

**Big Tech Wave 1**

QT1. Today, we're asking Canadians some questions about the five most valuable technology companies in the world: Apple, Alphabet Inc. (Google's parent-company), Microsoft, Amazon, and Facebook.

First, how often do you use each company's products and/or services?

[ROWS – RANDOMIZE]

Apple

Google/Alphabet Inc.

Microsoft

Amazon

Facebook

[COLUMNS]

Daily

Multiple times per week

About once per week

Less often than once per week

Never

QT2. Overall, based on whatever you may have seen, heard, or read about each of these companies and – if applicable – your own personal experiences with them, would you say you have a favourable or unfavourable opinion of each company?

[ROWS – KEEP SAME RANDOMIZATION]

Apple

Google/Alphabet Inc.

Microsoft

Amazon

Facebook

[COLUMNS]

Very unfavourable

Moderately unfavourable

Neither favourable nor unfavourable

Moderately favourable

Very favourable

QT3. And, in the last few years or so, has your opinion of each company improved, worsened, or stayed the same?

[ROWS – KEEP SAME RANDOMIZATION]

Apple

Google/Alphabet Inc.

Microsoft

Amazon  
Facebook

[COLUMNS]  
Worsened  
Stayed the same  
Improved

[STANDALONE SCREEN INTROING INFLUENCE QUESTIONS]

As you may be aware, each of these companies is based in the United States, but each has operations in Canada. Next, we will ask you about their influence on different aspects of Canada and Canadian society. Please respond based on whatever you may have seen, heard, or read about each company, and your own personal experiences with them, if you have any.

[RANDOMIZE PRESENTATION OF QT4 – QT6]

QT4. Would you say each company has too much, too little, or the right amount of influence on **public discourse in Canada** (i.e. what people talk about, who they talk to, and how they talk to them) today?

[ROWS – KEEP SAME RANDOMIZATION]

Apple  
Google/Alphabet Inc.  
Microsoft  
Amazon  
Facebook

[COLUMNS]  
Too little influence  
About the right amount  
Too much influence  
Not sure/Can't say

QT5. Would you say each company has too much, too little, or the right amount of influence on **Canadian consumer choices** today?

[ROWS – KEEP SAME RANDOMIZATION]

Apple  
Google/Alphabet Inc.  
Microsoft  
Amazon  
Facebook

[COLUMNS]  
Too little influence  
About the right amount  
Too much influence

Not sure/Can't say

QT6. Would you say each company has too much, too little, or the right amount of influence on **Canadian politics and government** today?

[ROWS – KEEP SAME RANDOMIZATION]

Apple

Google/Alphabet Inc.

Microsoft

Amazon

Facebook

[COLUMNS]

Too little influence

About the right amount

Too much influence

Not sure/Can't say

## **Part 2**

QT1. Today, we're asking Canadians some questions about the five most valuable technology companies in the world: Apple, Alphabet Inc. (Google's parent-company), Microsoft, Amazon, and Facebook.

First, how often do you use each company's products and/or services?

[ROWS – RANDOMIZE]

Apple

Google/Alphabet Inc.

Microsoft

Amazon

Facebook

[COLUMNS]

Daily

Multiple times per week

About once per week

Less often than once per week

Never

QT2. Overall, based on whatever you may have seen, heard, or read about each of these companies and – if applicable – your own personal experiences with them, would you say you have a favourable or unfavourable opinion of each company?

[ROWS – KEEP SAME RANDOMIZATION]

Apple

Google/Alphabet Inc.

Microsoft

Amazon

Facebook

[COLUMNS]

Very unfavourable

Moderately unfavourable

Neither favourable nor unfavourable

Moderately favourable

Very favourable

QT3. And, in the last month, has your opinion of each company improved, worsened, or stayed the same?

[ROWS – KEEP SAME RANDOMIZATION]

Apple

Google/Alphabet Inc.

Microsoft

Amazon

Facebook

[COLUMNS]

Worsened

Stayed the same

Improved

[STANDALONE SCREEN INTROING INFLUENCE QUESTIONS]

As you may be aware, each of these companies is based in the United States, but each has operations in Canada. Next, we will ask you about their influence on different aspects of Canada and Canadian society. Please respond based on whatever you may have seen, heard, or read about each company, and your own personal experiences with them, if you have any.

[RANDOMIZE PRESENTATION OF QT4 – QT6]

QT4. Would you say each company generally has a positive, negative, or neutral influence on public discourse in Canada (i.e. what people talk about, who they talk to, and how they talk to them) today?

[ROWS – KEEP SAME RANDOMIZATION]

Apple

Google/Alphabet Inc.

Microsoft

Amazon

Facebook

[COLUMNS]

Negative influence

Neutral influence

Positive influence

Not sure/Can't say

QT5. Would you say each company generally has a positive, negative, or neutral influence on Canadian consumer choices today?

[ROWS – KEEP SAME RANDOMIZATION]

Apple

Google/Alphabet Inc.

Microsoft

Amazon

Facebook

[COLUMNS]

Negative influence

Neutral influence

Positive influence

Not sure/Can't say

QT6. Would you say each company generally has a positive, negative, or neutral influence on Canadian politics and government today?

[ROWS – KEEP SAME RANDOMIZATION]

Apple

Google/Alphabet Inc.

Microsoft

Amazon

Facebook

[COLUMNS]

Negative influence

Neutral influence

Positive influence

Not sure/Can't say

[ASK ALL EXCEPT THOSE WHO NEVER USE FACEBOOK AT QT1]

QT7. As you may be aware, Facebook has been in the news recently because a company called Cambridge Analytica. That company was able to use the Facebook platform to collect detailed information from millions of Facebook users, without their knowledge. Cambridge Analytica then used

that information to mislead Facebook users during the 2016 Brexit referendum and the 2016 U.S. Presidential election.

Based on whatever you have seen or heard about this, what effect, if any, might it have on your own personal use of Facebook in the future? Will you ...

Make no changes and continue using Facebook as you always have

Keep using Facebook, but check and/or change privacy settings

Use Facebook less in the future

Suspend your account/take a break from Facebook

Delete your Facebook account

Election\_2015. Which party's candidate did you vote for in the last federal election held in October 2015?

[RANDOMIZE TOP 3 PARTIES – TOP 4 IN QC]

[ANCHORED] I did not vote

Conservative Party of Canada

Liberal Party of Canada

New Democratic Party (NDP)

Bloc Quebecois [QC ONLY]

[ANCHORED] Green Party

[ANCHORED] Other Party

[ANCHORED] Rather not say

