

Q1. Do you have any of the following?

	Region							Gender		Age			Education			Employment Status						Household Income				Community			
	Total	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	H.S. or less	Post-secondary	University grad	Employed Full Time	Employed Part time	Self Employed	Retired	Student	Military	Homeowner	Unemployed	<\$25K	\$25K-\$60K	\$60K-\$100K	\$100K+	Urban	Rural
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: All respondents	1500	211	153	104	582	348	102	723	777	395	521	584	319	611	570	599	131	101	374	63	4	91	111	230	454	454	362	1321	179
Weighted	1500	204	168	98	576	352	102	735	765	410	511	579	318	610	572	603	131	101	371	65*	4**	90*	111	230	453	455	362	1322	178
Facebook account	1125	145	132	69	420	281	78	509	615	353	400	372	232	465	428	472	102	78	236	58	3	75	85	169	331	350	274	987	137
	75.0%	71.2%	78.4%	70.3%	72.8%	79.9%	76.5%	69.3%	80.4%	86.0%	78.3%	64.2%	72.8%	76.2%	74.9%	78.3%	78.2%	77.4%	63.7%	88.9%	76.0%	83.5%	76.7%	73.5%	73.2%	77.0%	75.6%	74.7%	77.1%
Twitter account	437	49	67	25	174	80	42	236	201	171	152	114	79	167	191	197	34	30	69	30	1	27	42	63	124	131	119	395	42
	29.1%	23.9%	40.1%	25.1%	30.3%	22.6%	41.3%	32.1%	26.3%	41.7%	29.7%	19.6%	24.7%	27.4%	33.4%	32.8%	26.3%	30.1%	18.6%	46.5%	23.7%	30.6%	38.1%	27.3%	27.5%	28.7%	32.9%	29.9%	23.4%
Instagram account	424	57	56	27	171	79	34	161	263	221	137	66	68	172	184	213	37	18	41	41	2	29	34	60	115	128	122	393	32
	28.3%	28.2%	33.4%	28.0%	29.6%	22.4%	33.4%	21.9%	34.4%	54.0%	26.8%	11.4%	21.5%	28.2%	32.1%	35.4%	28.7%	18.1%	10.9%	63.5%	50.7%	32.1%	30.8%	26.0%	25.4%	28.1%	33.7%	29.7%	17.9%
Reddit account	73	12	14	3	29	11	4	42	31	52	20	1	12	20	40	42	4	7	1	12	0	2	4	8	22	23	20	69	4
	4.9%	5.8%	8.0%	3.0%	5.1%	3.2%	4.1%	5.7%	4.1%	12.8%	3.9%	0.2%	3.9%	3.3%	7.1%	7.0%	3.2%	7.0%	0.3%	17.9%	-	2.1%	3.6%	3.5%	4.8%	5.2%	5.5%	5.2%	2.2%
Another type of social media account or profile	197	33	24	13	75	34	17	91	105	80	69	48	27	81	89	77	16	14	21	21	2	11	31	39	49	54	55	176	21
	13.1%	16.2%	14.4%	13.6%	13.0%	9.8%	16.7%	12.4%	13.8%	19.4%	13.5%	8.4%	8.5%	13.3%	15.5%	12.9%	12.4%	13.7%	5.7%	33.1%	47.7%	12.2%	27.9%	17.0%	10.8%	11.9%	15.1%	13.3%	11.6%
A blog	54	7	8	5	17	14	3	28	26	29	16	9	9	20	25	21	7	6	3	5	1	3	6	7	17	15	14	48	6
	3.6%	3.3%	4.6%	4.8%	3.0%	4.1%	3.0%	3.8%	3.4%	7.1%	3.1%	1.6%	2.9%	3.3%	4.3%	3.5%	5.4%	5.8%	0.8%	7.9%	26.7%	3.2%	5.4%	3.1%	3.8%	3.3%	4.0%	3.6%	3.3%
Account on an online forum/community	110	17	17	6	45	17	8	68	42	43	40	27	16	50	44	49	7	9	16	6	1	8	14	17	27	38	29	97	13
	7.4%	8.5%	10.0%	5.8%	7.8%	5.0%	7.9%	9.2%	5.5%	10.6%	7.8%	4.6%	5.1%	8.2%	7.7%	8.2%	5.3%	8.8%	4.2%	9.8%	23.7%	9.0%	12.7%	7.3%	6.0%	8.3%	7.9%	7.4%	7.3%
None of the above	285	44	23	20	120	58	20	162	123	35	74	175	72	113	101	87	23	18	116	4	0	13	17	42	100	85	58	252	33
	19.0%	21.7%	13.7%	20.1%	20.9%	16.4%	19.6%	22.0%	16.1%	8.6%	14.5%	30.3%	22.5%	18.5%	17.6%	14.4%	17.4%	17.8%	31.2%	6.3%	-	14.2%	15.3%	18.2%	22.1%	18.6%	16.1%	19.1%	18.4%
Sigma	2705	364	341	167	1052	575	207	1297	1407	985	907	813	515	1088	1101	1159	231	180	502	178	10	168	233	405	786	822	691	2418	287
	180.3%	178.7%	202.6%	170.6%	182.5%	163.3%	202.5%	176.5%	184.0%	240.3%	177.6%	140.3%	161.9%	178.4%	192.6%	192.4%	176.9%	178.6%	135.4%	274.0%	248.6%	186.9%	210.5%	176.0%	173.6%	180.9%	190.7%	182.9%	161.1%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M/N - O/P/Q/R/S/T/U/V - W/X/Y/Z - a/b Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q2. [Facebook account] Which of the following best describes how actively you use each of your social media accounts?

