

An Internet tax for Canadian Content? National Online Omnibus Survey

Prepared for:

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:: SURVEY REPORT ::

Methodology

This study was conducted by Innovative Research Group Inc. (INNOVATIVE) for OpenMedia on its monthly national online omnibus survey.

- The online survey was conducted from January 27th, 2016 to February 1st, 2017.
- The sample consists of 2,304 Canadian respondents from INNOVATIVE's Canada 20/20 national panel. The results are weighted to n=2,000 based on Census data from Statistics Canada.
- The Canada 20/20 Panel is recruited from a wide variety of sources to reflect the age, gender, region and language characteristics of the country as a whole. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.
- INNOVATIVE provides each panellist with a unique URL via an email invitation so that only invited panel members are able to complete the survey, and panel members can only complete a particular survey once.
- This is a representative sample. We have set targets to ensure we properly reflect key regional and demographic distribution and then used weights to ensure we reflect the country properly. However, because the online survey was not a random probability based sample, a margin of error can not be calculated. The Marketing Research and Intelligence Association prohibits statements about margins of sampling error or population estimates with regard to most online panels.

Note: *Graphs and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.*

Methodology - Weighting

Results are weighted by Statistics Canada census data along age, gender, and regional dimensions. The tables below show the unweighted and weighted totals.

Region	Unweighted Sample		Weighted Sample	
British Columbia	423	18.4%	270	13.5%
Alberta	274	11.9%	214	10.7%
Prairies	151	6.6%	131	6.5%
Ontario	820	35.6%	764	38.2%
Quebec	478	20.7%	478	23.9%
Atlantic	158	6.9%	142	7.1%
Total	2,304	100.0%	2,000	100.0%

Age/Gender	Unweighted Sample		Weighted Sample	
M 18-34	186	8.1%	278	13.9%
M 35-54	279	12.1%	364	18.2%
M 55+	760	33.0%	327	16.4%
M 18-34	204	8.9%	279	14.0%
M 35-54	284	12.3%	376	18.8%
M 55+	591	25.7%	375	18.8%
Total	2,304	100.0%	2,000	100.0%

Key Findings

This survey asked respondents about the potential for the Federal government to create a new revenue source to support Canadian media Content (CanCon):

- Overall, respondents are supportive of the federal government creating a new revenue source for CanCon. 53% support the idea, and 20% are opposed.
- When it comes to specific options:
 - A large majority are opposed to the option of creating a new tax on internet and mobile phone bills. 70% are opposed, including 51% strongly opposed. 14% support the idea.
 - On the option of extending GST/HST to foreign online companies, there is more support. 47% say they would support the option if revenues were directed to CanCon, with 29% opposed.
- A majority oppose the Internet tax option no matter their party affiliation, with 60% of NDPers, 63% of Liberals, and 74% of Conservatives opposed.

