

1. Thinking about the role of social media companies, to what extent do you agree or disagree with the following: - Social media companies should do more to block or remove messages that spread hate or racism

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>446</b>	<b>554</b>	<b>240</b>	<b>380</b>	<b>380</b>	<b>50</b>	<b>147</b>	<b>420</b>	<b>383</b>	<b>72</b>	<b>259</b>	<b>302</b>	<b>367</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>	<b>373</b>	<b>146</b>	<b>276</b>	<b>335</b>	<b>243</b>	<b>107</b>	<b>250</b>	<b>282</b>	<b>361</b>
Top 2 Box (Net)	883	413	470	235	310	338	129	238	302	215	83	219	256	325
	88%	85%	92%	84%	90%	90%	88%	86%	90%	89%	78%	88%	91%	90%
		A	B	C	D	E	F	G	H	I	J	K	L	M
Strongly agree	534	250	284	149	167	219	79	124	197	135	50	131	141	213
	53%	51%	56%	53%	48%	59%	54%	45%	59%	56%	47%	52%	50%	59%
		A	B	C	D	E	F	G	H	I	J	K	L	M
Somewhat agree	349	163	186	87	144	119	49	114	105	80	33	88	115	113
	35%	33%	36%	31%	42%	32%	34%	41%	31%	33%	31%	35%	41%	31%
		A	B	C	D	E	F	G	H	I	J	K	L	M
Bottom 2 Box (Net)	117	76	41	46	35	35	17	38	33	28	24	31	27	35
	12%	15%	8%	16%	10%	10%	12%	14%	10%	11%	22%	12%	9%	10%
		B	C	D	E	F	G	H	I	J	K	L	M	
Somewhat disagree	79	51	29	29	24	27	13	26	22	18	15	21	17	27
	8%	10%	6%	10%	7%	7%	9%	9%	7%	7%	14%	8%	6%	7%
		B	C	D	E	F	G	H	I	J	K	L	M	
Strongly disagree	37	25	12	16	12	9	4	12	11	10	9	10	10	9
	4%	5%	2%	6%	3%	2%	3%	4%	3%	4%	8%	4%	3%	2%
		A	B	C	D	E	F	G	H	I	J	K	L	M
Sigma	1000	489	511	281	346	373	146	276	335	243	107	250	282	361
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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2. Thinking about the role of social media companies, to what extent do you agree or disagree with the following: - Social media companies should be required to inform police about messages that spread hate or racism

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>446</b>	<b>554</b>	<b>240</b>	<b>380</b>	<b>380</b>	<b>50</b>	<b>147</b>	<b>420</b>	<b>383</b>	<b>72</b>	<b>259</b>	<b>302</b>	<b>367</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>	<b>373</b>	<b>146</b>	<b>276</b>	<b>335</b>	<b>243</b>	<b>107</b>	<b>250</b>	<b>282</b>	<b>361</b>
Top 2 Box (Net)	832	387	445	215	289	329	134	222	278	199	78	197	238	318
	83%	79%	87%	76%	83%	88%	92%	80%	83%	82%	73%	79%	85%	88%
			A			C	*				*			JK
Strongly agree	410	203	207	94	137	179	56	105	149	100	27	93	116	174
	41%	41%	41%	34%	40%	48%	38%	38%	44%	41%	26%	37%	41%	48%
						CD	*				*		J	JK
Somewhat agree	422	184	238	120	152	150	78	116	129	99	50	105	123	144
	42%	38%	47%	43%	44%	40%	53%	42%	38%	41%	47%	42%	44%	40%
			A				*				*			
Bottom 2 Box (Net)	168	102	66	66	57	44	12	54	57	44	29	53	44	42
	17%	21%	13%	24%	17%	12%	8%	20%	17%	18%	27%	21%	15%	12%
			B				*				M*	M		
Somewhat disagree	136	80	55	55	44	37	9	49	44	33	24	45	32	35
	14%	16%	11%	20%	13%	10%	6%	18%	13%	14%	22%	18%	11%	10%
			B				*	F			LM*	M		
Strongly disagree	32	22	10	12	14	7	3	5	13	11	5	8	12	7
	3%	4%	2%	4%	4%	2%	2%	2%	4%	4%	5%	3%	4%	2%
							*				*			
Sigma	1000	489	511	281	346	373	146	276	335	243	107	250	282	361
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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3. Thinking about the role of social media companies, to what extent do you agree or disagree with the following: - I support companies who reduce their social-media advertising until social-media companies do more to address the spread of hate or racism on their platforms