	Q2. [Facebook account] Which of the following best describes how actively you use each of your social media accounts?																												
	Total	Region						Gender		Age			Education			Employment Status						Household Income				Community			
		A	B	C	D	E	F	Male	Female	18-34	35-54	55+	H.S. or less	Post-secondary	University grad	Employed Full Time	Employed Part time	Self Employed	Retired	Student	Military	Homemaker	Unemployed	<\$25K	\$25K-\$60K	\$60K-\$<\$100K	\$100K+	Urban	Rural
Base: Use Social Media [Facebook account]	1123	150	120	73	424	278	78	500	623	340	408	375	232	465	426	469	102	78	238	56	3	76	85	169	332	349	273	985	138
Weighted	1125	145	132	69*	420	281	78*	509	615	353	400	372	232	465	428	472	102	78*	236	58*	3**	75*	85*	169	331	350	274	987	137
Facebook account																													
I am very active, posting, sharing, liking or commenting on I am active, but mostly read and 'like' things more than I comment or I mostly read what other people post on social media and I don't 'like' or	321	38	31	20	127	78	27	136	185	114	127	80	75	136	110	135	33	25	51	15	1	27	29	60	90	101	69	283	37
	28.5%	26.6%	23.3%	28.8%	30.2%	27.8%	34.5%	26.7%	30.1%	32.3%	31.8%	21.5%	32.3%	29.3%	25.6%	28.6%	32.1%	31.5%	21.7%	26.8%	31.2%	36.5%	33.8%	35.7%	27.1%	29.0%	25.3%	28.7%	27.2%
										K	K					R					R	R	XZ						
	555	65	67	35	197	143	48	230	325	173	187	194	108	234	213	231	51	35	119	27	1	40	43	79	168	174	134	473	82
	49.3%	44.7%	50.6%	50.6%	46.9%	51.0%	61.6%	45.1%	52.8%	49.0%	46.9%	52.3%	46.5%	50.4%	49.7%	49.0%	50.1%	45.3%	50.4%	46.4%	33.6%	53.0%	50.9%	46.5%	50.6%	49.7%	49.0%	47.9%	59.4%
							AD		G																			a	
	249	42	34	14	96	60	3	144	105	66	85	98	49	95	106	106	18	18	66	15	1	8	13	30	74	75	70	231	18
	22.2%	28.7%	26.1%	20.7%	22.9%	21.2%	3.9%	28.2%	17.1%	18.7%	21.4%	26.2%	21.2%	20.3%	24.7%	22.4%	17.8%	23.2%	27.9%	26.8%	35.2%	10.5%	15.3%	17.8%	22.3%	21.3%	25.7%	23.4%	13.4%
		F	F	F	F	F		H				I				U		U	PUV	U								b	
Sigma	1125	145	132	69	420	281	78	509	615	353	400	372	232	465	428	472	102	78	236	58	3	75	85	169	331	350	274	987	137
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M/N - O/P/Q/R/S/T/U/V - W/X/Y/Z - a/b Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q3. [Twitter account] Which of the following best describes how actively you use each of your social media accounts?