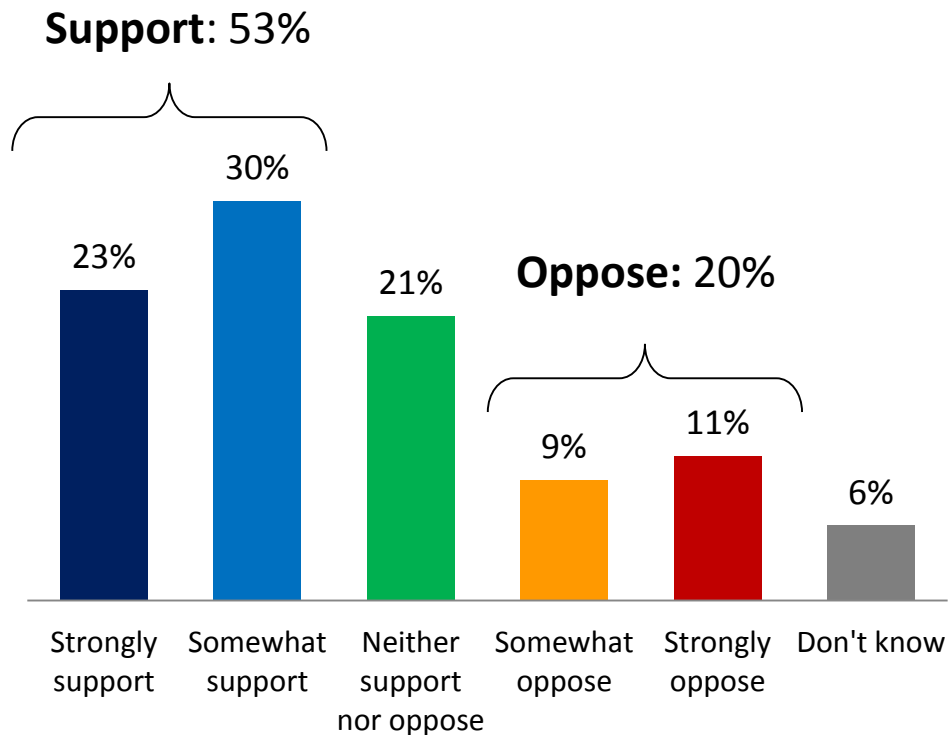
Findings

Half of respondents support creating a new revenue source for CanCon; highest among NDPers (74%)



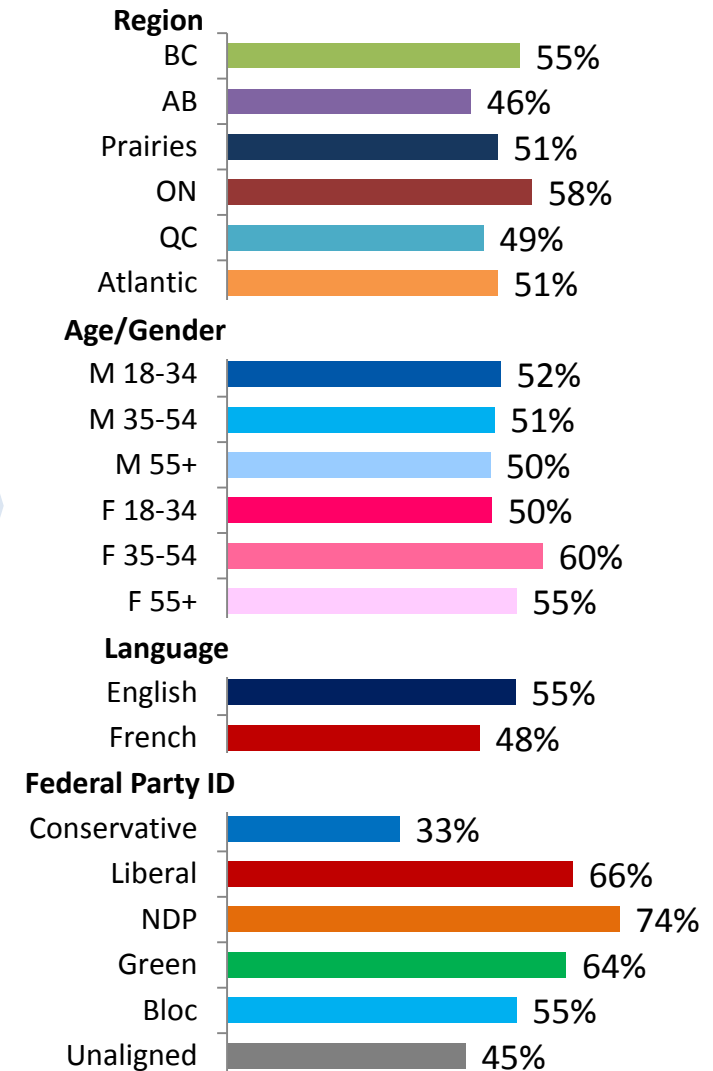
Would you support or oppose the federal government creating a new revenue source to provide dedicated public funding for the production of Canadian music, television, and other media content (often called CanCon)?

[asked of all respondents, n=2,000]



Sample Breakdown ▶▶

Those who say "support"



Strong opposition to the implementation of a tax on internet and mobile phone bills



If the federal government created a new source of revenue to provide dedicated public funding for the production of Canadian music, television, and other media content (often called CanCon) there are a number of options available. Please indicate whether you support or oppose each option below.

