

	Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			Education					2025 Fed Vote					Language		
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French
Weighted Sample Size	1812	246	215	75	70	675	399	133	1583	227	894	918	445	712	655	223	359	312	222	353	343	89	356	328	385	267	388	311	499	762	670	564	578	660	708	107	102	42	193	1478	334
Unweighted Sample Size	1812	232	208	138	125	525	427	1568	242	887	925	455	728	629	227	347	313	228	381	316	91	364	342	386	257	372	305	506	776	645	518	649	554	784	152	82	46	194	1499	313	

Q1. [Net Once a week or more often] Which, if any, of the following social media apps do you use - and how often?

	Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			Education					2025 Fed Vote					Language			
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French	
Facebook	71%	73%	69%	80%	69%	63%	81%	81%	69%	85%	69%	73%	54%	73%	81%	54%	68%	80%	53%	78%	82%	40%	57%	70%	76%	74%	86%	73%	73%	70%	76%	72%	65%	77%	68%	70%	82%	62%	60%	68%	83%	
X/Twitter	20%	22%	27%	22%	20%	22%	12%	15%	21%	14%	22%	13%	25%	19%	17%	32%	30%	21%	18%	8%	14%	26%	24%	17%	21%	19%	16%	17%	22%	20%	20%	18%	22%	22%	29%	15%	15%	5%	13%	15%	21%	
YouTube	61%	58%	60%	56%	64%	68%	50%	66%	62%	58%	69%	53%	75%	61%	51%	84%	69%	59%	66%	53%	44%	76%	74%	66%	58%	51%	51%	64%	61%	60%	61%	60%	63%	62%	63%	63%	39%	69%	62%	64%	45%	45%
LinkedIn	16%	14%	18%	13%	11%	20%	12%	8%	16%	9%	18%	13%	23%	16%	10%	28%	18%	12%	19%	14%	7%	25%	23%	14%	18%	10%	9%	11%	13%	21%	8%	16%	24%	17%	18%	14%	3%	5%	14%	17%	9%	
Reddit	25%	24%	28%	21%	24%	32%	12%	23%	26%	13%	31%	19%	44%	28%	8%	58%	32%	10%	30%	24%	5%	37%	46%	35%	22%	10%	6%	23%	23%	30%	16%	26%	34%	20%	31%	34%	6%	20%	24%	29%	8%	
Snapchat	13%	10%	16%	24%	13%	13%	11%	16%	13%	15%	11%	16%	32%	11%	3%	26%	9%	3%	39%	13%	3%	45%	29%	14%	8%	5%	2%	16%	14%	12%	10%	17%	13%	11%	14%	18%	6%	11%	20%	14%	11%	
Instagram	52%	50%	54%	47%	53%	59%	40%	51%	54%	37%	47%	56%	75%	61%	36%	69%	45%	32%	81%	57%	40%	82%	73%	57%	46%	47%	29%	46%	49%	56%	42%	62%	45%	57%	58%	37%	44%	60%	55%	37%	37%	
TikTok	20%	17%	23%	23%	23%	21%	17%	19%	20%	17%	17%	23%	32%	20%	11%	21%	19%	12%	43%	22%	10%	48%	28%	20%	21%	13%	10%	20%	17%	22%	18%	22%	19%	17%	21%	20%	14%	21%	26%	21%	17%	

Q1. [Net Use item] Which, if any, of the following social media apps do you use - and how often?

	Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			Education					2025 Fed Vote					Language		
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French
Facebook	82%	83%	80%	89%	81%	75%	89%	88%	80%	90%	79%	84%	72%	82%	87%	70%	79%	87%	75%	86%	88%	65%	74%	79%	85%	84%	89%	84%	84%	80%	86%	81%	77%	85%	80%	80%	88%	85%	73%	80%	90%
X/Twitter	29%	32%	36%	37%	30%	31%	18%	22%	29%	22%	38%	20%	36%	29%	23%	45%	42%	27%	26%	16%	20%	41%	34%	27%	31%	28%	20%	23%	26%	32%	29%	28%	41%	22%	23%	9%	19%	27%	31%	17%	17%
YouTube	88%	86%	88%	85%	89%	92%	81%	91%	88%	86%	91%	85%	94%	89%	82%	97%	93%	84%	90%	85%	80%	95%	93%	90%	89%	84%	81%	88%	86%	90%	85%	87%	91%	87%	92%	85%	69%	92%	85%	90%	79%
LinkedIn	36%	34%	38%	30%	24%	43%	30%	28%	38%	19%	40%	31%	50%	40%	22%	57%	45%	24%	43%	35%	20%	54%	49%	41%	39%	27%	18%	22%	33%	47%	20%	37%	53%	32%	42%	35%	25%	17%	34%	38%	26%
Reddit	42%	44%	45%	43%	49%	51%	24%	42%	45%	26%	46%	39%	66%	49%	19%	72%	52%	20%	60%	46%	19%	65%	66%	58%	41%	26%	14%	36%	41%	50%	30%	43%	56%	35%	52%	60%	20%	26%	38%	48%	17%
Snapchat	20%	18%	23%	39%	19%	20%	17%	24%	21%	19%	21%	45%	18%	6%	43%	16%	6%	47%	20%	6%	58%	42%	22%	15%	8%	4%	20%	21%	21%	14%	26%	22%	19%	21%	23%	12%	20%	27%	21%	17%	
Instagram	65%	65%	66%	71%	64%	71%	53%	63%	67%	52%	60%	69%	84%	65%	51%	80%	59%	46%	88%	71%	56%	88%	83%	69%	62%	62%	44%	58%	61%	69%	54%	67%	74%	61%	69%	73%	47%	54%	69%	68%	49%
TikTok	27%	24%	32%	27%	29%	29%	23%	29%	28%	24%	22%	32%	40%	27%	19%	25%	24%	18%	55%	30%	20%	57%	36%	25%	28%	22%	16%	28%	25%	29%	26%	30%	26%	25%	29%	27%	22%	27%	31%	28%	23%

Q1. [Facebook] Which, if any, of the following social media apps do you use - and how often?

	Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			Education					2025 Fed Vote					Language		
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French
Every day or more	57%	59%	51%	66%	55%	48%	69%	68%	55%	72%	54%	61%	38%	57%	70%	35%	52%	69%	40%	62%	72%	19%	42%	53%	61%	65%	74%	59%	61%	56%	62%	60%	49%	62%	54%	59%	71%	52%	44%	54%	72%
More than once a week	14%	13%	18%	14%	14%	14%	12%	13%	14%	13%	15%	13%	16%	16%	11%	19%	16%	12%	13%	15%	10%	21%	15%	16%	15%	10%	11%	14%	11%	14%	14%	12%	16%	14%	14%	12%	11%	10%	16%	15%	11%
Once a week or less	11%	10%	12%	9%	12%	13%	8%	7%	11%	8%	10%	11%	19%	9%	6%	16%	10%	6%	22%	9%	6%	24%	17%	9%	10%	10%	4%	10%	11%	10%	9%	12%	8%	12%	10%	6%	23%	13%	11%	7%	7%
Did in the past but not now	9%	9%	5%	5%	7%	12%	6%	7%	9%	4%	10%	8%	17%	10%	2%	19%	11%	2%	15%	8%	3%	18%	17%	15%	5%	3%	2%	10%	7%	9%	5%	10%	11%	6%	10%	11%	5%	12%	13%	10%	5%
Do not use	10%	8%	14%	6%	12%	13%	5%	10%	6%	11%	8%	11%	8%	10%	11%	11%	11%	11%	11%	5%	10%	10%	17%	9%	13%	9%	6%	9%	11%	11%	9%	8%	12%	9%	10%	8%	7%	4%	15%	11%	4%
Net: Once a week or more often	71%	73%	69%	80%	69%	63%	81%	81%	69%	85%	69%	73%	54%	73%	81%	54%	68%	80%	53%	78%	82%	40%	57%	70%	76%	74%	86%	73%	70%	76%	72%	65%	77%	68%	70%	82%	62%	60%	68%	83%	83%
Net: Use item	82%	83%	80%	89%	81%	75%	89%	88%	80%	90%	79%	84%	72%	82%	87%	70%	79%	87%	75%	86%	88%	65%	74%	79%	85%	84%	89%	84%	84%	80%	86%	81%	77%	85%	80%	80%	88%	85%	73%	80%	90%

Q1. [X/Twitter] Which, if any, of the following social media apps do you use - and how often?

	Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			Education					2025 Fed Vote					Language		
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French
Every day or more	13%	13%	18%	11%	17%	13%	9%	11%	13%	10%	17%	8%	13%	13%	12%	18%	20%	14%	9%	6%	9%	7%	15%	12%	13%	14%	10%	12%	11%	14%	13%	11%	13%	19%	9%	7%	4%	8%	9%	13%	9%
More than once a week	7%	9%	9%	11%	3%	9%	4%	3%	8%	4%	10%	5%	11%	6%	5%	14%	10%	6%	9%	2%	5%	19%	10%	4%	8%	5%	6%	5%	6%	8%	6%	7%	8%	10%	6%	8%	1%	5%	6%	8%	4%
Once a week or less	9%	10%	9%	15%	10%	10%	6%	7%	9%	8%	10%	7%	11%	10%	6%	14%	12%	6%	8%	8%	6%	15%	10%	10%	9%	4%	7%	9%	10%	9%	10%	9%	10%	7%	12%	6%	7%	3%	6%	11%	10%
Did in the past but not now	16%	15%	11%	17%	16%	17%	15%	20%	17%	11%	15%	17%	25%	17%	9%	30%	12%	8%	20%	21%	10%	18%	27%	18%	15%	11%	8%	15%	15%	20%	12%	15%	21%	10%	20%	23%	16%	30%	13%	16%	14%
Do not use	56%	53%	53%	46%	54%	52%	67%	58%	54%	67%	47%	64%	40%	55%	67%	25%	46%	65%	54%	64%	70%	41%	39%	55%	54%	61%	72%	62%	59%	48%	59%	56%	51%	49%	58%	54%	75%	51%	60%	53%	69%

Q1. [YouTube] Which, if any, of the following social media apps do you use - and how often?

	Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			Education					2025 Fed Vote							Language	
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French	
Every day or more	40%	37%	40%	29%	46%	47%	31%	42%	41%	32%	48%	32%	55%	39%	31%	70%	46%	36%	41%	33%	26%	54%	56%	44%	36%	31%	30%	41%	41%	39%	41%	38%	41%	39%	41%	39%	25%	55%	44%	43%	27%	
More than once a week	21%	21%	19%	27%	18%	21%	19%	24%	20%	24%	21%	21%	19%	22%	20%	14%	23%	23%	25%	20%	18%	23%	19%	22%	22%	20%	21%	22%	20%	21%	19%	21%	22%	21%	24%	14%	14%	17%	21%	19%		
Once a week or less	27%	27%	28%	29%	24%	24%	31%	25%	26%	30%	22%	32%	19%	28%	31%	13%	24%	28%	25%	32%	36%	18%	19%	24%	31%	33%	30%	25%	25%	30%	25%	27%	29%	26%	29%	23%	30%	23%	23%	25%	33%	
Did in the past but not now	4%	4%	2%	4%	3%	3%	8%	2%	4%	4%	3%	5%	3%	4%	6%	0%	3%	6%	5%	6%	2%	3%	3%	4%	5%	6%	4%	4%	4%	5%	3%	3%	4%	4%	10%	6%	3%	9%				
Do not use	8%	10%	10%	11%	8%	5%	11%	6%	8%	10%	6%	10%	4%	7%	12%	3%	4%	10%	5%	10%	14%	3%	4%	7%	7%	11%	13%	8%	10%	6%	11%	8%	5%	9%	5%	11%	22%	8%	10%	7%	12%	
Net: Once a week or more often	61%	58%	60%	56%	64%	68%	50%	66%	62%	56%	69%	53%	75%	61%	51%	84%	69%	59%	66%	53%	44%	76%	74%	66%	58%	51%	51%	64%	61%	60%	61%	60%	63%	62%	63%	63%	39%	69%	62%	64%	45%	
Net: Use item	88%	86%	88%	85%	89%	92%	81%	91%	88%	86%	91%	85%	94%	89%	82%	97%	93%	84%	90%	85%	80%	95%	93%	90%	89%	84%	81%	88%	86%	90%	85%	87%	91%	87%	92%	86%	69%	92%	85%	90%	79%	

Q1. [LinkedIn] Which, if any, of the following social media apps do you use - and how often?

	Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			Education					2025 Fed Vote							Language	
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French	
Every day or more	7%	4%	11%	4%	6%	9%	5%	4%	7%	4%	8%	6%	10%	7%	5%	13%	6%	6%	6%	8%	4%	17%	8%	7%	7%	3%	6%	6%	6%	9%	3%	6%	12%	7%	9%	3%	1%	1%	5%	8%	4%	
More than once a week	9%	9%	8%	9%	6%	11%	7%	4%	9%	6%	10%	7%	14%	9%	6%	14%	12%	6%	13%	6%	3%	9%	15%	7%	10%	7%	3%	5%	7%	12%	5%	10%	12%	10%	9%	11%	2%	4%	8%	9%	5%	
Once a week or less	20%	20%	19%	17%	13%	23%	18%	20%	22%	10%	22%	18%	26%	24%	12%	29%	27%	11%	23%	21%	26%	26%	26%	27%	21%	17%	9%	11%	21%	26%	12%	21%	29%	16%	24%	21%	22%	12%	20%	21%	18%	
Did in the past but not now	14%	15%	15%	16%	16%	14%	10%	17%	14%	11%	13%	14%	13%	14%	13%	11%	15%	12%	14%	13%	15%	13%	13%	17%	12%	14%	13%	14%	12%	14%	12%	16%	14%	14%	13%	14%	9%	31%	12%	15%	9%	
Do not use	51%	52%	48%	54%	60%	44%	60%	55%	48%	70%	46%	55%	38%	46%	65%	32%	40%	64%	43%	52%	66%	33%	39%	42%	49%	59%	69%	64%	55%	39%	68%	48%	33%	54%	44%	51%	66%	52%	54%	48%	65%	
Net: Once a week or more often	16%	14%	18%	13%	11%	20%	12%	8%	16%	9%	18%	13%	23%	16%	10%	28%	18%	12%	19%	14%	7%	25%	23%	14%	18%	10%	9%	11%	13%	21%	8%	16%	24%	17%	18%	14%	3%	5%	14%	17%	9%	
Net: Use item	36%	34%	38%	30%	24%	43%	30%	28%	38%	19%	40%	31%	60%	40%	22%	57%	45%	24%	43%	35%	20%	54%	49%	41%	39%	27%	18%	22%	33%	47%	20%	37%	53%	32%	42%	36%	25%	17%	34%	38%	26%	

Q1. [Reddit] Which, if any, of the following social media apps do you use - and how often?

	Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			Education					2025 Fed Vote							Language	
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French	
Every day or more	15%	17%	18%	14%	17%	19%	8%	15%	16%	9%	21%	10%	30%	16%	4%	43%	19%	7%	16%	13%	2%	19%	32%	23%	11%	6%	4%	14%	15%	18%	9%	16%	22%	10%	22%	22%	3%	13%	14%	18%	5%	
More than once a week	9%	8%	10%	7%	7%	13%	4%	9%	10%	4%	10%	9%	15%	11%	3%	16%	12%	3%	15%	11%	3%	19%	14%	12%	11%	6%	2%	9%	8%	12%	6%	10%	12%	10%	9%	12%	3%	8%	10%	11%	3%	
Once a week or less	18%	20%	17%	22%	25%	19%	11%	19%	18%	14%	16%	21%	22%	21%	12%	14%	20%	9%	29%	22%	14%	27%	20%	23%	19%	16%	8%	13%	18%	20%	14%	17%	22%	16%	21%	26%	13%	5%	14%	20%	9%	
Did in the past but not now	7%	7%	7%	6%	9%	8%	7%	7%	8%	6%	8%	7%	10%	8%	4%	9%	9%	5%	12%	7%	3%	11%	10%	8%	9%	6%	3%	7%	6%	8%	7%	8%	7%	7%	7%	4%	3%	19%	11%	7%	7%	
Do not use	50%	49%	49%	51%	42%	41%	70%	50%	48%	47%	54%	23%	43%	77%	18%	39%	76%	29%	47%	78%	24%	23%	34%	50%	68%	83%	58%	53%	42%	63%	50%	37%	57%	42%	36%	77%	55%	51%	45%	76%		
Net: Once a week or more often	25%	24%	28%	21%	24%	32%	12%	23%	26%	13%	31%	19%	44%	28%	8%	58%	32%	10%	30%	24%	5%	37%	46%	35%	22%	10%	6%	23%	23%	30%	16%	26%	34%	20%	31%	34%	6%	20%	24%	29%	8%	
Net: Use item	42%	44%	45%	43%	49%	51%	24%	42%	45%	26%	46%	39%	66%	49%	19%	72%	52%	20%	60%	46%	19%	65%	66%	58%	41%	26%	14%	36%	41%	50%	30%	43%	56%	35%	52%	60%	20%	26%	38%	48%	17%	

Q1. [Snapchat] Which, if any, of the following social media apps do you use - and how often?

	Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			Education					2025 Fed Vote							Language	
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French	
Every day or more	10%	7%	9%	19%	10%	11%	7%	15%	9%	11%	7%	12%	26%	6%	3%	20%	3%	2%	32%	9%	3%	38%	23%	6%	6%	4%	2%	13%	10%	9%	7%	12%	9%	8%	11%	11%	2%	7%	12%	10%	7%	
More than once a week	4%	4%	7%	4%	3%	3%	4%	2%	4%	4%	4%	3%	7%	5%	1%	6%	6%	1%	7%	4%	0%	7%	6%	8%	2%	1%	0%	3%	4%	3%	3%	5%	4%	3%	3%	7%	4%	4%	7%	4%	4%	
Once a week or less	7%	8%	7%	15%	6%	7%	6%	8%	7%	4%	8%	6%	13%	8%	3%	18%	8%	3%	8%	7%	3%	13%	13%	8%	8%	3%	2%	4%	7%	9%	4%	9%	9%	8%	7%	5%	6%	9%	7%	7%	6%	
Did in the past but not now	14%	13%	11%	12%	15%	17%	11%	12%	14%	9%	13%	14%	24%	14%	6%	25%	13%	6%	22%	16%	6%	17%	25%	18%	11%	10%	3%	11%	12%	16%	10%	14%	17%	10%	16%	20%	8%	14%	16%	15%	9%	
Do not use	66%	69%	66%	49%	67%	63%	73%	64%	65%	72%	67%	68%	31%	67%	88%	32%	71%	88%	30%	64%	88%	25%	33%	60%	74%	82%	93%	70%	67%	63%	75%	60%	62%	71%	64%	56%	80%	66%	57%	64%	74%	
Net: Once a week or more often	13%	10%	16%	24%	13%	13%	11%	16%	13%	15%	11%	16%	32%	11%	3%	26%	9%	3%	39%	13%	3%	45%	29%	14%	8%	5%	2%	16%	14%	12%	10%	17%	13%	11%	14%	18%	6%	11%	20%	14%	11%	
Net: Use item	20%	18%	23%	39%	19%	20%	17%	24%	21%	19%	19%	21%	45%	18%	6%	43%	16%	6%	47%	20%	6%	58%	42%	22%	15%	8%	4%	20%	21%	21%	14%	26%	22%	19%	21%	23%	12%	20%	27%	21%	17%	

Q1. [Instagram] Which, if any, of the following social media apps do you use - and how often?

	Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			Education					2025 Fed Vote							Language	
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French	
		Every day or more	38%	32%	39%	28%	37%	45%	30%	35%	39%	24%	31%	44%	60%	36%	24%	52%	28%	20%	69%	43%	28%	73%	57%	43%	30%	33%	18%	38%	35%	40%	29%	38%	47%	31%	43%	42%	28%	31%	44%	40%
More than once a week	14%	18%	15%	19%	16%	14%	10%	16%	14%	13%	15%	13%	14%	15%	12%	17%	17%	12%	12%	14%	12%	9%	16%	15%	16%	14%	11%	9%	15%	16%	13%	14%	15%	13%	14%	16%	9%	13%	16%	15%	9%	
Once a week or less	13%	16%	12%	23%	11%	12%	13%	12%	13%	15%	13%	13%	9%	14%	15%	11%	14%	14%	7%	13%	16%	6%	10%	11%	16%	15%	16%	11%	12%	14%	12%	15%	12%	16%	12%	15%	10%	10%	10%	13%	12%	
Did in the past but not now	6%	6%	5%	7%	6%	6%	6%	9%	6%	7%	7%	5%	9%	4%	6%	9%	5%	3%	8%	4%	7%	4%	10%	8%	6%	4%	7%	5%	6%	7%	5%	5%	7%	3%	6%	20%	6%	6%	6%			
Do not use	29%	28%	29%	22%	30%	23%	41%	28%	27%	41%	33%	25%	12%	26%	44%	14%	31%	49%	9%	21%	40%	5%	13%	21%	31%	33%	52%	35%	33%	24%	40%	26%	21%	34%	24%	24%	47%	26%	25%	26%	45%	
Net: Once a week or more often	52%	50%	54%	47%	53%	59%	40%	51%	54%	37%	47%	56%	75%	51%	36%	69%	45%	32%	81%	57%	40%	82%	73%	57%	46%	47%	29%	46%	49%	56%	42%	52%	62%	45%	57%	58%	37%	44%	60%	55%	37%	
Net: Use item	65%	65%	66%	71%	64%	71%	53%	63%	67%	52%	60%	69%	84%	65%	51%	80%	59%	46%	88%	71%	56%	88%	83%	69%	62%	62%	44%	58%	61%	69%	54%	67%	74%	61%	69%	73%	47%	54%	69%	68%	49%	

Q1. [TikTok] Which, if any, of the following social media apps do you use - and how often?

	Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			Education					2025 Fed Vote							Language	
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French	
		Every day or more	16%	12%	14%	19%	15%	17%	14%	15%	16%	10%	12%	18%	27%	14%	8%	17%	12%	8%	38%	17%	7%	43%	23%	13%	15%	10%	6%	16%	13%	16%	14%	17%	14%	12%	18%	15%	13%	18%	19%	15%
More than once a week	5%	6%	9%	4%	8%	4%	3%	5%	4%	8%	8%	4%	4%	6%	3%	4%	6%	4%	5%	5%	3%	5%	4%	7%	5%	4%	3%	4%	6%	4%	5%	5%	5%	4%	6%	1%	3%	7%	5%	2%		
Once a week or less	7%	7%	9%	5%	8%	6%	10%	7%	7%	8%	10%	8%	7%	8%	5%	6%	6%	6%	8%	9%	9%	8%	5%	8%	8%	9%	7%	7%	8%	8%	7%	8%	8%	7%	8%	7%	8%	5%	6%	8%	7%	
Did in the past but not now	7%	6%	5%	13%	4%	8%	8%	5%	7%	7%	7%	8%	11%	7%	5%	10%	7%	5%	11%	8%	6%	8%	11%	8%	6%	7%	4%	7%	9%	7%	6%	9%	7%	6%	8%	11%	7%	7%	9%	7%	8%	
Do not use	65%	70%	63%	59%	68%	63%	68%	66%	65%	69%	71%	60%	49%	66%	76%	64%	69%	78%	34%	62%	75%	34%	53%	66%	65%	71%	80%	65%	66%	64%	68%	61%	66%	69%	62%	71%	66%	60%	65%	69%		
Net: Once a week or more often	20%	17%	23%	23%	23%	21%	17%	19%	20%	17%	17%	23%	32%	20%	11%	21%	19%	12%	43%	22%	10%	48%	28%	20%	21%	13%	10%	20%	17%	22%	18%	22%	19%	17%	21%	20%	14%	21%	26%	21%	17%	
Net: Use item	27%	24%	32%	27%	29%	29%	23%	29%	28%	24%	22%	32%	40%	27%	19%	25%	24%	18%	55%	30%	20%	57%	36%	25%	28%	22%	16%	28%	25%	29%	26%	30%	26%	25%	29%	27%	22%	27%	31%	28%	23%	

Q2. [NET Positive] And even if you don't currently use them, do you have a positive or negative opinion of each:

	Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			Education					2025 Fed Vote							Language	
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French	
		Facebook	50%	51%	48%	55%	48%	45%	58%	49%	49%	59%	45%	55%	35%	45%	65%	29%	40%	62%	42%	51%	68%	46%	33%	38%	52%	63%	67%	57%	54%	46%	57%	49%	43%	58%	44%	43%	55%	34%	51%	48%
X/Twitter	24%	23%	36%	27%	24%	24%	20%	23%	24%	27%	30%	19%	21%	27%	24%	23%	36%	28%	20%	19%	20%	20%	22%	22%	31%	27%	21%	17%	23%	28%	26%	26%	20%	4%	10%	11%	20%	24%	25%	20%		
YouTube	80%	82%	77%	74%	84%	80%	79%	78%	80%	79%	81%	78%	75%	81%	81%	76%	83%	83%	75%	78%	80%	75%	75%	79%	82%	84%	79%	78%	83%	81%	79%	79%	83%	75%	73%	80%	75%	80%	79%			
LinkedIn	47%	48%	47%	32%	49%	49%	46%	44%	49%	35%	46%	48%	47%	50%	43%	43%	51%	41%	52%	50%	44%	54%	46%	47%	53%	49%	39%	39%	44%	55%	37%	48%	58%	44%	52%	43%	38%	29%	48%	47%	45%	
Reddit	43%	47%	41%	37%	49%	49%	31%	48%	45%	34%	43%	43%	58%	51%	25%	55%	51%	26%	61%	51%	25%	59%	57%	57%	45%	35%	18%	37%	40%	51%	32%	44%	56%	33%	52%	61%	22%	48%	48%	47%	27%	
Snapchat	18%	16%	19%	26%	19%	17%	20%	16%	19%	15%	17%	19%	30%	15%	13%	26%	17%	11%	35%	14%	15%	36%	29%	18%	13%	19%	10%	19%	20%	18%	15%	23%	17%	18%	23%	10%	9%	27%	18%	20%		
Instagram	54%	53%	50%	55%	52%	57%	50%	54%	54%	48%	47%	60%	54%	54%	53%	43%	50%	46%	65%	58%	59%	68%	51%	53%	55%	64%	45%	53%	55%	55%	49%	54%	58%	51%	57%	48%	47%	44%	57%	55%	49%	
TikTok	23%	21%	23%	29%	24%	22%	24%	23%	23%	20%	18%	27%	29%	22%	19%	17%	20%	17%	41%	25%	20%	39%	27%	19%	25%	22%	16%	22%	24%	23%	23%	24%	21%	22%	24%	24%	25%	15%	22%	23%	23%	

