

	Province										Geo Type			Gender		Age					Gender-Age					Age (Fine)					HHI			Education					2021 Fed Vote										Visible Minority		Language	
	Total	BC	AB	Sask	MB	Ont	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K- \$100K	\$100K+	<=HS	Collg e/Trade school	Univ+	CPC	Lib	NDP	Bloc	Green	PPC	Other	Did not vote	Indigen ous	Visible Minorit y	Non Visible Min	Englis h	French						
Sample Size	1992	254	198	117	123	705	443	150	1659	332	975	1016	552	668	772	280	328	367	272	339	405	100	452	340	328	327	444	491	667	654	777	621	595	573	559	303	125	40	85	14	182	102	236	1654	1651	341						

QT1. [Facebook] how often do you use of these social media platforms?

	Province										Geo Type			Gender		Age					Gender-Age					Age (Fine)					HHI			Education					2021 Fed Vote										Visible Minority		Language	
	Total	BC	AB	Sask	MB	Ont	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K- \$100K	\$100K+	<=HS	Collg e/Trade school	Univ+	CPC	Lib	NDP	Bloc	Green	PPC	Other	Did not vote	Indigen ous	Visible Minorit y	Non Visible Min	Englis h	French						
Daily	67%	61%	61%	67%	63%	62%	77%	80%	65%	75%	62%	71%	50%	70%	76%	44%	66%	73%	56%	74%	79%	35%	53%	69%	71%	76%	77%	63%	71%	66%	71%	67%	60%	69%	69%	56%	82%	81%	58%	56%	65%	57%	54%	69%	64%	80%						
Multiple times per week	13%	19%	14%	14%	9%	14%	12%	8%	14%	11%	16%	11%	11%	11%	22%	12%	14%	16%	10%	9%	22%	18%	11%	11%	9%	13%	16%	13%	13%	13%	12%	15%	15%	11%	16%	11%	17%	11%	18%	12%	19%	17%	13%	14%	12%							
About once per week	5%	6%	6%	9%	4%	6%	4%	2%	6%	3%	5%	5%	10%	4%	4%	10%	4%	3%	9%	4%	4%	10%	9%	3%	5%	6%	2%	6%	4%	6%	4%	5%	8%	4%	5%	7%	3%	7%	3%	13%	9%	6%	5%	6%	2%							
Less often than once per week	5%	4%	5%	2%	10%	6%	3%	6%	5%	2%	5%	8%	4%	4%	4%	8%	4%	3%	8%	4%	4%	14%	7%	5%	3%	5%	3%	5%	4%	6%	4%	5%	6%	3%	6%	8%	3%	4%	12%	12%	4%	4%	10%	4%	5%	3%						
Never	10%	9%	13%	8%	13%	12%	5%	5%	10%	9%	12%	7%	14%	11%	5%	15%	14%	7%	12%	8%	3%	19%	13%	12%	10%	5%	5%	9%	8%	9%	10%	10%	9%	9%	13%	3%	11%	16%	10%	10%	12%	9%	11%	3%	3%							
Net: currently using	90%	91%	87%	92%	87%	88%	95%	95%	90%	91%	88%	93%	86%	89%	95%	85%	86%	93%	88%	92%	97%	81%	87%	88%	90%	95%	95%	91%	92%	91%	92%	90%	90%	91%	91%	87%	89%	84%	100%	90%	90%	88%	91%	89%	97%							

QT1. [Twitter] how often do you use of these social media platforms?

	Province										Geo Type			Gender		Age					Gender-Age					Age (Fine)					HHI			Education					2021 Fed Vote										Visible Minority		Language	
	Total	BC	AB	Sask	MB	Ont	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K- \$100K	\$100K+	<=HS	Collg e/Trade school	Univ+	CPC	Lib	NDP	Bloc	Green	PPC	Other	Did not vote	Indigen ous	Visible Minorit y	Non Visible Min	Englis h	French						
Daily	22%	21%	23%	24%	14%	27%	16%	19%	22%	18%	26%	17%	25%	26%	15%	33%	32%	16%	18%	20%	14%	22%	26%	26%	27%	22%	11%	18%	23%	25%	18%	24%	25%	21%	27%	23%	10%	20%	29%	26%	18%	26%	27%	21%	24%	12%						
Multiple times per week	8%	8%	6%	11%	5%	10%	6%	7%	9%	5%	10%	7%	10%	9%	6%	13%	11%	6%	8%	7%	5%	8%	11%	9%	10%	7%	5%	7%	9%	7%	6%	12%	8%	7%	9%	7%	8%	12%	17%	7%	10%	9%	8%	8%	7%							
About once per week	6%	8%	5%	4%	6%	7%	4%	5%	6%	6%	7%	5%	6%	5%	7%	5%	7%	8%	8%	3%	6%	12%	5%	4%	6%	6%	7%	8%	6%	5%	6%	7%	5%	6%	6%	7%	7%	3%	8%	10%	5%	9%	8%	6%	4%							
Less often than once per week	12%	12%	13%	14%	10%	14%	10%	12%	13%	10%	11%	13%	13%	13%	11%	12%	12%	9%	15%	14%	12%	10%	14%	12%	14%	10%	9%	11%	12%	14%	10%	13%	15%	12%	13%	15%	6%	11%	14%	14%	13%	4%	13%	12%	13%	8%						
Never	52%	51%	50%	46%	65%	43%	64%	58%	50%	60%	46%	57%	44%	46%	62%	38%	37%	60%	51%	55%	63%	47%	44%	49%	44%	53%	68%	56%	51%	47%	60%	49%	43%	52%	47%	47%	70%	57%	41%	33%	59%	47%	53%	48%	69%							
Net: currently using	48%	49%	50%	54%	35%	57%	36%	42%	50%	40%	54%	43%	56%	54%	38%	62%	63%	40%	49%	45%	37%	53%	56%	51%	56%	47%	32%	44%	49%	53%	40%	51%	57%	48%	53%	53%	30%	43%	59%	67%	41%	53%	57%	47%	52%	31%						

QT1. [TikTok] how often do you use of these social media platforms?

