

How worried are you, if at all, about each of the following when it comes to social media? - Social media being used by anyone to influence elections in Canada

	TOTAL	Gender		Age			Generations					Provinces					HH Income		Voted Last Federal Election			
		Male	Female	18 to 34	35 to 54	55+	Millennials (Ages 25-39)	Millennials / Gen Z (Ages 18-39)	Gen X (Ages 40-54)	Baby Boomers + (Ages 55+)	Baby Boomers (Ages 55-73)	BC	AB	SK/MB	ONT	QC(Eng)	ATL	<\$7K	\$7K+	Conservative	NDP	Liberal
Very worried	39%	39%	40%	36%	33%	46%	36%	33%	36%	46%	47%	41%	33%	37%	42%	37%	35%	38%	41%	32%	44%	50%
Somewhat worried	30%	31%	29%	36%	29%	27%	32%	33%	31%	27%	27%	34%	28%	27%	33%	31%	30%	31%	29%	31%	29%	30%
Not very worried	19%	19%	20%	20%	22%	17%	22%	24%	17%	17%	15%	16%	19%	27%	18%	18%	25%	22%	14%	23%	18%	13%
Not at all worried	11%	11%	11%	8%	14%	10%	8%	8%	10%	10%	11%	9%	10%	9%	13%	12%	9%	10%	11%	14%	6%	6%
NET Worried	70%	70%	69%	72%	64%	73%	69%	68%	67%	73%	74%	76%	71%	64%	69%	65%	68%	72%	61%	76%	81%	
NET Not Worried	30%	30%	31%	28%	36%	27%	31%	32%	33%	27%	26%	24%	29%	36%	31%	35%	32%	28%	39%	24%	19%	

How worried are you, if at all, about each of the following when it comes to social media? - Political parties using social media to influence elections in Canada

	TOTAL	Gender		Age			Generations					Provinces						HI Income		Voted Last Federal Election		
		Male	Female	18 to 34	35 to 54	55+	Millennials (Ages 25-39)	Millennials / Gen Z (Ages 18-39)	Gen X (Ages 40-54)	Baby Boomers + (Ages 55+)	Baby Boomers (Ages 55-79)	BC	AB	SK/MB	ONT	QC(Eng)	ATL	<\$7K	\$7K+	Conservative	NDP	Liberal
Very worried	34%	33%	36%	30%	32%	40%	31%	29%	34%	40%	42%	34%	27%	27%	37%	34%	33%	33%	31%	38%	47%	
Somewhat worried	28%	28%	28%	33%	27%	26%	31%	31%	27%	26%	34%	36%	33%	29%	24%	23%	32%	26%	23%	33%	31%	
Not very worried	24%	24%	23%	24%	27%	22%	26%	28%	23%	22%	18%	23%	33%	24%	20%	32%	22%	26%	27%	26%	22%	
Not at all worried	13%	15%	11%	13%	14%	12%	12%	13%	14%	12%	9%	13%	15%	14%	14%	11%	13%	13%	18%	3%	8%	
NET Worried	62%	61%	64%	63%	59%	66%	62%	61%	66%	66%	73%	61%	52%	62%	66%	57%	65%	61%	54%	71%	72%	
NET Not Worried	38%	39%	36%	37%	41%	34%	38%	39%	34%	34%	27%	39%	48%	38%	34%	43%	33%	39%	46%	29%	30%	

How worried are you, if at all, about each of the following when it comes to social media? - Special interest/partisan groups using social media to influence elections