Q2. [NET Negative] And even if you don't currently use them, do you have a positive or negative opinion of each:

	Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			Education					2025 Fed Vote							Language	
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French	
		Facebook	42%	41%	43%	38%	45%	46%	37%	42%	44%	33%	49%	36%	56%	50%	26%	63%	56%	31%	48%	44%	21%	38%	60%	57%	43%	29%	24%	34%	41%	49%	33%	46%	50%	34%	50%	52%	41%	54%	38%	44%
X/Twitter	54%	56%	46%	49%	62%	57%	51%	55%	56%	42%	53%	55%	64%	59%	42%	64%	56%	42%	65%	62%	42%	62%	65%	62%	56%	45%	39%	52%	52%	58%	43%	55%	67%	31%	72%	77%	64%	46%	55%	50%		
YouTube	12%	8%	12%	15%	9%	12%	12%	11%	12%	11%	11%	12%	16%	13%	6%	17%	12%	6%	16%	15%	7%	12%	17%	14%	13%	5%	7%	12%	10%	12%	11%	12%	12%	11%	10%	16%	17%	12%	12%	11%	12%	
LinkedIn	20%	18%	26%	22%	20%	21%	14%	20%	20%	19%	24%	16%	29%	22%	10%	35%	26%	13%	24%	18%	8%	23%	31%	27%	18%	10%	10%	17%	18%	22%	15%	22%	22%	20%	19%	28%	19%	30%	15%	21%	12%	
Reddit	17%	18%	23%	18%	20%	16%	13%	14%	17%	13%	20%	13%	26%	17%	10%	32%	21%	11%	21%	13%	9%	23%	27%	18%	16%	9%	10%	17%	17%	18%	15%	19%	16%	20%	15%	13%	20%	17%	11%	18%	13%	
Snapchat	42%	41%	43%	47%	46%	45%	33%	45%	43%	37%	44%	40%	54%	52%	22%	61%	52%	22%	47%	52%	23%	52%	55%	56%	49%	28%	18%	36%	35%	49%	36%	42%	48%	38%	44%	45%	48%	58%	41%	44%	34%	
Instagram	27%	28%	28%	25%	33%	27%	27%	26%	28%	24%	33%	21%	38%	32%	15%	48%	37%	19%	27%	27%	12%	21%	42%	37%	28%	16%	14%	23%	24%	32%	21%	32%	30%	24%	27%	38%	35%	44%	24%	27%	27%	
TikTok	56%	57%	61%	51%	57%	58%	54%	51%	57%	55%	62%	51%	59%	65%	45%	71%	68%	48%	48%	62%	43%	51%	62%	71%	60%	48%	43%	55%	52%	62%	48%	59%	64%	55%	57%	59%	59%	65%	53%	57%	54%	

Q2. [Facebook] And even if you don't currently use them, do you have a positive or negative opinion of each:

	Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			Education					2025 Fed Vote							Language	
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French	
		Facebook	42%	41%	43%	38%	45%	46%	37%	42%	44%	33%	49%	36%	56%	50%	26%	63%	56%	31%	48%	44%	21%	38%	60%	57%	43%	29%	24%	34%	41%	49%	33%	46%	50%	34%	50%	52%	41%	54%	38%	44%

	Total	Province								Geo Type		Gender		Age			Gender-Age			Age (Fine)					HHI			Education					2025 Fed Vote							Language	
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French
Very positive	6%	7%	6%	4%	6%	4%	9%	5%	5%	10%	6%	5%	4%	9%	3%	3%	11%	6%	6%	8%	6%	4%	3%	5%	6%	11%	9%	7%	4%	8%	6%	4%	7%	5%	8%	5%	2%	7%	5%	10%	
Positive	44%	44%	42%	51%	43%	41%	49%	44%	43%	49%	49%	31%	41%	56%	26%	37%	51%	36%	45%	61%	40%	28%	35%	47%	57%	56%	48%	46%	42%	49%	43%	39%	51%	39%	35%	49%	32%	45%	43%	51%	
Negative	32%	31%	30%	25%	31%	36%	29%	28%	33%	26%	36%	28%	41%	36%	22%	47%	38%	26%	34%	34%	18%	30%	43%	39%	34%	25%	20%	24%	29%	38%	26%	34%	37%	27%	38%	36%	32%	33%	27%	33%	29%
Very negative	10%	10%	13%	13%	15%	10%	8%	14%	11%	7%	13%	8%	15%	14%	4%	16%	17%	5%	14%	10%	3%	7%	17%	19%	9%	4%	11%	12%	11%	7%	11%	13%	7%	12%	16%	9%	20%	11%	14%	7%	4%
Not sure	7%	8%	8%	7%	7%	8%	5%	9%	7%	8%	8%	9%	5%	9%	8%	4%	7%	10%	6%	10%	16%	7%	5%	8%	8%	9%	6%	5%	10%	6%	6%	8%	6%	8%	6%	5%	4%	12%	11%	8%	2%
Net: Positive	50%	51%	48%	56%	48%	45%	56%	49%	49%	59%	45%	55%	35%	45%	65%	29%	40%	62%	42%	51%	68%	46%	33%	38%	52%	63%	67%	57%	54%	46%	67%	49%	43%	58%	44%	43%	55%	34%	51%	48%	61%
Net: Negative	42%	41%	43%	38%	45%	46%	37%	42%	44%	33%	49%	36%	56%	50%	26%	63%	56%	31%	48%	44%	21%	38%	60%	57%	43%	29%	24%	34%	41%	49%	33%	46%	50%	52%	41%	54%	38%	44%	35%	29%	

Q2. [X/Twitter] And even if you don't currently use them, do you have a positive or negative opinion of each:

	Total	Province								Geo Type		Gender		Age			Gender-Age			Age (Fine)					HHI			Education					2025 Fed Vote							Language	
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French
Very positive	6%	6%	11%	6%	4%	6%	3%	5%	6%	5%	8%	4%	4%	8%	6%	6%	12%	6%	14%	14%	17%	3%	5%	8%	7%	5%	6%	6%	5%	6%	8%	5%	4%	13%	1%	3%	2%	9%	4%	7%	4%
Positive	18%	17%	25%	21%	21%	18%	17%	18%	23%	22%	15%	17%	19%	18%	17%	24%	23%	18%	15%	14%	17%	17%	14%	24%	22%	15%	12%	18%	22%	18%	21%	16%	32%	2%	3%	9%	11%	20%	19%	16%	24%
Negative	25%	25%	16%	24%	34%	28%	24%	26%	26%	21%	27%	24%	30%	24%	23%	28%	27%	29%	24%	21%	37%	28%	26%	23%	26%	22%	24%	24%	26%	23%	26%	27%	20%	28%	2%	3%	31%	31%	27%	26%	24%
Very negative	22%	20%	31%	25%	27%	29%	27%	29%	30%	21%	26%	31%	35%	35%	18%	34%	31%	15%	36%	38%	21%	24%	37%	36%	33%	20%	17%	28%	31%	20%	28%	40%	11%	43%	50%	33%	33%	18%	29%	26%	
Not sure	22%	20%	18%	24%	14%	19%	29%	22%	20%	30%	18%	26%	14%	14%	34%	14%	9%	30%	15%	19%	39%	19%	13%	16%	13%	27%	39%	31%	24%	14%	31%	19%	13%	24%	18%	12%	25%	16%	30%	20%	30%
Net: Positive	24%	23%	36%	27%	24%	24%	20%	23%	24%	27%	30%	19%	21%	27%	24%	23%	38%	28%	20%	19%	20%	20%	22%	22%	31%	27%	21%	17%	23%	28%	26%	26%	20%	45%	10%	11%	11%	20%	24%	25%	20%
Net: Negative	54%	56%	46%	49%	62%	57%	51%	55%	56%	42%	53%	55%	64%	59%	42%	64%	56%	42%	65%	62%	42%	62%	65%	62%	56%	45%	39%	52%	52%	58%	43%	55%	67%	31%	72%	77%	64%	64%	46%	55%	50%

Q2. [YouTube] And even if you don't currently use them, do you have a positive or negative opinion of each:

	Total	Province								Geo Type		Gender		Age			Gender-Age			Age (Fine)					HHI			Education					2025 Fed Vote							Language	
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French
Very positive	20%	18%	19%	20%	19%	18%	24%	19%	20%	21%	21%	19%	20%	20%	23%	22%	19%	17%	18%	21%	21%	19%	20%	20%	20%	19%	22%	22%	18%	21%	20%	18%	23%	19%	17%	18%	1%	17%	19%	24%	
Positive	60%	64%	58%	54%	65%	62%	55%	60%	60%	58%	60%	56%	61%	61%	53%	61%	64%	58%	61%	59%	55%	56%	59%	62%	64%	60%	55%	61%	63%	58%	61%	55%	64%	58%	55%	79%	58%	61%	55%	60%	64%
Negative	10%	7%	10%	13%	8%	11%	10%	9%	10%	8%	11%	15%	12%	5%	14%	10%	15%	13%	5%	9%	16%	12%	12%	8%	12%	8%	11%	9%	11%	9%	10%	10%	10%	13%	14%	12%	9%	10%	10%	10%	
Very negative	1%	1%	2%	2%	1%	1%	2%	1%	1%	3%	1%	2%	2%	2%	1%	3%	1%	1%	2%	1%	5%	1%	3%	1%	0%	2%	1%	1%	2%	1%	2%	1%	1%	3%	3%	1%	2%	1%	2%	1%	2%
Not sure	9%	10%	11%	11%	6%	8%	8%	11%	9%	10%	8%	10%	8%	6%	13%	8%	6%	12%	9%	6%	14%	12%	7%	7%	5%	11%	14%	10%	7%	8%	10%	7%	9%	10%	6%	9%	11%	8%	13%	9%	9%
Net: Positive	80%	82%	77%	74%	84%	80%	79%	78%	80%	79%	81%	78%	75%	81%	81%	76%	83%	83%	75%	78%	80%	75%	75%	79%	82%	84%	79%	83%	81%	79%	81%	79%	79%	83%	75%	73%	80%	75%	80%	79%	
Net: Negative	12%	8%	12%	15%	9%	12%	12%	11%	12%	11%	12%	16%	13%	6%	17%	12%	6%	16%	15%	7%	12%	17%	14%	13%	5%	7%	12%	10%	12%	11%	12%	12%	11%	10%	16%	17%	12%	12%	11%	12%	

Q2. [LinkedIn] And even if you don't currently use them, do you have a positive or negative opinion of each:

	Total	Province								Geo Type		Gender		Age			Gender-Age			Age (Fine)					HHI			Education					2025 Fed Vote							Language	
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French
Very positive	6%	4%	5%	5%	7%	6%	8%	6%	6%	5%	6%	8%	5%	6%	8%	4%	5%	7%	6%	6%	8%	8%	5%	6%	5%	6%	7%	3%	9%	4%	5%	9%	6%	7%	4%	5%	1%	8%	6%	7%	
Positive	41%	45%	42%	28%	42%	43%	38%	38%	42%	31%	40%	42%	40%	45%	37%	35%	46%	36%	44%	44%	38%	46%	38%	42%	48%	44%	32%	33%	41%	46%	32%	43%	49%	38%	46%	39%	34%	29%	40%	42%	38%
Negative	15%	15%	20%	17%	10%	17%	8%	15%	15%	13%	18%	12%	22%	17%	7%	25%	19%	10%	19%	14%	5%	16%	23%	22%	12%	8%	7%	12%	13%	17%	11%	17%	16%	14%	17%	10%	21%	11%	17%	6%	
Very negative	5%	3%	6%	4%	10%	4%	5%	4%	5%	6%	8%	4%	7%	5%	3%	10%	7%	3%	5%	4%	3%	7%	8%	2%	6%	3%	6%	5%	4%	6%	5%	3%	5%	7%	9%	9%	5%	5%	5%	5%	
Not sure	33%	34%	27%	46%	31%	29%	41%	36%	32%	46%	31%	36%	23%	27%	47%	22%	23%	46%	25%	32%	48%	23%	23%	26%	29%	40%	51%	43%	38%	23%	49%	29%	20%	36%	28%	33%	42%	41%	37%	31%	43%
Net: Positive	47%	48%	47%	32%	49%	49%	46%	44%	49%	35%	46%	48%	47%	50%	43%	43%	51%	41%	52%	50%	44%	54%	46%	47%	53%	49%	39%	39%	44%	55%	37%	48%	58%	44%	52%	43%	38%	29%	48%	47%	45%
Net: Negative	20%	18%	26%	22%	20%	21%	14%	20%	20%	19%	24%	16%	29%	22%	10%	35%	26%	13%	24%	18%	8%	23%	31%	27%	18%	10%	10%	18%	22%	15%	22%	20%	19%	25%	19%	30%	15%	21%	12%		

Q2. [Reddit] And even if you don't currently use them, do you have a positive or negative opinion of each:

	Total	Province								Geo Type		Gender		Age			Gender-Age			Age (Fine)					HHI			Education					2025 Fed Vote							Language	
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French
Very positive	6%	5%	6%	5%	6%	6%	6%	7%	6%	3%	7%	5%	9%	7%	3%	11%	8%	3%	8%	6%	3%	14%	8%	7%	6%	4%	3%	6%	8%	4%	5%	8%	3%	8%	9%	5%	4%	7%	6%	6%	
Positive	37%	42%	36%	32%	42%	43%	25%	41%	35%	30%	36%	38%	48%	44%	22%	44%	43%	22%	52%	45%	25%	46%	49%	42%	39%	31%	16%	31%	35%	43%	28%	38%	47%	29%	43%	52%	17%	44%	42%	41%	21%
Negative	13%	15%	14%	13%	15%	13%	9%	10%	13%	7%	15%	10%	21%	13%	7%	25%	16%	8%	16%	10%	5%	19%	22%	15%	11%	8%	6%	12%	13%	14%	11%	14%	13%	14%	12%	11%	5%	6%	13%	9%	
Very negative	4%	3%	9%	5%	5%	3%	4%	3%	4%	6%	8%	4%	5%	4%	3%	6%	6%	3%	4%	3%	4%	4%	6%	4%	5%	1%	4%	5%	4%	4%	4%	6%	2%	2%	5%	12%	3%	4%	3%		
Not sure	40%	35%	36%	44%	31%	35%	56%	38%	38%	53%	37%	43%	16%	32%	65%	13%	28%	64%	19%	36%	66%	16%	24%	39%	56%	72%	46%	43%	31%	53%	37%	28%	47%	34%	26%	57%	35%	41%	36%	60%	
Net: Positive	43%	47%	41%	37%	49%	49%	31%	48%	45%	3																															

	Total	Province						Geo Type		Gender		Age			Gender-Age						Age (Fine)					HHI			Education			2025 Fed Vote						Language					
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French		
Very positive	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	4%	2%	0%	5%	1%	0%	3%	3%	0%	1%	5%	2%	2%	1%	0%	2%	3%	2%	3%	1%	2%	2%	1%	5%	2%	1%	5%	2%		4%	2%	2%
Positive	16%	14%	17%	24%	18%	15%	18%	15%	17%	14%	15%	17%	26%	13%	13%	21%	16%	11%	31%	10%	15%	35%	24%	15%	11%	18%	9%	16%	17%	16%	12%	22%	16%	16%	16%	17%	8%	9%	24%	16%	17%		
Negative	28%	29%	26%	27%	29%	31%	23%	30%	28%	24%	29%	27%	36%	34%	15%	42%	33%	15%	30%	36%	16%	36%	36%	37%	32%	20%	12%	22%	24%	34%	22%	29%	33%	24%	29%	36%	32%	36%	28%	29%	23%		
Very negative	14%	12%	18%	20%	17%	15%	10%	15%	14%	13%	15%	13%	18%	18%	7%	19%	19%	7%	18%	16%	7%	16%	19%	19%	17%	8%	6%	14%	11%	16%	13%	13%	16%	14%	14%	9%	16%	22%	13%	15%	11%		
Not sure	40%	43%	38%	27%	35%	38%	46%	38%	39%	48%	39%	41%	15%	32%	64%	13%	31%	67%	18%	34%	62%	12%	16%	26%	38%	54%	72%	45%	44%	33%	49%	35%	34%	44%	39%	32%	42%	33%	32%	38%	46%		
Net: Positive	18%	16%	19%	26%	19%	17%	20%	16%	19%	15%	17%	19%	30%	15%	13%	26%	17%	11%	35%	14%	15%	36%	29%	18%	13%	19%	10%	19%	20%	18%	15%	23%	17%	18%	17%	23%	10%	9%	27%	18%	20%		
Net: Negative	42%	41%	43%	47%	46%	45%	33%	45%	43%	37%	44%	40%	54%	52%	22%	61%	52%	22%	47%	52%	23%	52%	55%	56%	49%	28%	18%	36%	35%	49%	36%	42%	48%	38%	44%	45%	48%	58%	41%	44%	34%		

Q2. [Instagram] And even if you don't currently use them, do you have a positive or negative opinion of each:

	Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			Education					2025 Fed Vote						Language			
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French		
Very positive	6%	8%	5%	6%	6%	6%	6%	2%	6%	5%	4%	8%	8%	6%	5%	4%	4%	3%	12%	7%	6%	10%	7%	6%	6%	6%	4%	7%	6%	7%	6%	6%	5%	6%	5%	7%	7%	3%	7%	6%	6%		
Positive	48%	45%	45%	49%	46%	51%	44%	52%	48%	43%	43%	52%	46%	48%	48%	39%	46%	43%	53%	51%	53%	58%	43%	47%	50%	58%	41%	46%	49%	43%	47%	53%	45%	52%	41%	40%	41%	60%	49%	42%			
Negative	22%	24%	19%	18%	25%	23%	21%	21%	22%	21%	27%	17%	29%	26%	12%	37%	29%	17%	21%	23%	8%	15%	32%	31%	22%	13%	12%	16%	19%	27%	16%	26%	19%	24%	29%	25%	34%	17%	22%	20%			
Very negative	5%	4%	9%	6%	8%	4%	6%	5%	6%	4%	7%	4%	9%	6%	3%	11%	8%	2%	6%	4%	3%	7%	9%	6%	6%	3%	2%	7%	5%	5%	5%	7%	4%	6%	4%	8%	10%	10%	7%	5%	7%		
Not sure	19%	19%	23%	20%	15%	16%	23%	20%	18%	27%	20%	18%	9%	14%	32%	9%	13%	36%	8%	14%	29%	11%	8%	10%	17%	20%	41%	25%	21%	13%	30%	14%	12%	25%	16%	14%	18%	12%	19%	18%	25%		
Net: Positive	54%	53%	50%	55%	52%	57%	50%	54%	54%	48%	47%	60%	54%	54%	53%	43%	50%	46%	65%	58%	59%	68%	51%	53%	55%	64%	45%	53%	55%	55%	49%	54%	58%	51%	57%	48%	47%	44%	57%	55%	49%		
Net: Negative	27%	28%	28%	25%	33%	27%	27%	26%	28%	24%	33%	21%	38%	32%	15%	48%	37%	19%	27%	27%	12%	21%	42%	37%	28%	16%	14%	23%	24%	32%	21%	32%	30%	24%	27%	38%	35%	44%	24%	27%	27%		

Q2. [TikTok] And even if you don't currently use them, do you have a positive or negative opinion of each:

	Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			Education					2025 Fed Vote						Language			
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French		
Very positive	2%	2%	3%	1%	1%	3%	2%	2%	3%	2%	2%	3%	5%	2%	2%	2%	2%	1%	7%	2%	2%	6%	4%	3%	1%	2%	2%	2%	3%	3%	3%	2%	3%	2%	3%	1%			3%	3%	2%		
Positive	20%	19%	20%	28%	23%	19%	22%	21%	20%	18%	17%	24%	24%	20%	17%	15%	18%	16%	34%	23%	18%	31%	23%	16%	24%	20%	15%	20%	20%	20%	22%	19%	18%	22%	21%	23%	15%	19%	20%	21%			
Negative	30%	30%	32%	30%	28%	32%	25%	30%	30%	32%	31%	30%	29%	33%	28%	29%	33%	30%	30%	33%	26%	28%	30%	37%	29%	28%	27%	31%	34%	23%	33%	36%	28%	32%	31%	29%	34%	29%	31%	28%			
Very negative	26%	27%	30%	22%	29%	26%	26%	21%	27%	22%	31%	22%	30%	32%	17%	41%	35%	18%	19%	29%	17%	23%	32%	34%	31%	20%	15%	28%	21%	28%	25%	25%	29%	27%	25%	28%	30%	31%	24%	26%	26%		
Not sure	21%	23%	16%	19%	19%	20%	22%	26%	20%	22%	12%	13%	36%	12%	12%	35%	11%	13%	37%	11%	12%	10%	15%	30%	41%	23%	25%	15%	29%	17%	15%	23%	19%	17%	16%	20%	25%	20%	23%				
Net: Positive	23%	21%	23%	29%	24%	22%	24%	23%	23%	20%	18%	27%	29%	22%	19%	17%	20%	17%	41%	25%	20%	39%	27%	19%	25%	22%	16%	22%	24%	23%	23%	24%	21%	22%	24%	24%	25%	15%	22%	23%	23%		
Net: Negative	56%	57%	61%	51%	57%	58%	54%	51%	67%	55%	62%	51%	59%	65%	45%	71%	68%	48%	48%	62%	43%	51%	62%	71%	60%	48%	43%	55%	52%	62%	48%	69%	64%	55%	57%	59%	59%	65%	53%	57%	64%		

Q3. [NET Love it/ Like it] And of the social media apps that you use, how would you describe your experience with each:

	Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			Education					2025 Fed Vote						Language			
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French		
Facebook	72%	69%	70%	70%	66%	71%	77%	70%	71%	79%	67%	76%	58%	67%	85%	53%	62%	62%	64%	72%	87%	64%	57%	64%	69%	83%	86%	80%	76%	66%	78%	72%	65%	77%	67%	65%	75%	53%	80%	70%	79%		
X/Twitter	72%	73%	85%	72%	61%	67%	73%	71%	70%	83%	75%	66%	63%	73%	78%	65%	77%	82%	59%	64%	73%	54%	66%	74%	73%	80%	77%	70%	66%	76%	77%	73%	64%	88%	52%	55%	69%	44%	61%	71%	78%		
YouTube	94%	96%	92%	94%	95%	94%	97%	92%	95%	93%	94%	95%	89%	95%	99%	87%	95%	99%	91%	94%	98%	90%	89%	93%	96%	99%	98%	93%	96%	94%	96%	95%	93%	94%	94%	95%	100%	96%	94%	97%			
LinkedIn	75%	76%	80%	61%	70%	75%	75%	79%	76%	70%	74%	77%	67%	74%	90%	63%	73%	93%	73%	76%	86%	63%	69%	64%	83%	91%	88%	79%	78%	74%	86%	74%	71%	80%	74%	64%	65%	56%	75%	75%	76%		
Reddit	89%	94%	86%	82%	89%	90%	86%	90%	89%	93%	88%	91%	86%	91%	91%	83%	90%	93%	91%	92%	88%	83%	87%	91%	92%	96%	86%	88%	90%	91%	91%	87%	86%	91%	92%	80%	89%	90%	89%	88%			
Snapchat	68%	58%	69%	67%	65%	67%	82%	65%	68%	68%	67%	70%	76%	54%	77%	72%	56%	71%	80%	51%	83%	71%	78%	55%	52%	68%	88%	71%	72%	64%	76%	66%	65%	67%	62%	81%	76%	51%	84%	66%	81%		
Instagram	86%	79%	86%	81%	78%	89%	86%	86%	86%	86%	82%	89%	85%	83%	90%	82%	77%	89%	89%	88%	90%	89%	84%	82%	83%	88%	91%	86%	88%	84%	89%	83%	85%	85%	88%	73%	81%	87%	85%	86%			
TikTok	83%	87%	76%	91%	80%	84%	87%	72%	82%	90%	82%	84%	88%	82%	78%	82%	80%	84%	91%	84%	73%	91%	87%	79%	85%	72%	84%	84%	83%	83%	87%	80%	82%	84%	81%	85%	95%	84%	83%	83%	87%		

Q3. [NET Dislike it/ hate it] And of the social media apps that you use, how would you describe your experience with each:

	Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			Education					2025 Fed Vote						Language			
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French		
Facebook	28%	31%	30%	30%	34%	29%	23%	30%	29%	21%	33%	24%	42%	33%	15%	47%	38%	18%	36%	28%	13%	36%	43%	36%	31%	17%	14%	20%	24%	34%	22%	28%	35%	23%	33%	35%	21%	47%	20%	30%	21%		
X/Twitter	28%	27%	15%	28%	39%	33%	27%	29%	30%	17%	28%	34%	37%	27%	35%	23%	17%	41%	36%	27%	46%	34%	26%	27%	20%	23%	30%	34%	24%	23%	27%	36%	12%	48%	45%	40%	56%	39%	29%	21%			
YouTube	6%	4%	8%	6%	5%	6%	3%	8%	5%	7%	6%	5%	11%	5%	1%	13%	6%	1%	9%	6%	2%	10%	11%	7%	4%	1%	2%	7%	4%	6%	4%	5%	7%	6%	6%	5%		4%	6%	3%			
LinkedIn	25%	24%	20%	39%	30%	25%	20%	24%	30%	26%	23%	33%	26%	10%	37%	27%	7%	27%	24%	14%	37%	31%	36%	17%	9%	12%	21%	22%	26%	14%	26%	29%	20%	26%	36%	35%	44%	25%	25%	24%			
Reddit	11%	6%	14%	18%	11%	10%	14%	10%	11%	7%	12%	9%	14%	9%	9%	17%	10%	7%	9%	8%	12%	17%	13%	9%	8%	5%	14%	13%	12%	10%	9%	9%	13%	14%	9%	8%	20%	11%	10%	11%	12%		
Snapchat	32%	42%	31%	33%	35%	33%	18%	35%	32%	32%	33%	30%	24%	46%	23%	28%	44%	29%	20%	49%	17%	29%	22%	45%	48%	31%	12%	29%	28%	36%	24%	34%	35%	33%	38%	19%	24%	49%	16%	34%	19%		
Instagram	14%	21%	14%	19%	22%	11%	14%	14%	14%	14%	18%	11%	15%	17%	10%	18%	23%	11%	11%	12%	10%	11%	16%	18%	17%	12%	9%	14%	12%	16%	11%	17%	15%	15%	12%	27%	19%	13%	13%	15%	14%		
TikTok	17%	13%	24%	9%	20%	16%	13%	28%	18%	10%	18%	16%	12%	18%	22%	18%	20%	16%	9%	16%	27%	9%	13%	21%	15%	28%	16%	14%	17%	13%	20%	18%	16%	19%	16%	5%	16%	17%	13%	17%	13%		

