

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50K- <\$100K	\$100K+	High school or less	College / Tech school	Univ+	CPC	Liberal	NDP
<b>Sample size</b>	1509	215	161	91	576	353	113	737	772	431	565	513	529	478	279	635	477	397	378	448	244

Regional Sample Sizes are unweighted. All other sample sizes, including totals, are weighted to census data. Blank cells indicate zero responses were received. Cells containing "0%" are statistically zero, though at least one response was received.

QT1. First, how often do you use each company's products and/or services?Apple

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Daily	35%	35%	47%	45%	35%	28%	35%	34%	37%	46%	36%	26%	24%	40%	48%	29%	32%	49%	37%	38%	30%
Multiple times per week	6%	6%	10%	1%	5%	7%	4%	5%	6%	7%	4%	4%	5%	7%	4%	6%	6%	6%	5%	6%	6%
About once per week	4%	5%	5%	1%	3%	3%	5%	4%	3%	5%	3%	3%	4%	3%	4%	3%	4%	5%	3%	5%	3%
Less often than once per week	14%	15%	15%	11%	14%	11%	15%	17%	11%	14%	15%	12%	14%	13%	15%	12%	14%	14%	13%	15%	16%
Never	42%	40%	23%	42%	42%	51%	41%	40%	44%	29%	39%	55%	53%	37%	28%	50%	44%	26%	41%	37%	44%

QT1. First, how often do you use each company's products and/or services?Google/Alphabet Inc.

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Daily	51%	59%	62%	48%	59%	33%	48%	55%	47%	68%	51%	37%	43%	54%	63%	41%	53%	65%	52%	53%	52%
Multiple times per week	17%	17%	15%	21%	15%	21%	20%	16%	19%	17%	18%	17%	17%	18%	14%	20%	14%	18%	15%	18%	17%
About once per week	5%	5%	6%	3%	5%	6%	8%	5%	5%	3%	5%	7%	5%	6%	4%	6%	5%	4%	5%	5%	5%
Less often than once per week	7%	5%	6%	11%	7%	8%	7%	6%	8%	3%	8%	10%	8%	7%	5%	9%	7%	4%	7%	6%	8%
Never	19%	15%	11%	16%	16%	32%	18%	18%	21%	9%	19%	29%	27%	14%	13%	25%	21%	8%	20%	17%	19%

QT1. First, how often do you use each company's products and/or services?Microsoft

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Daily	50%	57%	58%	49%	50%	42%	53%	58%	43%	52%	51%	48%	41%	55%	61%	42%	53%	60%	58%	53%	45%
Multiple times per week	16%	13%	16%	10%	17%	17%	11%	14%	17%	19%	16%	12%	17%	16%	13%	17%	12%	18%	13%	17%	17%
About once per week	8%	8%	7%	11%	8%	9%	3%	6%	10%	8%	7%	9%	9%	8%	5%	9%	7%	6%	6%	7%	10%
Less often than once per week	12%	13%	12%	8%	13%	12%	12%	11%	13%	11%	14%	11%	15%	9%	11%	12%	14%	9%	12%	10%	12%
Never	14%	9%	8%	22%	12%	19%	21%	11%	18%	9%	14%	20%	19%	12%	9%	20%	14%	7%	10%	13%	15%

QT1. First, how often do you use each company's products and/or services?Amazon

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Daily	7%	5%	6%	5%	7%	6%	13%	8%	6%	11%	7%	2%	8%	6%	8%	5%	6%	9%	5%	7%	7%
Multiple times per week	15%	14%	22%	9%	14%	14%	16%	16%	13%	18%	18%	8%	11%	18%	16%	14%	15%	16%	16%	15%	15%
About once per week	14%	13%	15%	19%	18%	9%	9%	15%	13%	19%	17%	7%	13%	11%	20%	11%	15%	18%	13%	15%	15%
Less often than once per week	43%	53%	43%	40%	43%	40%	41%	40%	47%	42%	41%	47%	40%	46%	42%	40%	47%	45%	45%	45%	46%
Never	21%	15%	14%	27%	18%	31%	20%	21%	20%	10%	17%	35%	27%	18%	14%	30%	16%	12%	21%	17%	18%