[asked of all respondents, n=2,000]

Internet Tax*

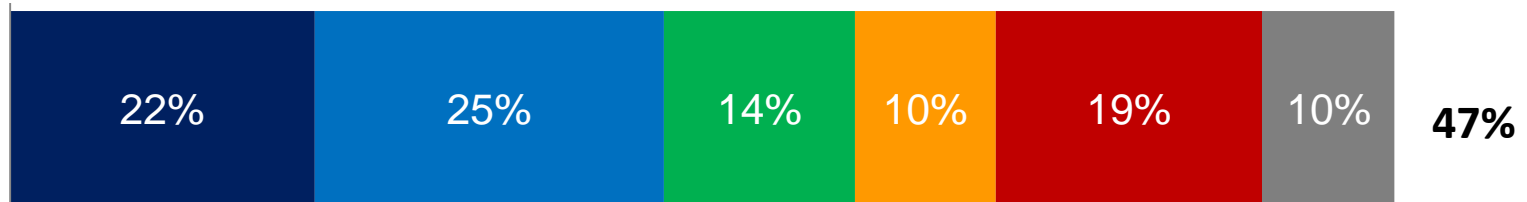
Implementing a new tax of up to 5% on monthly Internet and mobile phone bills to fund Canadian media content.

Support
(Very + Somewhat)



GST/HST*

Extending GST/HST to foreign online companies that operate in Canada, and directing the revenue to fund Canadian media content.



■ Strongly support

■ Somewhat support

■ Neither support nor oppose

■ Somewhat oppose

■ Strongly oppose

■ Don't know

Support for extending GST/HST as a source is highest among BC respondents and lowest among women under 35

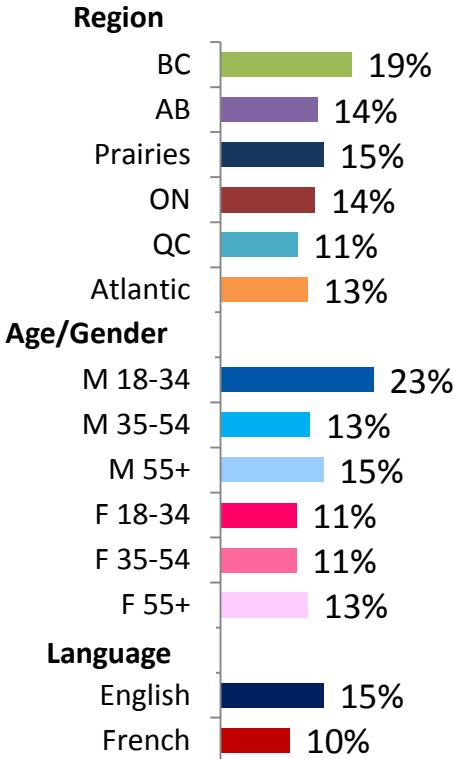


If the federal government created a new source of revenue to provide dedicated public funding for the production of Canadian music, television, and other media content (often called CanCon) there are a number of options available. Please indicate whether you support or oppose each option below.

[asked of all respondents, n=2,000]

