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TRENDS IN INTERNET USE AND ATTITUDES

Survey of Canadian Internet Users

April 2026

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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.

Topics in 2026 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
- Cyberattacks, data breaches and privacy
- Data sovereignty

METHODOLOGY

A total of n=2,000 adult Canadian internet users (18+) were surveyed in March - April 2026 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 2026 findings are compared to the results from 2013-2025.

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

Over half (53%) say they spend 5+ hours online per day (relatively consistent since 2021).

	TOTAL 2026	TRACKING											
		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	
	2000	1200	1200	1203	2050	2000	2022	2000	2000	2000	1987	2000	
	%	%	%	%	%	%	%	%	%	%	%	%	
Less than 1 hour	4	6	5	4	4	3	3	3	5	6	4	4	
1-2	18	26	24	21	23	20	16	18	19	21	16	18	
3-4	24	32	31	28	31	33	26	24	27	26	24	24	
5-6	20	17	19	21	20	18	19	17	17	17	20	20	
7-8	13	9	9	11	9	11	14	13	13	12	15	13	
9-10	10	5	7	7	7	7	12	12	10	9	10	10	
11-12	4	2	2	2	3	4	5	6	4	4	5	4	
More than 12 hours	6	3	3	5	3	4	5	6	6	5	6	6	

53% in 2026

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 2026, there are no major differences by province in time spent online.

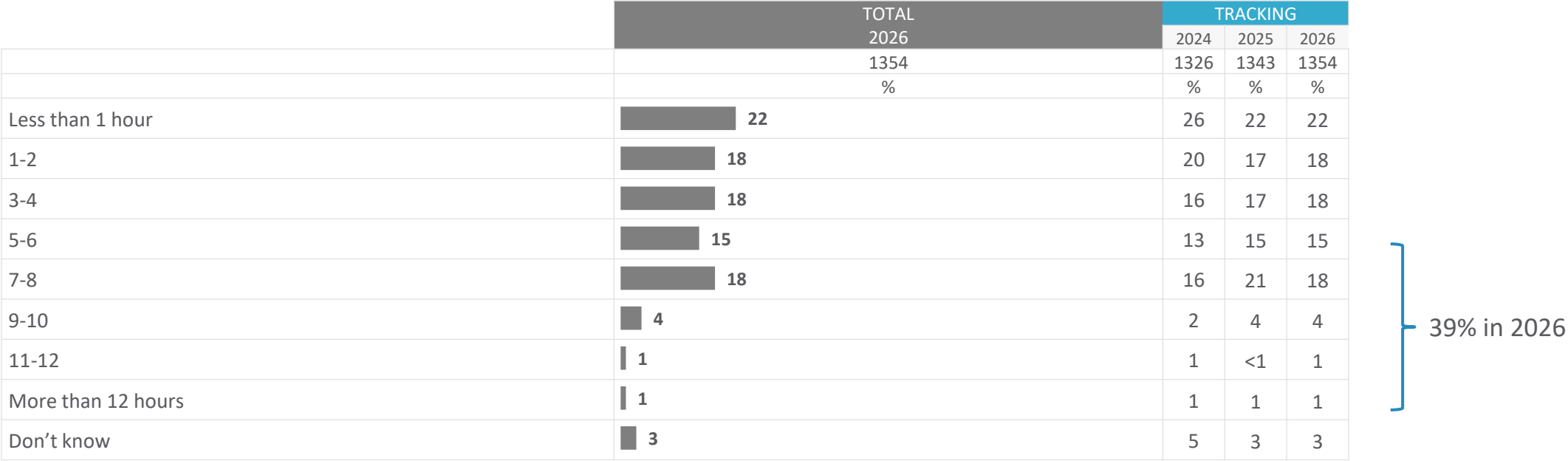


	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Less than 1 hour	4	3	5	6	7	4	4	6	6	1	8
1-2	18	20	20	20	12	14	22	15	16	16	21
3-4	24	25	30	26	30	23	24	23	26	35	23
5-6	20	20	20	18	21	21	18	20	18	23	18
7-8	13	14	12	18	10	14	13	11	16	11	14
9-10	10	10	7	7	12	12	10	14	5	7	9
11-12	4	3	3	2	3	5	4	3	6	3	2
More than 12 hours	6	5	3	3	6	7	5	9	8	4	5

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, 39% spend 5 or more hours online for work (consistent with 42% in 2025).



