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A REPORT TO
CIRA

TRENDS IN INTERNET USE AND ATTITUDES

Findings from a Survey of Canadian Internet Users

March 2024

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ABOUT THE RESEARCH

About the Research

OBJECTIVES

The purpose of the research is to identify trends in Canadian internet use, and to provide CIRA with topical information and analysis for use in white papers and CIRA's Internet Factbook, which support CIRA's position as an internet innovator and global thought leader.

Topics in 2024 include:

- Internet access and habits
- Internet at home: connection, quality, disruptions, and affordability
- E-commerce
- Mobile payments and verification technologies
- Generative AI use
- Social media use, online harassment and harmful content
- Information consumption: media, news, mis/disinformation and amplification
- Accessing government and politics online

METHODOLOGY

A total of n=2,000 adult Canadian internet users (18+) were surveyed in March 2024 via an online panel methodology.

The total sample reported throughout is weighted proportionate-to-population by province. Unweighted sample sizes are shown. The total is also proportionate by age and gender.

Wherever possible, the 2024 findings are compared to the results from 2013-2023.

Note that, due to rounding, percentages may not sum to exactly 100%.

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INTERNET ACCESS AND HABITS

NUMBER OF HOURS PER DAY SPENT USING THE INTERNET

Just under half (47%) say they spend 5+ hours online per day (consistent with 2023 and down from a high of 55% in 2021).

	TOTAL 2024	TRACKING								
		2016	2017	2018	2019	2020	2021	2022	2023	2024
	2000	1200	1200	1203	2050	2000	2022	2000	2000	2000
	%	%	%	%	%	%	%	%	%	%
Less than 1 hour	6	6	5	4	4	3	3	3	5	6
1-2	21	26	24	21	23	20	16	18	19	21
3-4	26	32	31	28	31	33	26	24	27	26
5-6	17	17	19	21	20	18	19	17	17	17
7-8	12	9	9	11	9	11	14	13	13	12
9-10	9	5	7	7	7	7	12	12	10	9
11-12	4	2	2	2	3	4	5	6	4	4
More than 12 hours	5	3	3	5	3	4	5	6	6	5

47% in 2024

Q1. On average, how many hours per day do you spend using the internet (including email)?
Base: Total sample

NUMBER OF HOURS PER DAY SPENT USING THE INTERNET

In 2024, there are no significant differences by province in time spent online.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Less than 1 hour	6	6	7	6	6	6	6	5	4	3	2
1-2	21	22	24	21	24	18	26	17	18	19	18
3-4	26	27	26	29	22	25	27	27	25	31	30
5-6	17	15	16	19	23	18	16	22	23	21	18
7-8	12	11	7	10	11	15	11	16	13	13	8
9-10	9	10	9	5	8	9	8	5	9	6	14
11-12	4	3	5	6	3	5	3	-	3	3	1
More than 12 hours	5	7	6	4	3	5	3	9	5	5	10

Q1. On average, how many hours per day do you spend using the internet (including email)?
Base: Total sample

WORK-RELATED HOURS SPENT ONLINE

Among those currently working or looking for work, one-third spend 5 or more hours online for work.

	TOTAL 2024
	1326
	%
Less than 1 hour	26
1-2	20
3-4	16
5-6	13
7-8	16
9-10	2
11-12	1
More than 12 hours	1
Don't know	5

33% in 2024

2024-1A. Approximately how many of the hours per day you spend online are work-related?
Base: Working full or part-time or unemployed and looking for work

WORK-RELATED HOURS SPENT ONLINE

There are no major differences by province in time spent online for work.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1326	169	94	68	67	456	245	65	70	37c	55
	%	%	%	%	%	%	%	%	%	%	%
Less than 1 hour	26	22	27	29	31	20	34	23	34	30	27
1-2	20	24	20	28	22	16	20	26	20	16	22
3-4	16	11	19	4	21	19	13	22	13	27	11
5-6	13	14	13	13	7	16	11	8	9	5	9
7-8	16	21	11	19	13	20	11	11	17	14	15
9-10	2	2	2	-	1	2	2	5	4	3	4
11-12	1	1	1	-	-	1	1	-	-	-	2
More than 12 hours	1	1	1	1	-	2	1	3	-	3	2
Don’t know	5	5	6	4	3	4	7	3	3	3	9

2024-1A. Approximately how many of the hours per day you spend online are work-related?
Base: Working full or part-time or unemployed and looking for work
c Caution, small base size

WAYS OF ACCESSING THE INTERNET

While computers and smartphones are the most common ways of accessing the internet, tablets and TVs are used by at least 2-in-10 and connected-home devices and smart watches by one-in-ten.

	TOTAL 2024
	2000
	%
Desktop/laptop computer	83
Smartphone/mobile	70
Tablet	32
TV	21
Voice-controlled “connected-home” device	10
Smart watch (e.g., Apple Watch, FitBit)	10
ONE DEVICE ONLY	31
MORE THAN ONE DEVICE	69

2. Which of the following do you use to access the internet? Select as many as apply.
Base: Total sample

CLASSIFICATION:PUBLIC

WAYS OF ACCESSING THE INTERNET

There are few differences by province in ways of accessing the internet.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Desktop/laptop computer	83	82	82	79	86	85	81	85	80	73	65
Smartphone/mobile	70	75	70	73	74	69	68	69	68	72	77
Tablet	32	37	28	33	30	32	31	31	34	49	31
TV	21	21	23	21	26	21	19	25	26	23	27
Voice-controlled “connected-home” device	10	10	10	7	11	11	7	11	13	13	17
Smart watch (e.g., Apple Watch, FitBit)	10	10	13	10	15	10	6	17	17	18	9
ONE DEVICE ONLY	31	27	28	30	25	32	35	32	28	28	38
MORE THAN ONE DEVICE	69	73	72	70	75	68	65	68	72	72	62

2. Which of the following do you use to access the internet? Select as many as apply.
Base: Total sample

CLASSIFICATION:PUBLIC

WAYS OF SPENDING TIME ONLINE (1 of 3)

Most people (82%) typically spend time online using email. Other common online activities continue to include: banking (62%), social media (54%) and news/current events (44%). The 2024 findings for the main activities are consistent with 2023.

	TOTAL 2024	TRACKING								
		2016	2017	2018	2019	2020	2021	2022	2023	2024
	2000	1200	1200	1203	2050	2000	2022	2000	2000	2000
	%	%	%	%	%	%	%	%	%	%
Email	82	92	91	89	90	87	85	84	86	82
Banking	62	68	68	73	71	66	67	63	67	62
Social media	54	59	57	61	60	60	58	58	59	54
For news/current events	44	55	61	55	58	59	53	52	52	44
Shopping	44	49	49	52	50	46	48	46	50	44
Instant messaging	42	32	40	43	47	47	47	47	50	42
General browsing/surfing	42	49	48	46	48	47	46	45	48	42
Watching movies, TV, videos, etc.	38	36	38	39	40	38	42	41	46	38
Product research	37	43	42	39	44	39	41	37	39	37
Looking for information related to hobbies/interests	31	41	43	38	43	35	39	37	38	31

Q4. In which of the following ways do you typically spend time online? Please select all that apply.
Base: Total sample

WAYS OF SPENDING TIME ONLINE (2 of 3)

Less common but still prominent activities include listening to music, radio or podcasts, travel research, looking for health or medical information, dining options, and telephone/video chats.

cont'd

	TOTAL 2024	TRACKING								
		2016	2017	2018	2019	2020	2021	2022	2023	2024
	2000	1200	1200	1203	2050	2000	2022	2000	2000	2000
	%	%	%	%	%	%	%	%	%	%
Listening to music/radio/podcasts	31	30	33	32	36	32	33	34	37	31
Travel research	30	39	46	41	45	32	23	30	36	30
Looking for health/medical information	24	30	32	28	31	25	26	24	27	24
Looking for dining options/restaurant reviews, etc.	23	28	31	32	33	21	21	23	28	23
Telephone/video chat	22	20	25	23	24	26	33	28	28	22
Gaming	20	25	21	24	23	22	22	19	23	20
Research for your job or business	20	24	28	26	26	24	24	23	24	20
Downloading	13	24	22	22	19	17	17	15	20	13
Online courses/training /education	13	12	14	14	16	15	21	18	16	13
Editing/sharing photos	11	18	20	20	19	15	14	13	15	11

Q4. In which of the following ways do you typically spend time online? Please select all that apply.
Base: Total sample

WAYS OF SPENDING TIME ONLINE (3 of 3)

Internet users remain least likely report active uses such as: job or house hunting, selling products/services, dating/meeting people or creating content.

cont'd

	TOTAL 2024	TRACKING								
		2016	2017	2018	2019	2020	2021	2022	2023	2024
	2000	1200	1200	1203	2050	2000	2022	2000	2000	2000
	%	%	%	%	%	%	%	%	%	%
Job hunting	8	17	15	15	13	10	10	10	11	8
Selling products or services	8	9	11	11	11	9	9	8	11	8
House/apartment hunting	7	12	14	12	12	9	10	10	10	7
Research for school	6	7	8	10	7	6	7	6	6	6
Dating/meeting people	4	5	6	6	6	5	4	5	5	4
Creating content	4	6	5	6	6	5	5	4	5	4
Other	1	1	2	1	2	2	2	2	1	1

Q4. In which of the following ways do you typically spend time online? Please select all that apply.
Base: Total sample

WAYS OF SPENDING TIME ONLINE (1 of 2)

The top ways of spending time online vary little by province.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Email	82	84	81	80	79	81	83	78	78	78	81
Banking	62	67	66	62	57	59	63	64	63	64	60
Social media	54	62	51	65	56	51	53	62	49	69	62
For news/current events	44	51	40	39	47	42	46	43	49	46	45
Shopping	44	44	43	41	51	44	42	46	44	47	56
Instant messaging	42	46	38	40	42	39	48	48	34	45	56
General browsing/surfing	42	50	46	43	48	42	33	50	47	51	54
Watching movies, TV, videos, etc.	38	39	38	39	36	41	31	28	40	47	44
Product research	37	42	36	36	39	36	38	45	28	26	31
Looking for information related to hobbies/interests	31	36	30	24	35	30	31	43	29	32	36
Listening to music/radio/podcasts	31	31	30	29	31	31	30	36	37	36	28
Travel research	30	39	32	29	29	29	26	36	29	31	39
Looking for health/medical information	24	25	28	16	33	23	21	22	22	24	24
Looking for dining options/restaurant reviews, etc.	23	29	25	20	25	23	19	18	17	21	18
Telephone/video chat	22	23	24	22	19	22	21	21	17	26	25
Gaming	20	21	15	25	20	15	27	26	20	19	31
Research for your job or business	20	20	16	25	18	20	21	23	14	17	15
Downloading	13	13	11	10	13	13	15	12	15	17	17
Online courses/training /education	13	12	13	13	11	13	12	14	11	17	17
Editing/sharing photos	11	15	9	13	11	11	10	13	7	17	14

Q4. In which of the following ways do you typically spend time online? Please select all that apply.
Base: Total sample

WAYS OF SPENDING TIME ONLINE (2 of 2)

Few report typically spending time online to job or house hunt, sell products/services, do research for school, date/meet people or create content.

cont'd	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Job hunting	8	9	9	10	7	7	6	9	9	8	10
Selling products or services	8	10	6	7	5	6	9	16	7	12	11
House/apartment hunting	7	8	5	6	5	7	5	5	9	15	8
Research for school	6	5	9	7	6	5	5	6	6	4	11
Dating/meeting people	4	4	3	3	3	5	4	3	5	4	2
Creating content	4	5	3	4	5	4	3	6	5	9	5
Other	1	1	1	-	-	1	1	-	-	1	-

Q4. In which of the following ways do you typically spend time online? Please select all that apply.
Base: Total sample

WAYS OF SPENDING THE MOST TIME ONLINE

The top 2 online activities are email and social media. There are no changes from 2023 in the top 10 mentions.

TOP 10 MENTIONS	TOTAL 2024	TRACKING								
		2016	2017	2018	2019	2020	2021	2022	2023	2024
	2000	1200	1200	1203	2050	2000	2022	2000	2000	2000
	%	%	%	%	%	%	%	%	%	%
Email	71	74	75	70	77	75	71	70	72	71
Social media	45	44	42	46	48	50	47	48	48	45
Banking	37	35	32	35	39	36	36	35	34	37
For news/current events	29	33	40	32	38	42	36	35	33	29
Watching movies, TV, videos, etc.	28	21	21	25	27	25	29	30	32	28
Instant messaging	28	13	20	22	27	31	30	29	29	28
General browsing/surfing	27	26	25	25	25	29	28	27	28	27
Shopping	20	18	21	21	22	21	23	23	24	20
Listening to music/radio/podcasts	17	12	13	13	17	16	16	17	19	17
Product research	17	14	13	12	16	14	17	15	16	17

Q5. In which five ways do you usually spend the **most** time online?
Base: Total sample

CLASSIFICATION:PUBLIC

WAYS OF SPENDING THE MOST TIME ONLINE

The top 2 online activities are email and social media.

TOP 10 MENTIONS	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Email	71	71	71	71	67	72	70	58	65	62	73
Social media	45	47	43	55	48	42	45	52	45	64	57
Banking	37	39	42	32	28	35	38	35	44	37	39
For news/current events	29	32	26	23	29	29	32	25	31	29	28
Watching movies, TV, videos, etc.	28	27	31	24	27	30	24	23	30	38	25
Instant messaging	28	32	22	26	27	24	34	28	24	29	29
General browsing/surfing	27	34	30	32	33	26	19	33	30	33	32
Shopping	20	19	20	20	29	21	17	21	17	18	26
Listening to music/radio/podcasts	17	17	14	17	22	16	16	22	26	22	15
Product research	17	17	17	22	15	16	17	20	13	9	11

Q5. In which five ways do you usually spend the **most** time online?
Base: Total sample

SMART HOME DEVICES IN HOUSEHOLD

Of various ‘smart home’ devices, people are most likely to say there is a Bluetooth speaker in their household (29%) while 21% indicate that there is a voice-activated assistant (down from 30% in 2023).

	TOTAL 2024	TRACKING 2019	2020	2021	2022	2023	2024
	2000	1563	1448	1499	1502	1455	2000
	%	%	%	%	%	%	%
Bluetooth speaker	29	42	41	43	43	39	29
Voice-activated assistant (e.g. Amazon's Alexa, Google Home)	21	19	26	32	31	30	21
Home security system/surveillance camera	20	15	15	20	19	20	20
Smart thermostat	17	16	17	17	17	18	17
Smart plugs	10	8	12	12	13	12	10
Internet-connected lightbulbs	10	6	9	11	13	11	10
Smart door locks	7	5	5	6	7	6	7
Smart kitchen appliance	6	4	4	5	5	6	6
Smart vacuum cleaner device	5	3	3	4	5	5	5
Smart cooking device (e.g., Bluetooth pressure cooker)	2	2	2	4	4	3	2
Internet-connected baby monitor	2	2	2	3	2	2	2
None	45	41	37	34	35	37	45

2019-6. Which of the following “smart home” devices, if any, are in your household (i.e., devices that connect to the internet)? Select all that apply.
Base: Use more than one device to access the internet

SMART HOME DEVICES IN HOUSEHOLD

Quebec residents are most likely to say that there are no smart home devices in their household (56% vs. 45% overall).

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Bluetooth speaker	29	29	28	30	32	29	24	45	35	35	40
Voice-activated assistant (e.g. Amazon's Alexa, Google Home)	21	17	18	14	25	26	15	35	19	31	37
Home security system/surveillance camera	20	21	32	24	20	21	13	17	13	18	16
Smart thermostat	17	11	18	21	20	24	9	6	5	5	16
Smart plugs	10	11	11	14	15	12	5	13	8	19	15
Internet-connected lightbulbs	10	10	5	8	8	12	8	11	8	8	17
Smart door locks	7	8	9	5	10	8	4	11	4	3	8
Smart kitchen appliance (e.g., fridge, coffee maker, etc.)	6	5	5	9	6	7	7	7	12	3	7
Smart vacuum cleaner, device	5	4	5	5	8	4	6	4	9	4	5
Smart cooking device (e.g., Bluetooth pressure cooker, etc.)	2	2	3	1	3	2	3	3	2	4	4
Internet-connected baby monitor	2	1	1	1	2	2	3	1	3	1	3
None	45	49	39	43	42	40	56	35	49	40	32

2019-6. Which of the following "smart home" devices, if any, are in your household (i.e., devices that connect to the internet)? Select all that apply.
Base: Use more than one device to access the internet

3

INTERNET AT HOME: CONNECTION, QUALITY, DISRUPTIONS, AND AFFORDABILITY

TYPE OF HOME INTERNET

Most report having fibre or cable internet at home.

	TOTAL 2024	TRACKING 2023	TRACKING 2024
	2000	2000	2000
	%	%	%
Fibre optic	36	36	36
Cable	32	30	32
Fixed wireless	6	8	6
DSL	6	5	6
Satellite	3	3	3
Other	1	1	1
Not sure	16	19	16
Prefer not to answer	3	1	3

2023-16A. What type of home internet do you have?
Base: Total sample

CLASSIFICATION:PUBLIC

TYPE OF HOME INTERNET

Most report having fibre or cable internet at home.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Fibre optic	36	42	34	39	35	34	33	47	49	45	53
Cable	32	32	24	17	32	32	37	17	32	28	25
Fixed wireless	6	6	8	11	12	6	5	9	13	8	5
DSL	6	4	7	10	8	7	4	6	1	5	3
Satellite	3	2	4	7	6	3	2	3	2	5	6
Other	1	-	2	1	-	2	1	1	1	-	-
Not sure	16	16	16	18	11	16	17	19	9	13	12
Prefer not to answer	3	2	6	1	3	3	3	2	1	1	1

2023-16A. What type of home internet do you have?
Base: Total sample

SATISFACTION WITH SPEED OF INTERNET CONNECTION AT HOME

Satisfaction levels with home internet speed are quite stable over time.

	TOTAL 2024	TRACKING										
		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
	2000	993	992	1180	1188	1181	2028	1975	2022	2000	2000	2000
	%	%	%	%	%	%	%	%	%	%	%	%
TOTAL SATISFIED	**76**	85	84	81	81	85	81	81	80	83	82	76
Very satisfied	**36**	38	39	34	35	40	39	37	35	41	42	36
Somewhat satisfied	**41**	47	45	46	46	45	42	43	45	42	40	41
Neither satisfied nor dissatisfied	**14**	8	8	10	7	6	9	10	10	9	9	14
Somewhat dissatisfied	**5**	5	5	7	8	6	7	6	7	5	5	5
Very dissatisfied	**2**	2	2	2	3	2	2	3	2	3	2	2
TOTAL DISSATISFIED	**7**	7	7	9	11	9	9	9	9	7	7	7
Don't know	**3**	-	-	<1	1	<1	<1	1	1	1	1	3

Q12. How satisfied are you with the **speed** of your internet connection at home?
Base: Those who have Internet at home

SATISFACTION WITH SPEED OF INTERNET CONNECTION AT HOME

Most in all provinces are satisfied with the speed of their home internet connection.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
NET SATISFIED	76	74	73	71	80	77	79	73	77	81	80
Very satisfied	36	32	34	38	39	35	37	36	44	40	43
Somewhat satisfied	41	42	39	33	41	41	41	38	33	41	37
Neither satisfied nor dissatisfied	14	14	18	10	12	13	14	13	17	5	12
Somewhat dissatisfied	5	6	3	12	4	5	3	8	3	8	5
Very dissatisfied	2	2	3	3	4	1	1	3	1	5	3
NET DISSATISFIED	7	9	6	15	8	7	5	11	4	13	8
Don't know	3	3	3	4	-	3	3	3	3	1	-

Q12. How satisfied are you with the **speed** of your internet connection at home?
Base: Those who have Internet at home

AMOUNT OF DATA INCLUDED WITH HOME INTERNET PACKA

In 2024, 46% report having unlimited data as part of their home internet package, up from 29% in 2016.