	Region							Gender		Age			Education			Employment Status							Household Income				Community		
	Total	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	H.S. or less	Post-secondary	University grad	Employed Full Time	Employed Part time	Self Employed	Retired	Student	Military	Homemaker	Unemployed	<\$25K	\$25K-\$60K	\$60K-\$100K	\$100K+	Urban	Rural
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: Use Social Media [Twitter account]	432	50	61	26	175	78	42	229	203	164	154	114	78	166	188	194	34	30	69	29	1	28	42	62	124	129	117	390	42
Weighted	437	49*	67*	25**	174	80*	42*	236	201	171	152	114	79*	167	191	197	34*	30**	69*	30**	1**	27**	42*	63*	124	131	119	395	42*
Twitter account																													
I am very active, posting, sharing, liking or commenting on various things	73	5	11	2	28	18	8	48	25	33	25	15	9	26	37	41	5	4	8	4	0	3	6	9	15	27	22	68	5
	16.6%	9.8%	16.4%	7.9%	16.3%	23.1%	19.1%	20.3%	12.4%	19.0%	16.4%	13.2%	11.6%	15.7%	19.4%	21.0%	14.8%	13.2%	11.8%	13.7%	-	10.5%	14.0%	14.4%	12.2%	20.5%	18.2%	17.1%	11.8%
I am active, but mostly read and 'like' things more than I comment or post things of my own	152	15	20	10	69	22	16	82	70	56	55	41	32	55	64	69	10	11	22	8	1	14	14	22	50	45	34	133	19
	34.8%	29.9%	29.4%	42.7%	39.3%	28.3%	38.2%	34.7%	34.9%	32.8%	36.0%	36.2%	40.9%	33.1%	33.7%	34.8%	29.3%	36.1%	32.3%	27.4%	100.0%	49.9%	33.6%	35.5%	40.3%	34.7%	28.8%	33.7%	45.0%
I mostly read what other people post on social media and I don't 'like' or comment	212	29	37	12	78	39	18	106	106	83	72	58	37	85	89	87	19	15	39	18	0	11	22	31	59	59	63	194	18
	48.6%	60.3%	54.2%	49.5%	44.4%	48.6%	42.7%	45.0%	52.8%	48.2%	47.5%	50.5%	47.5%	51.1%	46.8%	44.2%	55.9%	50.7%	55.9%	58.9%	-	39.6%	52.4%	50.1%	47.5%	44.8%	53.0%	49.2%	43.2%
		D																											
Sigma	437	49	67	25	174	80	42	236	201	171	152	114	79	167	191	197	34	30	69	30	1	27	42	63	124	131	119	395	42
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M/N - O/P/Q/R/S/T/U/V - W/X/Y/Z - a/b Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q4. [Instagram account] Which of the following best describes how actively you use each of your social media accounts?

	Region							Gender		Age			Education			Employment Status						Household Income				Community			
	Total	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	H.S. or less	Post-secondary	University grad	Employed Full Time	Employed Part time	Self Employed	Retired	Student	Military	Homemaker	Unemployed	<\$25K	\$25K-\$60K	\$60K-\$100K	\$100K+	Urban	Rural
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: Use Social Media [Instagram account]	421	59	51	29	171	77	34	157	264	214	140	67	68	172	181	211	37	18	41	40	2	29	34	59	114	127	121	389	32
Weighted	424	57*	56*	27**	171	79*	34*	161	263	221	137	66*	68*	172	184	213	37*	18**	41*	41*	2**	29**	34*	60*	115	128	122	393	32*
Instagram account																													
I am very active, posting, sharing, liking or commenting on various things	135	15	15	7	63	28	7	51	84	89	34	12	21	47	67	14	10	4	19	0	5	12	24	32	45	34	130	5	
	31.8%	25.4%	27.4%	24.5%	37.2%	35.2%	20.8%	31.3%	32.1%	40.0%	25.1%	18.0%	30.9%	27.4%	36.2%	31.6%	38.1%	54.8%	9.9%	47.3%	-	17.2%	35.3%	39.3%	28.2%	34.9%	28.3%	33.1%	16.0%
I am active, but mostly read and 'like' things more than I comment or post things of my own	185	25	27	13	76	30	14	64	122	97	59	29	31	74	80	97	14	1	20	18	0	16	16	27	49	49	60	169	16
	43.7%	44.2%	47.2%	48.4%	44.8%	37.7%	41.2%	39.5%	46.2%	44.0%	43.4%	43.1%	45.3%	43.2%	43.4%	45.5%	37.7%	5.2%	48.5%	42.7%	-	55.4%	47.0%	45.5%	42.3%	38.6%	49.3%	43.1%	50.6%
I mostly read what other people post on social media and I don't 'like' or comment	104	17	14	7	31	21	13	47	57	35	43	26	16	51	37	49	9	7	17	4	2	8	6	9	34	34	27	94	11
	24.5%	30.3%	25.4%	27.1%	18.0%	27.1%	37.9%	29.2%	21.7%	16.0%	31.5%	38.9%	23.7%	29.4%	20.4%	22.9%	24.2%	40.0%	41.6%	10.0%	100.0%	27.5%	17.7%	15.2%	29.5%	26.5%	22.4%	23.8%	33.4%
		D					D				I	I							OSV					W					
Sigma	424	57	56	27	171	79	34	161	263	221	137	66	68	172	184	213	37	18	41	41	2	29	34	60	115	128	122	393	32
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M/N - O/P/Q/R/S/T/U/V - W/X/Y/Z - a/b Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q5. Have you ever donated to a charity in response to an invitation or post that came to you through your social media account (e.g., Facebook, etc.)?