Q3. [Facebook] And of the social media apps that you use, how would you describe your experience with each:

Use App	Total	Province																	Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			Education					2025 Fed Vote						Language	
		1480	193	163	119	101	396	376	139	1266	219	710	770	322	587	571	157	282	271	166	304	300	58	264																											

Like it	64%	59%	62%	61%	59%	64%	69%	61%	63%	69%	61%	66%	51%	69%	75%	46%	56%	75%	56%	62%	76%	69%	50%	59%	59%	74%	76%	69%	68%	58%	70%	63%	57%	67%	60%	54%	74%	50%	68%	62%	70%
Dislike it	26%	29%	28%	24%	29%	27%	20%	24%	26%	19%	29%	22%	38%	29%	15%	42%	33%	17%	33%	26%	12%	32%	39%	30%	28%	16%	13%	17%	21%	32%	20%	26%	32%	23%	30%	27%	20%	38%	18%	27%	19%
Hate it	3%	2%	3%	6%	5%	2%	3%	6%	3%	2%	4%	2%	4%	4%	1%	5%	5%	1%	3%	3%	0%	4%	4%	6%	2%	1%	0%	4%	3%	2%	2%	3%	3%	1%	4%	9%	2%	8%	2%	3%	2%
Net: Love it/like it	72%	69%	70%	70%	66%	71%	77%	70%	71%	79%	67%	76%	58%	67%	85%	53%	62%	82%	64%	72%	87%	64%	57%	64%	69%	83%	86%	80%	76%	66%	78%	72%	65%	77%	67%	66%	79%	53%	80%	70%	79%
Net: Dislike it/ hate it	28%	31%	30%	30%	34%	29%	23%	30%	29%	21%	33%	24%	42%	33%	15%	47%	38%	18%	36%	28%	13%	36%	43%	36%	31%	17%	14%	20%	24%	34%	22%	28%	35%	23%	33%	35%	21%	47%	20%	30%	21%

Hate it	3%	1%	11%	8%	4%	1%	1%	2%	3%	4%	2%	3%	1%	7%	1%	6%	1%	8%	1%	0%	9%	5%	4%	1%	3%	1%	5%	2%	4%	3%	3%	2%	3%	3%							
Net: Love it/like it	68%	58%	69%	67%	65%	67%	82%	65%	68%	68%	67%	70%	76%	54%	77%	72%	56%	71%	80%	51%	83%	71%	78%	55%	52%	69%	88%	71%	72%	64%	76%	66%	65%	67%	62%	81%	76%	51%	84%	66%	81%
Net: Dislike it/ hate it	32%	42%	31%	33%	35%	33%	18%	35%	32%	32%	33%	30%	24%	46%	23%	28%	44%	29%	20%	49%	17%	29%	22%	45%	48%	31%	12%	29%	28%	36%	24%	34%	35%	33%	38%	19%	24%	49%	16%	34%	19%

Q3. [Instagram] And of the social media apps that you use, how would you describe your experience with each:

Use App	1172 155 142 94 83 367 243 101 1053 131 535 636 372 463 336 178 214 144 195 250 192 78 295 226 238 164 172 179 307 529 362 380 430 401 489 78 48 23 134 1009 163																																								
	Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			Education					2025 Fed Vote					Language		
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French
Love it	16%	14%	15%	15%	16%	17%	20%	10%	16%	16%	10%	21%	21%	16%	11%	16%	11%	4%	27%	21%	17%	27%	19%	21%	11%	16%	8%	22%	15%	15%	15%	17%	17%	13%	17%	19%	13%	9%	24%	16%	20%
Like it	69%	64%	71%	65%	60%	72%	68%	77%	69%	71%	72%	68%	64%	67%	78%	67%	85%	62%	67%	74%	62%	65%	61%	72%	73%	69%	64%	73%	69%	73%	67%	68%	72%	71%	54%	68%	78%	64%	70%	67%	
Dislike it	13%	20%	14%	19%	18%	11%	13%	10%	13%	12%	16%	11%	13%	16%	9%	16%	21%	9%	11%	12%	10%	10%	14%	16%	16%	10%	9%	13%	10%	15%	11%	15%	14%	14%	11%	27%	15%	13%	11%	13%	12%
Hate it	1%	1%	0%	1%	4%	0%	1%	4%	1%	2%	2%	0%	2%	1%	1%	3%	2%	2%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	1%	0%	4%	2%	1%	2%	1%	2%
Net: Love it/like it	86%	79%	86%	81%	78%	89%	86%	86%	86%	82%	89%	85%	83%	90%	82%	77%	89%	89%	88%	90%	89%	84%	82%	83%	88%	91%	86%	88%	84%	89%	83%	85%	88%	88%	73%	81%	87%	87%	85%	86%	
Net: Dislike it/ hate it	14%	21%	14%	19%	22%	11%	14%	14%	14%	18%	11%	15%	17%	10%	18%	23%	11%	11%	12%	10%	11%	16%	18%	17%	12%	9%	14%	12%	16%	11%	17%	15%	16%	12%	27%	19%	13%	13%	15%	14%	

Q3. [TikTok] And of the social media apps that you use, how would you describe your experience with each:

Use App	494 59 64 33 38 152 108 46 438 61 198 296 179 193 123 56 87 55 123 106 67 51 128 83 109 60 63 88 123 218 174 167 153 165 205 29 22 11 61 416 78																																										
	Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			Education					2025 Fed Vote					Language				
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French		
Love it	26%	21%	17%	29%	17%	31%	27%	12%	25%	22%	22%	27%	37%	22%	12%	38%	21%	8%	37%	23%	15%	36%	37%	29%	17%	13%	11%	22%	30%	24%	24%	26%	25%	23%	26%	27%	26%	8%	31%	25%	26%		
Like it	58%	66%	59%	62%	63%	53%	61%	60%	57%	68%	60%	57%	51%	60%	66%	44%	59%	76%	54%	61%	68%	53%	60%	60%	68%	59%	72%	62%	53%	69%	63%	64%	57%	61%	56%	58%	68%	78%	51%	68%	61%		
Dislike it	14%	11%	15%	4%	16%	14%	11%	25%	15%	3%	14%	13%	10%	13%	20%	15%	14%	14%	8%	12%	25%	7%	11%	15%	11%	24%	16%	12%	14%	15%	10%	16%	16%	13%	16%	18%	5%	16%	9%	14%	11%	2%	
Hate it	3%	2%	9%	6%	5%	2%	2%	3%	3%	7%	4%	2%	5%	2%	4%	6%	2%	1%	4%	2%	2%	2%	2%	6%	4%	4%	4%	3%	3%	3%	4%	3%	3%	4%	3%	2%	2%	9%	3%	2%	9%	3%	2%
Net: Love it/like it	83%	87%	76%	91%	80%	84%	87%	72%	82%	90%	82%	84%	88%	82%	78%	82%	80%	84%	91%	84%	73%	91%	87%	79%	86%	72%	84%	84%	83%	83%	87%	80%	82%	84%	81%	86%	95%	84%	83%	83%	87%		
Net: Dislike it/ hate it	17%	13%	24%	9%	20%	16%	13%	28%	18%	10%	18%	16%	12%	16%	22%	18%	20%	16%	9%	16%	27%	9%	13%	21%	15%	28%	16%	16%	17%	17%	13%	20%	18%	16%	19%	15%	5%	16%	17%	17%	13%		

Q4. [Facebook] How long ago did you stop using this platform?

n=159	Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			Education					2025 Fed Vote					Language							
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French					
		Within the last month	4%	11%	18%			3%	2%		5%		3%	7%	6%	2%	7%	5%			7%	5%	11%		7%	6%	1%	5%		18%	3%	11%		10%	2%	4%	6%	5%						25%	27%	20%
Within the last six months	7%	4%			7%	17%		7%		9%	4%	9%	10%	5%	4%	14%	15%	5%	4%	12%	19%		1%	12%	5%		12%	2%	6%	8%	4%	2%						25%	27%	20%	5%	19%				
Within the last year	17%	10%	30%	24%		12%	31%	25%	16%	35%	14%	20%	17%	16%	17%	14%	12%	33%	22%	21%	9%	10%	20%	10%	30%	22%	12%	23%	11%	17%	13%	24%	12%	19%	16%	4%	40%	45%	12%	14%	39%					
More than a year ago	72%	75%	52%	76%	100%	79%	49%	75%	72%	65%	74%	69%	72%	72%	70%	77%	75%	52%	65%	70%	81%	65%	74%	77%	60%	78%	61%	74%	72%	75%	62%	70%	78%	71%	77%	96%	35%	28%	64%	76%	42%					