	TOTAL 2024	TRACKING										
		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
	2000	993	992	1180	1188	1181	2028	1975	2022	2000	2000	2000
	%	%	%	%	%	%	%	%	%	%	%	%
Less than 20 GB	3	6	5	4	4	3	3	3	4	3	4	3
20-49 GB	3	8	7	7	6	5	5	4	4	3	3	3
50-99 GB	6	14	12	6	8	6	6	5	5	4	5	6
100-149 GB	4	7	8	6	6	5	6	4	4	3	3	4
150-199 GB	3	2	4	4	5	5	4	2	3	3	2	3
200 or more GB	3	16	24	12	11	10	9	7	6	4	5	3
Unlimited	46			29	31	38	41	45	53	56	50	46
Don't know	32	47	40	32	29	27	26	29	22	24	29	32

Q16. About how much data is included with your home internet package (monthly)?
(previous phrasing) About how much data, or bandwidth, is included with your home internet package (monthly)?
Base: Those who have internet at home

AMOUNT OF DATA INCLUDED WITH HOME INTERNET PACKA

Those in BC and AB are least likely to report having unlimited data.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Less than 20 GB	3	4	3	2	4	2	3	2	7	3	3
20-49 GB	3	2	5	6	2	3	4	5	1	1	1
50-99 GB	6	8	7	6	2	5	5	5	8	5	5
100-149 GB	4	2	5	4	5	5	5	1	2	6	5
150-199 GB	3	4	6	3	7	3	2	1	3	1	3
200 or more GB	3	4	5	3	2	3	3	3	2	4	2
Unlimited	46	35	34	37	39	51	52	43	47	41	51
Don't know	32	41	37	39	39	30	26	41	31	38	30

Q16. About how much data is included with your home internet package (monthly)?
(previous phrasing) About how much data, or bandwidth, is included with your home internet package (monthly)?
Base: Those who have Internet at home

EXPERIENCE OF MAJOR DISRUPTIONS TO HOME INTERNET

Two-in-ten (20%) indicate that they experienced major disruption to their home internet in 2023.

	TOTAL 2024	TRACKING 2023	TRACKING 2024
	2000	2000	2000
	%	%	%
Yes	20	27	20
No	66	61	66
Prefer not to answer	2	1	2
Not sure	12	11	12

2023-16B. Did you experience any major disruptions to your home internet in 2023 (previously 2022)?
Base: Total sample

EXPERIENCE OF MAJOR DISRUPTIONS TO HOME INTERNET

NB residents are most likely to report experiencing disruption (32%).

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Yes	20	17	18	16	26	25	12	32	27	23	19
No	66	65	63	65	63	61	77	53	63	68	73
Prefer not to answer	2	2	5	2	1	2	1	2	-	1	-
Not sure	12	17	14	17	10	12	10	13	10	8	9

2023-16B. Did you experience any major disruptions to your home internet in 2023 (previously 2022)?
Base: Total sample

NUMBER OF TIMES HOME INTERNET WAS DISRUPTED

Among those who experienced disruption, most say it was 1-4 times in 2023.

	TOTAL 2024	TRACKING 2023	TRACKING 2024
	411	564	411
	%	%	%
1-4	59	64	59
5-9	19	16	19
10-19	8	10	8
20 or more	8	7	8
Prefer not to answer	<1	<1	<1
Not sure	6	3	6

2023-16C. Approximately how times was your home internet disrupted in 2023 (previously 2022)?
Base: Yes at Q2023-16B

CLASSIFICATION:PUBLIC

NUMBER OF TIMES HOME INTERNET WAS DISRUPTED

Among those who experienced disruption, most say it was 1-4 times in 2023.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	411	42c	27c	BTS (16)	26c	162	41c	32c	28c	BTS (18)	BTS (19)
	%	%	%	%	%	%	%	%	%	%	%
1-4	59	62	56		58	59	51	75	71		
5-9	19	14	11		12	23	15	19	25		
10-19	8	7	7		15	6	17	-	-		
20 or more	8	10	15		4	5	12	6	-		
Prefer not to answer	<1	-	-		-	1	-	-	-		
Not sure	6	7	11		12	6	5	-	4		

2023-16C. Approximately how times was your home internet disrupted in 2023 (previously 2022)?
Base: Yes at Q2023-16B
c Caution, small base size
BTS: Base size too small to report

CAUSES OF HOME INTERNET DISRUPTIONS

The most common causes of internet disruptions are ISP outages, followed by weather events.

	TOTAL 2024	TRACKING 2023	TRACKING 2024
	411	564	411
	%	%	%
Internet service provider outage	61	71	61
Power outage unrelated to weather	30	31	30
Minor weather events (e.g., storm)	23	23	23
Extreme weather events (e.g., flooding, high winds, etc.)	22	21	22
Faulty hardware	17	11	17
Cyberattack	6	1	6
Other	–	3	-
Not sure	12	10	12
Prefer not to answer	<1	<1	<1

2023-16D. What were the causes of your home internet disruption(s) in 2023 (previously 2022)? Select all that apply.
Base: Yes at Q2023-16B

CAUSES OF HOME INTERNET DISRUPTIONS

The most common causes of internet disruptions are ISP outages, followed by weather events.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	411	42c	27c	BTS (16)	26c	162	41c	32c	28c	BTS (18)	BTS (19)
	%	%	%	%	%	%	%	%	%	%	%
Internet service provider outage	61	55	52		50	72	46	47	46		
Power outage unrelated to weather	30	33	33		46	30	17	25	39		
Minor weather events (e.g., storm)	23	38	30		38	17	20	28	21		
Extreme weather events (e.g., flooding, high winds, etc.)	22	29	22		23	13	34	25	71		
Faulty hardware	17	17	26		19	13	17	22	25		
Cyberattack	6	12	-		12	5	10	-	4		
Other	-	-	-		-	-	-	-	-		
Not sure	12	12	15		4	10	22	13	-		
Prefer not to answer	<1	-	-		-	1	-	-	-		

2023-16D. What were the causes of your home internet disruption(s) in 2023 (previously 2022)? Select all that apply.
Base: Yes at Q2023-16B
c Caution, small base size
BTS: Base size too small to report

LONGEST AMOUNT OF TIME INTERNET WAS DISRUPTED

Among those who experienced an outage, for most it was less than a day (69%). However, for one-quarter (24%) it was a day or more.

	TOTAL 2024	TRACKING 2023	TRACKING 2024
	411	564	411
	%	%	%
Less than 1 hour	11	8	11
1-6 hours	40	29	40
More than 6 hours but less than a day	18	27	18
1-3 days	19	25	19
4-7 days	4	6	4
More than a week	1	2	1
Not sure	6	3	6

2023-16E. As far as you know, what was the longest amount of time your home internet was disrupted in 2023 (previously 2022)?
Base: Yes at Q2023-16B

LONGEST AMOUNT OF TIME INTERNET WAS DISRUPTED

Among those who experienced an outage, for most it was less than a day (69%). However, for one-quarter (24%) it was a day or more.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	411	42c	27c	BTS (16)	26c	162	41c	32c	28c	BTS (18)	BTS (19)
	%	%	%	%	%	%	%	%	%	%	%
Less than 1 hour	11	17	22		12	7	10	19	4		
1-6 hours	40	45	48		42	37	41	34	25		
More than 6 hours but less than a day	18	14	11		23	22	12	13	25		
1-3 days	19	12	4		12	23	22	28	29		
4-7 days	4	2	7		8	4	5	6	7		
More than a week	1	2	-		-	-	-	-	7		
Not sure	6	7	7		4	6	10	-	4		

2023-16E. As far as you know, what was the longest amount of time your home internet was disrupted in 2023 (previously 2022)?
Base: Yes at Q2023-16B
c Caution, small base size
BTS: Base size too small to report

CAUSE OF LONGEST INTERNET DISRUPTION

Among those who experienced any disruption, 38% say that an ISP outage was the cause of their longest disruption.

	TOTAL 2024	TRACKING 2023	TRACKING 2024
	411	564	411
	%	%	%
Internet service provider outage	38	51	38
Extreme weather events (e.g., flooding, high winds, etc.)	15	14	15
Power outage unrelated to weather	10	8	10
Faulty hardware	9	6	9
Minor weather events (e.g., storm)	6	6	6
Cyberattack	3	<1	3
Other	<1	2	<1
Prefer not to answer	1	<1	1
Not sure	17	13	17

2023-16F. And what was the cause of your longest home internet disruption in 2023 (previously 2022)? Select one only.
Base: Yes at Q2023-16B

CAUSE OF LONGEST HOME INTERNET DISRUPTION

ON residents are most likely to indicate that an ISP outage was the cause of their longest disruption.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	411	42c	27c	BTS (16)	26c	162	41c	32c	28c	BTS (18)	BTS (19)
	%	%	%	%	%	%	%	%	%	%	%
Internet service provider outage	38	17	22		27	56	22	25	18		
Extreme weather events (e.g., flooding, high winds, etc.)	15	14	11		12	9	24	28	61		
Power outage unrelated to weather	10	21	11		27	7	5	9	14		
Faulty hardware	9	10	19		8	7	10	9	4		
Minor weather events (e.g., storm)	6	17	-		15	4	10	6	4		
Cyberattack	3	2	4		4	2	7	-	-		
Other	<1	-	-		-	-	-	3	-		
Prefer not to answer	1	-	-		-	1	-	-	-		
Not sure	17	19	33		8	14	22	19	-		

2023-16F. And what was the cause of your longest home internet disruption in 2023 (previously 2022)? Select one only.
Base: Yes at Q2023-16B
c Caution, small base size
BTS: Base size too small to report

HOW DISRUPTION WAS RESOLVED

Disruptions were most likely to be resolved through no action.

	TOTAL 2024	TRACKING 2023	TRACKING 2024
	411	564	411
	%	%	%
Started working again on its own/no action taken	44	53	44
Came back on following power outage	31	34	31
Reset modem	22	15	22
Internet technician came to house	18	12	18
Changed internet provider	5	4	5
Other, please specify:	4	5	4
Provider fixed the issue on their end	1	3	1
Called provider/troubleshooting with technician over the phone/online	1	1	1
Provider sent crew to neighbourhood	1	1	1
Needed new equipment/modem/hardware/Wi-Fi extender	–	1	-
Other	1	1	1
Not sure	6	4	6

2023-16G. How were your home internet disruptions resolved? Select all that apply.
Base: Yes at Q2023-16B

HOW DISRPUTION WAS RESOLVED

Disruptions were most likely to be resolved through no action.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	411	42c	27c	BTS (16)	26c	162	41c	32c	28c	BTS (18)	BTS (19)
	%	%	%	%	%	%	%	%	%	%	%
Started working again on its own/no action taken	44	36	33		19	52	39	50	36		
Came back on following power outage	31	40	30		35	27	34	22	54		
Reset modem	22	31	15		27	20	27	9	21		
Internet technician came to house	18	12	26		27	18	15	13	21		
Changed internet provider	5	-	11		8	4	7	13	7		
Other, please specify:	4	5	7		8	4	-	3	-		
Provider fixed the issue on their end	1	-	4		-	1	-	3	-		
Called provider/troubleshooting with technician over the phone/online	1	2	-		8	1	-	-	-		
Provider sent crew to neighbourhood	1	2	-		-	1	-	-	-		
Needed new equipment/modem/hardware/Wi-Fi extender	-	-	-		-	-	-	-	-		
Other	1	-	4		-	1	-	-	-		
Not sure	6	-	4		-	9	7	3	-		

2023-16G. How were your home internet disruptions resolved? Select all that apply.
Base: Yes at Q2023-16B
c Caution, small base size
BTS: Base size too small to report

HOW ELSE CONNECTED DURING DISRUPTION

Over one-third (36%) indicate they stay connected during a disruption by using a hotspot, while just under 2-in-10 (18%) use public Wi-Fi.

	TOTAL 2024	TRACKING 2023	TRACKING 2024
	2000	2000	2000
	%	%	%
Hotspot from my cellphone data	36	41	36
Use public Wi-Fi (e.g., coffeeshop)	18	22	18
Use work internet or work device	12	13	12
Use friend or family member's home internet	8	8	8
Hotspot from someone else's cellphone data	6	6	6
Other	2	3	2
None/don't connect	35	33	35
Don't know	7	4	7

2023-16H. How else do you connect to the internet if/when you experience a home internet disruption? Select all that apply.
Base: Total sample

HOW ELSE CONNECTED DURING DISRUPTION

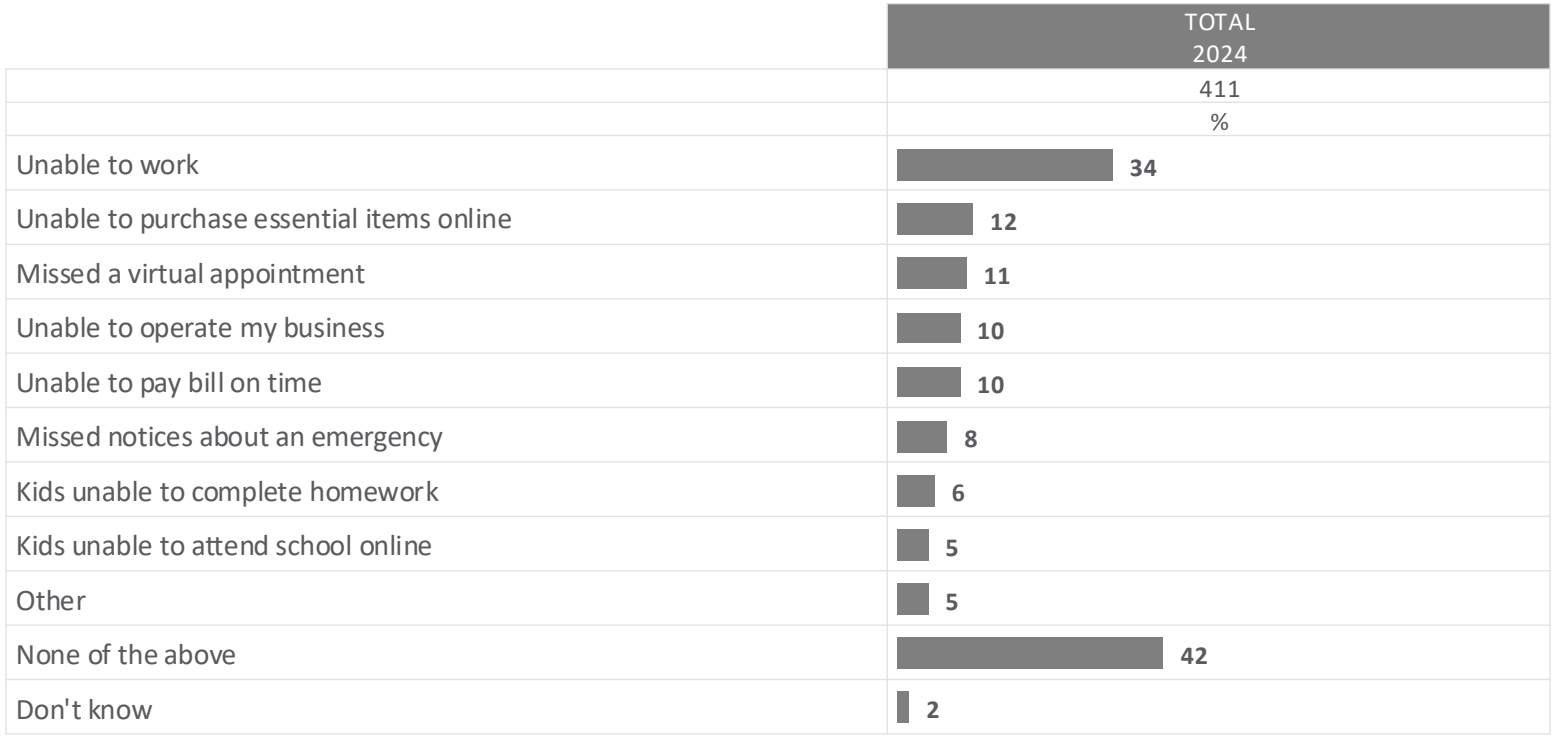
Over one-third (36%) indicate they stay connected during a disruption by using a hotspot, while just under 2-in-10 (18%) use public Wi-Fi.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Hotspot from my cellphone data	36	36	33	32	32	37	38	32	33	42	39
Use public Wi-Fi (e.g., coffeeshop)	18	23	18	13	18	16	19	17	27	22	18
Use work internet or work device	12	13	11	15	9	14	9	15	16	14	12
Use friend or family member's home internet	8	8	8	9	9	8	7	10	17	8	10
Hotspot from someone else's cellphone data	6	9	6	8	9	5	6	6	6	8	7
Other	2	2	3	2	9	2	2	5	2	1	4
None/don't connect	35	37	36	40	45	35	34	36	31	37	32
Don't know	7	5	11	6	-	7	7	7	4	4	7

2023-16H. How else do you connect to the internet if/when you experience a home internet disruption? Select all that apply.
Base: Total sample

IMPACTS OF DISRUPTIONS

Just over 4-in-10 (42%) say that the disruptions did not impact them or their household. Inability to work was the most common impact.



	TOTAL 2024
	411
	%
Unable to work	34
Unable to purchase essential items online	12
Missed a virtual appointment	11
Unable to operate my business	10
Unable to pay bill on time	10
Missed notices about an emergency	8
Kids unable to complete homework	6
Kids unable to attend school online	5
Other	5
None of the above	42
Don't know	2

2024-17A. In what ways did the internet disruptions impact you or your household? Select all that apply.
Base: Experienced major disruptions to home internet in 2023

IMPACTS OF DISRUPTIONS

Just over 4-in-10 (42%) say that the disruptions did not impact them or their household. Inability to work was the most common impact.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	411	42c	27c	BTS (16)	26c	162	41c	32c	28c	BTS (18)	BTS (19)
	%	%	%	%	%	%	%	%	%	%	%
Unable to work	34	29	33		31	43	24	22	25		
Unable to purchase essential items online	12	7	-		19	12	22	19	7		
Missed a virtual appointment	11	17	7		15	10	10	6	11		
Unable to operate my business	10	12	7		19	10	7	9	21		
Unable to pay bill on time	10	12	-		19	12	5	9	21		
Missed notices about an emergency	8	5	11		12	7	5	19	14		
Kids unable to complete homework	6	-	4		8	7	7	3	4		
Kids unable to attend school online	5	7	7		8	4	5	-	11		
Other	5	2	4		8	7	2	9	-		
None of the above	42	50	48		46	33	51	41	50		
Don't know	2	2	4		-	3	-	3	-		

2024-17A. In what ways did the internet disruptions impact you or your household? Select all that apply.
Base: Experienced major disruptions to home internet in 2023
c Caution, small base size
BTS: Base size too small to report

WAYS INTERNET PROVIDER ASSISTED DURING DISRUPTIONS

Almost half (47%) say their internet provider did not assist during the disruptions.