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

Those in Manitoba and PEI are least likely to report spending one or more work-related hours per day online.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1354	168	106	66	74	457	237	75	62	49c	60
	%	%	%	%	%	%	%	%	%	%	%
Less than 1 hour	22	19	25	27	32	16	28	25	26	35	28
1-2	18	20	21	21	19	14	19	21	21	18	23
3-4	18	21	17	26	12	22	11	12	23	24	10
5-6	15	14	21	11	15	15	15	13	11	10	8
7-8	18	18	7	14	19	23	18	19	15	6	17
9-10	4	2	4	-	3	5	3	7	2	2	2
11-12	1	1	1	-	-	1	<1	-	2	2	2
More than 12 hours	1	1	1	-	-	1	1	-	-	2	-
Don't know	3	2	4	2	-	3	4	3	2	-	10

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 a quarter and connected-home devices, smart watches, and gaming consoles by more than one-in-ten. Multiple device use remains higher in 2026 than in 2024.

	TOTAL 2026	TRACKING		
	2000	2024	2025	2026
	%	%	%	%
Desktop/laptop computer	81	83	84	81
Smartphone/mobile	79	70	81	79
Tablet	36	32	38	36
TV	27	21	27	27
Smart watch (e.g., Apple Watch, FitBit)	14	10	15	14
Voice-controlled “connected-home” device	14	10	13	14
Gaming console	12	-	-	12
ONE DEVICE ONLY	23	31	21	23
MORE THAN ONE DEVICE	77	69	79	77

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

WAYS OF ACCESSING THE INTERNET

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



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Desktop/laptop computer	81	84	80	82	78	84	77	79	81	78	70
Smartphone/mobile	79	78	85	86	76	80	75	78	76	73	78
Tablet	36	33	36	36	36	39	36	26	35	43	44
TV	27	25	33	37	34	28	22	29	26	31	33
Smart watch (e.g., Apple Watch, FitBit)	14	10	16	14	16	17	11	17	12	18	17
Voice-controlled “connected-home” device	14	14	11	11	16	16	12	13	21	16	13
Gaming Console	12	8	14	12	17	14	8	14	15	26	20
ONE DEVICE ONLY	23	25	18	16	28	20	28	24	29	28	28
MORE THAN ONE DEVICE	77	75	82	84	72	80	72	76	71	72	72

2. Which of the following do you use to access the internet? Select as many as apply.
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 (36%) while 28% indicate that there is a voice-activated assistant. Smart thermostat use continues to trend upward (23% in 2026).

	TOTAL 2026	TRACKING							
	2000	2019	2020	2021	2022	2023	2024	2025	2026
	%	%	%	%	%	%	%	%	%
Bluetooth speaker	36	42	41	43	43	39	29	39	36
Voice-activated assistant (e.g. Amazon's Alexa, Google Home)	28	19	26	32	31	30	21	29	28
Home security system/surveillance camera	24	15	15	20	19	20	20	24	24
Smart thermostat	23	16	17	17	17	18	17	20	23
Smart plugs	14	8	12	12	13	12	10	13	14
Internet-connected lightbulbs	13	6	9	11	13	11	10	14	13
Smart kitchen appliance	10	4	4	5	5	6	6	9	10
Smart door locks	10	5	5	6	7	6	7	8	10
Smart vacuum cleaner device	9	3	3	4	5	5	5	8	9
Smart cooking device (e.g., Bluetooth pressure cooker)	5	2	2	4	4	3	2	5	5
Internet-connected baby monitor	4	2	2	3	2	2	2	3	4
None	35	41	37	34	35	37	45	34	35