	Province										Geo Type			Gender		Age					Gender-Age					Age (Fine)					HHI			Education					2021 Fed Vote										Visible Minority		Language	
	Total	BC	AB	Sask	MB	Ont	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K- \$100K	\$100K+	<=HS	Collg e/Trade school	Univ+	CPC	Lib	NDP	Bloc	Green	PPC	Other	Did not vote	Indigen ous	Visible Minorit y	Non Visible Min	Englis h	French						
Daily	11%	7%	10%	12%	13%	13%	10%	10%	11%	8%	10%	11%	18%	12%	5%	16%	12%	5%	20%	12%	4%	24%	17%	12%	12%	9%	2%	13%	10%	11%	10%	14%	9%	8%	12%	16%	6%	15%	8%	11%	15%	10%	17%	10%	11%	8%						
Multiple times per week	5%	4%	6%	6%	4%	5%	6%	10%	6%	4%	5%	6%	8%	6%	3%	5%	8%	2%	10%	4%	5%	13%	6%	6%	7%	5%	2%	6%	6%	5%	5%	6%	5%	5%	6%	7%	3%	5%	5%	5%	5%	5%	5%	5%	5%	6%						
About once per week	8%	8%	6%	5%	3%	4%	5%	5%	4%	3%	3%	5%	6%	5%	3%	3%	4%	3%	9%	6%	2%	6%	6%	6%	4%	6%	3%	2%	6%	4%	3%	5%	4%	3%	4%	3%	4%	3%	4%	3%	4%	3%	4%	3%	4%	3%						
Less often than once per week	9%	10%	6%	8%	13%	9%	9%	7%	9%	8%	7%	10%	8%	11%	8%	5%	9%	8%	10%	12%	9%	10%	7%	10%	11%	10%	7%	9%	10%	9%	8%	9%	10%	8%	10%	10%	7%	5%	3%	10%	10%	10%	9%	9%	8%							
Never	70%	76%	74%	69%	66%	69%	76%	68%	74%	67%	61%	66%	81%	71%	67%	82%	50%	66%	80%	47%	64%	68%	64%	74%	86%	66%	70%	72%	72%	67%	68%	63%	77%	68%	76%	77%	64%	63%	59%	47%	51%	41%	33%	59%	47%	53%	69%					
Net: currently using	30%	24%	26%	31%	34%	31%	30%	32%	31%	24%	26%	33%	39%	34%	19%	29%	33%	18%	50%	34%	20%	53%	36%	32%	36%	26%	14%	34%	30%	28%	28%	33%	28%	23%	32%	37%	23%	32%	24%	23%	36%	37%	43%	27%	30%	29%						

QT1. [Reddit] how often do you use of these social media platforms?

	Province										Geo Type			Gender		Age					Gender-Age					Age (Fine)					HHI			Education					2021 Fed Vote										Visible Minority		Language	
	Total	BC	AB	Sask	MB	Ont	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K- \$100K	\$100K+	<=HS	Collg e/Trade school	Univ+	CPC	Lib	NDP	Bloc	Green	PPC	Other	Did not vote	Indigen ous	Visible Minorit y	Non Visible Min	Englis h	French						
Daily	12%	17%	12%	11%	11%	13%	9%	9%	13%	8%	15%	9%	26%	11%	3%	32%	15%	3%	20%	7%	3%	23%	27%	15%	6%	2%	3%	11%	12%	13%	7%	12%	18%	7%	13%	24%	4%	10%	11%	11%	12%	8%	21%	11%	13%	6%						
Multiple times per week	6%	5%	9%	6%	7%	3%	7%	5%	6%	4%	11%	2%	2%	2%	2%	14%	8%	2%	9%	3%	1%	16%	19%	8%	3%	1%	6%	5%	4%	3%	4%	7%	8%	3%	6%	8%	2%	21%	2%	3%	6%	10%	7%	5%	8%	2%						
About once per week	6%	6%	9%	2%	3%	7%	4%	5%	6%	5%	5%	6%	10%	7%	2%	8%	7%	2%	11%	7%	3%	19%	8%	6%	8%	3%	2%	6%	7%	6%	5%	5%	8%	6%	6%	10%	10%	3%	3%	7%	9%	5%	6%	3%								
Less often than once per week	13%	12%	12%	14%	17%	16%	10%	17%	14%	8%	13%	13%	19%	15%	7%	17%	16%	9%	21%	15%	6%	13%	21%	17%	14%	10%	5%	12%	14%	15%	10%	16%	15%	16%	12%	2%	6%	15%	42%	11%	11%	19%	13%	14%	8%							
Never	63%	60%	62%	63%	63%	58%	74%	63%	62%	73%	59%	68%	33%	62%	86%	28%	54%	85%	39%	69%	86%	29%	35%	55%	69%	82%	89%	66%	62%	60%	73%	61%	53%	69%	59%	46%	92%	54%	59%	42%	67%	63%	44%	66%	60%	81%						
Net: currently using	64%	70%	64%	68%	66%	71%	54%	51%	65%	60%	68%	80%	67%	50%	73%	65%	46%	15%	61%	31%	14%	71%	65%	45%	31%	18%	11%	34%	38%	40%	27%	39%	47%	31%	41%	54%	8%	46%	41%	58%	33%	37%	56%	34%	40%	19%						

QT1. [Instagram] how often do you use of these social media platforms?