	TOTAL 2024
	411
	%
Technical support by telephone	17
Internet technician came to residence to troubleshoot/repair	16
Provided financial rebate for outages caused by internet provider	12
Sent updates by email or text message	12
Provided financial rebate for outages caused by other factors	6
Other	3
None of the above	47
Don't know	6

2024-17B In what ways did your internet provider assist during the internet disruptions? Select all that apply.
Base: Experienced major disruptions to home internet in 2023

WAYS INTERNET PROVIDER ASSISTED DURING DISRUPTIONS

Almost half (47%) say their internet provider did not assist during the disruptions.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	411	42c	27c	BTS (16)	26c	162	41c	32c	28c	BTS (18)	BTS (19)
	%	%	%	%	%	%	%	%	%	%	%
Technical support by telephone	17	26	7		15	16	20	19	14		
Internet technician came to residence to troubleshoot/repair	16	10	30		23	14	15	9	18		
Provided financial rebate for outages caused by internet provider	12	7	4		19	15	15	3	11		
Sent updates by email or text message	12	10	19		15	9	15	22	18		
Provided financial rebate for outages caused by other factors	6	7	4		19	4	7	9	7		
Other	3	2	4		4	4	5	3	-		
None of the above	47	55	44		38	46	49	50	50		
Don't know	6	7	4		8	7	2	6	-		

2024-17B In what ways did your internet provider assist during the internet disruptions? Select all that apply.
Base: Experienced major disruptions to home internet in 2023
c Caution, small base size
BTS: Base size too small to report

EXTENT OF WORRY ABOUT FUTURE DISRUPTIONS

Overall, 22% are worried about future home internet disruptions. Those who experienced a disruption in 2023 are much more likely than those who did not to be worried (49% vs. 15%).

	TOTAL 2024	TOTAL 2023	EXPERIENCED DISRUPTION TRACKING			
			YES 2023	YES 2024	NO 2023	NO 2024
	2000	2000	534	392	1229	1317
	%	%	%	%	%	%
TOTAL WORRIED	**22**	**25**	**46**	**49**	**16**	**15**
Very worried	5	5	12	14	2	3
Somewhat worried	17	20	33	35	14	12
Neutral	31	26	27	26	25	31
Not very worried	24	28	18	16	33	28
Not worried at all	18	18	8	8	24	24
TOTAL NOT WORRIED	**43**	**46**	**26**	**24**	**57**	**52**
Don't know	4	3	2	1	2	2

2023-16I. How worried are you about future home internet disruptions?
Base: Total sample

CLASSIFICATION:PUBLIC

EXTENT OF WORRY ABOUT FUTURE DISRUPTIONS

Overall, 22% are worried about future home internet disruptions.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
TOTAL WORRIED	22	23	19	17	21	28	13	21	27	24	24
Very worried	5	5	3	1	8	7	2	5	8	8	9
Somewhat worried	17	18	16	16	13	21	11	16	19	17	15
Neutral	31	33	33	20	21	31	33	25	19	31	33
Not very worried	24	25	24	31	33	24	21	26	32	21	25
Not worried at all	18	16	18	24	21	12	28	25	18	21	16
TOTAL NOT WORRIED	43	41	43	55	54	36	49	50	50	41	41
Don't know	4	3	5	8	4	4	5	4	3	4	2

2023-16I. How worried are you about future home internet disruptions?
Base: Total sample

SOURCES OF WORRY ABOUT DISRUPTIONS

Those who are worried are most likely to select ISP outages as the source of their worries. People are equally likely to be worried about a cyberattack on their internet provider as on their personal computer or network.

	TOTAL 2024	TRACKING 2023	TRACKING 2024
	446	514	446
	%	%	%
Internet service provider outages	62	69	62
Extreme weather events (e.g., flooding, high winds, etc.)	40	45	40
Power outages unrelated to weather	38	44	38
Cyberattack on your internet provider	36	35	36
Cyberattack on your personal computer or network	35		35
Minor weather events (e.g., storms)	26	31	26
Faulty hardware	<1	25	24
Other	<1	1	<1
Not sure	5	4	5
Prefer not to answer	1	-	1

2023-16J. Which of the following possible causes of internet disruptions do you worry about most? Select all that apply.
Base: Among those worried about future disruptions

SOURCES OF WORRY ABOUT DISRUPTIONS

Those who are worried are most likely to select ISP outages as the source of their worries.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	446	57	29c	BTS (17)	21c	186	44c	21c	28c	BTS (19)	24c
	%	%	%	%	%	%	%	%	%	%	%
Internet service provider outages	62	61	62		57	67	55	43	50		46
Extreme weather events (e.g., flooding, high winds, etc.)	40	47	24		33	39	39	48	57		63
Power outages unrelated to weather	38	53	28		29	39	27	48	43		21
Cyberattack on your internet provider	36	44	45		33	37	21	38	25		33
Cyberattack on your personal computer or network	35	46	41		19	31	32	43	29		42
Minor weather events (e.g., storms)	26	37	24		43	19	32	43	32		42
Faulty hardware	24	30	21		24	20	27	33	36		29
Other	<1	2	-		-	-	-	-	-		-
Not sure	5	2	7		-	6	2	5	11		-
Prefer not to answer	1	-	3		-	1	-	-	-		-

2023-16J. Which of the following possible causes of internet disruptions do you worry about most? Select all that apply.
Base: Use work internet or work device, or use friend or family member's home internet at Q16H
c Caution, small base size
BTS: Base size too small to report

NUMBER OF SEPARATE INTERNET PROVIDERS

Just over half (56%) say they have accounts with only one company for internet services.

	TOTAL 2024	TRACKING 2023	TRACKING 2024
	2000	2000	2000
	%	%	%
One	56	53	56
Two	33	40	33
More than two	3	4	3
Don't know	7	4	7

2023-16K. How many separate companies do you have accounts with for internet services (e.g., home internet, cellphone/mobile, etc.)? (previous phrasing) How many separate internet providers do you have, in total (i.e., for home internet and cellphone/mobile)?

Base: Total sample

CLASSIFICATION:PUBLIC

NUMBER OF SEPARATE INTERNET PROVIDERS

Just over half (56%) say they have accounts with only one company for internet services.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
One	56	54	56	65	58	53	61	66	59	54	55
Two	33	36	29	27	37	37	29	24	32	37	37
More than two	3	3	5	3	2	4	3	-	4	3	4
Don't know	7	8	11	5	3	7	7	10	5	6	4

2023-16K. How many separate companies do you have accounts with for internet services (e.g., home internet, cellphone/mobile, etc.)? (previous phrasing) How many separate internet providers do you have, in total (i.e., for home internet and cellphone/mobile)?

Base: Total sample

NUMBER OF COMPANIES USED FOR HOME INTERNET

Among those who use more than one company for home internet and/or mobile services, 11% say they use more than one for home internet services alone (4% of the total sample).

	TOTAL 2024
	732
	%
Yes	11
No	89
Don't know	<1

2024-17C Do you use more than one company for your home internet services?
Base: Two or more than two separate companies for internet services

NUMBER OF COMPANIES USED FOR HOME INTERNET

Among those who use more than one company for home internet and/or mobile services, 11% say they use more than one for home internet services alone (4% of the total sample).

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	732	98	51	30c	39c	268	112	24c	37c	31c	42c
	%	%	%	%	%	%	%	%	%	%	%
Yes	11	8	10	10	26	9	16	8	16	6	7
No	89	91	90	90	74	91	84	87	81	90	93
Don't know	<1	1	-	-	-	-	-	4	3	3	-

2024-17C Do you use more than one company for your home internet services?
Base: Two or more than two separate companies for internet services
c Caution, small base size

AFFORDABILITY OF HOME INTERNET/CELLPHONE

Respondents are divided about the affordability of their home internet and cellphone costs; 33% say it is unaffordable, while 35% say it is affordable.

	TOTAL 2024	TRACKING 2023	TRACKING 2024
	2000	2000	2000
	%	%	%
TOTAL AFFORDABLE	**35**	35	35
Very affordable	**8**	7	8
Somewhat affordable	**27**	28	27
Neutral	**27**	25	27
Not very affordable	**25**	28	25
Not affordable at all	**9**	10	9
TOTAL NOT AFFORDABLE	**33**	39	33
Don't know	**5**	2	5

2023-16L. How would you rate the affordability of your home internet and cellphone costs?
Base: Total sample

AFFORDABILITY OF HOME INTERNET/CELLPHONE

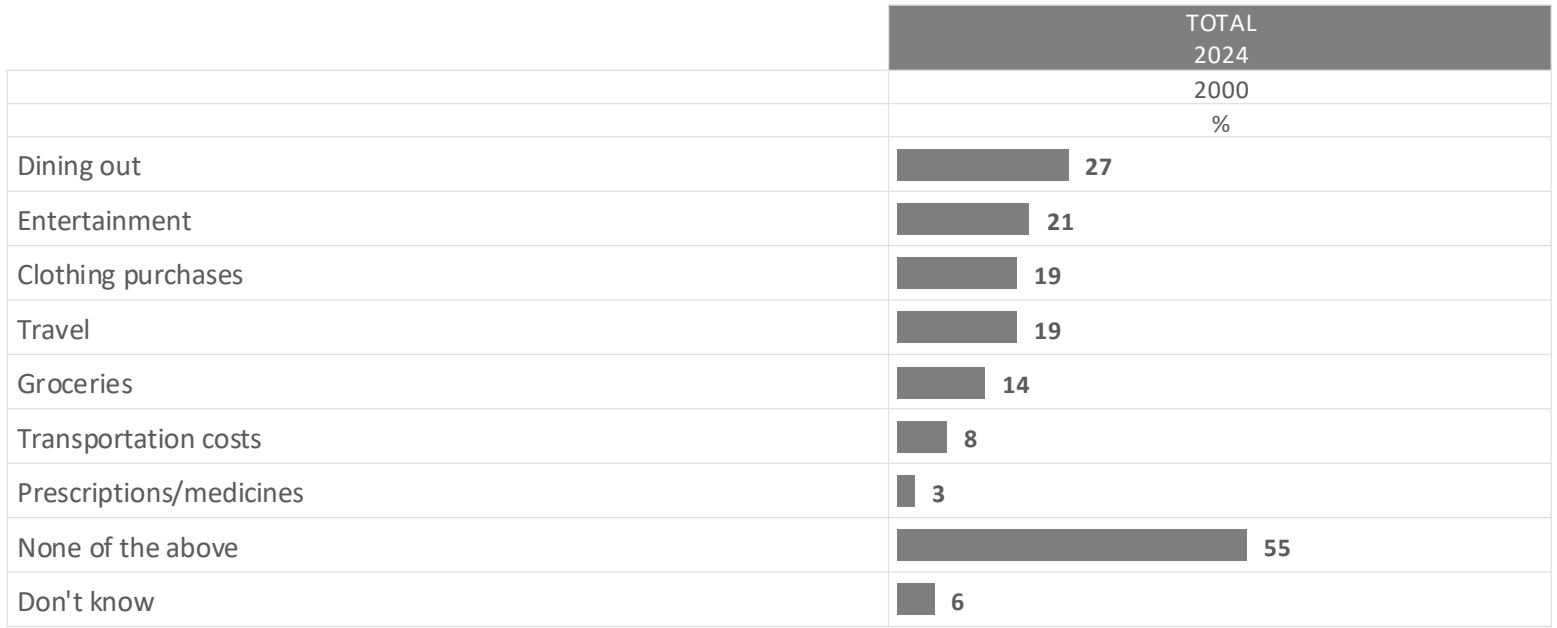
Respondents are divided about the affordability of their home internet and cellphone costs; 33% say it is unaffordable, while 35% say it is affordable.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
TOTAL AFFORDABLE	35	30	33	46	34	35	36	38	44	35	32
Very affordable	8	5	11	14	8	7	7	7	14	9	5
Somewhat affordable	27	25	22	32	26	28	29	31	30	26	27
Neutral	27	28	31	25	19	29	26	21	17	23	29
Not very affordable	25	28	23	18	33	24	24	28	27	33	27
Not affordable at all	9	11	7	6	14	8	9	9	9	6	8
TOTAL NOT AFFORDABLE	33	39	30	24	47	31	33	37	36	40	35
Don't know	5	3	6	5	-	5	6	5	4	3	3

2023-16L. How would you rate the affordability of your home internet and cellphone costs?
Base: Total sample

SPENDING CUTS TO AFFORD INTERNET/MOBILE COSTS

Six-in-ten (61%) say they have cut back on some items so that they can continue to afford internet and mobile costs, most commonly dining out (27%).



	TOTAL 2024
	2000
	%
Dining out	27
Entertainment	21
Clothing purchases	19
Travel	19
Groceries	14
Transportation costs	8
Prescriptions/medicines	3
None of the above	55
Don't know	6

2024-17D In the past year, have you cut back on any of the following items so that you could continue to afford your home internet and cellphone/mobile costs? Select all that apply.
Base: Total sample

SPENDING CUTS TO AFFORD INTERNET/MOBILE COSTS

Six-in-ten (61%) say they have cut back on some items so that they can continue to afford internet and mobile costs, most commonly dining out (27%).

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Dining out	27	28	36	27	31	30	14	32	42	44	31
Entertainment	21	23	25	22	27	25	9	20	32	36	28
Clothing purchases	19	19	20	20	25	25	8	26	30	38	28
Travel	19	19	24	22	23	22	11	22	25	21	17
Groceries	14	15	14	14	21	15	7	21	22	24	18
Transportation costs	8	8	7	6	11	9	6	12	10	14	10
Prescriptions/medicines	3	3	5	4	5	4	3	2	6	4	2
None of the above	55	54	45	51	50	50	72	43	44	42	52
Don't know	6	6	9	6	6	6	5	8	5	3	5

2024-17D In the past year, have you cut back on any of the following items so that you could continue to afford your home internet and cellphone/mobile costs? Select all that apply.
Base: Total sample

CHANGES TO INTERNET OR MOBILE PLAN TO LOWER COSTS

About 2-in-10 (22%) say they have changed their home internet or mobile plan to save money in the past year.

	TOTAL 2024
	2000
	%
Yes	22
No	74
Don't know	4

2024-17E In the past year, have you changed your home internet and/or mobile plan to save money or lower costs?
Base: Total sample

CLASSIFICATION:PUBLIC

CHANGES TO INTERNET OR MOBILE PLAN TO LOWER COSTS

About 2-in-10 (22%) say they have changed their home internet or mobile plan to save money in the past year.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Yes	22	18	21	22	26	23	22	29	21	29	33
No	74	77	73	72	72	73	75	67	75	67	64
Don't know	4	5	6	6	2	4	4	4	4	4	3

2024-17E In the past year, have you changed your home internet and/or mobile plan to save money or lower costs?
Base: Total sample

4

E-COMMERCE, MOBILE PAYMENTS AND VERIFICATION TECHNOLOGIES

PURCHASED ANYTHING ONLINE IS THE LAST 12 MONTHS

Most internet users have made an online purchase in the last 12 months.

	TOTAL 2024	TRACKING										
		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
	2000	1000	1000	1200	1200	1203	2050	2000	2022	2000	2000	2000
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	80	80	79	82	82	86	87	85	88	86	82	80
No	20	20	21	18	18	14	13	15	12	14	18	20

Q31. In the last 12 months have you purchased anything online?
Base: Total sample

PURCHASED ANYTHING ONLINE IS THE LAST 12 MONTHS

Most internet users in all provinces have made an online purchase in the last 12 months.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Yes	80	81	79	80	86	80	77	90	77	90	80
No	20	19	21	20	14	20	23	10	23	10	20

Q31. In the last 12 months have you purchased anything online?
Base: Total sample

PREFERENCE FOR MAKING ONLINE PURCHASES FROM CANADIAN VS U.S. BUSINESSES

Over half (57%) prefer making online purchases from Canadian retailers when they have a choice, down from a high of 71% in 2021.

	TOTAL 2024	TRACKING										
		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
	1609	993	787	984	982	1034	1778	1703	1785	1721	1663	1609
	%	%	%	%	%	%	%	%	%	%	%	%
Canadian businesses/retailers	57	62	62	59	65	62	64	68	71	66	61	57
U.S. businesses/retailers	2	3	2	1	2	2	2	2	1	2	2	2
No preference/Doesn't matter	27	18	16	24	21	23	21	18	18	21	26	27
It depends	12	13	19	14	11	12	11	10	8	9	9	12
Don't know	2	4	1	1	1	2	2	2	2	2	2	2

Q40. When you have a choice, do you generally prefer to make online purchases from Canadian businesses/retailers or from U.S. businesses/retailers?
Base: Have made a purchase online in the last 12 months

PREFERENCE FOR MAKING ONLINE PURCHASES FROM CANADIAN VS U.S. BUSINESSES

Over half (57%) prefer making online purchases from Canadian retailers when they have a choice. QC residents are most likely to say it they have no preference or it doesn't matter.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1609	205	120	80	86	526	270	91	79	70	82
	%	%	%	%	%	%	%	%	%	%	%
Canadian businesses/retailers	57	57	58	76	67	59	47	56	75	59	56
U.S. businesses/retailers	2	1	6	-	3	2	2	1	-	3	4
No preference/Doesn't matter	27	24	23	18	20	26	36	29	14	27	24
It depends	12	16	12	5	7	11	13	13	9	7	12
Don't know	2	1	2	1	2	2	2	1	3	4	4

Q40. When you have a choice, do you generally prefer to make online purchases from Canadian businesses/retailers or from U.S. businesses/retailers?
Base: Have made a purchase online in the last 12 months

MAIN REASON FOR PREFERRING TO MAKE PURCHASES ONLINE FROM CANADIAN BUSINESSES

About 4-in-10 (38%) cite benefiting the Canadian economy/supporting local businesses as the main reason for preferring Canadian businesses.