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>446</b>	<b>554</b>	<b>240</b>	<b>380</b>	<b>380</b>	<b>50</b>	<b>147</b>	<b>420</b>	<b>383</b>	<b>72</b>	<b>259</b>	<b>302</b>	<b>367</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>	<b>373</b>	<b>146</b>	<b>276</b>	<b>335</b>	<b>243</b>	<b>107</b>	<b>250</b>	<b>282</b>	<b>361</b>
Top 2 Box (Net)	818	380	438	224	285	309	125	207	279	207	88	196	233	300
	82%	78%	86%	80%	82%	83%	85%	75%	83%	85%	83%	79%	83%	83%
			A				*		G	G	*			
Strongly agree	347	173	174	99	108	139	56	65	126	99	43	85	83	136
	35%	35%	34%	35%	31%	37%	39%	24%	38%	41%	40%	34%	30%	38%
							*		G	G	*			
Somewhat agree	471	207	264	124	177	170	68	142	153	108	45	112	150	165
	47%	42%	52%	44%	51%	46%	47%	51%	46%	45%	42%	45%	53%	46%
			A				*				*			
Bottom 2 Box (Net)	182	109	73	57	61	64	21	69	56	36	19	54	49	60
	18%	22%	14%	20%	18%	17%	15%	25%	17%	15%	17%	21%	17%	17%
			B				*	HI			*			
Somewhat disagree	144	77	67	51	42	51	21	54	45	24	19	43	35	48
	14%	16%	13%	18%	12%	14%	15%	20%	13%	10%	17%	17%	12%	13%
							*	I			*			
Strongly disagree	38	32	6	6	19	13	-	15	11	12	-	11	14	13
	4%	7%	1%	2%	5%	3%	-	5%	3%	5%	-	4%	5%	3%
			B				*				*			
Sigma	1000	489	511	281	346	373	146	276	335	243	107	250	282	361
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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4. Thinking about the role of social media companies, to what extent do you agree or disagree with the following: - Freedom of speech means that people should be able to post whatever they want on social media, and social-media companies are under no obligation to stop it

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>446</b>	<b>554</b>	<b>240</b>	<b>380</b>	<b>380</b>	<b>50</b>	<b>147</b>	<b>420</b>	<b>383</b>	<b>72</b>	<b>259</b>	<b>302</b>	<b>367</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>	<b>373</b>	<b>146</b>	<b>276</b>	<b>335</b>	<b>243</b>	<b>107</b>	<b>250</b>	<b>282</b>	<b>361</b>
Top 2 Box (Net)	342	194	148	126	132	84	39	113	108	81	56	106	100	81
	34%	40%	29%	45%	38%	23%	27%	41%	32%	33%	52%	42%	35%	22%
		B		E	E		*				LM*	M	M	
Strongly agree	112	65	47	47	39	26	15	41	34	22	30	29	28	25
	11%	13%	9%	17%	11%	7%	10%	15%	10%	9%	28%	12%	10%	7%
				E			*				KLM*			
Somewhat agree	230	129	101	78	93	58	24	73	74	59	26	77	72	55
	23%	26%	20%	28%	27%	16%	16%	26%	22%	24%	25%	31%	25%	15%
		B		E	E		*				*	M	M	
Bottom 2 Box (Net)	658	295	363	155	214	289	107	163	227	162	51	145	182	280
	66%	60%	71%	55%	62%	77%	73%	59%	68%	67%	48%	58%	65%	78%
			A			CD	*				*		J	JKL
Somewhat disagree	388	168	220	105	122	160	82	98	120	88	32	94	107	154
	39%	34%	43%	37%	35%	43%	56%	36%	36%	36%	30%	38%	38%	43%
			A				GHI*				*			
Strongly disagree	271	127	143	50	92	129	24	65	107	74	19	50	75	127
	27%	26%	28%	18%	27%	35%	17%	23%	32%	31%	18%	20%	26%	35%
				C		CD	*		F	F	*			JKL
Sigma	1000	489	511	281	346	373	146	276	335	243	107	250	282	361
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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5. Thinking about the role of social media companies, to what extent do you agree or disagree with the following: - Social media companies should be taxed in Canada