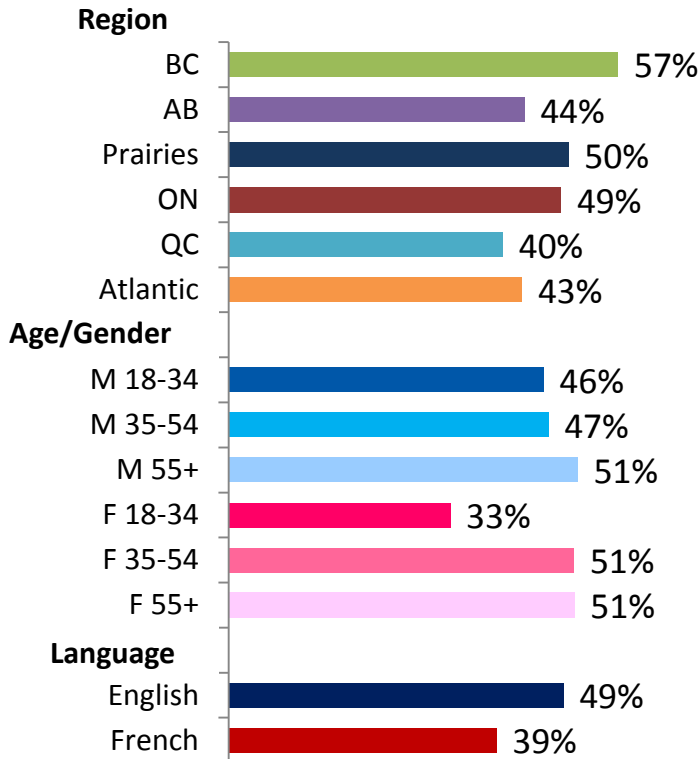
Internet Tax

Support
(Very + Somewhat)



Extending GST/HST

Support
(Very + Somewhat)



*: For full wording of each option see slide 7

Even among those who support a new revenue source in general, a majority would oppose an internet tax



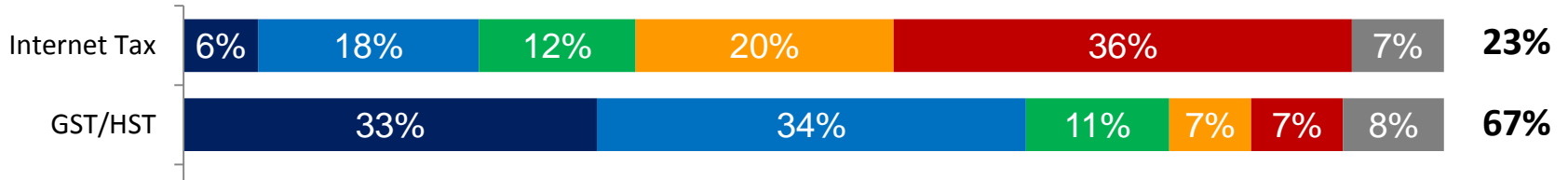
If the federal government created a new source of revenue to provide dedicated public funding for the production of Canadian music, television, and other media content (often called CanCon) there are a number of options available. Please indicate whether you support or oppose each option below.

BY General support for a new revenue source for CanCon

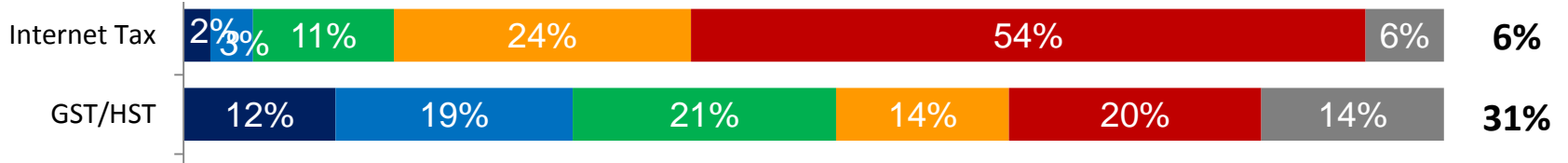
[asked of all respondents, n=2,000]

Support
(Very + Somewhat)

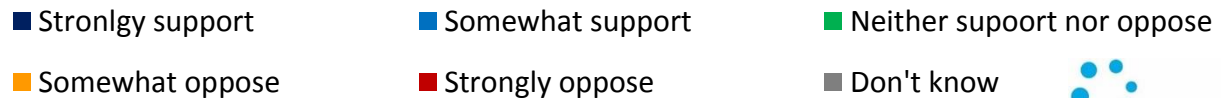
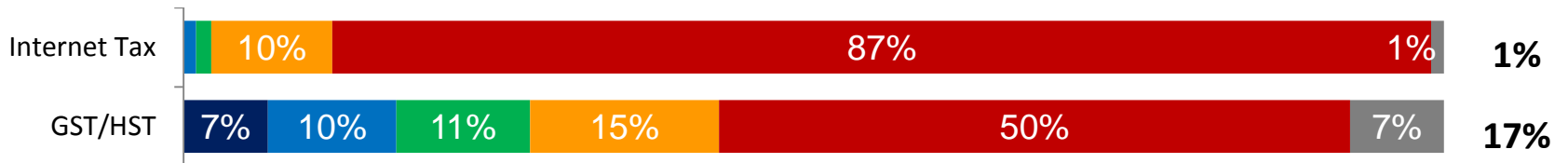
Support a new revenue source in general