Total Mentions	TRACKING									
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
	487	584	638	636	1147	1170	1280	1152	1030	938
	%	%	%	%	%	%	%	%	%	%
It benefits the Canadian economy/Buy Canadian/Support local	44	31	39	32	43	48	55	52	49	38
Tax & Duty/Duty fees/To avoid custom taxes/No custom or brokerage charges	16	16	21	22	18	13	12	13	14	11
Cost of delivery/Free shipping/Avoid shipping cost/ Cheaper shipping cost	19	16	13	12	9	7	8	11	10	7
Because of the Canadian dollar/Paying in Canadian dollars/The dollar exchange rate/Currency	20	31	25	22	19	16	13	8	11	6
Because I am Canadian/I live in Canada	4	8	4	6	6	6	6	8	7	6
Closer to home/It's local/To keep it local (general)	-	-	-	-	-	-	-	3	4	4
Convenience/Ease/Accessibility	-	-	-	-	-	-	-	-	3	4
Fast shipping/Faster delivery	5	8	6	6	7	6	6	7	7	3
Lower retail cost/It's cheaper/Price/Best price	-	-	-	-	-	-	-	3	4	3
Trustworthy/Safe/Secure	-	-	-	-	-	-	-	-	-	3

Mentions of 3% or more in 2023

Q41. What is the main reason that you prefer making online purchases from (ANSWER AT Q40)?
Base: Those who prefer making purchases online from Canadian businesses

MAIN REASON FOR PREFERRING TO MAKE PURCHASES ONLINE FROM CANADIAN BUSINESSES

Reasons for preferring Canadian businesses vary relatively little by province.

Total Mentions	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	938	116	70	61	58	309	127	51	59	41c	46c
	%	%	%	%	%	%	%	%	%	%	%
It benefits the Canadian economy/Buy Canadian/Support local	38	34	40	33	33	38	46	37	31	51	30
Tax & Duty/Duty fees/To avoid custom taxes/No custom or brokerage charges	11	14	10	8	16	11	9	8	12	5	9
Cost of delivery/Free shipping/Avoid shipping cost/ Cheaper shipping cost	7	8	9	11	5	7	2	22	10	7	9
Because of the Canadian dollar/Paying in Canadian dollars/The dollar exchange rate/Currency	6	4	7	16	12	7	2	4	5	5	11
Because I am Canadian/I live in Canada/Canadian/I love Canada/Patriotism	6	9	-	5	3	8	4	-	8	2	20
Closer to home/It's local/To keep it local (general)	4	4	3	8	3	2	7	2	2	2	7
Convenience/Ease/Accessibility	4	3	6	-	5	4	4	2	5	2	-
Fast shipping/Faster delivery	3	4	3	-	9	3	3	8	2	2	2
Lower retail cost/It's cheaper/Price/Best price	3	3	6	5	-	3	2	6	7	2	9
Trustworthy/Safe/Secure	3	3	3	-	5	3	3	-	2	2	2

Mentions of 3% or more in 2023

Q41. What is the main reason that you prefer making online purchases from (ANSWER AT Q40)?
Base: Those who prefer making purchases online from Canadian businesses
c Caution, small base size

PREFERRED WAY OF SHOPPING

People are more likely to prefer shopping in person than online. The option most likely to be preferred is in person at a “click-and-mortar” store.

	TOTAL 2024
	2000
	%
In person at a "click-and-mortar" store	26
In person at a store with no online presence	19
Online from a "click-and-mortar" store	17
Online from a store with no physical locations	9
No preference	24
Don't know	6

2024-38A A “click-and-mortar” store is one that offers both online shopping and in-person shopping at a physical location. Assuming all other factors are equal (e.g., price, selection, availability, etc.), which of the following ways of shopping do you prefer?

Base: Preferred way of shopping online

PREFERRED WAY OF SHOPPING

People are more likely to prefer shopping in person than online. The option most likely to be preferred is in person at a “click-and-mortar” store.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
In person at a "click-and-mortar" store	26	31	28	24	31	24	23	20	32	27	25
In person at a store with no online presence	19	19	17	25	21	18	19	21	28	21	19
Online from a "click-and-mortar" store	17	13	17	18	11	18	17	23	11	15	12
Online from a store with no physical locations	9	6	11	9	12	10	8	5	3	15	17
No preference	24	26	20	20	22	25	26	27	17	17	23
Don't know	6	4	7	4	3	5	7	5	9	5	5

2024-38A A “click-and-mortar” store is one that offers both online shopping and in-person shopping at a physical location. Assuming all other factors are equal (e.g., price, selection, availability, etc.), which of the following ways of shopping do you prefer?

Base: Preferred way of shopping online

PREFERENCE WHEN SHOPPING FROM A “CLICK-AND-MORTAR” STORE

Most prefer home delivery over pick-up at store if shopping online from a “click-and-mortar” store.

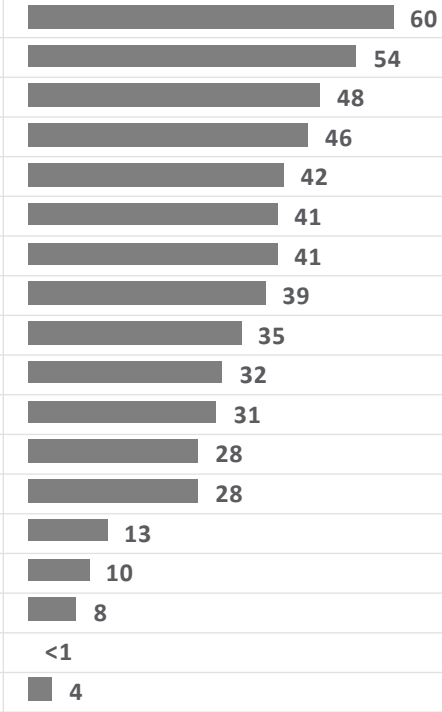
	TOTAL 2024
	326
	%
Home delivery	74
Pick-up at store	15
No preference	10
Don't know	1

2024-38B Which of the following do you prefer when shopping online from a “click-and-mortar” store?
Base: Online from a “click-and-mortar” store

CLASSIFICATION:PUBLIC

IMPORTANCE OF FACTORS WHEN CHOSING TO PURCHASE FROM AN ONLINE STORE

The most important factors considered when shopping online are: cost/savings (60%), shipping costs (54%), availability of items (46%) and ease/convenience (48%).



	TOTAL 2024	TRACKING								
		2016	2017	2018	2019	2020	2021	2022	2023	2024
	1609	984	982	1034	1778	1703	1785	1721	1663	1609
	%	%	%	%	%	%	%	%	%	%
Cost/savings	60	73	73	72	73	68	66	64	63	60
Shipping costs	54	-	-	-	-	-	-	56	54	54
Ease/convenience	48	62	65	63	63	58	57	52	50	48
Availability of items	46	61	61	61	58	56	57	55	49	46
Ability to return products	42	40	42	40	44	40	40	45	40	42
Shipping time	41	-	-	-	-	-	-	45	43	41
Time savings	41	55	61	59	58	48	51	46	44	41
Selection/variety	39	50	50	51	50	44	44	41	40	39
Quality of items	35	28	28	29	31	27	29	31	35	35
Ability to compare products	32	51	51	53	49	43	44	39	32	32
Easy to use purchasing platform	31	-	-	-	39	35	37	33	30	31
Ability to research/access to information	28	48	51	49	44	39	42	34	25	28
Online customer reviews	28	-	-	-	48	40	45	39	29	28
Better overall experience	13	14	14	16	16	11	14	13	11	13
Recommendations from someone you know	10	-	-	-	18	12	15	12	11	10
More enjoyable/interesting/fun	8	11	13	12	9	8	8	8	8	8
Other	<1	1	1	1	2	3	2	1	1	<1
None of the above	4	2	2	2	3	3	4	4	5	4

Q37. Listed below are different factors you might consider when shopping from an online store instead of in person at a traditional store. Please select all the factors that are important to you. (previous phrasing) Listed below are different factors you might consider when making a purchase from an **online store** instead of at a traditional store. Please select all the factors that are important to you.

Base: Have made a purchase online in the last 12 months

IMPORTANCE OF FACTORS WHEN CHOSING TO PURCHASE FROM AN ONLINE STORE

The most important factors considered when shopping online are: cost/savings (60%), shipping costs (54%), availability of items (46%) and ease/convenience (48%).

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1609	205	120	80	86	526	270	91	79	70	82
	%	%	%	%	%	%	%	%	%	%	%
Cost/savings	60	64	63	73	56	60	54	63	53	63	68
Shipping costs	54	57	56	60	53	57	47	53	51	64	61
Ease/convenience	48	54	49	43	45	49	43	53	49	56	40
Availability of items	46	53	46	48	49	47	38	49	52	53	45
Ability to return products	42	45	51	40	43	45	33	47	39	43	49
Shipping time	41	44	42	46	44	41	38	47	37	47	49
Time savings	41	41	38	25	33	43	43	35	37	40	32
Selection/variety	39	41	40	43	42	39	37	36	38	39	38
Quality of items	35	39	42	38	30	38	24	36	33	40	30
Ability to compare products	32	36	32	26	22	36	27	32	23	29	27
Easy to use purchasing platform	31	33	37	31	28	32	24	36	38	46	32
Ability to research/access to information	28	34	25	31	31	29	24	25	29	24	23
Online customer reviews	28	32	24	30	27	29	25	33	34	31	30
Better overall experience	13	10	16	11	13	16	7	18	16	13	17
Recommendations from someone you know	10	11	7	13	3	11	10	14	8	10	12
More enjoyable/interesting/fun	8	7	10	10	7	8	8	14	9	13	10
Other	<1	-	-	-	-	1	1	-	-	-	-
None of the above	4	3	4	1	5	4	6	1	10	3	5

Q37. Listed below are different factors you might consider when shopping from an online store instead of in person at a traditional store. Please select all the factors that are important to you. (previous phrasing) Listed below are different factors you might consider when making a purchase from an **online store** instead of at a traditional store. Please select all the factors that are important to you.

Base: Have made a purchase online in the last 12 months

MOST IMPORTANT FACTOR WHEN CHOSING TO PURCHASE FROM AN ONLINE STORE

The single most important factor when shopping online is **cost/savings** (26%).

	TOTAL 2024	TRACKING								
		2016	2017	2018	2019	2020	2021	2022	2023	2024
	1541	967	961	1012	1731	1654	1705	1658	1574	1541
	%	%	%	%	%	%	%	%	%	%
Cost/savings	26	38	31	33	33	30	28	25	27	26
Shipping costs	13	-	-	-	-	-	-	13	11	13
Ease/convenience	11	15	18	17	15	15	16	12	12	11
Time savings	8	8	8	8	10	6	8	6	7	8
Availability of items	7	9	12	11	9	11	11	9	8	7
Ability to return products	7	8	7	8	8	7	8	6	7	7
Selection/variety	5	6	6	5	6	5	4	5	6	5
Quality of items	5	3	2	4	3	4	5	4	5	5
Shipping time	3	-	-	-	-	-	-	3	3	3
Easy to use purchasing platform	3	-	-	-	2	3	2	2	2	3
Ability to compare products	3	5	5	5	4	4	3	4	3	3
Online customer reviews	2	-	-	-	4	4	5	3	2	2
Ability to research/access to information	2	6	6	5	4	6	5	3	2	2
Better overall experience	2	1	2	1	2	1	2	2	1	2
Recommendations from someone you know	1	-	-	-	1	1	1	1	1	1
More enjoyable/interesting/fun	1	1	1	1	1	1	1	1	1	1
Other	1	2	2	2	1	3	1	1	1	1
Don't know	1	-	-	-	-	-	1	2	1	1

Q38. Which of these factors is usually most important to you when shopping from an online store instead of in person at a traditional store? Please select only one. (previous phrasing) Which of these factors is usually **most important** to you when making a purchase from an online store instead of at a traditional store? Please select only one.

Base: Have made a purchase online in the last 12 months and had at least one important factor in Q37

MOST IMPORTANT FACTOR WHEN CHOSING TO PURCHASE FROM AN ONLINE STORE

The single most important factor when shopping online is **cost/savings** (26%).

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1541	199	115	79	82	504	255	90	71	68	78
	%	%	%	%	%	%	%	%	%	%	%
Cost/savings	26	27	22	30	22	25	27	34	25	25	32
Shipping costs	13	13	10	15	18	14	10	8	21	13	9
Ease/convenience	11	10	9	8	16	12	11	12	10	18	10
Time savings	8	5	6	3	1	9	12	2	4	3	5
Availability of items	7	8	11	6	5	6	9	7	8	3	1
Ability to return products	7	10	7	6	6	7	5	10	10	7	13
Selection/variety	5	7	3	8	9	4	7	2	1	4	8
Quality of items	5	4	10	3	1	6	2	6	6	9	4
Shipping time	3	2	3	-	-	2	5	7	1	1	6
Easy to use purchasing platform	3	3	5	6	1	2	2	3	3	7	1
Ability to compare products	3	4	5	1	4	2	2	1	3	3	-
Online customer reviews	2	3	3	1	5	2	3	-	1	1	3
Ability to research/access to information	2	3	2	5	1	3	2	2	1	-	3
Better overall experience	2	1	3	-	5	2	1	-	1	1	1
Recommendations from someone you know	1	-	-	3	-	<1	1	2	-	-	1
More enjoyable/interesting/fun	1	-	1	1	1	<1	<1	2	1	1	3
Other	1	1	1	1	1	1	1	-	-	-	-
Don't Know	1	2	-	3	4	2	1	1	1	1	-

Q38. Which of these factors is usually most important to you when shopping from an online store instead of in person at a traditional store? Please select only one. (previous phrasing) Which of these factors is usually **most important** to you when making a purchase from an online store instead of at a traditional store? Please select only one.

Base: Have made a purchase online in the last 12 months and had at least one important factor in Q37

COMFORT LEVEL WITH DIFFERENT TYPES OF TRANSACTIONS

In general, internet users are more comfortable making purchases on **Canadian** retail or government websites than on U.S retail websites. Expressed comfort in using mobile payment or digital wallet services is at 36% in 2024, down slightly from 40% in 2022 but up markedly since 2016.

% Comfortable

	TOTAL 2024	TRACKING								
		2016	2017	2018	2019	2020	2021	2022	2023	2024
	2000	1200	1200	1203	2050	2000	2022	2000	2000	2000
	%	%	%	%	%	%	%	%	%	%
Making a purchase on a Canadian retail website	23 43 23 5 3 4	72	74	74	75	73	74	72	69	66
Making a purchase or payment on a government website	27 37 23 6 3 5	72	73	74	73	71	69	69	67	64
Making a purchase on a U.S. retail website	11 34 26 16 8 5	52	53	55	55	47	50	49	47	45
Using a mobile payment or digital wallet service, in which you pay by using your mobile phone instead of paying with cash, cheque or credit card (e.g., Apple Pay, etc.)	14 22 22 16 18 7	23	27	37	32	31	34	40	38	36

- Very comfortable (no concerns)
- Somewhat comfortable
- Neither
- Somewhat uncomfortable
- Very uncomfortable (major concerns)
- Don't know

Q43. Thinking about any concerns you might have about the security of your personal information when making online purchases, how comfortable are you or would you be with the following types of transactions? Please answer regardless of whether you have made this type of transaction in the past.

Base: Total sample

COMFORT LEVEL WITH DIFFERENT TYPES OF TRANSACTIONS

In general, internet users are more comfortable making purchases on **Canadian** retail or government websites than on U.S retail websites.

% VERY/SOMEWHAT COMFORTABLE	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Making a purchase on a Canadian retail website	66	67	61	71	70	66	63	72	72	69	75
Making a purchase or payment on a government website	64	65	61	68	63	62	64	76	72	74	80
Making a purchase on a U.S. retail website	45	43	40	56	45	47	44	53	42	50	52
Using a mobile payment or digital wallet service, in which you pay by using your mobile phone instead of paying with cash, cheque or credit card	36	36	38	38	39	34	38	34	42	42	42

Q43. Thinking about any concerns you might have about the security of your personal information when making online purchases, how comfortable are you or would you be with the following types of transactions? Please answer regardless of whether you have made this type of transaction in the past.

Base: Total sample

IMPACT OF WEBSITES ON PERCEPTIONS OF BUSINESSES/ORGANIZATIONS

Generally speaking, internet users are more comfortable with businesses/organizations that have a website than with those that do not.

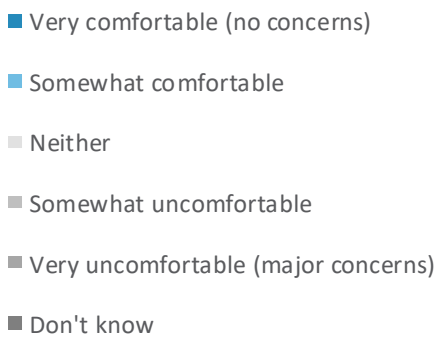
% STRONGLY/SOMEWHAT AGREE	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Having a website makes a business/organization look more credible.	53	58	47	50	56	59	42	59	54	59	55
I am more likely to do business with a company that has a website.	51	54	46	45	58	54	45	50	53	59	51
I generally have a better impression of businesses/organizations that have a website.	50	54	45	48	51	55	42	53	52	55	50
I am more likely to donate to a not-for-profit organization that has a website.	37	40	36	32	35	42	30	41	28	42	30
I don't trust businesses/organizations that do not have a website.	30	31	31	26	36	32	24	26	30	31	20
It generally doesn't matter to me whether or not a business/organization has a website.	26	23	23	29	25	26	30	35	28	24	27

Q44. Please indicate how much you agree or disagree with the following statements.
Base: Total sample

COMFORT WITH VERIFICATION TECHNOLOGIES

Fewer than half are comfortable with various verification technologies, although relatively few have major concerns. People are most likely to be comfortable with a digital, verifiable credential to access government services are online.

	TOTAL 2024	Top 2 Comfortable
	2000	2000
	%	%
Digital, verifiable credential to access government services online	16 30 25 11 9 9	46
Digital health card	12 24 26 15 13 10	36
Biometric scanning (e.g., fingerprint or eye scanning)	13 23 25 16 15 8	36
Digital driver's license	11 23 26 16 13 12	34
Facial recognition technology	12 22 25 16 17 7	34
Digital passport	10 20 26 17 15 12	30



2024-43A How comfortable are you with each of the following technologies?
Base: Total sample

IMPACT OF WEBSITES ON PERCEPTIONS OF BUSINESSES/ORGANIZATIONS

Generally speaking, internet users are more comfortable with businesses/organizations that have a website than with those that do not.

% Agree

	TOTAL 2024	TRACKING								
		2016	2017	2018	2019	2020	2021	2022	2023	2024
	2000	1200	1200	1203	2050	2000	2022	2000	2000	2000
	%	%	%	%	%	%	%	%	%	%
Having a website makes a business/organization look more credible	21 33 33 6 4 4	61	63	65	65	60	63	62	60	53
I am more likely to do business with a company that has a website	21 30 35 6 4 4	53	59	66	67	61	66	62	61	51
I generally have a better impression of businesses/orgs that have a website	18 32 36 5 4 4	56	60	67	67	61	64	63	59	50
I am more likely to donate to a not-for-profit organization that has a website	14 23 37 7 10 8	37	44	48	49	45	49	47	44	37
I don't trust businesses/organizations that do not have a website	9 21 39 16 9 5	36	39	38	37	33	37	34	35	30
It generally doesn't matter to me whether or not a bus./org. has a website	7 19 34 24 11 4	21	19	23	21	25	22	24	22	26

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree
- Don't know

Q44. Please indicate how much you agree or disagree with the following statements.
Base: Total sample

COMFORT WITH VERIFICATION TECHNOLOGIES

Fewer than half are comfortable with various verification technologies. People are most likely to be comfortable with a digital, verifiable credential to access government services are online.