QT1. First, how often do you use each company's products and/or services?Facebook

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Daily	57%	50%	54%	56%	57%	58%	73%	52%	63%	64%	56%	52%	59%	57%	58%	59%	54%	59%	54%	58%	54%
Multiple times per week	12%	14%	10%	9%	12%	15%	12%	14%	11%	14%	12%	12%	13%	13%	11%	10%	14%	14%	9%	16%	16%
About once per week	5%	6%	8%	3%	5%	6%	5%	7%	4%	4%	7%	5%	5%	5%	6%	5%	7%	4%	6%	5%	5%
Less often than once per week	8%	12%	8%	8%	10%	5%	5%	9%	8%	7%	9%	8%	7%	8%	8%	8%	7%	10%	8%	8%	10%
Never	17%	19%	20%	23%	17%	16%	6%	19%	15%	11%	16%	22%	16%	16%	16%	19%	17%	13%	23%	14%	15%

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?Summary Of Top 2 Box

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Amazon	58%	57%	57%	46%	63%	53%	61%	57%	59%	65%	59%	51%	54%	60%	64%	54%	62%	60%	59%	64%	58%
Google/Alphabet Inc.	57%	56%	61%	56%	61%	50%	61%	57%	58%	69%	57%	48%	53%	60%	65%	53%	56%	66%	57%	62%	55%
Microsoft	57%	49%	61%	48%	59%	59%	52%	56%	57%	61%	57%	52%	53%	60%	60%	54%	58%	59%	59%	60%	57%
Apple	45%	41%	47%	42%	48%	42%	47%	43%	47%	51%	47%	39%	36%	51%	54%	42%	40%	56%	46%	53%	41%
Facebook	41%	34%	29%	32%	41%	46%	56%	33%	48%	43%	41%	38%	45%	42%	38%	45%	39%	37%	37%	41%	40%

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?Summary Of Bottom 2 Box

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Facebook	33%	37%	45%	40%	30%	30%	25%	39%	27%	34%	32%	33%	28%	32%	38%	30%	31%	40%	38%	32%	32%
Apple	20%	19%	23%	25%	19%	19%	23%	25%	16%	30%	18%	14%	23%	16%	23%	19%	22%	21%	19%	15%	22%
Amazon	12%	11%	17%	19%	9%	13%	15%	12%	12%	15%	12%	10%	13%	12%	12%	12%	12%	14%	13%	10%	12%
Microsoft	11%	10%	12%	13%	10%	11%	21%	12%	10%	12%	12%	10%	14%	10%	11%	12%	10%	11%	12%	9%	11%
Google/Alphabet Inc.	10%	8%	14%	12%	8%	9%	13%	12%	8%	9%	11%	8%	10%	9%	11%	10%	9%	11%	13%	8%	10%

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?Apple

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Top 2 Box	45%	41%	47%	42%	48%	42%	47%	43%	47%	51%	47%	39%	36%	51%	54%	42%	40%	56%	46%	53%	41%
Very favourable	19%	15%	16%	18%	20%	20%	18%	17%	20%	21%	21%	15%	14%	24%	20%	17%	19%	21%	19%	22%	16%
Moderately favourable	26%	26%	31%	24%	28%	22%	29%	26%	27%	30%	26%	24%	22%	27%	33%	25%	21%	35%	28%	31%	25%
Neither favourable nor unfavourable	35%	40%	30%	32%	33%	39%	30%	32%	37%	20%	35%	47%	41%	33%	23%	40%	38%	23%	35%	32%	36%
Moderately unfavourable	10%	13%	15%	7%	9%	8%	13%	12%	8%	15%	9%	7%	12%	8%	11%	9%	10%	12%	10%	7%	12%
Very unfavourable	10%	6%	9%	18%	9%	11%	11%	12%	8%	14%	9%	7%	11%	7%	11%	9%	12%	9%	10%	8%	11%
Bottom 2 Box	20%	19%	23%	25%	19%	19%	23%	25%	16%	30%	18%	14%	23%	16%	23%	19%	22%	21%	19%	15%	22%

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?Google/Alphabet Inc.