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>446</b>	<b>554</b>	<b>240</b>	<b>380</b>	<b>380</b>	<b>50</b>	<b>147</b>	<b>420</b>	<b>383</b>	<b>72</b>	<b>259</b>	<b>302</b>	<b>367</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>	<b>373</b>	<b>146</b>	<b>276</b>	<b>335</b>	<b>243</b>	<b>107</b>	<b>250</b>	<b>282</b>	<b>361</b>
Top 2 Box (Net)	805	408	397	210	271	324	106	210	269	220	75	197	215	318
	81%	83%	78%	75%	78%	87%	73%	76%	80%	91%	70%	79%	76%	88%
						CD	*			FGH	*			JKL
Strongly agree	370	189	181	89	127	153	39	88	131	111	27	89	104	149
	37%	39%	35%	32%	37%	41%	27%	32%	39%	46%	25%	36%	37%	41%
							*			FG	*			J
Somewhat agree	436	220	216	120	144	171	67	122	137	109	48	108	111	169
	44%	45%	42%	43%	42%	46%	46%	44%	41%	45%	45%	43%	39%	47%
							*				*			
Bottom 2 Box (Net)	195	81	114	71	75	49	40	66	66	23	32	53	67	43
	19%	17%	22%	25%	22%	13%	27%	24%	20%	9%	30%	21%	24%	12%
				E	E		I*	I	I		M*	M	M	
Somewhat disagree	140	54	86	54	49	37	32	44	49	15	28	36	43	33
	14%	11%	17%	19%	14%	10%	22%	16%	15%	6%	26%	14%	15%	9%
			A	E			I*	I	I		M*		M	
Strongly disagree	55	27	28	17	26	12	8	22	17	8	4	17	24	10
	6%	5%	6%	6%	8%	3%	5%	8%	5%	3%	4%	7%	9%	3%
				E			*	I			*	M	M	
Sigma	1000	489	511	281	346	373	146	276	335	243	107	250	282	361
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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6. Thinking about the role of social media companies, to what extent do you agree or disagree with the following: - Social media companies should be more heavily regulated in Canada

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>446</b>	<b>554</b>	<b>240</b>	<b>380</b>	<b>380</b>	<b>50</b>	<b>147</b>	<b>420</b>	<b>383</b>	<b>72</b>	<b>259</b>	<b>302</b>	<b>367</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>	<b>373</b>	<b>146</b>	<b>276</b>	<b>335</b>	<b>243</b>	<b>107</b>	<b>250</b>	<b>282</b>	<b>361</b>
Top 2 Box (Net)	771	362	409	199	256	316	108	207	267	189	72	182	212	305
	77%	74%	80%	71%	74%	85%	74%	75%	80%	78%	67%	73%	75%	85%
						CD	*				*			JKL
Strongly agree	281	133	148	77	89	115	31	85	104	62	32	62	74	113
	28%	27%	29%	27%	26%	31%	21%	31%	31%	25%	30%	25%	26%	31%
						*					*			
Somewhat agree	490	229	261	123	166	201	77	122	163	128	39	120	139	192
	49%	47%	51%	44%	48%	54%	53%	44%	49%	53%	37%	48%	49%	53%
						C	*				*			J
Bottom 2 Box (Net)	229	127	102	82	90	57	38	69	68	54	35	69	70	56
	23%	26%	20%	29%	26%	15%	26%	25%	20%	22%	33%	27%	25%	15%
				E	E		*				M*	M	M	
Somewhat disagree	173	93	80	59	66	48	29	53	48	44	20	53	54	46
	17%	19%	16%	21%	19%	13%	20%	19%	14%	18%	19%	21%	19%	13%
				E	E		*				*	M		
Strongly disagree	56	34	22	22	24	9	9	17	21	10	15	15	16	9
	6%	7%	4%	8%	7%	3%	6%	6%	6%	4%	14%	6%	6%	3%
				E	E		*				M*			
Sigma	1000	489	511	281	346	373	146	276	335	243	107	250	282	361
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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Thinking about the role of social media companies, to what extent do you agree or disagree with the following: - Top 2 Box Summary