Very/Somewhat comfortable

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Digital, verifiable credential to access government services online	46	50	47	47	47	44	45	53	47	42	62
Digital health card	36	39	35	44	40	35	33	39	39	38	50
Biometric scanning (e.g., fingerprint or eye scanning)	36	40	34	44	44	33	33	44	39	38	47
Digital driver's license	34	34	36	39	32	36	29	38	38	36	48
Facial recognition technology	34	38	34	42	43	33	30	33	35	32	48
Digital passport	30	33	28	39	29	30	28	29	30	33	42

2024-43A How comfortable are you with each of the following technologies?
Base: Total sample

5

GENERATIVE AI USE

GENERATIVE AI USE IN PAST YEAR

About 1-in-6 (16%) say they have used a generative AI tool or platform in the past year.

	TOTAL 2024
	2000
	%
Yes	16
No	76
Don't know	8

2024-51D Generative AI is a type of artificial intelligence that can be used to create various types of content, such as text, images, audio, video and synthetic data. Have you used a generative AI tool or platform, such as ChatGPT or DALL-E, in the past year?

Base: Total sample

GENERATIVE AI USE IN PAST YEAR

About 1-in-6 (16%) say they have used a generative AI tool or platform in the past year.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Yes	16	17	12	12	20	17	13	24	17	17	22
No	76	77	74	81	77	73	81	71	74	78	74
Don't know	8	6	14	7	3	10	7	5	9	5	5

2024-51D Generative AI is a type of artificial intelligence that can be used to create various types of content, such as text, images, audio, video and synthetic data. Have you used a generative AI tool or platform, such as ChatGPT or DALL-E, in the past year?

Base: Total sample

WAYS OF USING GENERATIVE AI

The most common ways of using it were to experiment or see how it works, create written content for personal use, and as a search engine.

	TOTAL 2024
	329
	%
Experiment/see how it works	56
Create written content for personal use	41
As a search engine	35
Create plans or routines	15
Create art	14
Solve math or data problems	13
Write code	13
Modelling to solve problems	11
Improve machine learning models	7
Make realistic looking images of celebrities, politicians, or other public figures	6
Create music	5
Create video games	3
Other	1
Don't know	2

2024-51E In which of the following ways have you used a generative AI tool or platform in the past year? Select all that apply.
Base: "Yes" have used a generative AI tool or platform

GENERATIVE AI USE FOR WORK

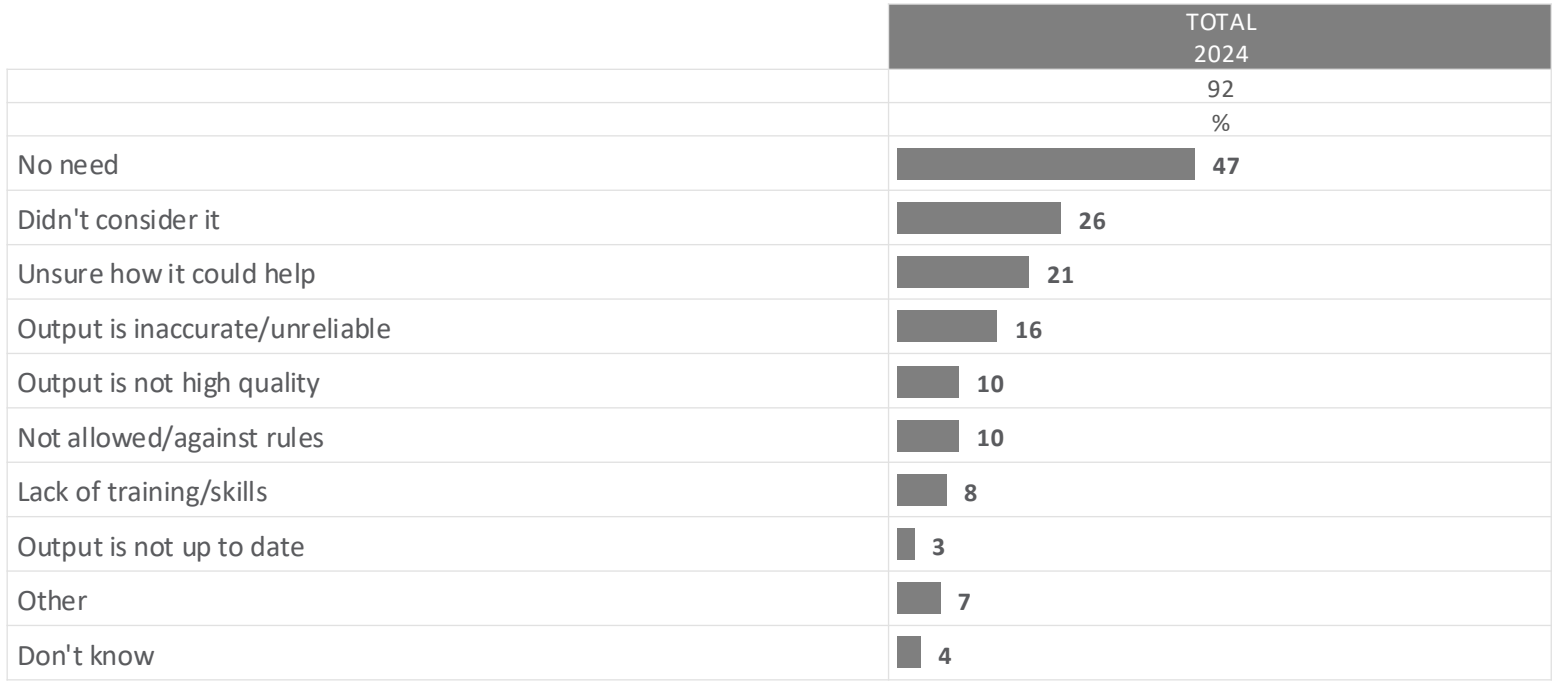
The most common ways of using it for work were to speed up a task, brainstorm ideas, create written content or get started on a task.

	TOTAL 2024
	299
	%
Speed up a task/save time	33
Brainstorm ideas	29
Create written content	27
Draft or get started on a task	26
Document work processes	15
Write code, scripts or algorithms	14
Debug problems	11
Other	1
None/haven't used it for work	32
Don't know	3

2024-51F In which of the following ways have you used a generative AI tool or platform for work in the past year? Select all that apply.
Base: "Yes" have used a generative AI tool or platform and works full or part-time or is unemployed and looking for work or is a student

REASONS FOR NOT USING IT FOR WORK

Those who did not use it for work in the past year most commonly cite lack of need as the reason.



	TOTAL 2024
	92
	%
No need	47
Didn't consider it	26
Unsure how it could help	21
Output is inaccurate/unreliable	16
Output is not high quality	10
Not allowed/against rules	10
Lack of training/skills	8
Output is not up to date	3
Other	7
Don't know	4

2024-51G What are the main reasons you have not used a generative AI tool or platform for work in the past year? Select all that apply.
Base: None/haven't used it for work—a generative AI tool or platform

REASONS FOR NOT USING GENERATIVE AI

The most common overall reasons for not using generative AI are lack of interest and lack of need. Three-in-ten (30%) say they don't trust it.

	TOTAL 2024
	1516
	%
No interest	41
No need	40
Don't trust it	30
Don't know how it works	21
Don't want to pay for it	19
Disagree with the use or ethics of AI	18
Didn't consider it	16
Haven't heard of it before now	6
Other	<1
Don't know	5

2024-51H What are the main reasons you have not used a generative AI tool or platform in the past year? Select all that apply.
Base: No, have not used a generative AI tool or platform

REASONS FOR NOT USING GENERATIVE AI

The most common overall reasons for not using generative AI are lack of interest and lack of need. Three-in-ten (30%) say they don't trust it.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1516	194	113	81	77	484	283	72	76	61	75
	%	%	%	%	%	%	%	%	%	%	%
No interest	41	48	46	43	38	38	39	42	43	43	48
No need	40	47	29	40	39	41	43	37	30	39	33
Don't trust it	30	35	30	27	30	30	27	32	30	30	28
Don't know how it works	21	23	23	27	14	20	21	22	13	23	16
Don't want to pay for it	19	20	19	19	17	19	20	25	17	13	8
Disagree with the use or ethics of AI	18	18	15	14	21	18	20	18	14	23	16
Didn't consider it	16	18	16	19	12	19	10	21	21	13	12
Haven't heard of it before now	6	3	6	6	8	8	6	10	5	15	5
Other	<1	-	1	-	-	1	-	-	-	-	-
Don't know	5	4	4	4	5	5	7	6	7	5	5

2024-51H What are the main reasons you have not used a generative AI tool or platform in the past year? Select all that apply.
Base: No, have not used a generative AI tool or platform

CLASSIFICATION:PUBLIC

EXCITEMENT ABOUT GENERATIVE AI

Overall, just 17% say they are excited about the development of generative AI.

	TOTAL 2024
	2000
	%
Yes	17
No	60
Don't know	23

2024-52I Are you excited about the development of generative AI?
Base: Total sample

CLASSIFICATION:PUBLIC

EXCITEMENT ABOUT GENERATIVE AI

Overall, just 17% say they are excited about the development of generative AI.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Yes	17	17	16	11	18	18	15	19	17	14	17
No	60	56	57	63	59	60	65	62	64	65	54
Don’t know	23	28	28	26	23	22	20	19	19	21	29

2024-52I Are you excited about the development of generative AI?
Base: Total sample

REASONS FOR EXCITEMENT ABOUT GENERATIVE AI

Those who are excited select a range of reasons why, especially technological advancement.

	TOTAL 2024
	332
	%
Technological advancement	55
Potential for innovations or inventions	48
Productivity/economic benefits	48
Possibilities for creativity	47
Potential to help solve complex, global problems	45
Human-machine collaboration	33
Personalization of online tools	30
Other	1
Don't know	4

2024-52J What excites you most about the development of generative AI? Select all that apply.
Base: "Yes" excited about the development of generative AI

CLASSIFICATION:PUBLIC

CONCERN ABOUT GENERATIVE AI

Concern about generative AI is far more widespread than excitement. Half are concerned about it.

	TOTAL 2024
	2000
	%
Yes	51
No	17
Maybe	22
Don't know	10

2024-52K Are you concerned about the development of generative AI?
Base: Total sample

CLASSIFICATION:PUBLIC

CONCERN ABOUT GENERATIVE AI

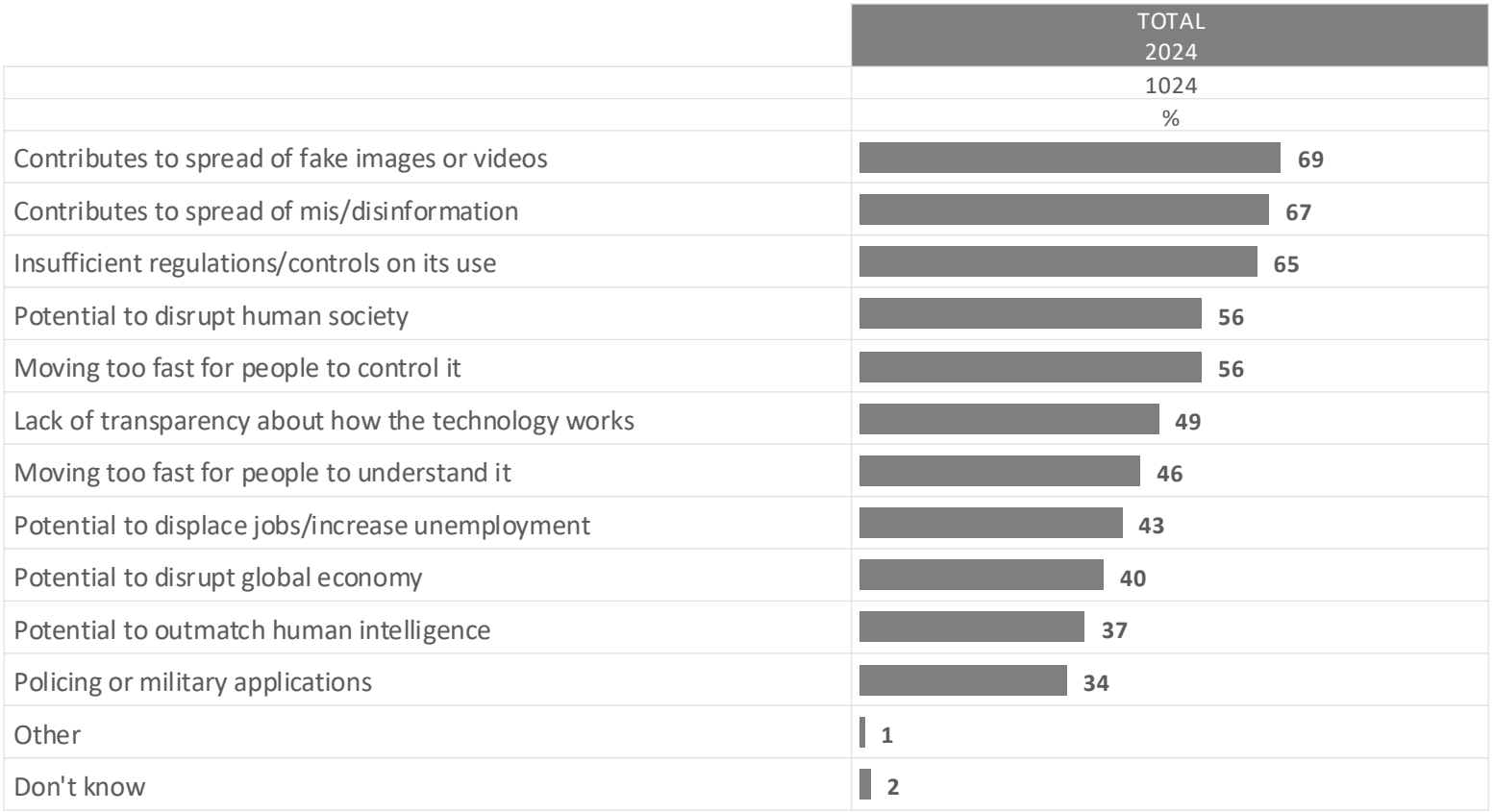
Concern about generative AI is far more widespread than excitement. Half are concerned about it.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Yes	51	50	49	51	53	51	52	57	55	53	45
No	17	14	14	12	10	18	21	15	16	10	15
Maybe	22	27	22	26	27	21	19	20	19	23	27
Don't know	10	9	14	11	10	10	8	8	10	14	13

2024-52K Are you concerned about the development of generative AI?
Base: Total sample

REASONS FOR CONCERN ABOUT GENERATIVE AI

The top concerns about generative AI include that it contributes to the spread of fake images or videos and mis/disinformation, as well as insufficient regulations or controls on its use.



2024-52L What concerns you most about the development of generative AI? Select all that apply.
Base: "Yes", concerned about the development of generative AI

CLASSIFICATION:PUBLIC

REASONS FOR CONCERN ABOUT GENERATIVE AI

The top concerns about generative AI include that it contributes to the spread of fake images or videos and mis/disinformation, as well as insufficient regulations or controls on its use.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1024	125	75	51	53	337	181	58	57	41c	46c
	%	%	%	%	%	%	%	%	%	%	%
Contributes to spread of fake images or videos	69	74	71	65	64	69	67	67	67	61	65
Contributes to spread of mis/disinformation	67	75	73	59	64	64	66	53	65	63	74
Insufficient regulations/controls on its use	65	72	63	67	62	68	56	57	63	59	65
Potential to disrupt human society	56	58	53	41	55	58	59	40	53	54	59
Moving too fast for people to control it	56	62	59	49	62	58	46	50	54	68	70
Lack of transparency about how the technology works	49	56	44	45	47	53	43	41	40	56	59
Moving too fast for people to understand it	46	48	49	39	58	53	31	45	46	59	65
Potential to displace jobs/increase unemployment	43	46	44	41	58	46	35	31	32	51	54
Potential to disrupt global economy	40	45	43	29	40	43	33	29	35	46	50
Potential to outmatch human intelligence	37	39	33	25	34	37	38	38	32	46	46
Policing or military applications	34	37	32	24	38	36	30	26	32	46	43
Other	1	2	-	2	-	1	1	2	4	-	-
Don't know	2	1	4	4	-	2	1	3	2	2	-

2024-52L What concerns you most about the development of generative AI? Select all that apply.
Base: "Yes", concerned about the development of generative AI
c Caution, small base size

6

SOCIAL MEDIA USE, ONLINE HARASSMENT, AND HARMFUL CONTENT

PERCEPTION OF SAFETY FROM ONLINE HARASSMENT WHEN USING SOCIAL MEDIA

Perceptions of safety from online harassment are highest for LinkedIn (82%) and lowest for X (52%), TikTok (58%) and Facebook (60%).

% Very/Somewhat Safe

	TOTAL 2024	TRACKING							AGE (2024)			GENDER (2024)		CHILDREN <18 (2024)	
		2018	2019	2020	2021	2022	2023	2024	18-34	35-54	55+	Male	Female	Yes	No
	Base size varies														
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
LinkedIn	34 47 9 3 7	-	83	81	87	87	85	82	83	77	87	82	81	81	82
WhatsApp	32 46 11 5 6	84	84	83	82	82	81	79	77	76	85	78	79	79	78
Snapchat	23 51 13 8 6	-	76	77	76	76	71	74	73	73	87c	73	75	68	76
Facebook Messenger	24 49 14 6 7	75	76	78	78	78	78	73	72	72	76	74	73	72	74
Instagram	17 49 20 5 8	74	73	73	75	71	70	66	60	68	73	71	63	65	66
Facebook	13 47 22 10 7	66	61	63	63	61	66	60	58	58	64	63	57	60	60
TikTok	15 43 22 11 9	-	-	-	-	-	-	58	56	63	58c	66	53	64	56
X (Twitter)	18 34 25 14 9	67	64	65	65	65	62	52	49	50	58	53	52	59	50

Very safe
Somewhat safe
Not very safe
Not safe at all
Don't know

Q2018-58B. How safe from online harassment do you feel when using the following social media sites or apps? (Previous phrasing) How safe from cyberbullying or online harassment do you feel when using the following social media sites?

Base: Among those who have used each site

c Caution, small base size

PERCEPTION OF SAFETY FROM ONLINE HARASSMENT WHEN USING SOCIAL MEDIA

Perceptions of safety from online harassment are highest for LinkedIn (82%) and lowest for X (52%), TikTok (58%) and Facebook (60%).