	TOTAL	Gender		Age			Generations					Provinces						HI Income		Voted Last Federal Election		
		Male	Female	18 to 34	35 to 54	55+	Millennials (Ages 25-39)	Millennials /Gen Z (Ages 18-39)	Gen X (Ages 40-54)	Baby Boomers + (Ages 55+)	Baby Boomers (Ages 55-79)	BC	AB	SK/MB	ONT	QC(Eng)	ATL	<\$7K	\$7K+	Conservative	NDP	Liberal
Very worried	44%	44%	43%	38%	43%	49%	38%	37%	46%	49%	50%	44%	41%	42%	46%	39%	42%	45%	41%	50%	52%	
Somewhat worried	30%	32%	28%	39%	25%	27%	38%	37%	24%	27%	27%	33%	34%	34%	26%	38%	32%	31%	27%	33%	29%	
Not very worried	17%	14%	19%	14%	20%	15%	16%	17%	19%	15%	14%	15%	16%	17%	18%	13%	15%	18%	20%	14%	12%	
Not at all worried	9%	9%	10%	9%	11%	9%	9%	9%	11%	9%	9%	9%	9%	10%	10%	9%	9%	9%	12%	2%	7%	
NET Worried	74%	77%	71%	77%	69%	77%	76%	74%	70%	77%	77%	77%	73%	76%	71%	77%	74%	76%	68%	83%	81%	
NET Not Worried	26%	23%	29%	23%	31%	23%	24%	26%	30%	23%	23%	23%	25%	24%	29%	23%	26%	24%	32%	15%	19%	

How worried are you, if at all, about each of the following when it comes to social media? - Other countries/foreign governments using social media to influence elections in Canada

	TOTAL	Gender		Age			Generations					Provinces					HI Income		Voted Last Federal Election			
		Male	Female	18 to 34	35 to 54	55+	Millennials (Ages 25-39)	Millennials /Gen Z (Ages 18-39)	Gen X (Ages 40-54)	Baby Boomers + (Ages 55+)	Baby Boomers (Ages 55-79)	BC	AB	SK/MB	ONT	QC(Eng)	ATL	<\$7K	\$7K+	Conservative	NDP	Liberal
Very worried	44%	45%	43%	41%	41%	50%	41%	40%	41%	50%	50%	46%	42%	41%	46%	42%	39%	43%	43%	39%	50%	52%
Somewhat worried	27%	27%	27%	30%	25%	25%	30%	30%	25%	24%	34%	34%	30%	27%	22%	29%	33%	25%	30%	27%	31%	26%
Not very worried	18%	17%	18%	19%	20%	14%	19%	21%	18%	14%	12%	19%	23%	18%	18%	19%	21%	16%	16%	18%	14%	15%
Not at all worried	11%	11%	12%	9%	14%	11%	9%	9%	16%	11%	8%	9%	14%	12%	9%	11%	11%	11%	16%	5%	7%	
NET Worried	71%	72%	69%	71%	66%	75%	71%	70%	66%	73%	79%	72%	68%	68%	70%	72%	68%	74%	66%	81%	78%	
NET Not Worried	29%	28%	31%	29%	34%	25%	29%	30%	34%	25%	21%	28%	32%	32%	30%	28%	32%	26%	34%	19%	22%	

Frequency of Behaviour - How often do you use social media to do each of the following? - Express your own political views