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Top 2 Box	57%	56%	61%	56%	61%	50%	61%	57%	58%	69%	57%	48%	53%	60%	65%	53%	56%	66%	57%	62%	55%
Very favourable	26%	24%	23%	26%	27%	24%	31%	24%	27%	37%	24%	18%	23%	28%	28%	23%	26%	31%	26%	31%	21%
Moderately favourable	32%	32%	37%	30%	35%	26%	30%	33%	31%	32%	33%	30%	30%	32%	37%	30%	31%	36%	31%	32%	34%
Neither favourable nor unfavourable	33%	35%	25%	31%	31%	41%	27%	31%	35%	22%	32%	44%	37%	30%	24%	38%	35%	23%	30%	30%	35%
Moderately unfavourable	4%	5%	6%	6%	3%	3%	5%	5%	3%	5%	4%	4%	4%	5%	3%	5%	2%	5%	6%	4%	4%
Very unfavourable	5%	3%	8%	6%	5%	6%	8%	7%	4%	4%	7%	4%	6%	4%	7%	5%	6%	5%	7%	4%	6%
Bottom 2 Box	10%	8%	14%	12%	8%	9%	13%	12%	8%	9%	11%	8%	10%	9%	11%	10%	9%	11%	13%	8%	10%

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?Microsoft

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Top 2 Box	57%	49%	61%	48%	59%	59%	52%	56%	57%	61%	57%	52%	53%	60%	60%	54%	58%	59%	59%	60%	57%
Very favourable	21%	18%	22%	21%	21%	23%	20%	20%	22%	24%	20%	20%	21%	24%	21%	21%	21%	21%	24%	22%	18%
Moderately favourable	35%	30%	39%	28%	38%	36%	32%	36%	35%	37%	37%	32%	32%	36%	39%	33%	37%	38%	35%	39%	39%
Neither favourable nor unfavourable	32%	41%	27%	39%	31%	31%	27%	32%	33%	27%	31%	38%	33%	31%	29%	34%	32%	30%	29%	31%	33%
Moderately unfavourable	7%	7%	6%	4%	6%	6%	13%	8%	5%	7%	7%	6%	8%	5%	7%	7%	6%	7%	9%	6%	6%
Very unfavourable	5%	3%	6%	9%	4%	5%	8%	4%	5%	5%	6%	4%	6%	4%	6%	4%	4%	4%	3%	3%	5%
Bottom 2 Box	11%	10%	12%	13%	10%	11%	21%	12%	10%	12%	12%	10%	14%	10%	11%	12%	10%	11%	12%	9%	11%

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? Amazon

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Top 2 Box	58%	57%	57%	46%	63%	53%	61%	57%	59%	65%	59%	51%	54%	60%	64%	54%	62%	60%	59%	64%	58%
Very favourable	25%	23%	21%	23%	30%	20%	25%	23%	26%	33%	23%	20%	23%	28%	25%	23%	27%	25%	24%	28%	22%
Moderately favourable	33%	34%	36%	23%	34%	33%	36%	34%	33%	32%	37%	31%	32%	32%	40%	31%	35%	35%	35%	35%	36%
Neither favourable nor unfavourable	30%	32%	26%	35%	27%	34%	24%	30%	29%	20%	28%	39%	33%	28%	23%	35%	26%	25%	29%	27%	30%
Moderately unfavourable	7%	9%	8%	6%	5%	7%	7%	7%	7%	9%	6%	5%	6%	8%	6%	6%	6%	9%	8%	5%	6%
Very unfavourable	6%	2%	9%	13%	4%	5%	8%	6%	6%	6%	6%	5%	7%	5%	7%	6%	6%	5%	5%	5%	6%
Bottom 2 Box	12%	11%	17%	19%	9%	13%	15%	12%	12%	15%	12%	10%	13%	12%	12%	12%	12%	14%	13%	10%	12%