	Province										Geo Type			Gender		Age					Gender-Age					Age (Fine)					HHI			Education					2021 Fed Vote										Visible Minority		Language	
	Total	BC	AB	Sask	MB	Ont	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K- \$100K	\$100K+	<=HS	Collg e/Trade school	Univ+	CPC	Lib	NDP	Bloc	Green	PPC	Other	Did not vote	Indigen ous	Visible Minorit y	Non Visible Min	Englis h	French						
Daily	35%	34%	34%	37%	40%	42%	25%	25%	36%	29%	30%	39%	51%	38%	19%	41%	36%	17%	62%	40%	22%	60%	50%	44%	31%	26%	15%	32%	35%	35%	29%	34%	42%	31%	41%	43%	13%	41%	23%	18%	36%	35%	52%	32%	37%	20%						
Multiple times per week	11%	13%	11%	16%	10%	10%	12%	8%	11%	11%	12%	11%	14%	12%	9%	16%	12%	8%	12%	11%	9%	19%	13%	9%	14%	9%	8%	12%	12%	11%																						

QT2. Usage - TikTok

Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI				Education										2021 Fed Vote										Visible Minority			Language	
	BC	AB	Sask	MB	Ont	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K-\$100K	\$100K+<=HHS	College e/Trade school	Univ+	CPC	Lib	NDP	Bloc	Green	PPC	Other	Did not vote	Indigenous	Visible Minorit y	Non Visible Min	Englis h	French									
Total Ever Used	36%	31%	31%	35%	36%	37%	37%	44%	37%	30%	33%	39%	46%	41%	25%	35%	41%	23%	57%	41%	26%	66%	41%	38%	44%	32%	19%	41%	36%	34%	34%	41%	34%	29%	39%	45%	31%	32%	27%	35%	43%	51%	48%	43%	33%	36%	37%						
-Currently using	30%	24%	26%	31%	34%	31%	30%	32%	26%	31%	24%	26%	33%	39%	34%	19%	29%	33%	18%	50%	34%	20%	53%	36%	32%	36%	14%	34%	39%	28%	33%	28%	32%	37%	23%	32%	24%	33%	36%	37%	51%	48%	43%	27%	30%	29%							
-Lapsed user	6%	6%	5%	4%	1%	6%	7%	12%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	13%	5%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%					
Never used	64%	69%	69%	65%	64%	63%	63%	56%	63%	70%	67%	61%	54%	59%	75%	65%	59%	77%	43%	59%	74%	34%	59%	62%	56%	68%	81%	59%	64%	66%	66%	59%	66%	71%	61%	55%	69%	68%	73%	65%	57%	49%	52%	67%	64%	63%							

QT2. Usage - Reddit

Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI				Education										2021 Fed Vote										Visible Minority			Language	
	BC	AB	Sask	MB	Ont	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K-\$100K	\$100K+<=HHS	College e/Trade school	Univ+	CPC	Lib	NDP	Bloc	Green	PPC	Other	Did not vote	Indigenous	Visible Minorit y	Non Visible Min	Englis h	French									
Total Ever Used	43%	46%	45%	45%	45%	46%	32%	43%	45%	33%	49%	38%	73%	46%	19%	79%	53%	21%	67%	39%	18%	75%	73%	54%	38%	24%	16%	42%	44%	47%	34%	45%	53%	36%	48%	61%	14%	57%	51%	58%	40%	48%	62%	40%	47%	24%							
-Currently using	37%	40%	38%	37%	37%	42%	26%	37%	38%	27%	41%	32%	67%	38%	14%	72%	46%	15%	61%	31%	14%	71%	65%	45%	31%	18%	11%	34%	38%	40%	27%	39%	47%	31%	41%	54%	8%	46%	41%	58%	33%	37%	56%	34%	40%	19%							
-Lapsed user	7%	6%	7%	9%	8%	6%	6%	6%	7%	6%	7%	8%	5%	8%	7%	7%	6%	8%	8%	4%	4%	7%	6%	7%	7%	4%	4%	7%	6%	8%	8%	5%	7%	5%	7%	5%	7%	9%	13%	13%	13%	10%	13%	7%	7%	9%	9%						
Never used	57%	54%	55%	55%	55%	52%	68%	57%	55%	67%	51%	62%	27%	54%	81%	21%	47%	79%	33%	61%	82%	25%	27%	46%	62%	76%	84%	58%	56%	53%	66%	55%	47%	64%	52%	39%	86%	43%	49%	42%	60%	52%	38%	60%	53%	76%							

QT2. Usage - Instagram

Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI				Education										2021 Fed Vote										Visible Minority			Language	
	BC	AB	Sask	MB	Ont	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K-\$100K	\$100K+<=HHS	College e/Trade school	Univ+	CPC	Lib	NDP	Bloc	Green	PPC	Other	Did not vote	Indigenous	Visible Minorit y	Non Visible Min	Englis h	French									
Total Ever Used	71%	75%	70%	76%	69%	78%	61%	67%	72%	69%	68%	75%	87%	76%	56%	81%	75%	52%	84%	77%	60%	98%	85%	75%	77%	66%	50%	69%	72%	74%	67%	71%	72%	71%	74%	80%	43%	84%	63%	81%	76%	78%	63%	69%	74%	58%							
-Currently using	64%	70%	64%	68%	66%	71%	54%	51%	65%	60%	60%	68%	80%	67%	50%	73%	68%	46%	87%	70%	53%	94%	77%	68%	66%	58%	44%	61%	64%	66%	59%	62%	64%	60%	73%	35%	71%	50%	68%	66%	76%	62%	67%	49%									
-Lapsed user	7%	5%	6%	8%	3%	7%	16%	7%	9%	8%	7%	7%	9%	6%	8%	10%	6%	7%	7%	4%	8%	7%	10%	8%	6%	8%	8%	8%	8%	7%	8%	9%	5%	7%	5%	7%	9%	13%	13%	13%	10%	13%	7%	7%	9%	9%							
Never used	29%	25%	30%	24%	31%	22%	39%	33%	28%	31%	32%	25%	13%	24%	44%	19%	25%	48%	6%	23%	40%	2%	15%	25%	23%	34%	50%	31%	28%	26%	33%	29%	23%	29%	26%	20%	57%	16%	13%	19%	24%	22%	17%	31%	26%	42%							

QT3. You've indicated you've quit at least one of the social media platforms we asked about, can you tell us why?