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	Base varies										
	%	%	%	%	%	%	%	%	%	%	%
LinkedIn	82	89	73c	83c	81c	84	74	75c	BTS	BTS	BTS
WhatsApp	79	83	77	74c	85c	79	73	BTS	BTS	BTS	BTS
Snapchat	74	77c	BTS	77c	75c	76	59c	81c	BTS	BTS	63c
Facebook Messenger	73	78	82	69	86	76	62	81	69	90	74
Instagram	66	68	65	69c	75	68	56	67c	68c	67c	70c
Facebook	60	64	68	64	66	63	47	60	58	70	70
TikTok	58	72c	BTS	BTS	BTS	60	45c	64c	BTS	BTS	63c
X (Twitter)	52	40c	47c	45c	60c	60	41c	61c	57c	BTS	53c

Q2018-58B. How safe from online harassment do you feel when using the following social media sites or apps? (Previous phrasing) How safe from cyberbullying or online harassment do you feel when using the following social media sites?

Base: Among those who have used each site

c Caution, small base size

BTS: Base size too small to report

RELUCTANCE TO USE SOCIAL MEDIA/ONLINE DISCUSSIONS DUE TO ONLINE HARASSMENT

One-quarter (25%) say they have been reluctant to use social media or participate in an online discussion because of concerns about online harassment. Women are more likely than men to feel reluctant.

	TOTAL 2024	TRACKING							
		2017	2018	2019	2020	2021	2022	2023	2024
	2000	1200	1203	2050	2000	2022	2000	2000	2000
	%	%	%	%	%	%	%	%	%
Yes	25	26	29	32	32	34	31	31	25
No	52	55	53	52	52	49	52	53	52
Don't know	8	6	6	6	6	6	6	6	8
Doesn't apply	15	13	12	10	10	10	11	10	15

Reluctance to Use Social Media, by Gender

	Men								Women							
	2017	2018	2019	2020	2021	2022	2023	2024	2017	2018	2019	2020	2021	2022	2023	2024
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
% 'Yes'	21	24	31	28	29	26	28	20	30	34	34	35	39	36	34	30

Q59B. Have you ever been reluctant to use social media and/or participate in an online discussion because of concerns about online harassment?
Base: Total sample

RELUCTANCE TO USE SOCIAL MEDIA/ONLINE DISCUSSIONS DUE TO ONLINE HARASSMENT

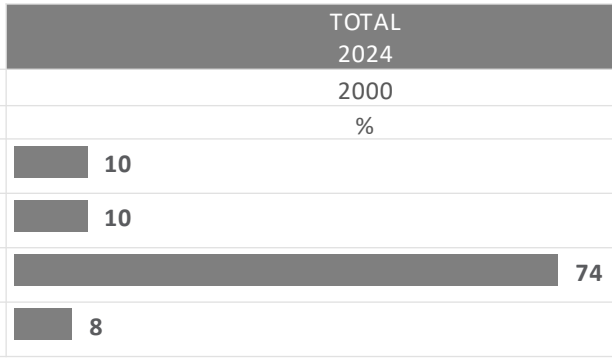
One-quarter (25%) say they have been reluctant to use social media or participate in an online discussion because of concerns about online harassment.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Yes	25	25	29	26	27	24	24	23	29	35	33
No	52	53	46	54	58	53	53	56	49	50	52
Don't know	8	8	8	8	5	10	7	7	8	4	2
Doesn't apply	15	13	17	12	10	14	17	14	15	12	13

Q59B. Have you ever been reluctant to use social media and/or participate in an online discussion because of concerns about online harassment?
Base: Total sample

EXPERIENCED OR WITNESSED ONLINE HARASSMENT

About two-in-ten have experienced or witnessed harassment when using the internet. Experiences with harassment are higher among younger people.



	TOTAL 2024	TRACKING 2017	2018	2019	2020	2021	2022	2023	2024
	2000	1200	1203	2050	2000	2022	2000	2000	2000
	%	%	%	%	%	%	%	%	%
Yes, I have experienced it	10	9	9	12	12	14	13	11	10
Yes, I have witnessed it	10	24	24	13	12	14	11	14	10
No	74	65	64	73	73	71	74	72	74
Don't know	8	4	5	3	3	4	5	5	8

Experienced or Witnessed Cyberbullying, by Age and Gender

	18-34								35-54								55+								Males								Females							
	2017	2018	2019	2020	2021	2022	2023	2024	2017	2018	2019	2020	2021	2022	2023	2024	2017	2018	2019	2020	2021	2022	2023	2024	2017	2018	2019	2020	2021	2022	2023	2024	2017	2018	2019	2020	2021	2022	2023	2024
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Experienced it	15	19	14	20	19	19	16	16	10	5	13	10	14	12	11	9	3	5	10	9	9	8	7	6	9	9	12	12	12	12	9	10	9	10	12	13	15	13	12	10
Witnessed it	36	39	25	21	24	18	22	18	25	22	12	13	14	12	15	11	12	14	6	6	6	6	7	4	19	22	13	13	14	12	14	11	28	26	13	12	13	11	14	10

Q59A. Online harassment **involves the use of the internet and other online communication methods** (e.g., social media, websites, email, text and instant messaging, etc.) to repeatedly intimidate or harass others. Have you ever personally experienced online harassment?
(previous phrasing) "Cyberbullying" involves the use of communication technologies such as the Internet, social media sites, websites, email, text messaging and instant messaging to repeatedly intimidate or harass others. Have you ever personally experienced or witnessed cyberbullying?

Base: Total sample

EXPERIENCED OR WITNESSED CYBERBULLYING

About two-in-ten have experienced or witnessed harassment when using the internet.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Yes, I have experienced it	10	9	13	16	17	10	6	19	18	18	15
Yes, I have witnessed it	10	12	17	13	10	10	7	9	13	5	16
No	74	75	64	71	73	73	80	66	66	72	70
Don't know	8	6	9	5	3	9	8	10	7	6	3

Q59A. Online harassment **involves the use of the internet and other online communication methods** (e.g., social media, websites, email, text and instant messaging, etc.) to repeatedly intimidate or harass others. Have you ever personally experienced online harassment?
(previous phrasing) "Cyberbullying" involves the use of communication technologies such as the Internet, social media sites, websites, email, text messaging and instant messaging to repeatedly intimidate or harass others. Have you ever personally experienced or witnessed cyberbullying?

Base: Total sample

USING SOCIAL MEDIA

Facebook still dominates among social media sites and messaging apps, but many say they use YouTube, Instagram and/or WhatsApp.

	TOTAL 2024	TRACKING						
		2018	2019	2020	2021	2022	2023	2024
	2000	1203	2050	2000	2022	2000	2000	2000
	%	%	%	%	%	%	%	%
Facebook	61	77	71	70	70	66	65	61
YouTube	49	-	-	49	55	53	54	49
Facebook Messenger	49	n/a	58	58	62	60	57	49
Instagram	37	35	36	38	40	43	43	37
WhatsApp	35	n/a	33	36	41	39	39	35
LinkedIn	24	35	34	30	31	30	28	24
X (Twitter)	19	26	23	23	25	25	23	19
Pinterest	15	-	-	22	21	19	17	15
TikTok	13	-	-	3	9	13	13	13
Snapchat	12	19	14	15	14	17	14	12
WeChat	5	-	-	5	6	5	7	5
Telegram	4	-	-	2	4	4	4	4
Threads	2	-	-	-	-	-	-	2
Tumblr	2	-	-	3	2	3	3	2
Viber	2	-	-	3	3	2	2	2
Other	1	n/a	2	2	1	2	1	1
None	11	13	13	9	7	8	9	11

2018-58A. Which of the following social media sites or messaging apps do you ever use? (previous phrasing) Which social media sites or messaging apps do you ever use? Select all that apply.
Base: Total sample

Facebook still dominates among social media sites and messaging apps, but many say they use YouTube, Instagram and/or WhatsApp.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Facebook	61	65	57	77	59	57	61	67	69	77	79
YouTube	49	55	52	51	52	52	39	49	49	59	51
Facebook Messenger	49	50	49	65	51	43	54	62	50	64	69
Instagram	37	41	36	42	52	38	29	39	39	35	42
WhatsApp	35	46	39	31	34	43	18	19	15	17	17
LinkedIn	24	24	24	24	21	29	19	20	17	21	19
X (Twitter)	19	19	20	31	25	19	13	23	29	23	29
Pinterest	15	13	15	16	21	14	15	31	17	24	26
TikTok	13	13	9	19	18	11	13	22	17	23	29
Snapchat	12	14	10	26	20	10	10	21	17	22	26
WeChat	5	10	6	1	3	7	1	-	1	-	3
Telegram	4	4	3	5	4	5	5	5	2	5	5
Threads	2	2	3	1	2	3	2	3	4	3	3
Tumblr	2	<1	1	1	4	2	2	1	4	1	3
Viber	2	1	1	-	2	2	2	2	2	-	1
Other	1	1	1	1	1	1	1	1	1	-	-
None	11	9	13	7	11	11	13	13	12	10	6

2018-58A. Which of the following social media sites or messaging apps do you ever use? (previous phrasing) Which social media sites or messaging apps do you ever use? Select all that apply.
Base: Total sample

ASSESSMENTS OF SOCIAL MEDIA SITES/APPS

YouTube and Facebook are most likely to be selected as 'helpful'. However, Facebook is also more likely than any other site to be selected as 'toxic', 'addictive', and 'unsafe for children'. There is no clear consensus about which site is the most 'positive'.

is the most …	TOTAL																
	Helpful				Toxic				Addictive				Positive				Unsafe for children
	2021	2022	2023	2024	2021	2022	2023	2024	2021	2022	2023	2024	2021	2022	2023	2024	2024
	1600	1583	1565	1447	1600	1583	1565	1447	1600	1583	1565	1447	1600	1583	1565	1447	1447
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Facebook	16	15	15	14	43	40	31	28	36	30	26	25	10	9	8	11	28
X (Twitter)	3	5	4	2	9	8	10	10	4	3	4	3	2	2	2	1	7
Instagram	4	4	4	5	8	12	13	11	13	17	20	16	10	10	8	7	13
Snapchat	<1	<1	1	<1	1	2	2	2	1	1	1	1	2	1	1	1	4
LinkedIn	8	9	8	7	<1	1	1	1	1	1	<1	<1	12	12	10	10	<1
Facebook Messenger	12	10	11	9	3	3	2	3	3	3	3	2	9	11	10	10	5
WhatsApp	9	10	8	7	2	2	2	1	4	3	3	2	10	11	12	9	2
YouTube	23	23	25	27	5	5	5	5	13	13	14	15	13	12	13	16	12
TikTok	1	1	2	2	2	3	5	6	4	8	8	10	2	2	2	2	7
WeChat	2	1	1	1	<1	<1	1	1	1	1	1	1	1	1	<1	1	1
Tumblr	<1	<1	<1	-	<1	-	<1	<1	<1	<1	<1	<1	<1	<1	<1	<1	<1
Viber	-	<1	<1	-	-	<1	<1	<1	-	-	<1	-	<1	<1	<1	-	-
Pinterest	7	5	5	5	1	<1	<1	<1	2	2	1	1	8	7	7	6	<1
Telegram	<1	1	<1	1	<1	<1	<1	<1	<1	<1	<1	1	1	1	1	1	<1
Threads	-	-	-	<1	-	-	-	-	-	-	-	<1	-	-	-	<1	-
None	15	16	16	19	26	24	29	32	18	18	19	23	20	22	25	26	21

Q2020-77. Of the social media sites or apps that you use, which one would you say is the most…?
Base: Ever used more than one social media site or messaging app

ASSESSMENTS OF SOCIAL MEDIA SITES/APPS

YouTube and Facebook are most likely to be selected as 'helpful'.

is the most … Helpful	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1447	188	106	79	76	486	214	74	74	64	86
	%	%	%	%	%	%	%	%	%	%	%
YouTube	27	28	34	22	32	28	20	26	34	34	27
Facebook	14	10	14	19	9	13	17	24	15	20	20
Facebook Messenger	9	6	5	3	4	5	25	8	11	3	7
WhatsApp	7	11	3	5	4	9	5	5	3	2	1
LinkedIn	7	4	10	5	4	8	6	4	1	5	6
Pinterest	5	5	8	9	5	4	4	11	8	16	10
Instagram	5	6	5	8	8	5	3	1	5	3	3
X (Twitter)	2	3	1	3	3	2	2	-	3	3	6
TikTok	2	1	3	5	1	2	1	3	5	3	3
Telegram	1	1	-	1	3	1	2	1	-	2	-
WeChat	1	2	1	1	1	1	-	-	-	-	1
Snapchat	<1	1	-	1	1	<1	-	-	1	-	2
Threads	<1	-	-	-	-	<1	-	-	-	-	-
None	19	22	17	19	25	22	14	16	14	9	13

Q2020-77. Of the social media sites or apps that you use, which one would you say is the most…?
Base: Ever used more than one social media site or messaging app

ASSESSMENTS OF SOCIAL MEDIA SITES/APPS

Facebook is most likely to be selected as 'toxic', by a wide margin.

is the most … Toxic	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1447	188	106	79	76	486	214	74	74	64	86
	%	%	%	%	%	%	%	%	%	%	%
Facebook	28	28	26	46	21	25	27	35	43	41	38
Instagram	11	14	14	6	14	12	7	8	5	6	7
X (Twitter)	10	9	8	11	16	12	7	12	12	13	12
TikTok	6	6	5	5	7	4	10	9	4	9	9
YouTube	5	7	7	5	4	7	3	1	1	-	6
Facebook Messenger	3	1	8	1	3	2	3	1	3	2	3
Snapchat	2	2	-	1	1	1	2	8	5	5	7
WhatsApp	1	1	1	-	-	2	2	1	-	-	1
LinkedIn	1	1	1	-	-	1	<1	-	1	-	-
WeChat	1	-	2	-	-	1	-	-	-	-	-
Telegram	<1	-	-	-	-	1	-	1	-	-	-
Tumblr	<1	-	-	-	-	-	<1	-	1	-	-
Viber	<1	-	-	-	-	-	<1	-	-	-	-
Pinterest	<1	-	-	1	-	-	-	-	-	3	-
None	32	31	28	23	34	32	38	22	23	22	16

Q2020-77. Of the social media sites or apps that you use, which one would you say is the most…?
Base: Ever used more than one social media site or messaging app

ASSESSMENTS OF SOCIAL MEDIA SITES/APPS

Facebook is most likely to be selected as 'addictive'.

is the most … Addictive	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1447	188	106	79	76	486	214	74	74	64	86
	%	%	%	%	%	%	%	%	%	%	%
Facebook	25	19	25	37	22	22	32	38	27	31	37
Instagram	16	21	15	9	24	18	10	7	7	13	3
YouTube	15	17	20	9	5	17	9	12	16	14	14
TikTok	10	7	8	11	14	8	15	15	11	20	17
X (Twitter)	3	2	1	5	4	3	2	3	7	5	3
WhatsApp	2	2	3	-	1	4	<1	3	1	-	-
Facebook Messenger	2	4	1	1	-	2	4	1	4	3	-
Pinterest	1	1	1	3	4	1	1	3	1	3	6
Snapchat	1	1	1	5	1	1	<1	3	3	-	-
WeChat	1	1	1	-	-	1	1	-	1	-	-
Telegram	1	1	1	-	-	<1	1	-	-	-	-
LinkedIn	<1	1	-	-	-	<1	<1	-	-	-	-
Tumblr	<1	-	-	-	-	<1	-	-	-	-	-
Threads	<1	1	-	-	-	-	-	-	-	-	-
None	23	24	25	20	24	22	24	16	22	11	19

Q2020-77. Of the social media sites or apps that you use, which one would you say is the most…?
Base: Ever used more than one social media site or messaging app

ASSESSMENTS OF SOCIAL MEDIA SITES/APPS

There is no clear consensus about which site is the most 'positive', although YouTube is most likely to be selected.

is the most … Positive	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1447	188	106	79	76	486	214	74	74	64	86
	%	%	%	%	%	%	%	%	%	%	%
YouTube	16	13	20	8	12	17	16	18	16	27	16
Facebook	11	10	10	11	16	10	10	18	12	5	19
Facebook Messenger	10	8	8	8	11	5	21	7	15	17	7
LinkedIn	10	10	10	6	4	11	8	8	5	6	8
WhatsApp	9	12	8	8	5	12	3	5	5	5	2
Instagram	7	9	5	9	5	7	6	4	3	5	15
Pinterest	6	5	6	10	5	5	7	9	11	14	8
TikTok	2	2	1	5	4	1	1	3	4	2	3
X (Twitter)	1	-	1	1	5	1	2	-	4	2	2
WeChat	1	2	1	-	-	2	<1	-	-	-	1
Snapchat	1	2	-	6	1	<1	1	1	3	-	1
Telegram	1	-	1	-	-	1	<1	-	-	-	-
Tumblr	<1	1	-	-	-	<1	-	-	1	-	1
Threads	<1	-	-	-	-	<1	-	-	-	2	-
None	26	29	29	28	32	26	23	27	20	17	15

Q2020-77. Of the social media sites or apps that you use, which one would you say is the most…?
Base: Ever used more than one social media site or messaging app

ASSESSMENTS OF SOCIAL MEDIA SITES/APPS

Facebook is most likely to be selected as unsafe for children.

is the most … Unsafe for children	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1447	188	106	79	76	486	214	74	74	64	86
	%	%	%	%	%	%	%	%	%	%	%
Facebook	28	25	25	42	25	26	32	26	41	34	24
Instagram	13	16	13	5	18	14	9	9	5	6	5
YouTube	12	13	12	10	9	14	10	7	8	9	12
TikTok	7	4	5	6	9	5	12	11	7	11	8
X (Twitter)	7	10	6	13	12	7	2	4	12	11	15
Facebook Messenger	5	2	4	4	5	5	7	5	5	5	8
Snapchat	4	4	4	9	3	3	5	11	7	6	9
WhatsApp	2	1	2	1	-	3	3	3	1	-	-
WeChat	1	1	1	-	-	1	-	-	-	-	-
Telegram	<1	1	1	1	-	<1	-	-	-	-	1
Tumblr	<1	-	-	-	-	<1	1	-	-	-	-
LinkedIn	<1	-	-	1	-	1	-	-	1	-	1
Pinterest	<1	-	-	-	-	-	-	-	-	2	-
None	21	23	28	8	18	21	19	24	12	16	16

Q2020-77. Of the social media sites or apps that you use, which one would you say is the most…?
Base: Ever used more than one social media site or messaging app

ASSESSMENTS OF SOCIAL MEDIA SITES/APPS

Facebook tops the list across most measures, except for promoting mis/disinformation and polarizing content, or showing users content that fits with their own political opinions or worldview, On these, X is equally or more likely than Facebook to be selected.