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

Of various ‘smart home’ devices, people are most likely to say there is a Bluetooth speaker in their household (36%) while 28% indicate that there is a voice-activated assistant.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Bluetooth speaker	36	39	41	38	34	36	30	49	38	46	42
Voice-activated assistant (e.g. Amazon's Alexa, Google Home)	28	29	27	26	29	31	22	31	37	32	30
Home security system/surveillance camera	24	21	33	27	18	28	16	20	18	16	27
Smart thermostat	23	13	29	20	19	31	17	12	16	14	6
Smart plugs	14	13	15	17	11	17	8	17	17	9	13
Internet-connected lightbulbs	13	11	13	13	9	14	13	18	21	15	10
Smart kitchen appliance	10	10	9	14	8	11	11	9	6	11	7
Smart door locks	10	9	13	10	10	12	7	10	8	12	5
Smart vacuum cleaner device	9	6	6	7	8	10	10	3	6	4	5
Smart cooking device (e.g., Bluetooth pressure cooker)	5	3	7	7	2	5	6	6	7	5	5
Internet-connected baby monitor	4	3	6	2	6	4	5	5	2	4	4
None	35	36	32	35	42	32	42	28	37	32	33

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 (43%) or cable internet (30%) at home.

	TOTAL 2026	TRACKING			
	2000	2023	2024	2025	2026
	%	%	%	%	%
Fibre optic	43	36	36	44	43
Cable	30	30	32	27	30
Fixed wireless	8	8	6	9	8
DSL	4	5	6	5	4
Satellite	4	3	3	3	4
Other	1	1	1	1	1
Not sure	14	19	16	15	14
Prefer not to answer	1	1	3	1	1

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

TYPE OF HOME INTERNET

Most report having fibre (43%) or cable (30%) internet at home.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Fibre optic	43	47	44	52	41	40	38	62	54	50	55
Cable	30	29	24	18	26	29	41	9	24	15	20
Fixed wireless	8	9	9	11	14	8	8	7	10	14	6
DSL	4	3	4	5	10	5	4	-	2	5	5
Satellite	4	3	3	3	6	4	5	8	2	15	6
Other	1	<1	-	-	3	1	1	3	-	-	-
Not sure	14	12	17	20	8	16	11	13	13	11	8
Prefer not to answer	1	1	1	-	1	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 2026	TRACKING													
		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	
	2000	993	992	1180	1188	1181	2028	1975	2022	2000	2000	2000	1987	2000	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
TOTAL SATISFIED	81	85	84	81	81	85	81	81	80	83	82	76	83	81	
Very satisfied	39	38	39	34	35	40	39	37	35	41	42	36	42	39	
Somewhat satisfied	43	47	45	46	46	45	42	43	45	42	40	41	41	43	
Neither satisfied nor dissatisfied	11	8	8	10	7	6	9	10	10	9	9	14	10	11	
Somewhat dissatisfied	5	5	5	7	8	6	7	6	7	5	5	5	5	5	
Very dissatisfied	1	2	2	2	3	2	2	3	2	3	2	2	1	1	
TOTAL DISSATISFIED	6	7	7	9	11	9	9	9	9	7	7	7	6	6	
Don't know	1	-	-	<1	1	<1	<1	1	1	1	1	3	1	1	

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 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
NET SATISFIED	81	75	77	86	82	83	83	82	79	85	84
Very satisfied	39	38	39	43	41	38	37	44	37	47	42
Somewhat satisfied	43	37	38	43	41	44	46	39	43	38	42
Neither satisfied nor dissatisfied	11	13	16	9	9	11	10	11	14	4	8
Somewhat dissatisfied	5	10	4	5	2	4	5	5	4	4	3
Very dissatisfied	1	<1	1	-	7	1	1	1	-	5	1
NET DISSATISFIED	6	10	5	5	9	5	5	6	4	9	4
Don't know	1	2	1	-	1	1	2	1	3	1	4

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

EXPERIENCE OF MAJOR DISRUPTIONS TO HOME INTERNET

About two-in-ten (21%) indicate that they experienced major disruption to their home internet in 2025 (unchanged from 2023).