	TOTAL	Gender		Age			Generations					Provinces					HI Income		Voted Last Federal Election			
		Male	Female	18 to 34	35 to 54	55+	Millennials (Ages 25-39)	Millennials / Gen Z (Ages 18-39)	Gen X (Ages 40-54)	Baby Boomers + (Ages 55+)	Baby Boomers (Ages 55-79)	BC	AB	SK/MB	ONT	QC(Eng)	ATL	<\$7K	\$7K+	Conservative	NDP	Liberal
At least daily	12%	13%	10%	8%	12%	13%	10%	9%	13%	13%	14%	6%	12%	8%	16%	9%	6%	13%	11%	18%	10%	8%
Multiple times per week	9%	12%	6%	8%	12%	7%	8%	9%	11%	7%	7%	9%	10%	10%	9%	7%	14%	8%	10%	10%	9%	9%
At least weekly	5%	6%	4%	3%	7%	4%	6%	6%	9%	4%	4%	5%	5%	7%	3%	3%	4%	3%	6%	4%	9%	5%
Multiple times per month	7%	8%	7%	8%	9%	5%	7%	7%	10%	3%	3%	3%	8%	8%	8%	6%	6%	9%	6%	7%	9%	9%
At least monthly	7%	7%	7%	7%	8%	6%	8%	8%	8%	6%	6%	6%	9%	3%	9%	4%	7%	8%	7%	8%	8%	8%
Less than monthly	20%	19%	21%	22%	20%	19%	20%	20%	22%	19%	20%	22%	16%	20%	16%	22%	19%	22%	18%	27%	21%	21%
Never	40%	35%	45%	42%	32%	46%	41%	41%	30%	46%	44%	31%	43%	42%	34%	46%	45%	42%	35%	36%	31%	40%
NET: Weekly	26%	31%	22%	21%	31%	24%	24%	24%	30%	24%	23%	17%	27%	24%	33%	21%	22%	26%	24%	32%	27%	23%
NET: Monthly	14%	15%	13%	15%	17%	11%	16%	13%	18%	11%	11%	11%	17%	14%	15%	10%	13%	17%	14%	15%	16%	16%
NET: At least monthly	40%	46%	34%	36%	48%	33%	39%	39%	48%	33%	37%	27%	44%	38%	45%	33%	39%	44%	46%	42%	39%	39%

Frequency of Behaviour - How often do you use social media to do each of the following? - Read others' political views

	TOTAL	Gender		Age			Generations					Provinces					HI Income		Voted Last Federal Election			
		Male	Female	18 to 34	35 to 54	55+	Millennials (Ages 25-39)	Millennials / Gen Z (Ages 18-39)	Gen X (Ages 40-54)	Baby Boomers + (Ages 55+)	Baby Boomers (Ages 55-79)	BC	AB	SK/MB	ONT	QC(Eng)	ATL	<\$7K	\$7K+	Conservative	NDP	Liberal
At least daily	28%	31%	24%	25%	31%	24%	20%	26%	32%	24%	28%	14%	33%	28%	33%	22%	14%	27%	29%	37%	24%	23%
Multiple times per week	15%	20%	10%	15%	15%	15%	14%	16%	13%	15%	11%	19%	19%	15%	12%	15%	14%	17%	16%	10%	19%	
At least weekly	11%	13%	10%	13%	13%	8%	14%	12%	14%	8%	7%	7%	9%	13%	14%	21%	9%	14%	9%	17%	14%	
Multiple times per month	10%	9%	11%	11%	11%	6%	11%	11%	11%	8%	12%	6%	6%	12%	10%	9%	10%	9%	10%	9%	9%	
At least monthly	7%	5%	8%	7%	8%	6%	8%	7%	9%	6%	7%	11%	5%	6%	5%	7%	7%	7%	5%	10%	6%	
Less than monthly	12%	7%	16%	12%	9%	14%	13%	12%	8%	14%	17%	12%	19%	8%	7%	19%	14%	9%	9%	13%	13%	
Never	16%	15%	23%	16%	13%	23%	15%	16%	13%	23%	26%	26%	17%	13%	14%	30%	15%	23%	14%	14%	16%	17%
NET: Weekly	54%	43%	43%	33%	39%	50%	30%	34%	39%	33%	32%	40%	34%	41%	48%	32%	32%	40%	42%	31%	53%	
NET: Monthly	17%	14%	23%	18%	19%	14%	19%	18%	20%	14%	23%	11%	12%	17%	15%	16%	17%	17%	15%	19%	15%	
NET: At least monthly	71%	77%	64%	71%	78%	63%	72%	72%	79%	63%	67%	50%	72%	68%	78%	63%	67%	77%	77%	70%	71%	

Frequency of Behaviour - How often do you use social media to do each of the following? - Read political news/content

