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
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.

**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?

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

<table>
<thead>
<tr>
<th>ROWS – KEEP SAME RANDOMIZATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple</td>
</tr>
<tr>
<td>Google/Alphabet Inc.</td>
</tr>
<tr>
<td>Microsoft</td>
</tr>
<tr>
<td>Amazon</td>
</tr>
<tr>
<td>Facebook</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COLUMNS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very unfavourable</td>
</tr>
<tr>
<td>Moderately unfavourable</td>
</tr>
<tr>
<td>Neither favourable nor unfavourable</td>
</tr>
<tr>
<td>Moderately favourable</td>
</tr>
<tr>
<td>Very favourable</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>ROWS – KEEP SAME RANDOMIZATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple</td>
</tr>
<tr>
<td>Google/Alphabet Inc.</td>
</tr>
<tr>
<td>Microsoft</td>
</tr>
<tr>
<td>Amazon</td>
</tr>
<tr>
<td>Facebook</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COLUMNS</th>
</tr>
</thead>
<tbody>
<tr>
<td>[COLUMNS]</td>
</tr>
</tbody>
</table>
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.

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?

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