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>446</b>	<b>554</b>	<b>240</b>	<b>380</b>	<b>380</b>	<b>50</b>	<b>147</b>	<b>420</b>	<b>383</b>	<b>72</b>	<b>259</b>	<b>302</b>	<b>367</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>	<b>373</b>	<b>146</b>	<b>276</b>	<b>335</b>	<b>243</b>	<b>107</b>	<b>250</b>	<b>282</b>	<b>361</b>
Social media companies should do more to block or remove messages that spread hate or racism	883	413	470	235	310	338	129	238	302	215	83	219	256	325
	88%	85%	92%	84%	90%	90%	88%	86%	90%	89%	78%	88%	91%	90%
			A			C	*				*		J	J
Social media companies should be required to inform police about messages that spread hate or racism	832	387	445	215	289	329	134	222	278	199	78	197	238	318
	83%	79%	87%	76%	83%	88%	92%	80%	83%	82%	73%	79%	85%	88%
			A			C	*				*			JK
I support companies who reduce their social-media advertising until social-media companies do more to address the spread of hate or racism on their platforms	818	380	438	224	285	309	125	207	279	207	88	196	233	300
	82%	78%	86%	80%	82%	83%	85%	75%	83%	85%	83%	79%	83%	83%
			A				*		G	G	*			
Freedom of speech means that people should be able to post whatever they want on social media, and social-media companies are under no obligation to stop it	342	194	148	126	132	84	39	113	108	81	56	106	100	81
	34%	40%	29%	45%	38%	23%	27%	41%	32%	33%	52%	42%	35%	22%
			B		E	E	*				LM*	M	M	
Social media companies should be taxed in Canada	805	408	397	210	271	324	106	210	269	220	75	197	215	318
	81%	83%	78%	75%	78%	87%	73%	76%	80%	91%	70%	79%	76%	88%
						CD	*			FGH	*			JKL
Social media companies should be more heavily regulated in Canada	771	362	409	199	256	316	108	207	267	189	72	182	212	305
	77%	74%	80%	71%	74%	85%	74%	75%	80%	78%	67%	73%	75%	85%
						CD	*				*			JKL

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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Thinking about the role of social media companies, to what extent do you agree or disagree with the following: - Bottom 2 Box Summary

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>446</b>	<b>554</b>	<b>240</b>	<b>380</b>	<b>380</b>	<b>50</b>	<b>147</b>	<b>420</b>	<b>383</b>	<b>72</b>	<b>259</b>	<b>302</b>	<b>367</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>	<b>373</b>	<b>146</b>	<b>276</b>	<b>335</b>	<b>243</b>	<b>107</b>	<b>250</b>	<b>282</b>	<b>361</b>
Social media companies should do more to block or remove messages that spread hate or racism	117	76	41	46	35	35	17	38	33	28	24	31	27	35
	12%	15%	8%	16%	10%	10%	12%	14%	10%	11%	22%	12%	9%	10%
		B		E			*				LM*			
Social media companies should be required to inform police about messages that spread hate or racism	168	102	66	66	57	44	12	54	57	44	29	53	44	42
	17%	21%	13%	24%	17%	12%	8%	20%	17%	18%	27%	21%	15%	12%
		B		E			*				M*	M		
I support companies who reduce their social-media advertising until social-media companies do more to address the spread of hate or racism on their platforms	182	109	73	57	61	64	21	69	56	36	19	54	49	60
	18%	22%	14%	20%	18%	17%	15%	25%	17%	15%	17%	21%	17%	17%
		B					*	HI			*			
Freedom of speech means that people should be able to post whatever they want on social media, and social-media companies are under no obligation to stop it	658	295	363	155	214	289	107	163	227	162	51	145	182	280
	66%	60%	71%	55%	62%	77%	73%	59%	68%	67%	48%	58%	65%	78%
			A			CD	*				*		J	JKL
Social media companies should be taxed in Canada	195	81	114	71	75	49	40	66	66	23	32	53	67	43
	19%	17%	22%	25%	22%	13%	27%	24%	20%	9%	30%	21%	24%	12%
				E	E		I*	I	I		M*	M	M	
Social media companies should be more heavily regulated in Canada	229	127	102	82	90	57	38	69	68	54	35	69	70	56
	23%	26%	20%	29%	26%	15%	26%	25%	20%	22%	33%	27%	25%	15%
				E	E		*				M*	M	M	

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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