	TOTAL	Gender		Age			Generations				Provinces					HI Income		Voted Last Federal Election				
		Male	Female	18 to 34	35 to 54	55+	Millennials (Ages 25-39)	Millennials /Gen Z (Ages 18-39)	Gen X (Ages 40-54)	Baby Boomers + (Ages 55+)	Baby Boomers (Ages 55-79)	BC	AB	SK/MB	ONT	QC(Eng)	ATL	<\$7K	\$7K+	Conservative	NDP	Liberal
At least daily	36%	4%	31%	33%	40%	34%	33%	34%	40%	34%	36%	21%	43%	38%	41%	32%	22%	33%	39%	43%	33%	33%
Multiple times per week	17%	2%	14%	19%	16%	16%	17%	20%	19%	16%	13%	19%	18%	16%	15%	27%	19%	19%	16%	19%	16%	20%
At least weekly	10%	10%	10%	9%	12%	10%	10%	9%	12%	10%	11%	10%	10%	7%	11%	8%	13%	10%	10%	10%	10%	12%
Multiple times per month	8%	6%	11%	9%	9%	7%	9%	9%	10%	7%	9%	5%	7%	9%	10%	6%	8%	9%	7%	6%	9%	9%
At least monthly	5%	3%	6%	6%	5%	3%	7%	6%	4%	3%	4%	8%	2%	4%	3%	7%	6%	4%	4%	4%	5%	5%
Less than monthly	9%	8%	11%	10%	8%	10%	10%	10%	8%	10%	10%	15%	6%	12%	8%	7%	11%	7%	8%	10%	10%	7%
Never	15%	12%	17%	12%	11%	20%	13%	12%	11%	20%	17%	23%	15%	13%	11%	20%	15%	17%	11%	12%	13%	12%
NET: Weekly	43%	71%	55%	62%	67%	60%	61%	60%	67%	60%	65%	45%	72%	63%	68%	55%	43%	59%	69%	69%	64%	67%
NET: Monthly	13%	9%	17%	16%	14%	10%	16%	13%	14%	10%	11%	17%	7%	12%	13%	17%	15%	14%	13%	11%	13%	14%
NET: At least monthly	76%	80%	72%	77%	81%	71%	76%	78%	81%	71%	78%	62%	79%	74%	81%	72%	78%	73%	80%	80%	77%	81%

Frequency of Behaviour - How often do you use social media to do each of the following? - Like political views

	TOTAL	Gender		Age			Generations					Provinces					HI Income		Voted Last Federal Election			
		Male	Female	18 to 34	35 to 54	55+	Millennials (Ages 25-39)	Millennials / Gen Z (Ages 18-39)	Gen X (Ages 40-54)	Baby Boomers + (Ages 55+)	Baby Boomers (Ages 55-79)	BC	AB	SK/MB	ONT	QC(Eng)	ATL	<\$7K	\$7K+	Conservative	NDP	Liberal
At least daily	18%	19%	16%	13%	20%	19%	14%	14%	21%	19%	19%	7%	21%	20%	22%	15%	9%	19%	17%	27%	17%	13%
Multiple times per week	12%	16%	8%	10%	15%	9%	11%	12%	19%	9%	9%	9%	13%	12%	14%	8%	13%	10%	14%	13%	9%	13%
At least weekly	9%	10%	7%	10%	9%	8%	10%	10%	9%	8%	9%	7%	7%	10%	9%	11%	12%	9%	10%	9%	12%	10%
Multiple times per month	7%	6%	7%	6%	8%	6%	7%	7%	8%	6%	7%	5%	5%	7%	6%	8%	5%	8%	6%	6%	7%	6%
At least monthly	6%	5%	7%	8%	7%	6%	7%	7%	7%	4%	4%	8%	4%	5%	6%	7%	6%	6%	6%	4%	9%	7%
Less than monthly	16%	14%	18%	20%	15%	14%	19%	19%	15%	14%	15%	19%	15%	17%	15%	23%	16%	16%	12%	21%	16%	
Never	33%	33%	37%	32%	25%	40%	32%	31%	26%	40%	37%	4%	4%	3%	27%	44%	31%	34%	30%	27%	25%	34%
NET: Weekly	38%	42%	31%	33%	44%	30%	30%	30%	44%	30%	37%	19%	41%	42%	45%	34%	35%	38%	42%	47%	38%	36%
NET: Monthly	13%	11%	14%	14%	14%	10%	14%	14%	10%	10%	11%	15%	9%	10%	13%	15%	11%	14%	10%	16%	16%	14%
NET: At least monthly	51%	50%	49%	47%	59%	46%	49%	50%	59%	46%	48%	34%	50%	52%	58%	49%	49%	54%	59%	54%	50%	50%