Q4. [X/Twitter] How long ago did you stop using this platform?

n=288	Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			Education					2025 Fed Vote					Language					
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French			
		Within the last month	1%				9%	1%	1%		0%	7%		1%	1%		1%	3%	1%		4%		3%	5%						3%	2%		1%		1%	2%	2%	1%						6%
Within the last six months	12%	13%	16%	11%	18%	6%	19%	17%	12%	15%	12%	13%	10%	10%	20%	9%	11%	21%	12%	10%	19%	29%	7%	4%	16%	16%	25%	12%	16%	11%	21%	8%	9%	26%	5%	12%	34%	6%	6%	10%	22%			
Within the last year	19%	6%	27%	7%	18%	25%	15%	22%	18%	29%	19%	18%	14%	19%	28%	17%	19%	28%	21%	19%	28%	15%	14%	16%	22%	28%	27%	18%	18%	18%	17%	21%	13%	23%	13%	32%	22%	19%	17%					
More than a year ago	68%	81%	57%	82%	55%	68%	65%	61%	70%	48%	67%	68%	74%	71%	49%	73%	69%	49%	77%	72%	49%	51%	78%	80%	62%	54%	44%	68%	66%	70%	61%	74%	68%	59%	70%	75%	66%	62%	71%	69%	60%			

Q5. You mentioned you no longer use at least one social media app. Why did you quit?

Quit any app	801 99 91 56 49 251 192 71 725 84 386 415 251 338 212 131 157 98 121 181 114 52 199 184 154 100 112 125 205 378 251 263 287 252 337 56 46 24 87 662 140																																								
	Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			Education					2025 Fed Vote					Language		
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French
It wasn't useful to me	58%	61%	58%	61%	61%	58%	58%	50%	58%	54%	56%	60%	56%	60%	59%	50%	60%	56%	62%	59%	61%	62%	56%	61%	58%	58%	59%	55%	57%	56%	62%	65%	58%	61%	57%	53%	54%	41%	66%	59%	56%
Too much misinformation	41%	44%	35%	46%	34%	40%	46%	43%	41%	43%	42%	40%	40%	45%	37%	38%	49%	37%	43%	41%	36%	25%	44%	48%	41%	36%	38%	43%	43%	41%	37%	42%	44%	32%	48%	56%	44%	39%	31%	40%	46%
Political content or arguments	26%	29%	19%	22%	30%	26%	21%	43%	25%	29%	28%	24%	29%	28%	20%	30%	31%	21%	27%	25%	19%	23%	30%	31%	23%	23%	17%	27%	23%	25%	25%	28%	20%	34%	29%	5%	29%	18%	27%	18%	
Negative impact on mental health	26%	26%	32%	22%	24%	23%	25%	36%	25%	27%	30%	22%	33%	26%	16%	39%	30%	17%	26%	23%	14%	24%	35%	26%	28%	20%	12%	25%	26%	27%	24%	26%	26%	22%	27%	25%	19%	37%	30%	26%	24%
Too time consuming	22%	28%	22%	25%	17%	22%	20%	21%	22%	29%	24%	20%	22%	25%	19%	23%	26%	23%	21%	23%	15%	32%	20%	26%	23%	21%	17%	17%	22%	23%	20%	28%	20%	25%	20%	21%	13%	34%	29%	23%	18%
Privacy/personal information concerns	22%	25%	17%	29%	17%	22%	21%	21%	22%	14%	25%	19%	24%	22%	18%	27%	26%	19%	19%	19%	18%	11%	27%	26%	18%	17%	20%	19%	24%	23%	17%	19%	28%	16%	22%	34%	24%	26%	26%	21%	23%

	Total	BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French
Spread of misinformation and false news	70%	69%	63%	76%	67%	72%	69%	74%	70%	70%	70%	70%	66%	66%	77%	60%	67%	80%	71%	65%	74%	62%	67%	68%	65%	77%	77%	74%	70%	69%	69%	68%	73%	61%	80%	76%	69%	55%	66%	70%	68%
Excessive screen time or addiction	43%	38%	45%	32%	45%	42%	48%	39%	43%	43%	39%	46%	48%	46%	35%	41%	45%	30%	55%	47%	40%	63%	44%	45%	47%	33%	37%	33%	44%	45%	38%	45%	45%	47%	39%	29%	48%	40%	45%	41%	49%
Negative effects on mental health	36%	38%	40%	38%	34%	37%	30%	37%	36%	32%	37%	35%	45%	39%	27%	49%	39%	25%	41%	38%	29%	48%	44%	41%	36%	38%	20%	39%	34%	37%	36%	36%	36%	38%	37%	35%	16%	29%	39%	38%	29%
Increased polarization or social division	32%	36%	36%	32%	38%	31%	27%	34%	33%	27%	39%	25%	32%	36%	27%	41%	43%	33%	24%	29%	21%	20%	36%	40%	33%	29%	25%	23%	29%	39%	22%	33%	42%	30%	34%	45%	30%	34%	22%	33%	26%
Cyberbullying or online harassment	32%	31%	34%	32%	28%	29%	36%	30%	31%	33%	29%	34%	30%	26%	39%	27%	25%	35%	32%	27%	42%	32%	29%	24%	27%	35%	41%	38%	32%	29%	34%	30%	30%	31%	31%	36%	34%	38%	30%	30%	39%
Harmful impacts on children and teenagers	30%	32%	35%	31%	24%	28%	31%	32%	30%	29%	26%	34%	21%	35%	31%	19%	32%	26%	22%	38%	36%	21%	21%	32%	38%	25%	35%	28%	29%	30%	33%	29%	28%	33%	27%	25%	32%	29%	31%	30%	31%
Privacy and data collection concerns	22%	19%	19%	21%	16%	26%	19%	18%	22%	23%	22%	21%	21%	22%	21%	24%	21%	22%	18%	23%	21%	12%	24%	22%	22%	22%	21%	24%	21%	22%	22%	21%	22%	21%	22%	22%	14%	28%	24%	22%	19%
Exposure to inappropriate or explicit content	11%	10%	11%	14%	11%	12%	9%	9%	11%	9%	10%	11%	13%	9%	11%	11%	7%	12%	14%	10%	11%	18%	11%	10%	8%	8%	14%	15%	11%	8%	14%	10%	7%	13%	7%	7%	13%	16%	13%	11%	8%
Other (please specify)	2%	2%	2%	3%	3%	1%	1%	2%	2%	1%	2%	1%	1%	3%	1%	1%	3%	2%	1%	3%		2%	0%	2%	3%	1%	0%	1%	1%	1%	1%	2%	2%	2%	1%	0%	2%	4%	2%	2%	1%
None of these	1%		0%	1%		2%	2%	3%	1%	2%	1%	2%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	2%	1%	2%	2%	0%	1%	1%	1%	1%	1%	1%	4%	2%	3%	1%	2%

QR1. [Net Agree] Agreement with statements

	Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			Education				2025 Fed Vote							Language	
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French
Social media is essential for staying informed in today's world	49%	48%	49%	54%	47%	48%	47%	56%	49%	48%	50%	48%	51%	46%	49%	53%	46%	51%	48%	47%	48%	55%	50%	44%	48%	42%	54%	51%	50%	48%	52%	47%	47%	51%	48%	45%	34%	45%	52%	49%	46%
Algorithm-driven content ruined social media	81%	82%	83%	89%	83%	80%	79%	83%	81%	82%	84%	78%	81%	83%	79%	87%	85%	81%	75%	82%	77%	70%	84%	78%	88%	80%	78%	79%	78%	86%	80%	81%	82%	81%	83%	85%	83%	69%	73%	81%	80%

QR1. [Net Disagree] Agreement with statements

	Total	Province							Geo Type		Gender		Age			Gender-Age					Age (Fine)					HHI			Education				2025 Fed Vote							Language	
		BC	AB	SK	MB	ON	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	College / Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French
Social media is essential for staying informed in today's world	46%	48%	48%	40%	49%	45%	48%	39%	46%	45%	46%	46%	42%	49%	45%	40%	49%	46%	45%	48%	45%	40%	43%	51%	46%	53%	40%	42%	46%	47%	44%	47%	48%	44%	47%	51%	60%	41%	38%	45%	49%
Algorithm-driven content ruined social media	9%	7%	8%	5%	8%	10%	9%	6%	9%	9%	10%	8%	11%	9%	7%	8%	10%	10%	13%	7%	4%	16%	9%	12%	6%	9%	6%	7%	10%	8%	8%	10%	8%	10%	8%	7%	8%	10%	10%	8%	9%