of Google and Facebook who capitalize on viewer interest of content they did not create.”

« Je crois qu’il est très important de garder nos médias pour être capable de communiquer une information vrai et pertinente à tous les québécois. »

« Pour être plus juste. »

“ Canadian news. For Canadians. By Canadians.”

“I think the main reason for the government to step in is so that they can create a level playing field.”

“Google should be fairly compensating Canadian journalism.”

“I believe that large corporations have been given too much power.”

:If you create content them you should receive some form of compensation for its use whether that be monetary or through recognition.”

“As Canadian newspaper is the most reliable source of news. We support it. For this time cov19, we depend on the Canadian news.”

■ **Thank you**