Sample Size	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI				Education										2021 Fed Vote										Visible Minority			Language	
	BC	AB	Sask	MB	Ont	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K-\$100K	\$100K+<=HHS	College e/Trade school	Univ+	CPC	Lib	NDP	Bloc	Green	PPC	Other	Did not vote	Indigenous	Visible Minorit y	Non Visible Min	Englis h	French									
Losing interest	55%	45%	54%	42%	59%	49%	67%	62%	55%	56%	52%	57%	60%	56%	47%	61%	47%	48%	59%	66%	46%	68%	58%	55%	57%	47%	47%	61%	57%	47%	56%	55%	53%	48%	58%	56%	58%	59%	38%	74%	54%	46%	56%	55%	52%	68%							
Waste of time/spending too much time	38%	45%	32%	26%	38%	49%	26%	29%	39%	37%	46%	32%	44%	36%	51%	40%	46%	38%	30%	27%	37%	46%	43%	29%	31%	40%	33%	40%	42%	45%	30%	40%	38%	42%	47%	11%	48%	30%	27%	37%	35%	43%	38%	42%	20%								
Wasn't good for my mental health	25%	23%	26%	34%	26%	33%	14%	14%	26%	19%	27%	23%	35%	26%	12%	31%	27%	21%	38%	25%	6%	29%	36%	29%	24%	11%	11%	25%	26%	23%	22%	30%	22%	22%	30%	28%	19%	21%	60%	28%	23%	30%	44%	27%	13%								
Didn't agree with content/opinions	22%	18%	28%	25%	29%	26%	10%	28%	21%	27%	28%	16%	29%	19%	18%	37%	24%	21%	21%	14%	15%	22%	31%	17%	20%	17%	18%	23%	18%	24%	25%	17%	24%	19%	23%	21%	17%	21%	25%	43%	28%	23%	24%	21%	24%	9%							
Privacy	15%	18%	27%	14%	13%	18%	9%	5%	16%	12%	18%	13%	22%	16%	6%	25%	19%	8%	19%	14%	5%	19%	23%	22%	11%	5%	8%	16%	13%	14%	12%	14%	20%	17%	13%	20%	4%	8%	44%	16%	9%	20%	15%	17%	4%								
Too many ads	14%	13%	20%	16%	6%	17%	7%	12%	15%	8%	17%	11%	21%	10%	10%	25%	14%	12%	17%	7%	9%	15%	22%	15%	5%	7%	14%	15%	10%	15%	13%	13%	21%	11%	51%	17%	7%	17%	14%	15%	5%												
My friends/contacts were leaving/felt	5%	1%	5%	7%	7%	4%	3%	5%	2%	4%	5%	9%	3%	3%	8%	2%	1%	10%	3%	4%	23%	6%	4%	1%	3%	2%	6%	3%	2%	5%	3%	7%	1%	7%	5%	5%	3%	10%	5%	4%	9%	4%	5%	5%									
Harassment	4%	3%	8%	2%	1%	4%	1%	4%	4%	1%	4%	4%	3%	3%	3%	3%	8%	2%	5%	3%	6%	2%	5%	1%	6%	5%	4%	4%	4%	3%	5%	2%	3%	1%	3%	5%	7%	3%	15%	6%	2%	5%	3%	4%	2%								
Other	13%	15%	23%	18%	15%	14%	8%	4%	14%	13%	14%	14%	12%	20%	14%	7%	7%	15%	17%	18%	13%	12%	16%	9%	16%	9%	14%	14%	11%	16%	13%	12%	11%	14%	9%	17%	25%	35%	11%	20%	14%	13%	14%	9%									

QT4. [Top2box] Opinion

Sample Size	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI				Education										2021 Fed Vote										Visible Minority			Language	
	BC	AB	Sask	MB	Ont	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K-\$100K	\$100K+<=HHS	College e/Trade school	Univ+	CPC	Lib	NDP	Bloc	Green	PPC	Other	Did not vote	Indigenous	Visible Minorit y	Non Visible Min	Englis h	French									
Facebook	41%	41%	30%	35%	38%	37%	51%	44%	40%	43%	38%	45%	20%	37%	56%	14%	32%	56%	26%	41%	60%	18%	21%	31%	42%	54%	62%	43%	39%	38%	45%	42%	33%	41%	45%	29%	59%	26%	22%	31%	37%	38%	35%	42%	38%	55%							
Twitter	28%	25%	32%	22%	20%	30%	29%	25%	29%	27%	31%	25%	26%	31%	28%	27%	36%	31%	24%	25%	27%	29%	25%	30%	31%	32%	26%	25%	30%	31%	24%	32%	30%	31%	23%	32%	27%	32%	26%	23%	27%	30%	28%	28%	29%								
TikTok	18%	14%	15%	23%	21%	20%	19%	19%	13%	15%	22%	22%	20%	15%	14%	17%	14%	31%	22%	16%	23%	22%	19%	21%	18%	12%	21%	17%	19%	19%	17%	16%	19%	24%	16%	19%	9%	14%	20%	21%	22%	18%	18%	20%									
Reddit	25%	28%	25%	24%	30%	29%	18%	20%	26%	20%	27%	23%	45%	26%	10%	44%	30%	11%	46%	22%	9%	55%	42%	31%	21%	12%	8%	21%	27%	27%	18%	24%	32%	19%	29%	37%	12%	31%	19%	29%	26%	28%	30%	24%	27%	14%							
Instagram	36%	35%	33%	45%	37%	40%	33%	32%	37%	33%	30%	42%	35%	39%	35%	24%	32%	32%	47%	45%	39%	34%	35%	39%	36%	37%	33%	32%	38%	37%	36%	34%	37%	41%	36%	26%	45%	18%	20%	35%	31%	41%	36%	37%	33%								

QT4. [Bottom2box] Opinion

Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI				Education										2021 Fed Vote										Visible Minority			Language	
	BC	AB	Sask	MB	Ont	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K-\$100K	\$100K+<=HHS	College e/Trade school	Univ+	CPC	Lib	NDP	Bloc	Green	PPC	Other	Did not vote	Indigenous	Visible Minorit y	Non Visible Min	Englis h	French									
Facebook	38%	38%	43%	40%	47%	43%	26%	35%	38%	37%	43%	33%	55%	39%	24%	62%	46%	25%	48%	33%	23%	66%	53%	41%	37%	26%	23%	36%	37%	41%	32%	38%	46%	35%																			