Frequency of Behaviour - How often do you use social media to do each of the following? - Comment on political views

	TOTAL	Gender		Age			Generations					Provinces					HI Income		Voted Last Federal Election			
		Male	Female	18 to 34	35 to 54	55+	Millennials (Ages 25-39)	Millennials / Gen Z (Ages 18-39)	Gen X (Ages 40-54)	Baby Boomers + (Ages 55+)	Baby Boomers (Ages 55-79)	BC	AB	SK/MB	ONT	QC(Eng)	ATL	<\$7K	\$7K+	Conservative	NDP	Liberal
At least daily	12%	14%	10%	9%	13%	14%	10%	9%	14%	14%	15%	6%	13%	11%	16%	11%	6%	14%	11%	18%	12%	9%
Multiple times per week	9%	12%	6%	9%	12%	7%	8%	9%	13%	7%	9%	9%	13%	11%	10%	6%	12%	9%	10%	10%	7%	11%
At least weekly	7%	8%	6%	5%	9%	6%	9%	8%	7%	6%	6%	6%	7%	5%	8%	3%	5%	5%	8%	10%	8%	6%
Multiple times per month	7%	8%	6%	7%	7%	7%	7%	7%	8%	7%	8%	3%	3%	8%	8%	12%	11%	6%	9%	5%	6%	11%
At least monthly	7%	7%	7%	7%	10%	5%	8%	8%	10%	3%	6%	8%	8%	7%	7%	6%	9%	7%	5%	10%	8%	8%
Less than monthly	19%	16%	21%	21%	19%	17%	20%	19%	21%	17%	18%	21%	15%	17%	19%	16%	19%	17%	21%	19%	24%	18%
Never	39%	34%	46%	43%	27%	44%	39%	41%	28%	44%	41%	52%	41%	40%	32%	43%	42%	41%	34%	33%	33%	36%
NET: Weekly	28%	34%	22%	22%	34%	27%	26%	26%	33%	27%	27%	15%	33%	26%	34%	22%	22%	28%	33%	38%	27%	26%
NET: Monthly	15%	16%	14%	14%	17%	13%	15%	14%	18%	13%	14%	12%	11%	16%	15%	20%	17%	14%	16%	10%	16%	19%
NET: At least monthly	43%	50%	36%	36%	52%	40%	41%	40%	51%	40%	42%	27%	44%	43%	49%	40%	42%	42%	46%	48%	43%	44%

Influence of social media on Federal Election - How much of an influence do you think social media will have on each of the following when it comes to the upcoming 2019 federal election? - Who some Canadians vote for