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? Facebook

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Top 2 Box (Net)	41%	34%	29%	32%	41%	46%	56%	33%	48%	43%	41%	38%	45%	42%	38%	45%	39%	37%	37%	41%	40%
Very favourable	16%	12%	11%	11%	16%	20%	22%	12%	20%	19%	17%	13%	19%	18%	11%	19%	15%	13%	15%	14%	13%
Moderately favourable	25%	21%	18%	21%	25%	27%	35%	21%	28%	24%	24%	25%	26%	24%	27%	24%	24%	22%	22%	27%	27%
Neither favourable nor unfavourable	26%	29%	26%	28%	29%	23%	19%	28%	24%	23%	26%	29%	27%	24%	26%	29%	23%	25%	28%	28%	28%
Moderately unfavourable	17%	18%	20%	19%	16%	17%	16%	19%	15%	20%	14%	17%	13%	17%	20%	15%	16%	21%	19%	17%	16%
Very unfavourable	16%	19%	25%	21%	14%	14%	9%	19%	13%	14%	18%	16%	15%	15%	18%	15%	16%	19%	18%	14%	16%
Bottom 2 Box	33%	37%	45%	40%	30%	30%	25%	39%	27%	34%	32%	33%	28%	32%	38%	30%	31%	40%	38%	32%	32%

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

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Worsened	7%	6%	11%	14%	5%	7%	5%	10%	4%	11%	6%	5%	6%	7%	9%	6%	7%	8%	8%	6%	5%
Stayed the same	89%	91%	87%	85%	90%	88%	89%	86%	92%	82%	90%	93%	89%	89%	86%	90%	90%	86%	89%	88%	91%
Improved	4%	3%	3%	2%	5%	5%	6%	5%	4%	7%	4%	2%	5%	5%	5%	4%	3%	5%	3%	6%	4%

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

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Worsened	4%	3%	6%	5%	4%	5%	1%	6%	2%	4%	4%	3%	4%	4%	4%	3%	4%	5%	5%	3%	4%
Stayed the same	92%	92%	92%	91%	92%	89%	94%	89%	94%	88%	91%	95%	91%	92%	91%	93%	92%	88%	92%	93%	91%
Improved	4%	5%	2%	4%	4%	6%	5%	5%	4%	8%	4%	2%	6%	4%	5%	4%	3%	7%	3%	5%	5%

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

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Worsened	3%	2%	4%	4%	4%	4%	4%	4%	2%	4%	3%	3%	5%	3%	2%	3%	4%	4%	3%	3%	4%
Stayed the same	93%	95%	93%	95%	92%	91%	92%	92%	93%	90%	92%	95%	90%	93%	93%	92%	93%	93%	93%	92%	94%
Improved	4%	3%	3%	2%	4%	5%	3%	4%	4%	6%	5%	2%	4%	4%	5%	5%	3%	4%	4%	5%	3%

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

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Worsened	6%	6%	8%	12%	4%	6%	3%	6%	6%	7%	5%	7%	5%	5%	7%	6%	5%	7%	7%	4%	6%
Stayed the same	86%	86%	87%	83%	87%	83%	89%	86%	86%	80%	86%	90%	85%	87%	84%	87%	87%	83%	85%	86%	87%
Improved	8%	8%	5%	5%	9%	11%	8%	9%	8%	14%	9%	3%	10%	9%	9%	8%	8%	9%	8%	10%	7%

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

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Worsened	38%	45%	43%	41%	39%	34%	28%	44%	32%	38%	38%	38%	31%	38%	47%	32%	37%	49%	38%	45%	39%
Stayed the same	58%	52%	54%	57%	58%	60%	69%	52%	65%	59%	60%	63%	59%	60%	49%	64%	60%	47%	59%	52%	58%
Improved	4%	3%	3%	2%	3%	6%	3%	4%	4%	6%	3%	2%	6%	3%	4%	4%	3%	4%	3%	3%	3%

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?Apple

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Positive influence	21%	18%	21%	19%	23%	20%	20%	16%	25%	26%	20%	16%	20%	22%	23%	18%	21%	25%	20%	27%	18%
Neutral influence	45%	43%	47%	41%	46%	49%	37%	53%	38%	45%	48%	42%	44%	46%	52%	43%	43%	51%	50%	45%	47%
Negative influence	7%	8%	6%	6%	5%	9%	6%	10%	4%	8%	6%	6%	7%	6%	7%	6%	7%	8%	7%	5%	7%
Not sure/Can't say	27%	32%	27%	34%	27%	22%	37%	21%	34%	21%	25%	35%	30%	26%	18%	34%	29%	16%	23%	24%	28%

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?Google/Alphabet Inc.