Neutral towards a new revenue source



Opposed to a new revenue source in general



*: For full wording of each option see slide 7

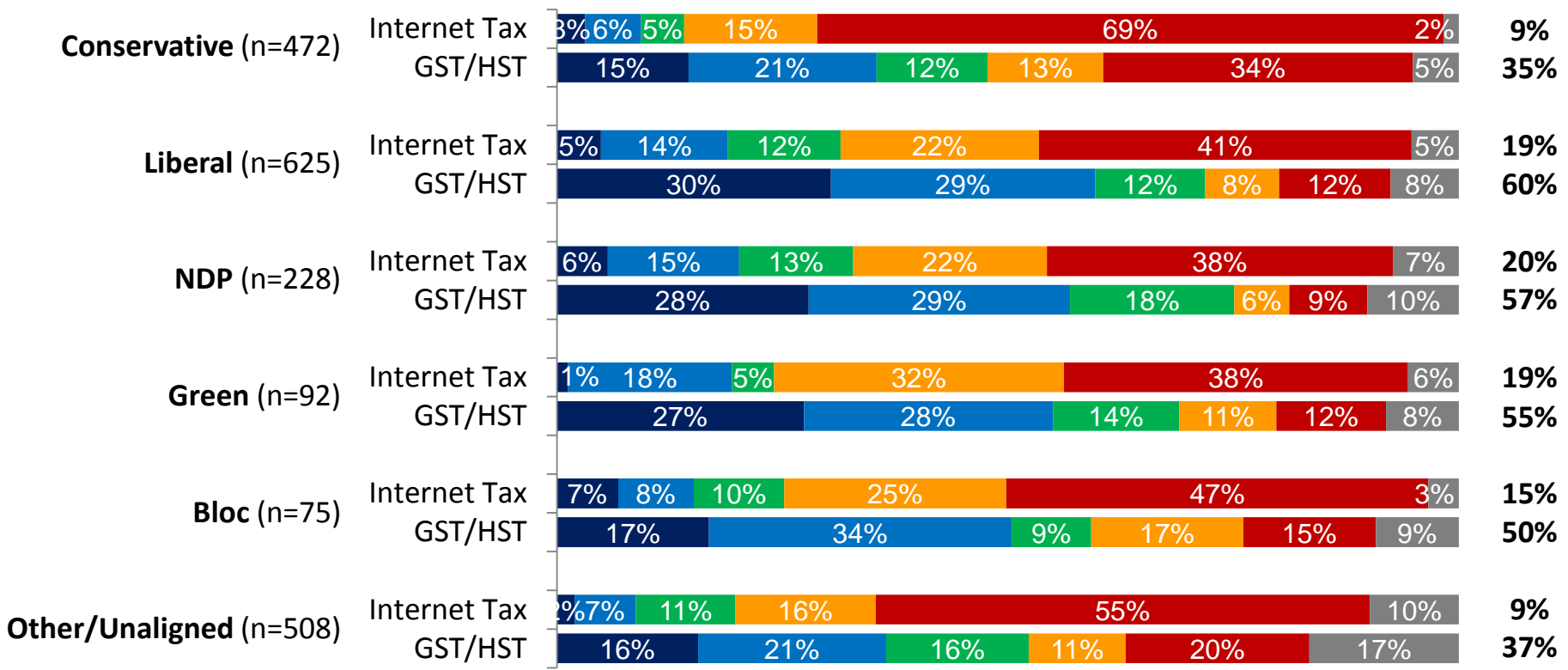
Support for internet tax is low among all groups, support for extending GST/HST highest among Liberals and NDPers



If the federal government created a new source of revenue to provide dedicated public funding for the production of Canadian music, television, and other media content (often called CanCon) there are a number of options available. Please indicate whether you support or oppose each option below.

BY Federal Party ID
[asked of all respondents, n=2,000]

Support
(Very + Somewhat)



■ Strongly support
 ■ Somewhat support
 ■ Neither support nor oppose
■ Somewhat oppose
 ■ Strongly oppose
 ■ Don't know



*: For full wording of each option see slide 7



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