Q74. Opinion of - TikTok

	Total	Province								Geo Type				Gender				Age					Gender-Age					Age (Fine)					HHI				Education				2021 Fed Vote											Visible Minority			Language	
		BC	AB	Sask	MB	Ont	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K- \$100K	\$100K+	<=HS	Collg e/Trade school	Univ+	CPC	Lib	NDP	Bloc	Green	PPC	Other	Did not vote	Indigen ous	Visible Minorit y	Non Visible Min	Englis h	French										
Very favourable	4%	2%	3%	4%	1%	5%	4%	2%	4%	3%	3%	5%	6%	4%	2%	2%	4%	2%	10%	4%	3%	11%	5%	3%	5%	2%	2%	6%	3%	3%	4%	4%	3%	2%	4%	4%	3%	2%	5%	8%	9%	8%	1%	3%	3%	5%										
Moderately favourable	15%	12%	12%	18%	19%	15%	15%	16%	16%	10%	12%	12%	13%	11%	21%	18%	13%	12%	17%	16%	16%	10%	15%	14%	16%	16%	10%	15%	14%	16%	15%	15%	14%	13%	16%	20%	13%	17%	7%	8%	12%	12%	14%	15%	15%	15%										
Neither favourable nor unfavourable	41%	44%	42%	36%	41%	39%	43%	42%	40%	49%	40%	43%	28%	38%	54%	25%	37%	53%	30%	38%	5%	19%	29%	34%	42%	47%	59%	40%	41%	41%	43%	43%	38%	39%	46%	39%	48%	51%	26%	27%	37%	39%	41%	42%	41%	43%										
Moderately unfavourable	19%	20%	20%	18%	18%	19%	18%	17%	19%	16%	20%	18%	24%	17%	17%	26%	16%	18%	22%	18%	16%	27%	23%	17%	18%	19%	15%	19%	21%	18%	16%	19%	23%	19%	19%	22%	21%	15%	17%	21%	18%	16%	13%	20%	19%	19%										
Very unfavourable	21%	21%	23%	23%	21%	22%	19%	22%	21%	21%	26%	17%	26%	25%	14%	35%	29%	16%	17%	22%	13%	30%	25%	30%	20%	15%	13%	19%	21%	23%	22%	19%	23%	26%	15%	15%	15%	14%	47%	38%	25%	24%	24%	21%	22%	18%										
Top2box	18%	14%	15%	24%	21%	20%	19%	19%	13%	15%	27%	22%	20%	15%	14%	17%	14%	31%	22%	18%	23%	22%	19%	21%	18%	12%	21%	17%	19%	18%	19%	19%	17%	16%	19%	24%	16%	19%	9%	14%	20%	21%	22%	18%	20%											
Bottom2box	40%	42%	43%	41%	39%	41%	37%	39%	41%	37%	46%	35%	50%	42%	31%	61%	46%	33%	39%	40%	29%	58%	49%	47%	38%	35%	28%	39%	42%	40%	38%	38%	46%	45%	34%	37%	35%	29%	64%	59%	43%	40%	37%	41%	41%	36%										

Q74. Opinion of - Reddit

	Total	Province								Geo Type				Gender				Age					Gender-Age					Age (Fine)					HHI				Education				2021 Fed Vote											Visible Minority			Language	
		BC	AB	Sask	MB	Ont	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K- \$100K	\$100K+	<=HS	Collg e/Trade school	Univ+	CPC	Lib	NDP	Bloc	Green	PPC	Other	Did not vote	Indigen ous	Visible Minorit y	Non Visible Min	Englis h	French										
Very favourable	6%	6%	3%	6%	6%	6%	4%	7%	6%	6%	6%	5%	13%	5%	11%	11%	8%	2%	15%	3%	%	13%	13%	6%	4%	2%	1%	7%	5%	6%	5%	5%	7%	3%	8%	9%	11%	7%	6%	7%	6%	7%	6%	8%	5%	6%	5%									
Moderately favourable	19%	20%	22%	18%	25%	23%	14%	13%	20%	28%	20%	18%	32%	21%	9%	33%	23%	9%	31%	19%	9%	43%	30%	25%	17%	11%	7%	14%	22%	21%	13%	22%	25%	16%	21%	28%	11%	24%	13%	29%	19%	21%	25%	19%	21%	10%										
Neither favourable nor unfavourable	55%	51%	57%	52%	45%	51%	64%	64%	55%	59%	52%	59%	34%	55%	71%	32%	51%	68%	37%	59%	73%	31%	35%	48%	63%	69%	72%	58%	53%	53%	60%	56%	49%	61%	52%	43%	74%	46%	58%	42%	53%	52%	47%	57%	53%	67%										
Moderately unfavourable	10%	13%	9%	9%	11%	11%	7%	5%	10%	10%	12%	7%	13%	7%	9%	19%	8%	11%	8%	5%	8%	8%	15%	8%	5%	9%	10%	10%	10%	9%	8%	11%	9%	10%	13%	4%	16%	8%	25%	8%	11%	10%	9%	10%	7%											
Very unfavourable	10%	8%	9%	15%	14%	10%	11%	11%	10%	11%	9%	11%	7%	12%	10%	5%	11%	10%	9%	13%	10%	6%	8%	13%	12%	9%	10%	11%	10%	10%	13%	9%	8%	11%	9%	7%	9%	7%	14%	5%	13%	9%	13%	10%	10%	11%										
Top2box	25%	28%	25%	24%	30%	29%	18%	20%	26%	20%	27%	23%	45%	26%	10%	44%	30%	11%	46%	22%	18%	55%	42%	31%	21%	12%	8%	21%	27%	27%	19%	29%	37%	12%	31%	19%	29%	26%	28%	28%	20%	21%	22%	21%	27%	14%										
Bottom2box	20%	21%	18%	24%	25%	21%	18%	16%	19%	21%	21%	18%	21%	19%	19%	25%	19%	21%	17%	18%	18%	14%	22%	21%	16%	19%	20%	21%	20%	20%	22%	17%	19%	20%	19%	20%	14%	23%	23%	30%	21%	20%	23%	19%	20%	18%										