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Positive influence	27%	27%	26%	23%	30%	23%	30%	26%	28%	38%	25%	20%	27%	28%	29%	23%	24%	36%	24%	33%	26%
Neutral influence	42%	39%	41%	39%	42%	48%	34%	47%	38%	37%	44%	45%	42%	42%	42%	43%	42%	41%	47%	41%	45%
Negative influence	6%	7%	8%	9%	4%	6%	2%	8%	3%	5%	7%	5%	5%	6%	7%	3%	7%	8%	8%	4%	6%
Not sure/Can't say	25%	27%	28%	30%	24%	22%	33%	20%	31%	20%	24%	31%	26%	23%	22%	31%	27%	15%	22%	22%	23%

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?Microsoft

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Positive influence	23%	19%	22%	22%	23%	26%	26%	21%	25%	25%	24%	21%	25%	21%	26%	23%	22%	25%	22%	28%	20%
Neutral influence	48%	50%	52%	44%	49%	48%	39%	53%	43%	48%	47%	49%	46%	50%	51%	44%	48%	55%	54%	48%	51%
Negative influence	4%	3%	4%	4%	3%	6%	2%	6%	1%	4%	4%	4%	4%	5%	3%	3%	6%	4%	4%	2%	5%
Not sure/Can't say	25%	28%	22%	30%	25%	21%	33%	19%	30%	23%	25%	26%	25%	25%	20%	30%	25%	16%	20%	22%	25%

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?Amazon

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Positive influence	25%	19%	23%	19%	28%	24%	32%	22%	28%	29%	24%	22%	27%	25%	25%	25%	24%	26%	23%	30%	22%
Neutral influence	45%	47%	46%	45%	44%	47%	33%	49%	41%	45%	47%	42%	44%	47%	49%	43%	42%	51%	48%	47%	46%
Negative influence	7%	7%	5%	5%	10%	4%	9%	4%	4%	6%	6%	7%	6%	6%	8%	4%	8%	9%	8%	4%	7%
Not sure/Can't say	24%	27%	26%	31%	22%	19%	31%	20%	27%	20%	22%	29%	24%	22%	18%	28%	26%	14%	21%	19%	25%

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?Facebook

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Positive influence	18%	13%	19%	19%	18%	17%	25%	14%	22%	22%	18%	14%	23%	15%	16%	19%	14%	21%	20%	17%	15%
Neutral influence	29%	22%	24%	29%	31%	34%	17%	29%	29%	27%	29%	29%	28%	31%	24%	32%	27%	24%	27%	29%	31%
Negative influence	35%	44%	39%	32%	34%	33%	34%	42%	29%	34%	35%	37%	30%	36%	45%	28%	38%	44%	39%	37%	34%
Not sure/Can't say	18%	21%	18%	20%	17%	16%	24%	15%	21%	17%	18%	19%	19%	18%	14%	21%	21%	11%	14%	17%	20%

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

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Positive influence	30%	28%	31%	29%	31%	30%	32%	26%	34%	31%	30%	30%	31%	32%	32%	30%	28%	34%	29%	42%	23%
Neutral influence	37%	36%	39%	36%	37%	40%	29%	42%	32%	38%	40%	33%	35%	40%	39%	36%	36%	40%	41%	32%	40%
Negative influence	10%	12%	11%	14%	9%	9%	9%	13%	7%	14%	10%	6%	8%	7%	15%	6%	12%	13%	11%	7%	10%
Not sure/Can't say	23%	24%	19%	21%	24%	21%	30%	18%	27%	16%	20%	31%	26%	21%	15%	28%	24%	13%	19%	19%	27%