	TOTAL 2026	TRACKING			
	2000	2023	2024	2025	2026
	%	%	%	%	%
Yes	21	27	20	22	21
No	68	61	66	66	68
Prefer not to answer	<1	1	2	<1	<1
Not sure	11	11	12	12	11

2023-16B. Did you experience any major disruptions to your home internet in 2025 (previously “2022”, “2023”, “2024”)?
Base: Total sample

EXPERIENCE OF MAJOR DISRUPTIONS TO HOME INTERNET

There is little variation by province in major disruptions to home internet in 2025.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	21	20	22	20	22	23	17	20	19	20	20
No	68	71	67	69	69	63	73	68	67	69	70
Prefer not to answer	<1	-	1	-	1	1	1	-	-	-	-
Not sure	11	10	10	11	9	14	9	12	14	11	10

2023-16B. Did you experience any major disruptions to your home internet in 2025 (previously “2022”, “2023”, “2024”)?
Base: Total sample

NUMBER OF TIMES HOME INTERNET WAS DISRUPTED

Among those who experienced disruption, most say it was 1-4 times in 2025.

	TOTAL 2026	TRACKING			
	411	2023	2024	2025	2026
	%	%	%	%	%
1-4	62	64	59	58	62
5-9	19	16	19	22	19
10-19	7	10	8	6	7
20 or more	7	7	8	10	7
Prefer not to answer	-	<1	<1	-	-
Not sure	4	3	6	5	4

2023-16C. Approximately how many times was your home internet disrupted in 2025 (previously 2022, 2023, 2024)?
Base: Yes at Q2023-16B

NUMBER OF TIMES HOME INTERNET WAS DISRUPTED

Among those who experienced disruption, most say it was 1-4 times in 2025.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	411	50	34c	BTS (20)	BTS (23)	151	59	BTS (20)	BTS (19)	BTS (15)	BTS (20)
	%	%	%	%	%	%	%	%	%	%	%
1-4	62	60	59			67	56				
5-9	19	20	9			20	24				
10-19	7	8	9			5	8				
20 or more	7	10	12			5	10				
Prefer not to answer	-	-	-			-	-				
Not sure	4	2	12			3	2				

2023-16C. Approximately how many times was your home internet disrupted in 2025 (previously 2022, 2023, 2024)?
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 (minor or extreme).

	TOTAL 2026	TRACKING			
	411	2023	2024	2025	2026
	%	%	%	%	%
Internet service provider outage	60	71	61	58	60
Power outage unrelated to weather	35	31	30	36	35
Extreme weather events (e.g., flooding, high winds, etc.)	29	21	22	23	29
Minor weather events (e.g., storm)	29	23	23	23	29
Faulty hardware	17	11	17	17	17
Cyberattack on your internet provider	4	-	-	4	4
Cyberattack on your personal computer or network	3	-	-	2	3
Cyberattack	-	1	6	-	-
Other	4	3	-	<1	4
Not sure	11	10	12	15	11
Prefer not to answer	<1	<1	<1	<1	<1

2023-16D. What were the causes of your home internet disruption(s) in 2025 (previously 2022, 2023, 2024)? 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 (minor or extreme).