	Region							Gender		Age			Education			Employment Status						Household Income				Community				
	Total	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	H.S. or less	Post-secondary	University grad	Employed Full Time	Employed Part time	Self Employed	Retired	Student	Military	Homemaker	Unemployed	<\$25K	\$25K-\$60K	\$60K-\$100K	\$100K+	Urban	Rural	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: Use Social Media	1213	165	132	83	460	291	82	563	650	361	445	407	247	497	469	512	108	83	257	59	4	78	94	188	353	369	303	1067	146	
Weighted	1215	159	145	78*	456	294	82*	573	642	375	437	404	246	497	471	516	108	83*	255	61*	4**	77*	94*	188	353	370	304	1069	146	
Yes	222	37	20	23	97	31	16	95	126	85	85	52	26	89	106	115	18	22	31	9	1	14	8	27	53	80	63	197	25	
	18.3%	23.0%	13.5%	29.0%	21.2%	10.4%	19.4%	16.7%	19.7%	22.7%	19.4%	12.9%	10.7%	18.0%	22.5%	22.4%	16.5%	26.3%	12.2%	15.0%	23.7%	17.9%	8.2%	14.2%	14.9%	21.6%	20.6%	18.4%	17.0%	
		BE		BE	E		E			K	K			L	L	RV		RV								WX				
No	993	123	125	55	359	264	66	478	515	290	352	352	220	408	365	400	90	61	224	52	3	63	86	162	300	290	241	872	121	
	81.7%	77.0%	86.5%	71.0%	78.8%	89.6%	80.6%	83.3%	80.3%	77.3%	80.6%	87.1%	89.3%	82.0%	77.5%	77.6%	83.5%	73.7%	87.8%	85.0%	76.3%	82.1%	91.8%	85.8%	85.1%	78.4%	79.4%	81.6%	83.0%	
			AC			ACDF						UJ	MN						OO				OO	Y	Y					
Sigma	1215	159	145	78	456	294	82	573	642	375	437	404	246	497	471	516	108	83	255	61	4	77	94	188	353	370	304	1069	146	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M/N - O/P/Q/R/S/T/U/V - W/X/Y/Z - a/b Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q6. Thinking of the times that you have donated to a charity in response to a social media request or post, would you say that most often the post or request has come from someone you know personally or not?

	Region							Gender		Age			Education			Employment Status						Household Income				Community			
	Total	BC	AB	SK/MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	H.S. or less	Post-secondary	University grad	Employed Full Time	Employed Part time	Self Employed	Retired	Student	Military	Homemaker	Unemployed	<\$25K	\$25K-\$60K	\$60K-\$100K	\$100K+	Urban	Rural
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	
Base: Use Social media and Donated in response to invitation on social media	223	38	18	24	97	30	16	94	129	83	87	53	27	90	106	115	18	22	32	9	1	14	8	27	53	80	63	198	25
Weighted	222	37*	20**	23**	97*	31**	16**	95*	126	85*	85*	52*	26**	89*	106	115	18**	22**	31*	9**	1**	14**	8**	27**	53*	80*	63*	197	25**
Yes	178	31	13	18	82	23	11	77	101	71	68	39	21	73	84	95	16	19	22	8	1	9	6	21	44	64	50	161	17
	80.2%	84.3%	67.1%	78.9%	84.5%	76.7%	68.9%	80.9%	79.6%	83.0%	80.2%	75.5%	78.2%	82.1%	79.0%	82.4%	89.2%	85.9%	71.9%	88.9%	100.0%	64.7%	75.1%	78.2%	82.8%	79.9%	79.3%	81.7%	68.2%
No	44	6	6	5	15	7	5	18	26	14	17	13	6	16	22	20	2	3	9	1	0	5	2	6	9	16	13	36	8
	19.8%	15.7%	32.9%	21.1%	15.5%	23.3%	31.1%	19.1%	20.4%	17.0%	19.8%	24.5%	21.8%	17.9%	21.0%	17.6%	10.8%	14.1%	28.1%	11.1%	-	35.3%	24.9%	21.8%	17.2%	20.1%	20.7%	18.3%	31.8%
Sigma	222	37	20	23	97	31	16	95	126	85	85	52	26	89	106	115	18	22	31	9	1	14	8	27	53	80	63	197	25
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M/N - O/P/Q/R/S/T/U/V - W/X/Y/Z - a/b Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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