	TOTAL	Gender		Age			Generations					Provinces					HI Income		Voted Last Federal Election			
		Male	Female	18 to 34	35 to 54	55+	Millennials (Ages 25- 39)	Millennials /Gen Z (Ages 18- 39)	Gen X (Ages 40- 54)	Baby Boomers + (Ages 55+)	Baby Boomers (Ages 55- 79)	BC	AB	SK/MB	ONT	QC(Eng)	ATL	<\$7K	\$7K+	Conservati ve	NDP	Liberal
A lot of influence	46%	48%	44%	54%	43%	43%	47%	50%	47%	43%	43%	51%	44%	42%	49%	34%	47%	42%	49%	43%	53%	57%
A little influence	38%	42%	38%	33%	40%	39%	39%	37%	38%	39%	35%	42%	41%	37%	41%	44%	41%	39%	41%	33%	40%	
No influence	8%	6%	9%	6%	8%	10%	8%	7%	7%	10%	9%	5%	4%	9%	18%	10%	10%	6%	8%	7%	5%	
Not sure	7%	6%	9%	6%	7%	6%	6%	6%	6%	6%	9%	11%	7%	6%	7%	6%	8%	5%	9%	5%	5%	
NET Influence	83%	88%	82%	88%	83%	82%	86%	87%	83%	82%	82%	86%	86%	83%	86%	75%	84%	82%	89%	83%	88%	92%

Influence of social media on Federal Election - How much of an influence do you think social media will have on each of the following when it comes to the upcoming 2019 federal election? - Who you vote for

	TOTAL	Gender		Age			Generations					Provinces					HI Income		Voted Last Federal Election		
		Male	Female	18 to 34	35 to 54	55+	Millennials (Ages 25- 39)	Millennials /Gen Z (Ages 18- 39)	Gen X (Ages 40- 54)	Baby Boomers + (Ages 55+)	Baby Boomers (Ages 55- 79)	BC	AB	SK/MB	ONT	QC(Eng)	ATL	<\$7K	\$7K+	Conservati ve	NDP
A lot of influence	8%	9%	7%	7%	8%	9%	8%	8%	7%	9%	8%	9%	9%	10%	3%	9%	8%	8%	10%	8%	
A little influence	26%	23%	28%	34%	29%	17%	34%	34%	29%	17%	28%	32%	26%	23%	28%	28%	29%	18%	33%	33%	
No influence	60%	63%	58%	50%	59%	69%	52%	52%	59%	69%	70%	63%	58%	61%	63%	65%	57%	62%	69%	51%	54%
Not sure	5%	4%	7%	7%	4%	5%	6%	6%	5%	5%	10%	5%	4%	5%	6%	6%	4%	5%	5%	3%	
NET Influence	34%	33%	33%	43%	37%	26%	42%	42%	36%	28%	28%	34%	33%	37%	35%	29%	37%	34%	26%	43%	43%

Influence of social media on Federal Election - How much of an influence do you think social media will have on each of the following when it comes to the upcoming 2019 federal election? - The outcome of Canadian elections

	TOTAL	Gender		Age			Generations					Provinces					HI Income		Voted Last Federal Election				
		Male	Female	18 to 34	35 to 54	55+	Millennials (Ages 25-39)	Millennials / Gen Z (Ages 18-39)	Gen X (Ages 40-54)	Baby Boomers + (Ages 55+)	Baby Boomers (Ages 55-79)	BC	AB	SK/MB	ONT	QC(Eng)	ATL	<\$7K	\$7K+	Conservative	NDP	Liberal	
A lot of influence	34%	35%	33%	38%	33%	31%	37%	36%	36%	31%	32%	34%	31%	32%	37%	29%	26%	32%	37%	29%	42%	42%	42%
A little influence	44%	46%	42%	46%	44%	43%	44%	46%	43%	43%	44%	44%	47%	51%	42%	39%	47%	43%	46%	47%	43%	43%	43%
No influence	13%	12%	13%	10%	12%	15%	11%	11%	12%	15%	14%	7%	9%	13%	23%	20%	16%	9%	14%	9%	9%	9%	9%
Not sure	9%	7%	12%	6%	9%	11%	8%	7%	9%	11%	11%	13%	13%	4%	8%	6%	9%	9%	11%	9%	11%	6%	6%
NET Influence	78%	81%	73%	84%	79%	74%	81%	82%	79%	74%	74%	83%	77%	83%	79%	68%	74%	73%	83%	73%	82%	82%	84%