Q74. Opinion of - Instagram

	Total	Province								Geo Type				Gender				Age					Gender-Age					Age (Fine)					HHI				Education				2021 Fed Vote											Visible Minority			Language	
		BC	AB	Sask	MB	Ont	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K- \$100K	\$100K+	<=HS	Collg e/Trade school	Univ+	CPC	Lib	NDP	Bloc	Green	PPC	Other	Did not vote	Indigen ous	Visible Minorit y	Non Visible Min	Englis h	French										
Very favourable	7%	6%	4%	5%	6%	6%	6%	6%	5%	6%	8%	9%	9%	5%	4%	9%	6%	14%	9%	4%	11%	8%	8%	9%	4%	6%	6%	5%	8%	7%	7%	8%	6%	9%	5%	4%	14%	4%	13%	9%	15%	6%	7%	7%												
Moderately favourable	23%	20%	22%	41%	29%	23%	14%	13%	20%	28%	23%	34%	30%	30%	20%	23%	26%	33%	36%	33%	23%	27%	30%	29%	33%	28%	24%	33%	30%	28%	27%	31%	31%	31%	22%	31%	13%	20%	22%	23%	20%	30%	26%													
Neither favourable nor unfavourable	40%	39%	44%	32%	32%	35%	49%	42%	40%	43%	43%	38%	32%	37%	49%	37%	40%	50%	28%	34%	49%	33%	32%	32%	43%	46%	51%	44%	49%	38%	45%	41%	34%	41%	40%	39%	54%	33%	43%	43%	35%	34%	35%	42%	39%	47%										
Moderately unfavourable	15%	19%	15%	15%	16%	15%	11%	16%	15%	10%	12%	23%	15%	9%	27%	17%	11%	16%	12%	7%	23%	23%	19%	10%	9%	9%	14%	15%	16%	18%	13%	14%	18%	13%	14%	18%	13%	21%	20%	11%	15%	16%	14%	15%	15%	12%										
Very unfavourable	9%	7%	8%	7%	14%	10%	7%	11%	9%	9%	10%	8%	10%	10%	7%	12%	11%	7%	7%	9%	7%	10%	11%	9%	8%	6%	10%	7%	9%	9%	9%	9%	7%	7%	2%	19%	26%	14%	16%	10%	8%	9%	8%	3%												
Top2box	36%	35%	33%	45%	33%	32%	37%	33%	32%	37%	33%	42%	35%	35%	24%	32%	32%	47%	45%	38%	34%	35%	39%	38%	37%	33%	32%	38%	37%	36%	34%	39%	37%	41%	36%	26%	45%	18%	20%	35%	37%	33%	33%	33%												
Bottom2box	23%	26%	23%	22%	31%	25%	18%	26%	23%	24%	28%	19%	33%	24%	16%	40%	28%	18%	25%	21%	14%	33%	32%	30%	19%	16%	15%	25%	22%	25%	19%	24%	27%	22%	20%	25%	20%	22%	39%	37%	29%	35%	24%	23%	24%	20%										

Q75. [Facebook] And, in the last few years or so, has your opinion of each social media platform improved, worsened, or stayed the same?

	Total	Province								Geo Type				Gender				Age					Gender-Age					Age (Fine)					HHI				Education				2021 Fed Vote											Visible Minority			Language	
		BC	AB	Sask	MB	Ont	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K- \$100K	\$100K+	<=HS	Collg e/Trade school	Univ+	CPC	Lib	NDP	Bloc	Green	PPC	Other	Did not vote	Indigen ous	Visible Minorit y	Non Visible Min	Englis h	French										
Worsened	51%	53%	58%	64%	50%	55%	40%	48%	50%	55%	55%	47%	60%	53%	42%	65%	60%	42%	56%	46%	42%	51%	63%	57%	49%	45%	40%	45%	54%	54%	46%	50%	59%	50%	50%	57%	39%	49%	76%	80%	47%	58%	50%	51%	54%	39%										
Stayed the same	44%	44%	38%	30%	47%	41%	51%	49%	44%	40%	39%	48%	35%	42%	52%	38%	35%	50%	39%	50%	53%	39%	34%	38%	47%	48%	54%	48%	40%	43%	48%	45%	36%	46%	45%	40%	51%	39%	20%	45%	38%	42%	44%	42%	51%											
Improved	5%	3%	3%	6%	3%	4%	9%	5%	5%	6%	5%	5%	4%	6%	5%	4%	8%	5%	4%	4%	4%	10%	4%	5%	4%	5%	6%	7%	6%	3%	6%	5%	4%	5%	3%	11%	13%	4%	7%	5%	8%	5%	4%	10%												

Q75. [Twitter] And, in the last few years or so, has your opinion of each social media platform improved, worsened, or stayed the same?

	Total	Province								Geo Type				Gender				Age					Gender-Age					Age (Fine)					HHI				Education				2021 Fed Vote											Visible Minority			Language	
		BC	AB	Sask	MB	Ont	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K- \$100K	\$100K+	<=HS	Collg e/Trade school	Univ+	CPC	Lib	NDP	Bloc	Green	PPC	Other	Did not vote	Indigen ous	Visible Minorit y	Non Visible Min	Englis h	French										
Worsened	36%	39%	37%	42%	36%	40%	27%	34%	36%	37%	35%	37%	41%	35%	33%	41%	32%	35%	41%	39%	32%	42%	41%	35%	35%	35%	32%	34%	36%	38%	32%	37%	40%	33%	38%	40%	28%	22%	41%	51%	35%	41%	34%	36%	38%	27%										
Stayed the same	56%	56%	53%	54%	59%	50%	65%	59%	56%	53%	58%	46%	56%	63%	41%	56%	60%	51%	55%	66%	40%	47%	54%	58%	59%	66%	58%	56%	52%	61%	53%	52%	55%	57%	55%	69%	66%	34%	34%	59%	44%	58%	56%	54%	66%											
Improved	8%	5%	10%	4%	5%	10%	8%	7%	8%	10%	11%	5%	13%	9%	4%	18%	12%	6%	8%	6%	3%	18%	12%	11%	7%	6%	3%	8%	7%	10%	6%	5%	12%	6%	5%	3%	12%	24%	15%	6%	15%	6%	8%	5%	4%	10%										

Q75. [TikTok] And, in the last few years or so, has your opinion of each social media platform improved, worsened, or stayed the same?