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

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Positive influence	36%	34%	43%	27%	37%	34%	42%	34%	38%	42%	36%	30%	39%	38%	35%	34%	36%	39%	34%	45%	29%
Neutral influence	36%	40%	31%	40%	35%	38%	29%	40%	32%	35%	36%	36%	33%	37%	39%	36%	35%	37%	39%	31%	40%
Negative influence	5%	4%	8%	10%	6%	4%	4%	8%	3%	6%	6%	4%	4%	5%	9%	3%	7%	8%	9%	4%	6%
Not sure/Can't say	23%	22%	18%	23%	23%	24%	25%	18%	27%	17%	21%	29%	24%	20%	18%	28%	22%	15%	18%	20%	24%

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

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Positive influence	32%	25%	32%	34%	30%	39%	34%	31%	34%	31%	33%	33%	35%	34%	30%	33%	33%	30%	31%	41%	26%
Neutral influence	42%	48%	44%	40%	43%	39%	33%	46%	38%	45%	42%	39%	40%	41%	47%	39%	39%	50%	46%	39%	45%
Negative influence	5%	5%	6%	5%	4%	4%	5%	7%	3%	5%	6%	3%	4%	4%	6%	3%	6%	6%	5%	3%	4%
Not sure/Can't say	21%	22%	17%	21%	23%	18%	28%	17%	26%	20%	19%	25%	21%	21%	17%	25%	22%	15%	17%	17%	25%

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

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Positive influence	47%	48%	49%	38%	48%	44%	53%	43%	51%	50%	46%	44%	48%	47%	46%	46%	46%	49%	46%	56%	41%
Neutral influence	28%	29%	23%	33%	28%	30%	22%	33%	24%	28%	30%	26%	28%	29%	28%	29%	26%	29%	30%	26%	29%
Negative influence	9%	9%	12%	10%	8%	8%	6%	11%	7%	8%	9%	9%	6%	9%	12%	5%	10%	12%	10%	7%	10%
Not sure/Can't say	16%	14%	15%	19%	16%	18%	19%	14%	19%	14%	15%	21%	17%	15%	14%	20%	17%	11%	14%	12%	20%

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

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Positive influence	21%	14%	23%	14%	20%	25%	28%	17%	26%	24%	19%	21%	27%	21%	18%	23%	19%	21%	22%	24%	15%
Neutral influence	36%	38%	32%	42%	37%	35%	35%	38%	35%	38%	38%	33%	34%	36%	36%	38%	35%	34%	34%	38%	37%
Negative influence	25%	28%	31%	31%	23%	23%	19%	30%	20%	23%	26%	25%	21%	26%	32%	19%	27%	32%	30%	24%	27%
Not sure/Can't say	18%	21%	14%	14%	20%	16%	18%	15%	20%	16%	17%	21%	18%	17%	15%	19%	20%	14%	15%	14%	21%

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

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Positive influence	11%	8%	9%	5%	14%	12%	11%	9%	13%	15%	12%	8%	13%	10%	12%	11%	9%	13%	11%	15%	6%
Neutral influence	48%	51%	52%	44%	47%	51%	39%	55%	41%	48%	49%	47%	45%	50%	54%	43%	47%	57%	55%	50%	52%
Negative influence	7%	6%	7%	7%	5%	10%	7%	11%	3%	8%	8%	5%	7%	7%	7%	6%	7%	9%	7%	5%	7%
Not sure/Can't say	34%	34%	32%	44%	35%	27%	43%	25%	42%	28%	32%	41%	34%	33%	27%	40%	36%	21%	27%	30%	34%

