

SOCIAL MEDIA & POLITICAL ENGAGEMENT

6. Approximately how many times have you logged on to social networking sites like Facebook or media news sites in the past seven days, specifically to discuss public policy and political issues?

	VOTING INTENTION (Leaners Included)						
	TOTAL	CONS	LIB	NDP	BQ	Green	Other
		A	B	C	D	E	F
Base: All Respondents							
Unweighted Base	1000	365	212	206	55	41	15
Weighted Base	1000	377	185	211	53	38	15
More than twice a day	36	9	17	6	0	2	0
	4%	2%	9%	3%	-	5%	-
			AC				
About once a day	63	17	10	24	0	4	1
	6%	5%	5%	11%	-	11%	9%
				AD		D	D
A couple of time over the last week	128	39	22	40	6	5	4
	13%	10%	12%	19%	12%	14%	24%
				A			
Once	78	39	18	11	5	0	1
	8%	10%	10%	5%	9%	-	9%
Never	693	272	118	129	42	27	9
	69%	72%	64%	61%	78%	70%	58%
		C					
Don't know/Refused	3	0	0	1	0	0	0
	0	-	0	1%	-	-	-
SUMMARY							
Once a day or more	99	26	27	30	0	6	1
	10%	7%	15%	14%	-	16%	9%
			AD	AD		D	D
Once or twice in the last week	205	78	39	51	12	5	5
	21%	21%	21%	24%	22%	14%	33%
Never	693	272	118	129	42	27	9
	69%	72%	64%	61%	78%	70%	58%
		C					

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F

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8. Through which of the following means have you been getting your information about Canada's upcoming federal election?

	VOTING INTENTION (Leaners Included)						
	TOTAL	CONS	LIB	NDP	BQ	Green	Other
		A	B	C	D	E	F
TOTAL MENTIONS							
Base: All Respondents							
Unweighted Base	1000	365	212	206	55	41	15
Weighted Base	1000	377	185	211	53	38	15
Through traditional news media such as television news, newspaper or radio programs	867	332	159	180	48	34	12
	87%	88%	86%	85%	89%	88%	83%
Through the online websites of traditional news media (such as CBC, Globe and Mail, etc)	214	78	53	44	5	10	3
	21%	21%	29%	21%	9%	27%	19%
			D				
Through online news websites such as MSN or Yahoo	108	47	17	22	2	4	3
	11%	13%	9%	11%	4%	11%	18%
Through social media websites such as Facebook or Twitter	90	20	21	29	2	2	3
	9%	5%	11%	14%	4%	6%	22%
			A	A			AD
Other	81	29	12	21	3	5	4
	8%	8%	6%	10%	6%	14%	28%
							ABCD
Don't know/Refused	9	1	0	0	0	0	0
	1%	0	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F

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9. And, which of the following do you consider to be the most important source of information about Canada's upcoming federal election?

	VOTING INTENTION (Leaners Included)						
	TOTAL	CONS	LIB	NDP	BQ	Green	Other
		A	B	C	D	E	F
Base: All Respondents							
Unweighted Base	1000	365	212	206	55	41	15
Weighted Base	1000	377	185	211	53	38	15
Traditional news media such as television news, newspaper or radio programs	790	297	149	163	45	28	10
	79%	79%	80%	77%	84%	73%	67%
The online websites of traditional news media (such as CBC, Globe and Mail, etc)	90	31	24	21	4	3	1
	9%	8%	13%	10%	8%	7%	10%
Online news websites such as MSN or Yahoo	23	12	2	3	2	1	2
	2%	3%	1%	2%	4%	1%	11%
							BC
Social media websites such as Facebook or Twitter	51	19	7	15	0	0	1
	5%	5%	4%	7%	-	1%	6%
Other	40	16	4	7	1	6	1
	4%	4%	2%	3%	2%	17%	6%
						ABCD	
Don't know/Refused	7	1	0	1	1	0	0
	1%	0	-	1%	2%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F