	Total	Province								Geo Type				Gender				Age					Gender-Age					Age (Fine)					HHI				Education				2021 Fed Vote											Visible Minority			Language	
		BC	AB	Sask	MB	Ont	QC	ATL	Urban	Rural	Male	Female	18-34	35-																																										

Q76. What about your time spent using these platforms over the last few years, has it increased, decreased or stayed the same?

	Total	Province							Geo Type		Gender		Age					Gender-Age					Age (Fine)					HHI					Education										2021 Fed Vote										Visible Minority			Language	
		BC	AB	Sask	MB	Ont	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K- \$100K	\$100K+	<HS	Coll e/Trade school	Univ+	CPC	Lib	NDP	Bloc	Green	PPC	Other	Did not vote	Indigen ous	Visible Minorit y	Non Visible Min	Englis h	French											
Increased a lot	17%	17%	18%	22%	10%	16%	12%	17%	14%	13%	21%	20%	17%	14%	16%	15%	8%	24%	19%	19%	23%	19%	16%	18%	16%	12%	17%	16%	16%	16%	16%	19%	12%	20%	19%	11%	15%	14%	26%	22%	19%	28%	12%	17%	13%												
Increased a little	31%	29%	26%	18%	35%	33%	32%	30%	30%	34%	31%	30%	28%	28%	35%	28%	38%	28%	31%	31%	29%	28%	29%	27%	36%	34%	28%	39%	33%	30%	30%	32%	29%	38%	38%	29%	32%	15%	24%	29%	26%	32%	30%	34%													
Stayed the same	32%	36%	32%	32%	35%	28%	36%	30%	32%	29%	35%	30%	31%	33%	34%	33%	35%	38%	28%	31%	31%	24%	32%	35%	30%	34%	32%	33%	34%	33%	30%	37%	28%	31%	30%	32%	27%	31%	35%	27%	28%	33%	31%	37%													
Decreased a little	10%	9%	12%	13%	7%	12%	8%	10%	10%	11%	11%	10%	11%	9%	12%	11%	9%	11%	10%	10%	18%	10%	10%	11%	7%	11%	12%	10%	9%	10%	11%	8%	13%	10%	18%	9%	11%	7%	8%	8%	11%	11%	7%														
Decreased a lot	8%	6%	10%	15%	8%	8%	6%	10%	7%	11%	9%	7%	8%	10%	6%	7%	9%	6%	7%	9%	8%	11%	5%	7%	8%	10%	7%	9%	6%	6%	6%	6%	8%	6%	16%	10%	9%	16%	6%	8%	8%	8%	8%														
Left altogether	2%	3%	1%	1%	5%	1%	2%	2%	1%	2%	1%	1%	2%	2%	1%	3%	3%	1%	1%	2%	2%	1%	2%	3%	3%	1%	2%	2%	1%	2%	2%	1%	2%	3%	1%	2%	6%	3%	2%	4%	2%	2%	1%														
Net: Increased	47%	46%	44%	41%	45%	49%	49%	47%	47%	48%	44%	51%	48%	45%	49%	44%	41%	48%	52%	50%	51%	52%	47%	45%	46%	52%	46%	46%	46%	49%	46%	47%	51%	41%	55%	47%	49%	42%	46%	41%	46%	48%	48%	46%													
Net: Decreased/Left altogether	20%	18%	23%	27%	20%	22%	16%	22%	20%	23%	22%	19%	21%	22%	18%	23%	25%	18%	19%	19%	18%	24%	21%	20%	24%	14%	21%	23%	21%	18%	21%	20%	19%	21%	17%	21%	21%	26%	27%	28%	19%	25%	18%	20%	21%	16%											

Q77. Elon Musk, the CEO of Tesla, has launched a public bid to takeover Twitter- How closely, if at all, have you been following this?

	Total	Province							Geo Type		Gender		Age					Gender-Age					Age (Fine)					HHI					Education										2021 Fed Vote										Visible Minority			Language	
		BC	AB	Sask	MB	Ont	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K- \$100K	\$100K+	<HS	Coll e/Trade school	Univ+	CPC	Lib	NDP	Bloc	Green	PPC	Other	Did not vote	Indigen ous	Visible Minorit y	Non Visible Min	Englis h	French											
Read/saw stories about it and discussed it with friends and/or family	31%	31%	32%	37%	30%	38%	20%	26%	30%	32%	36%	26%	38%	28%	47%	31%	31%	29%	25%	24%	35%	39%	28%	28%	32%	24%	27%	29%	37%	25%	33%	35%	34%	32%	29%	14%	25%	59%	53%	19%	35%	30%	31%	34%	16%												
Saw a story or two, and had the odd conversation about it	34%	36%	41%	31%	37%	35%	31%	29%	35%	33%	36%	33%	37%	35%	32%	37%	39%	33%	37%	31%	31%	38%	37%	35%	35%	30%	31%	39%	34%	33%	33%	37%	34%	36%	43%	29%	43%	23%	32%	30%	40%	37%	34%	36%	26%												
Just scanned/saw the headlines	30%	32%	24%	30%	28%	24%	38%	41%	30%	28%	26%	34%	21%	30%	36%	15%	26%	35%	27%	35%	38%	21%	21%	31%	29%	29%	42%	33%	30%	26%	34%	29%	25%	29%	29%	25%	46%	27%	17%	11%	39%	19%	27%	31%	27%	45%											
Not read/seen anything at all until now	5%	2%	2%	2%	5%	3%	11%	4%	4%	7%	2%	8%	4%	7%	4%	1%	4%	1%	7%	9%	7%	6%	4%	6%	8%	4%	4%	9%	2%	3%	7%	4%	2%	3%	3%	11%	5%	7%	4%	12%	6%	6%	5%	3%	12%												
Topbox	65%	66%	73%	68%	67%	73%	51%	55%	65%	65%	72%	58%	75%	63%	60%	84%	70%	64%	66%	56%	55%	74%	75%	63%	63%	67%	54%	58%	68%	72%	59%	66%	72%	68%	68%	71%	43%	68%	82%	85%	49%	75%	67%	64%	70%	42%											
Bottombox	35%	34%	27%	33%	33%	27%	49%	45%	35%	35%	28%	42%	25%	37%	40%	16%	30%	39%	34%	44%	45%	26%	25%	37%	37%	33%	46%	42%	32%	28%	41%	34%	28%	32%	32%	29%	57%	32%	18%	15%	51%	25%	33%	35%	30%	58%											