	TOTAL										
	Have accurate information	Act responsibly	Act to remove illegal and harmful content	Flag untrue or harmful content	Act to remove mis/disinformation	Promote mis/disinformation	Promote polarizing content	Use personal data to target its users with hyper-personal ads	Show users content that fits with their own political opinions or worldview	Show users content that is contrary to their own political opinions or worldview	Remove content that the site owner disagrees with
	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024
n=	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
	%	%	%	%	%	%	%	%	%	%	%
Facebook	6	8	13	13	12	17	13	34	17	11	15
X (formerly Twitter)	3	3	3	5	4	18	18	4	8	10	11
Instagram	3	3	3	4	4	3	2	5	4	2	3
LinkedIn	10	9	4	3	4	1	1	1	2	1	2
YouTube	6	7	7	5	5	4	4	5	6	5	6
TikTok	1	1	2	3	2	10	6	7	5	4	2
Pinterest	2	2	<1	1	1	1	1	1	<1	1	1
Threads	<1	<1	<1	<1	<1	<1	1	<1	<1	1	<1
None	32	33	25	25	28	9	10	7	12	16	18
Don't know	37	35	41	41	40	38	45	36	45	50	43

2024-51C Which of the following social media sites would you say is most likely to…?
Base: Total sample

LinkedIn is most likely to be selected as having accurate information.

Have accurate information	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
LinkedIn	10	11	11	10	7	10	10	7	7	8	9
YouTube	6	6	9	3	5	8	5	8	6	13	8
Facebook	6	6	4	5	8	6	7	9	8	5	10
X (formerly Twitter)	3	2	3	3	6	3	3	4	6	4	7
Instagram	3	2	1	3	2	3	3	3	2	-	2
Pinterest	2	2	1	5	1	2	1	3	2	6	4
TikTok	1	<1	1	-	2	1	1	6	2	-	2
Threads	<1	<1	-	-	-	<1	1	-	-	-	3
None	32	31	32	40	32	29	36	30	32	28	20
Don't know	37	40	37	31	37	38	34	31	36	36	36

2024-51C Which of the following social media sites would you say is most likely to…?
Base: Total sample

ASSESSMENTS OF SOCIAL MEDIA SITES/APPS

LinkedIn, Facebook and YouTube are most likely to be selected as acting responsibly.

Act responsibly	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
LinkedIn	9	9	9	7	2	10	9	8	13	9	5
Facebook	8	6	7	11	10	6	10	12	9	5	13
YouTube	7	8	7	7	6	8	4	7	4	8	7
Instagram	3	4	2	4	2	3	3	4	3	3	2
X (formerly Twitter)	3	1	3	3	1	3	3	3	4	5	3
Pinterest	2	1	1	3	4	3	1	2	1	6	5
TikTok	1	2	1	4	3	1	-	3	5	3	5
Threads	<1	<1	1	-	-	-	-	-	2	1	1
None	33	34	36	36	38	30	36	25	24	23	25
Don't know	35	35	33	25	34	36	34	37	36	37	35

2024-51C Which of the following social media sites would you say is most likely to…?
Base: Total sample

Facebook is most likely to be selected as acting to remove illegal and harmful content.

Act to remove illegal and harmful content	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Facebook	13	12	11	25	11	12	12	16	17	10	28
YouTube	7	10	8	7	6	8	5	7	8	14	1
LinkedIn	4	2	8	3	2	5	3	6	4	-	6
Instagram	3	3	1	1	5	5	3	2	1	10	2
X (formerly Twitter)	3	3	2	1	7	4	3	2	3	4	3
TikTok	2	1	4	2	4	1	3	4	7	-	7
Pinterest	<1	-	-	1	1	1	1	1	-	4	2
Threads	<1	-	-	-	-	<1	-	-	-	1	-
None	25	25	26	27	26	23	30	17	19	21	16
Don't know	41	44	40	33	38	41	42	46	42	36	35

2024-51C Which of the following social media sites would you say is most likely to…?
Base: Total sample

Facebook is most likely to be selected as flagging untrue or harmful content.

Flag untrue or harmful content	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Facebook	13	13	11	17	10	13	13	19	10	23	23
YouTube	5	6	7	4	3	5	4	9	8	6	5
X (formerly Twitter)	5	6	3	7	7	6	3	8	5	10	3
Instagram	4	4	2	4	7	4	3	-	5	5	3
LinkedIn	3	2	4	4	2	3	3	2	3	-	3
TikTok	3	2	5	3	7	3	2	5	4	3	9
Pinterest	1	<1	1	-	-	1	1	-	1	3	-
Threads	<1	-	1	-	-	1	<1	-	-	-	-
None	25	24	27	27	25	23	29	18	20	14	17
Don't know	41	43	39	34	39	41	43	40	45	36	38

2024-51C Which of the following social media sites would you say is most likely to…?
Base: Total sample

ASSESSMENTS OF SOCIAL MEDIA SITES/APPS

Facebook is most likely to be selected as acting to remove mis/disinformation.

Act to remove mis/disinformation	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Facebook	12	11	11	20	13	11	12	17	19	14	25
YouTube	5	7	7	6	5	5	2	6	6	8	2
X (formerly Twitter)	4	3	4	4	4	5	4	5	8	3	4
Instagram	4	4	3	-	7	4	5	1	2	3	-
LinkedIn	4	4	7	1	2	4	2	3	2	4	7
TikTok	2	2	1	4	2	2	1	4	5	4	5
Pinterest	1	<1	1	-	2	1	1	1	-	3	-
Threads	<1	<1	1	-	-	1	<1	-	1	-	-
None	28	28	24	30	31	27	30	24	21	22	20
Don't know	40	41	41	35	34	40	42	40	36	41	38

2024-51C Which of the following social media sites would you say is most likely to…?
Base: Total sample

ASSESSMENTS OF SOCIAL MEDIA SITES/APPS

X and Facebook are most likely to be selected as promoting mis/disinformation.

Promote mis/disinformation	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
X (formerly Twitter)	18	22	22	16	21	19	14	13	17	15	19
Facebook	17	14	13	23	17	16	19	22	17	13	25
TikTok	10	8	13	9	10	11	8	12	15	18	8
YouTube	4	4	7	5	5	3	3	4	5	4	2
Instagram	3	3	2	3	3	3	3	3	2	1	1
LinkedIn	1	-	1	1	-	1	2	-	-	-	2
Pinterest	1	<1	1	1	-	1	<1	-	2	1	-
Threads	<1	-	-	1	-	<1	1	-	-	3	1
None	9	6	6	5	10	8	12	9	12	5	5
Don't know	38	42	36	36	34	38	38	38	31	40	37

2024-51C Which of the following social media sites would you say is most likely to…?
Base: Total sample

ASSESSMENTS OF SOCIAL MEDIA SITES/APPS

X is most likely to be selected as promoting polarizing content.

Promote polarizing content	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
X (formerly Twitter)	18	19	20	19	26	17	15	16	19	14	20
Facebook	13	12	13	16	6	13	14	15	16	13	17
TikTok	6	4	7	10	7	6	7	6	6	14	5
YouTube	4	6	3	4	4	5	3	4	5	4	1
Instagram	2	2	2	4	5	2	3	2	-	3	1
Pinterest	1	1	1	1	-	1	2	-	-	1	1
Threads	1	<1	1	-	2	1	1	-	-	1	-
LinkedIn	1	<1	1	1	-	1	<1	1	-	-	1
None	10	10	9	7	11	10	11	9	9	4	8
Don't know	45	46	43	38	39	46	44	48	46	46	47

2024-51C Which of the following social media sites would you say is most likely to…?
Base: Total sample

ASSESSMENTS OF SOCIAL MEDIA SITES/APPS

Facebook is most likely to be selected, by a wide margin, as using personal data to target its users with hyper-personal ads.

Use personal data to target its users with hyper-personal ads	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Facebook	34	35	36	37	31	32	37	37	34	38	40
TikTok	7	6	8	9	5	7	7	8	7	14	8
Instagram	5	6	4	4	12	5	3	4	4	1	1
YouTube	5	5	5	6	5	5	4	4	7	1	8
X (formerly Twitter)	4	5	5	2	3	5	2	3	5	6	5
LinkedIn	1	<1	1	2	1	1	1	-	1	1	-
Pinterest	1	<1	2	1	-	1	1	-	-	-	-
Threads	<1	-	1	1	-	<1	1	-	-	-	2
None	7	6	6	7	4	8	9	5	8	4	4
Don't know	36	36	33	31	39	37	35	40	35	33	32

2024-51C Which of the following social media sites would you say is most likely to…?
Base: Total sample

Facebook is most likely to be selected as showing users content that fits with their own political opinions or worldview.

Show users content that fits with their own political opinions or worldview	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Facebook	17	19	18	17	17	15	19	17	17	19	20
X (formerly Twitter)	8	10	9	10	10	8	7	9	6	12	16
YouTube	6	8	10	6	4	6	5	5	9	6	3
TikTok	5	3	7	7	3	5	5	9	7	9	9
Instagram	4	4	3	2	5	4	3	4	2	5	3
LinkedIn	2	<1	2	2	-	2	3	-	1	1	1
Threads	<1	<1	-	1	1	1	<1	-	-	1	-
Pinterest	<1	<1	-	-	-	<1	1	-	1	-	1
None	12	9	11	13	14	13	13	13	13	8	12
Don't know	45	46	41	42	46	46	45	44	45	38	36

2024-51C Which of the following social media sites would you say is most likely to…?
Base: Total sample

ASSESSMENTS OF SOCIAL MEDIA SITES/APPS

Facebook and X are most likely to be selected as showing users content that is contrary to their own political opinions or worldview.

Show users content that is contrary to their own political opinions or worldview	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Facebook	11	8	11	16	11	10	14	16	14	15	13
X (formerly Twitter)	10	10	7	11	11	11	9	11	9	13	12
YouTube	5	6	5	4	4	4	4	7	7	5	4
TikTok	4	2	5	2	6	3	5	11	8	5	5
Instagram	2	1	2	3	1	2	3	1	2	3	2
LinkedIn	1	1	2	2	2	1	1	-	1	3	2
Threads	1	<1	-	-	-	1	1	-	1	-	1
Pinterest	1	-	1	1	1	1	-	-	1	-	-
None	16	17	13	20	16	17	15	11	14	14	15
Don't know	50	54	54	41	48	50	48	44	45	42	47

2024-51C Which of the following social media sites would you say is most likely to…?
Base: Total sample

Facebook is most likely to be selected as removing content that the site owner disagrees with.

Remove content that the site owner disagrees with	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Facebook	15	14	13	26	14	13	17	20	17	22	21
X (formerly Twitter)	11	10	13	11	13	11	7	14	9	14	18
YouTube	6	5	7	3	6	7	4	4	5	5	3
Instagram	3	4	3	3	7	3	3	1	3	1	3
TikTok	2	3	1	3	2	2	2	2	1	5	5
LinkedIn	2	<1	3	2	1	3	2	1	3	1	3
Pinterest	1	<1	1	1	-	<1	1	-	-	-	-
Threads	<1	1	1	-	-	<1	<1	1	2	1	-
None	18	15	18	15	17	18	23	7	17	13	11
Don't know	43	47	41	36	40	42	42	50	44	37	37

2024-51C Which of the following social media sites would you say is most likely to…?
Base: Total sample

7

INFORMATION CONSUMPTION: MEDIA, NEWS, MIS/DISINFORMATION AND AMPLIFICATION

HOURS PER DAY SPENT WATCHING TV/MOVIES/VIDEOS ONLINE

Most people (68%) spend at least 1 hour per day watching TV/movies online.

TV/Movies/Videos	TOTAL 2024	TRACKING								
		2016	2017	2018	2019	2020	2021	2022	2023	2024
	2000	1180	1188	1181	2028	1975	2022	2000	2000	2000
	%	%	%	%	%	%	%	%	%	%
None	17	21	17	16	16	16	14	13	14	17
Less than 1 hour	16	22	20	19	18	15	14	13	13	16
1-2	32	25	27	26	31	29	32	32	33	32
3-4	21	17	22	23	23	24	25	26	25	21
5-6	8	8	7	9	7	8	9	9	8	8
7-8	2	3	2	3	2	2	3	3	3	2
9-10	1	1	2	2	1	1	2	1	1	1
11-12	1	1	1	1	1	1	<1	1	1	1
More than 12 hours	1	1	1	2	1	1	1	1	1	1
Don't know	2	1	1	1	1	2	2	2	2	2

Q20. On average, about how many hours per day do you spend watching TV/movies/videos or listening to music/radio **online** (i.e., streaming content via Netflix, YouTube, online radio, etc.)?
Base: Those who have internet at home

HOURS PER DAY SPENT WATCHING TV/MOVIES/VIDEOS ONLINE

Most people (68%) spend at least 1 hour per day watching TV/movies online.

TV/Movies/Videos	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
None	17	16	20	11	17	14	21	17	17	14	15
Less than 1 hour	16	19	17	16	12	16	14	16	7	8	14
1-2	32	31	28	39	30	34	33	25	31	33	30
3-4	21	24	22	18	21	20	20	21	19	26	28
5-6	8	6	4	9	13	8	7	14	10	9	4
7-8	2	1	3	-	2	3	1	3	6	5	3
9-10	1	1	1	2	2	1	1	1	1	4	2
11-12	1	<1	-	1	1	1	1	2	4	-	-
More than 12 hours	1	-	-	1	-	1	1	-	1	-	1
Don't know	2	1	5	3	2	2	3	2	4	1	3

Q20. On average, about how many hours per day do you spend watching TV/movies/videos or listening to music/radio **online** (i.e., streaming content via Netflix, YouTube, online radio, etc.)?
Base: Those who have internet at home

HOURS PER DAY SPENT LISTENING TO MUSIC/RADIO ONLINE

About 4-in-10 (38%) spend at least 1 hour a day listening to music or radio online.

Music/Radio	TOTAL 2024	TRACKING								
		2016	2017	2018	2019	2020	2021	2022	2023	2024
	2000	1180	1188	1181	2028	1975	2022	2000	2000	2000
	%	%	%	%	%	%	%	%	%	%
None	27	31	26	24	25	27	25	24	25	27
Less than 1 hour	33	34	31	31	32	31	30	30	31	33
1-2	20	18	21	22	23	21	24	23	23	20
3-4	8	8	9	10	9	9	10	10	10	8
5-6	5	4	5	5	4	4	4	4	5	5
7-8	2	3	3	2	3	2	3	3	3	2
9-10	1	1	2	2	1	1	1	1	1	1
11-12	1	<1	1	1	<1	1	1	1	<1	1
More than 12 hours	1	<1	1	1	1	1	1	1	1	1
Don't know	3	1	1	1	2	3	2	2	3	3

Q20. On average, about how many hours per day do you spend watching TV/movies/videos or listening to music/radio **online** (i.e., streaming content via Netflix, YouTube, online radio, etc.)?
Base: Those who have internet at home

HOURS PER DAY SPENT LISTENING TO MUSIC/RADIO ONLINE

Time spent listening to music/radio online varies relatively little by province.

Music/Radio	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
None	27	30	28	31	27	25	29	21	22	22	23
Less than 1 hour	33	31	32	33	37	34	32	35	28	27	31
1-2	20	20	19	19	21	20	21	21	19	33	25
3-4	8	9	9	8	6	8	5	9	11	8	11
5-6	5	5	4	1	6	5	5	4	5	3	1
7-8	2	1	3	2	2	2	2	5	5	4	2
9-10	1	2	-	-	-	2	1	1	2	1	2
11-12	1	-	1	3	-	<1	1	1	1	-	-
More than 12 hours	1	1	-	-	-	<1	1	1	-	-	1
Don't know	3	1	5	3	1	3	3	3	7	3	4

Q20. On average, about how many hours per day do you spend watching TV/movies/videos or listening to music/radio **online** (i.e., streaming content via Netflix, YouTube, online radio, etc.)?
Base: Those who have internet at home

EXTENT SEEK OUT CANADIAN CONTENT WHEN WATCHING TV/MOVIES/VIDEOS ONLINE

Most internet users who watch TV/movies/video online at least occasionally seek out Canadian content (60%).

	TOTAL 2024	TRACKING								
		2016	2017	2018	2019	2020	2021	2022	2023	2024
	1628	949	1002	981	1688	1612	1725	1716	1691	1628
	%	%	%	%	%	%	%	%	%	%
TOTAL ALWAYS/OFTEN	**19**	14	14	14	13	15	14	13	13	19
Always/every time	**6**	3	3	3	3	4	2	3	3	6
Often/almost every time	**13**	12	11	11	10	11	12	11	10	13
Occasionally/sometimes	**41**	46	49	44	48	46	47	44	41	41
Almost never	**19**	21	21	21	19	19	18	21	22	19
Never	**11**	11	11	14	13	11	12	13	14	11
TOTAL ALMOST NEVER/NEVER	**31**	32	32	35	32	30	30	34	36	31
Don't know	**10**	7	5	7	7	9	9	9	9	10

Q28. How often do you seek out **Canadian content** when you are watching TV/movies/videos online?
Base: Those who watch TV/movies online

EXTENT SEEK OUT CANADIAN CONTENT WHEN WATCHING TV/MOVIES/VIDEOS ONLINE

QC residents (31%) are most likely to say they always or often seek out Canadian content.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1628	209	115	86	81	554	270	82	81	66	84
	%	%	%	%	%	%	%	%	%	%	%
TOTAL ALWAYS/OFTEN	19	16	17	12	11	15	31	11	21	20	21
Always/every time	6	2	7	2	4	4	10	4	9	6	6
Often/almost every time	13	13	10	9	7	11	21	7	12	14	15
Occasionally/sometimes	41	40	35	48	44	43	36	40	42	36	48
Almost never	19	20	23	23	21	20	15	30	15	30	7
Never	11	14	11	13	17	11	9	11	16	11	8
TOTAL NEVER	31	34	34	36	38	31	24	41	31	41	15
Don't know	10	10	15	5	6	11	9	7	6	3	15

Q28. How often do you seek out **Canadian content** when you are watching TV/movies/videos online?
Base: Those who watch TV/movies online

INCIDENCE OF SUSCRIBING TO ONLINE CONTENT PROVIDERS

Netflix remains the most dominant subscriber-based online content provider, but reported subscriptions have declined over time.

	TOTAL 2024	TRACKING							AGE (2024)		
		2018	2019	2020	2021	2022	2023	2024	18-34	35-54	55+
	2000	1181	2028	1975	2022	2000	2000	2000	555	722	723
	%	%	%	%	%	%	%	%	%	%	%
Netflix	46	53	58	53	60	61	51	46	55	48	37
Amazon Prime Video	33	10	20	24	37	40	39	33	35	35	31
Disney Plus	19	-	-	12	17	23	23	19	26	20	12
Spotify	17	16	16	16	19	20	19	17	31	17	7
Crave TV	14	9	12	13	15	16	16	14	14	14	14
Apple Music	8	12	9	7	8	11	9	8	12	7	4
Newspaper	4	8	7	7	5	5	4	4	1	3	9
Magazine	1	4	2	1	1	1	1	1	-	-	1
Other	2	4	4	4	4	5	5	2	2	3	3
None	33	34	29	33	25	25	29	33	23	33	42

2018-Q20B. Which of the following paid online content providers do you subscribe to? Select all that apply.
Base: Have internet at home

INCIDENCE OF SUSCRIBING TO ONLINE CONTENT PROVIDERS

Netflix remains the most dominant subscriber-based online content provider.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Netflix	46	46	43	50	59	44	45	48	56	55	63
Amazon Prime Video	33	31	39	40	46	33	27	44	44	55	47
Disney Plus	19	17	22	25	23	19	17	19	19	31	32
Spotify	17	17	16	17	24	18	16	21	17	22	25
Crave TV	14	15	14	16	11	13	14	15	19	19	20
Apple Music	8	8	8	10	9	7	7	4	10	8	14
Newspaper	4	3	5	2	7	4	5	2	6	5	-
Magazine	1	<1	2	2	-	<1	-	1	2	1	-
Other	2	3	3	1	6	2	3	3	6	4	3
None	33	37	30	29	23	34	37	28	24	21	24

2018-Q20B. Which of the following paid online content providers do you subscribe to? Select all that apply.
Base: Have internet at home

HOW NEWS ONLINE IS ACCESSED

The top methods for accessing news online remain visiting specific sites and Google searches. Facebook has markedly declined as a source for news.

