

SOCIAL MEDIA & POLITICAL ENGAGEMENT

6. Approximately how many times have you logged on to social networking sites like Facebook or me

		SOCIAL NETWORKING IN PAST WEEK	
	TOTAL	Engaged Online	Not Engaged Online
		G	H
Base: All Respondents			
Unweighted Base	1000	289	711
Weighted Base	1000	304	696
More than twice a day	36	36	0
	4%	12%	-
		H	
About once a day	63	63	0
	6%	21%	-
		H	
A couple of time over the last week	128	128	0
	13%	42%	-
		H	
Once	78	78	0
	8%	26%	-
		H	
Never	693	0	693
	69%	-	100%
			G
Don't know/Refused	3	0	3
	0	-	0
SUMMARY			
Once a day or more	99	99	0
	10%	32%	-
		H	
Once or twice in the last week	205	205	0
	21%	68%	-
		H	
Never	693	0	693
	69%	-	100%
			G

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		SOCIAL NETWORKING IN PAST WEEK	
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	TOTAL		

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

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8. Through which of the following means have you been getting your information about Canada's upc

		SOCIAL NETWORKING IN PAST WEEK	
	TOTAL	Engaged Online	Not Engaged Online
		G	H
TOTAL MENTIONS			
Base: All Respondents			
Unweighted Base	1000	289	711
Weighted Base	1000	304	696
Through traditional news media such as television news, newspaper or radio programs	867	238	628
	87%	78%	90%
			G
Through the online websites of traditional news media (such as CBC, Globe and Mail, etc)	214	125	89
	21%	41%	13%
		H	
Through online news websites such as MSN or Yahoo	108	78	30
	11%	26%	4%
		H	
Through social media websites such as Facebook or Twitter	90	75	15
	9%	25%	2%
		H	
Other	81	41	41
	8%	13%	6%
		H	
Don't know/Refused	9	1	8
	1%	0	1%

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

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9. And, which of the following do you consider to be the most important source of information about C

		SOCIAL NETWORKING IN PAST WEEK	
		Engaged Online	Not Engaged Online
	TOTAL	G	H
Base: All Respondents			
Unweighted Base	1000	289	711
Weighted Base	1000	304	696
Traditional news media such as television news, newspaper or radio programs	790	199	592
	79%	65%	85%
			G
The online websites of traditional news media (such as CBC, Globe and Mail, etc)	90	56	35
	9%	18%	5%
		H	
Online news websites such as MSN or Yahoo	23	13	10
	2%	4%	1%
		H	
Social media websites such as Facebook or Twitter	51	24	26
	5%	8%	4%
		H	
Other	40	13	27
	4%	4%	4%
Don't know/Refused	7	0	6
	1%	0	1%

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