Q78. Which of these two statements are closest to your belief?

	Total	Province							Geo Type		Gender		Age					Gender-Age					Age (Fine)					HHI					Education										2021 Fed Vote										Visible Minority			Language	
		BC	AB	Sask	MB	Ont	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K- \$100K	\$100K+	<HS	Coll e/Trade school	Univ+	CPC	Lib	NDP	Bloc	Green	PPC	Other	Did not vote	Indigen ous	Visible Minorit y	Non Visible Min	Englis h	French											
Be good for free speech	23%	17%	28%	34%	22%	25%	19%	22%	22%	30%	32%	14%	29%	27%	15%	39%	38%	21%	19%	16%	10%	35%	28%	29%	25%	17%	14%	22%	25%	25%	24%	26%	19%	44%	5%	5%	13%	16%	79%	51%	23%	24%	26%	22%	24%	19%											
Increase spread of hate speech and misinformation	37%	40%	33%	26%	36%	39%	37%	32%	38%	30%	29%	44%	34%	33%	43%	27%	24%	36%	41%	42%	49%	30%	34%	33%	34%	43%	42%	34%	38%	37%	34%	36%	43%	17%	50%	53%	37%	32%	2%	25%	25%	34%	33%	38%	37%	36%											
Both	16%	18%	16%	15%	14%	19%	13%	10%	16%	17%	16%	16%	16%	16%	17%	16%	19%	16%	15%	18%	17%	17%	15%	16%	15%	16%	16%	19%	14%	18%	18%	17%	15%	17%	13%	23%	5%	10%	22%	23%	20%	15%	17%	12%													
Neither	6%	7%	7%	8%	5%	4%	7%	6%	6%	4%	7%	5%	6%	7%	5%	6%	6%	6%	6%	3%	5%	7%	8%	6%	4%	5%	6%	6%	6%	6%	4%	7%	9%	14%	5%	3%	8%	5%	8%	6%	5%	8%															
Not sure	18%	17%	15%	17%	22%	12%	24%	18%	19%	16%	20%	13%	16%	22%	11%	14%	21%	16%	19%	23%	12%	14%	13%	20%	19%	24%	22%	16%	15%	23%	16%	15%	17%	18%	29%	16%	15%	12%	21%	14%	13%	19%	16%	26%													

Q79. If Musk does succeed in buying Twitter, what impact will it have on you? Will you...?

	Total	Province							Geo Type		Gender		Age					Gender-Age					Age (Fine)					HHI					Education										2021 Fed Vote										Visible Minority			Language	
		BC	AB	Sask	MB	Ont	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K- \$100K	\$100K+	<HS	Coll e/Trade school	Univ+	CPC	Lib	NDP	Bloc	Green	PPC	Other	Did not vote	Indigen ous	Visible Minorit y	Non Visible Min	Englis h	French											
Use the platform more	11%	8%	15%	13%	6%	12%	9%	12%	10%	16%	6%	13%	12%	9%	20%	18%	12%	6%	6%	15%	13%	14%	10%	10%	7%	10%	12%	12%	11%	14%	8%	20%	3%	1%	9%	5%	48%	33%	7%	16%	13%	10%	12%	8%													
Use the platform the same amount	10%	9%	8%	14%	12%	13%	8%	5%	10%	10%	13%	8%	11%	13%	7%	14%	17%	8%	9%	9%	6%	9%	12%	13%	13%	9%	5%	8%	10%	12%	8%	11%	12%	13%	11%	8%	7%	10%	12%	15%	8%	9%	11%	10%	11%	7%											
Use the platform less	8%	9%	8%	8%	6%	9%	8%	6%	8%	6%	8%	8%	10%	8%	7%	9%	8%	6%	10%	8%	8%	14%	9%	7%	9%	10%	5%	9%	9%	7%	7%	7%	11%	3%	13%	14%	9%	4%																			
Leave Twitter/delete account	9%	9%	8%	9%	5%	11%	7%	10%	9%	9%	5%	5%	13%	9%	9%	5%	5%	6%	13%	13%	12%	7%	9%	9%	11%	8%	9%	8%	10%	7%	10%	10%	4%	13%	15%	12%	10%																				
No impact	50%	52%	48%	49%	59%	44%	55%	50%	49%	50%	47%	52%	47%	46%	54%	41%	42%	56%	54%	51%	52%	47%	48%	48%	45%	45%	61%	51%	50%	48%	53%	49%	45%	50%	46%	47%	55%	65%	30%	30%	65%	45%	45%	50%	48%	58%											
Not sure yet	12%	13%	13%	7%	13%	11%	12%	16%	13%	9%	11%	13%	9%	12%	14%	11%	10%	12%	8%	14%	16%	8%	10%	10%	14%	16%	13%	14%	11%	11%	14%	9%	13%	9%	15%	15%	9%	6%	9%	10%	13%	11%	12%	12%	12%												