	TOTAL 2024	TRACKING					
		2019	2020	2021	2022	2023	2024
	2000	1563	1448	1499	1502	1442	2000
	%	%	%	%	%	%	%
Visiting specific news/media sites	35	61	54	52	52	47	35
Google searches about news events	33	50	48	49	47	48	33
Facebook	15	39	36	39	34	34	15
Digital newspaper subscription(s)	14	19	18	20	18	16	14
Other social media sites/platforms	9	16	15	16	19	19	9
Twitter	7	14	15	15	16	15	7
Reddit	6	-	8	9	10	10	6
LinkedIn	4	11	9	11	8	10	4
Tik Tok	4	-	-	-	-	-	4
Blogs	3	3	4	5	4	4	3
RSS feeds	2	4	3	3	3	3	2
Other	2	2	1	2	2	3	2
I don't access news online	24	6	6	6	7	9	24

2019-7. How do you usually access news **online**? Select all that apply.
Base: Use more than one device at Q2

HOW NEWS ONLINE IS ACCESSED

The top methods for accessing news online are visiting specific sites and Google searches.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Visiting specific news/media sites	35	39	32	27	39	35	36	31	35	33	44
Google searches about news events	33	37	26	34	34	36	28	36	38	37	37
Facebook	15	12	14	14	12	13	17	20	24	21	23
Digital newspaper subscription(s)	14	14	14	8	21	13	15	7	16	12	6
Other social media sites/platforms	9	9	14	8	8	9	5	10	9	13	11
Twitter	7	9	7	14	6	8	4	11	14	8	16
Reddit	6	8	7	8	6	6	4	4	9	6	7
LinkedIn	4	2	6	4	2	5	4	4	2	4	2
Tik Tok	4	3	5	6	7	4	3	5	4	5	12
Blogs	3	3	2	4	3	3	2	6	-	-	6
RSS feeds	2	3	2	3	4	2	1	4	1	1	2
Other	2	1	4	1	2	2	1	2	2	3	-
I don't access news online	24	23	24	28	24	23	27	25	18	19	19

2019-7. How do you usually access news **online**? Select all that apply.
Base: Use more than one device at Q2

MOST OFTEN WAY IN ACCESSING NEWS ONLINE

The most common way of accessing news online is by visiting specific news/media sites.

	TOTAL 2024	TRACKING					
		2019	2020	2021	2022	2023	2024
	2000	1465	1448	1499	1502	1442	2000
	%	%	%	%	%	%	%
Visiting specific news/media sites	27	41	34	32	32	30	27
Google searches about news events	17	20	20	20	21	19	17
Digital newspaper subscription(s)	9	9	9	10	9	8	9
Facebook	7	16	15	17	12	14	7
Other social media sites/platforms	4	4	3	4	5	7	4
Twitter	3	3	4	5	6	5	3
Reddit	2	-	2	2	3	4	2
TikTok	2	-	-	-	-	-	2
LinkedIn	1	1	1	1	1	1	1
RSS feeds	1	2	1	1	1	1	1
Blogs	1	1	1	<1	<1	<1	1
Other	2	3	3	2	2	3	2
I don't access news online	24	-	-	6	7	9	24

2019-8. Which way do you access news online **most often**? Please select only one.
Base: Mentioned at least one way in Q2x2019

MOST OFTEN WAY IN ACCESSING NEWS ONLINE

The most common way of accessing news online is by visiting specific news/media sites.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Visiting specific news/media sites	27	31	25	17	27	26	28	20	23	22	33
Google searches about news events	17	19	12	21	15	19	14	22	18	22	19
Digital newspaper subscription(s)	9	9	8	4	14	10	9	3	10	8	2
Facebook	7	3	6	6	3	6	9	11	14	12	9
Other social media sites/platforms	4	4	8	4	1	3	3	5	5	4	5
Twitter	3	4	5	7	3	3	2	4	3	5	5
Reddit	2	2	2	4	3	3	1	2	3	1	1
TikTok	2	2	3	4	2	2	2	2	2	3	6
LinkedIn	1	<1	3	2	1	1	1	1	1	1	-
RSS feeds	1	1	1	1	3	1	<1	3	1	1	1
Blogs	1	2	1	1	2	<1	1	1	-	-	1
Other	2	1	3	1	2	2	1	2	3	3	-
I don't access news online	24	23	24	28	24	23	27	25	17	19	19

2019-8. Which way do you access news online **most often**? Please select only one.
Base: Mentioned at least one time in Q2x2019

WATCH TV/MOVIE CONTENT BY USING THE VIDEO-STREAMING APPS OF INDIVIDUAL TV NETWORKS

3-in-10 say they watch TV/movie content by using the video-streaming apps of individuals TV networks.

	TOTAL	TRACKING					
	2024	2019	2020	2021	2022	2023	2024
	2000	2028	1975	2022	2000	2000	2000
	%	%	%	%	%	%	%
Yes	30	31	32	33	33	31	30
No	66	66	65	63	65	66	66
Don't know	4	3	3	4	2	3	4

2019-20AA. Do you ever watch TV/movie content by using the video-streaming apps of individual TV networks (e.g., CBC Gem, CTV app, TSN app, etc.)?
Base: Total sample

CLASSIFICATION:PUBLIC

WATCH TV/MOVIE CONTENT BY USING THE VIDEO-STREAMING APPS OF INDIVIDUAL TV NETWORKS

3-in-10 say they watch TV/movie content by using the video-streaming apps of individuals TV networks.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Yes	30	31	24	32	36	30	27	34	43	45	47
No	66	65	68	62	63	67	69	60	53	51	46
Don't know	4	4	8	6	1	3	4	6	4	4	7

2019-20AA. Do you ever watch TV/movie content by using the video-streaming apps of individual TV networks (e.g., CBC Gem, CTV app, TSN app, etc.)?
Base: Total sample

CONFIDENCE IN ABILITY TO IDENTIFY FRAUD ONLINE

Half (51%) say they are confident in their ability to detect fraud/scams online, down from 67% in 2023.

	TOTAL 2024	TRACKING 2023	TRACKING 2024
	2000	2000	2000
	%	%	%
TOTAL CONFIDENT	**51**	67	51
Very confident	**10**	14	10
Somewhat confident	**42**	53	42
Neutral	**26**	20	26
Not very confident	**11**	8	11
Not confident at all	**4**	2	4
TOTAL NOT CONFIDENT	**15**	10	15
Don't know	**7**	3	7

2023-51A. How confident are you in your ability to identify fake accounts, false identities, misinformation or other scams online?
Base: Total sample

CONFIDENCE IN ABILITY TO IDENTIFY FRAUD ONLINE

Half (51%) say they are confident in their ability to detect fraud/scams online. Few (10%) are 'very' confident.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
TOTAL CONFIDENT	51	48	52	56	58	50	50	61	67	50	61
Very confident	10	8	10	15	15	10	8	15	11	12	17
Somewhat confident	42	40	42	41	43	41	42	47	56	38	44
Neutral	26	30	24	23	30	27	26	17	18	31	17
Not very confident	11	12	16	10	5	10	11	12	7	9	12
Not confident at all	4	6	4	4	3	4	4	3	3	6	6
TOTAL NOT CONFIDENT	15	17	20	14	8	15	15	15	10	15	18
Don't know	7	5	4	7	4	8	9	7	5	4	5

2023-51A. How confident are you in your ability to identify fake accounts, false identities, misinformation or other scams online?
Base: Total sample

SHARING FAKE OR MISLEADING CONTENT

One-in-ten (9%) say they have liked, shared or re-shared fake, misleading or untrue content.

	TOTAL 2024
	2000
	%
Yes	9
No	62
Maybe	13
Don't know	15

2024-51B Have you ever liked, shared or re-shared content on social media or via private messaging that you later learned was fake, misleading, or untrue?
Base: Total sample

SHARING FAKE OR MISLEADING CONTENT

One-in-ten (9%) say they have liked, shared or re-shared fake, misleading or untrue content.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Yes	9	7	13	17	14	7	9	13	19	22	17
No	62	62	59	54	64	62	66	54	57	42	56
Maybe	13	15	13	16	13	12	14	15	11	22	10
Don't know	15	16	15	13	9	18	11	18	13	14	18

2024-51B Have you ever liked, shared or re-shared content on social media or via private messaging that you later learned was fake, misleading, or untrue?
Base: Total sample

ACTIONS TAKEN AFTER SHARING FAKE CONTENT

More than 4-in-10 say that after learning the content they shared was fake, they removed it, told people it wasn’t true, or unshared it.

	TOTAL 2024
	215
	%
Removed or took it down	47
Told people it wasn't true	43
Unshared it	42
Wrote a follow-up post or comment	23
Other	1
None of the above/no actions	10
Don't know	4

2024-51C What action(s), if any, did you take once you learned that the content you shared was fake, misleading, or untrue? Select all that apply.
Base: ”Yes” liked, shared or re-shared content on social media/private messaging and learned that it was fake, misleading, untrue

ENCOUNTERING DEEPFAKES

Two-in-ten say they have encountered deepfakes online in the past year.

	TOTAL 2024
	2000
	%
Yes	20
No	40
Maybe	15
Don't know	25

2024-53A A 'deepfake' is an artificial image, video, or audio content that convincingly depicts a real person saying or doing something that they have never said or done. As far as you know, have you encountered any deepfakes online in the past year?

Base: Total sample

ENCOUNTERING DEEPFAKES

Two-in-ten say they have encountered deepfakes online in the past year.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Yes	20	22	16	26	22	18	22	20	24	26	24
No	40	37	42	39	38	39	43	41	41	32	41
Maybe	15	15	13	13	14	15	15	17	12	15	14
Don't know	25	25	29	22	26	27	19	23	23	27	22

2024-53A A 'deepfake' is an artificial image, video, or audio content that convincingly depicts a real person saying or doing something that they have never said or done. As far as you know, have you encountered any deepfakes online in the past year?

Base: Total sample

DEEPFAKES AS A THREAT TO ELECTIONS

Half (51%) believe that deepfakes are a threat to elections.

	TOTAL 2024
	2000
	%
Yes	51
No	12
Maybe	22
Don't know	15

2024-53B In your view, are deepfakes a threat to elections in Canada and other democratic countries?
Base: Total sample

CLASSIFICATION:PUBLIC

DEEPFAKES AS A THREAT TO ELECTIONS

Half (51%) believe that deepfakes are a threat to elections.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Yes	51	58	54	54	52	47	51	45	38	53	49
No	12	8	11	10	10	13	15	10	14	13	15
Maybe	22	22	20	22	26	23	20	26	26	17	23
Don't know	15	12	15	14	12	17	13	20	22	18	14

2024-53B In your view, are deepfakes a threat to elections in Canada and other democratic countries?
Base: Total sample

SHOULD SHARING DEEPFAKES BE ALLOWED

Most (76%) believe that posting or sharing deepfakes should not be allowed on social media platforms.

	TOTAL 2024
	2000
	%
Yes	6
No	76
Don't know	19

2024-53C In your view, should posting or sharing deepfakes be allowed on social media platforms (e.g., Facebook, Instagram, X, TikTok, etc.)?
Base: Total sample

SHOULD SHARING DEEPFAKES BE ALLOWED

Most (76%) believe that posting or sharing deepfakes should not be allowed on social media platforms.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
Yes	6	4	6	6	10	5	7	9	10	6	9
No	76	81	72	78	73	75	75	76	67	72	80
Don't know	19	15	22	16	17	20	17	15	23	22	11

2024-53C In your view, should posting or sharing deepfakes be allowed on social media platforms (e.g., Facebook, Instagram, X, TikTok, etc.)?
Base: Total sample

SHOULD DEEPFAKES BE ALLOWED OR PROHIBITED

More than 4-in-10 (44%) believe that the creation and sharing of all kinds of deepfakes should be prohibited/illegal.

	TOTAL 2024
	2000
	%
The creation and sharing of all kinds of deepfakes should be prohibited/illegal	44
The creation and sharing of some kinds of deepfakes should be prohibited/illegal (e.g., explicit content, politicians)	25
The creation and sharing of all kinds of deepfakes should be allowed/legal	5
Don't know	27

2024-53D Which of the following views about deepfakes is closest to your own?
Base: Total sample

SHOULD DEEPFAKES BE ALLOWED OR PROHIBITED

More than 4-in-10 (44%) believe that the creation and sharing of all kinds of deepfakes should be prohibited/illegal.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
The creation and sharing of all kinds of deepfakes should be prohibited/illegal	44	45	43	53	54	44	40	35	48	49	50
The creation and sharing of some kinds of deepfakes should be prohibited/illegal (e.g., explicit content, politicians)	25	28	23	20	22	21	29	33	21	19	23
The creation and sharing of all kinds of deepfakes should be allowed/legal	5	6	5	7	4	6	4	5	5	4	6
Don't know	27	21	28	20	20	29	27	28	26	28	22

2024-53D Which of the following views about deepfakes is closest to your own?
Base: Total sample

8

ACCESSING GOVERNMENT AND POLITICS ONLINE

USE OF SOCIAL MEDIA TO LEARN ABOUT OR SUPPORT POLITICAL MOVEMENTS

About 3-in-10 (29%) use social media or messaging apps for political reasons, most commonly to get election information or to learn about political movements or networks.

	TOTAL 2024	TRACKING 2023	TRACKING 2024
	1779	1830	1779
	%	%	%
To get information about elections	17	-	17
To learn about political movements or networks	15	16	15
To support political movements or networks	9	6	9
To register to vote	7	-	7
None of the above	64	81	64
Prefer not to answer	7	2	7

2023-59J. For which of the following political purposes, if any, do you use social media or messaging apps? Select all that apply.(previous phrasing) For which of the following reasons, if any, do you use social media or messaging apps? Select all that apply.

Base: Uses a social media site or messaging app, not asked if "None" at Q2018-58A

USE OF SOCIAL MEDIA TO LEARN ABOUT OR SUPPORT POLITICAL MOVEMENTS

About 3-in-10 (29%) use social media or messaging apps for political reasons, most commonly to get election information or to learn about political movements or networks.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1779	230	133	93	89	585	304	88	91	70	96
	%	%	%	%	%	%	%	%	%	%	%
To get information about elections	17	18	14	17	19	19	15	20	22	24	16
To learn about political movements or networks	15	13	20	14	10	14	16	19	18	20	19
To support political movements or networks	9	10	11	8	9	9	8	9	9	6	9
To register to vote	7	10	9	6	3	8	5	6	15	9	7
None of the above	64	67	62	67	71	62	63	61	53	59	68
Prefer not to answer	7	5	4	5	2	7	10	5	5	7	3

2023-59J. For which of the following political purposes, if any, do you use social media or messaging apps? Select all that apply.(previous phrasing) For which of the following reasons, if any, do you use social media or messaging apps? Select all that apply.

Base: Uses a social media site or messaging app, not asked if "None" at Q2018-58A

VIEW ON HOW THE INTERNET SHOULD OPERATE AND BE GOVERNED

Although close to half don’t have an opinion, 4-in-10 (39%) believe that all groups with a stake should have an equal voice in how the internet operates and is governed.

	TOTAL 2024
	2000
	%
All groups with a stake (e.g., governments, private sector, NGOs, technical providers) should have an equal voice	39
Institutions like the United Nations and its agencies should play a bigger role than other groups with a stake	15
Don't know	46

2024-59K Which of the following views about how the internet should operate and be governed is closest to your own?
Base: Total sample

CLASSIFICATION:PUBLIC

VIEW ON HOW THE INTERNET SHOULD OPERATE AND BE GOVERNED

Although close to half don't have an opinion, 4-in-10 (39%) believe that all groups with a stake should have an equal voice in how the internet operates and is governed.

	TOTAL 2024	PROVINCE									
		British Columbia	Alberta	Sask-atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	252	152	100	100	661	351	101	103	78	102
	%	%	%	%	%	%	%	%	%	%	%
All groups with a stake (e.g., governments, private sector, NGOs, technical providers) should have an equal voice	39	44	38	44	38	41	30	44	45	45	36
Institutions like the United Nations and its agencies should play a bigger role than other groups with a stake	15	14	12	16	16	13	20	14	12	15	21
Don't know	46	42	50	40	46	46	50	43	44	40	43

2024-59K Which of the following views about how the internet should operate and be governed is closest to your own?
Base: Total sample

9

SAMPLE DEMOGRAPHICS

2024 Sample Demographics

GENDER

49%	Male
49%	Female
1%	Non-binary
1%	Prefer not to answer

AGE

28%	18-34
37%	35-54
17%	55-64
18%	65+

NUMBER OF PEOPLE IN HH

25%	One
39%	Two
17%	Three
17%	Four or more
3%	Prefer not to answer

21% have children under 18 living in household

EDUCATION

15%	HS or less
27%	Some/graduated college
56%	Some/graduated university
3%	Prefer not to answer

HH INCOME

18%	<$50K
30%	$50K to $100K
34%	$100K+
18%	Prefer not to answer

PROVINCE (weighted)

1%	Newfoundland and Labrador
<1%	Prince Edward Island
3%	Nova Scotia
2%	New Brunswick
23%	Quebec
38%	Ontario
3%	Manitoba
3%	Saskatchewan
11%	Alberta
14%	British Columbia
-	Yukon/NWT/Nunavut

WORKING STATUS

65%	Working full or part-time
2%	Unemployed and looking for work
2%	Unemployed and not looking for work
3%	Student
2%	Stay-at-home parent
23%	Retired
2%	Prefer not to answer

n=2,000

CLASSIFICATION:PUBLIC

2024 Sample Demographics

AGES OF CHILDREN UNDER 18

22%	2 years or younger
14%	3-4 years
16%	5-6 years
11%	7-8 years
15%	9-10 years
16%	11-12 years
14%	13-14 years
29%	15-17 years
2%	Prefer not to answer

USE AN INTERNET-CONNECTED MOBILE PHONE

86%	Yes
9%	No
2%	Don't know
3%	Prefer not to answer

DESCRIPTION OF WORK SITUATION

58%	In-person
14%	Remote
13%	Hybrid, with more in-person than remote days
14%	Hybrid, with more remote than in-person days
1%	Prefer not to answer

AREAS WHERE LIVE

18%	Urban -- downtown
29%	Urban – not downtown
29%	Suburban
12%	Small town/city
10%	Rural
<1%	Remote
2%	Prefer not to answer

n=2,000

CLASSIFICATION:PUBLIC