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

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Positive influence	13%	10%	13%	6%	15%	13%	14%	13%	13%	22%	11%	8%	14%	14%	14%	11%	11%	20%	11%	15%	12%
Neutral influence	45%	50%	44%	37%	44%	49%	42%	50%	41%	43%	48%	45%	46%	46%	49%	44%	49%	49%	51%	48%	47%
Negative influence	7%	8%	10%	12%	6%	8%	4%	11%	4%	7%	9%	6%	6%	8%	8%	6%	8%	9%	11%	5%	8%
Not sure/Can't say	34%	32%	34%	45%	34%	30%	39%	25%	42%	28%	32%	41%	34%	32%	29%	40%	36%	22%	26%	32%	33%

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

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Positive influence	13%	12%	10%	8%	14%	16%	9%	12%	14%	16%	12%	11%	13%	13%	15%	14%	12%	14%	11%	15%	9%
Neutral influence	50%	53%	55%	45%	48%	50%	46%	56%	44%	49%	51%	49%	49%	51%	54%	45%	47%	59%	58%	50%	54%
Negative influence	5%	4%	5%	5%	4%	8%	2%	8%	2%	5%	6%	4%	6%	5%	4%	4%	6%	6%	5%	3%	6%
Not sure/Can't say	33%	32%	30%	43%	34%	26%	43%	24%	40%	30%	31%	36%	32%	31%	28%	37%	36%	22%	25%	30%	31%

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

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Positive influence	13%	9%	13%	7%	14%	15%	11%	12%	13%	18%	13%	8%	13%	14%	13%	12%	11%	15%	11%	15%	10%
Neutral influence	48%	51%	52%	42%	47%	47%	48%	54%	42%	47%	48%	49%	47%	49%	52%	46%	46%	54%	58%	51%	48%
Negative influence	7%	6%	8%	6%	6%	13%	5%	10%	5%	8%	8%	6%	8%	7%	7%	5%	7%	11%	7%	5%	10%
Not sure/Can't say	32%	34%	30%	45%	33%	26%	36%	24%	40%	28%	31%	37%	33%	29%	28%	36%	36%	20%	29%	29%	32%

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

	Total	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Positive influence	10%	6%	10%	8%	12%	12%	10%	10%	11%	13%	11%	8%	11%	10%	10%	12%	6%	12%	13%	9%	5%
Neutral influence	32%	32%	28%	26%	30%	38%	34%	31%	33%	32%	31%	33%	35%	35%	27%	34%	32%	30%	32%	32%	37%
Negative influence	32%	35%	37%	36%	31%	29%	30%	40%	25%	31%	32%	33%	28%	30%	43%	25%	33%	41%	37%	35%	33%
Not sure/Can't say	26%	26%	25%	30%	27%	21%	26%	19%	32%	24%	26%	27%	25%	25%	20%	29%	29%	17%	18%	23%	26%

	Facebook Users	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50K- <\$100K	\$100K+	High school or less	College / Tech school	Univ+	CPC	Liberal	NDP
Sample size	1256	177	130	71	476	295	106	597	659	383	476	398	447	399	234	517	394	345	291	386	208

QT7. Based on whatever you have seen or heard about this Cambridge Analytica story, what effect, if any, might it have on your own personal use of Facebook in the future? Will you ...

	Facebook Users	Region						Gender		Age			Income			Education			Last Fed Vote		
		BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	CPC	Liberal	NDP
Make no changes and continue using Facebook as you always have	27%	24%	28%	25%	26%	29%	31%	27%	28%	29%	29%	24%	30%	27%	27%	33%	24%	22%	28%	24%	24%
Keep using Facebook, but check and/or change privacy settings	41%	37%	40%	36%	41%	42%	44%	36%	45%	41%	39%	43%	41%	39%	40%	38%	45%	40%	39%	41%	42%
Use Facebook less in the future	23%	27%	22%	21%	25%	20%	20%	27%	20%	22%	23%	24%	21%	25%	26%	20%	24%	26%	22%	29%	24%
Suspend your account/take a break from Facebook	6%	7%	6%	11%	4%	6%	4%	6%	5%	5%	6%	6%	5%	6%	4%	6%	5%	7%	6%	5%	6%
Delete your Facebook account	4%	5%	4%	7%	4%	3%	1%	5%	3%	4%	4%	3%	4%	3%	4%	3%	2%	6%	5%	2%	3%