	TOTAL 2025	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	411	50	34c	BTS (20)	BTS (23)	151	59	BTS (20)	BTS (19)	BTS (15)	BTS (20)
	%	%	%	%	%	%	%	%	%	%	%
Internet service provider outage	60	62	53			64	51				
Power outage unrelated to weather	35	48	32			34	34				
Extreme weather events (e.g., flooding, high winds, etc.)	29	20	15			29	41				
Minor weather events (e.g., storm)	29	14	32			32	36				
Faulty hardware	17	20	15			13	24				
Cyberattack on your internet provider	4	-	-			4	14				
Cyberattack on your personal computer or network	3	2	-			2	7				
Cyberattack	-	-	-			-	-				
Other	4	6	3			5	-				
Not sure	11	6	26			12	3				
Prefer not to answer	<1	-	-			1	-				

2023-16D. What were the causes of your home internet disruption(s) in 2025 (previously 2022, 2023, 2024)? Select all that apply.
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 2026	TRACKING			
		2023	2024	2025	2026
	411	564	411	432	411
	%	%	%	%	%
Started working again on its own/no action taken	50	53	44	45	50
Came back on following power outage	45	34	31	32	45
Reset modem	45	15	22	30	45
Internet technician came to house	25	12	18	19	25
Changed internet provider	7	4	5	5	7
Other	5	5	4	5	5
Not sure	2	4	6	4	2

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

HOW DISRUPTION WAS RESOLVED

Disruptions were most likely to be resolved through no action.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	411	50	34c	BTS (20)	BTS (23)	151	59	BTS (20)	BTS (19)	BTS (15)	BTS (20)
	%	%	%	%	%	%	%	%	%	%	%
Started working again on its own/no action taken	50	50	53			56	39				
Came back on following power outage	45	40	53			44	49				
Reset modem	45	42	44			65	48				
Internet technician came to house	25	22	18			26	25				
Changed internet provider	7	6	9			3	14				
Other	5	4	9			4	3				
Not sure	2	4	--			3	2				

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

Half (49%) indicate they stay connected during a disruption by using a hotspot (consistent with 2025).

	TOTAL 2026	TRACKING			
	2000	2023	2024	2025	2026
	%	%	%	%	%
Hotspot from my cellphone data	49	41	36	50	49
Use public Wi-Fi (e.g., coffeeshop)	22	22	18	22	22
Use work internet or work device	12	13	12	13	12
Use friend or family member's home internet	9	8	8	9	9
Hotspot from someone else's cellphone data	9	6	6	9	9
Other	3	3	2	2	3
None/don't connect	27	33	35	27	27
Don't know	4	4	7	3	4

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

Half (49%) indicate they stay connected during a disruption by using a hotspot.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Hotspot from my cellphone data	49	42	48	46	46	53	51	42	45	45	37
Use public Wi-Fi (e.g., coffeeshop)	22	27	30	17	26	18	20	17	20	28	19
Use work internet or work device	12	12	14	10	14	14	9	9	10	16	12
Use friend or family member's home internet	9	10	8	10	10	8	9	8	8	15	11
Hotspot from someone else's cellphone data	9	11	6	6	9	8	10	8	12	15	6
Other	3	4	2	2	2	3	3	2	2	1	1
None/don't connect	27	28	27	25	28	26	26	35	30	28	34
Don't know	4	3	3	8	2	4	3	5	5	5	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 under 4-in-10 (36%) say that the disruptions did not impact them or their household. Inability to work was the most common impact.

	TOTAL 2026	TRACKING		
	411	2024	2025	2026
	%	%	%	%
Unable to work	36	34	39	36
Unable to operate my business	10	10	10	10
Unable to pay bill on time	10	10	12	10
Unable to purchase essential items online	9	12	10	9
Missed a virtual appointment	9	11	10	9
Kids unable to complete homework	8	6	7	8
Missed notices about an emergency	8	8	8	8
Kids unable to attend school online	6	5	4	6
Other	8	5	6	8
None of the above	38	42	38	38
Don't know	2	2	4	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

IMPACTS OF DISRUPTIONS

Just under 4-in-10 (36%) say that the disruptions did not impact them or their household. Inability to work was the most common impact.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	411	50	34c	BTS (20)	BTS (23)	151	59	BTS (20)	BTS (19)	BTS (15)	BTS (20)
	%	%	%	%	%	%	%	%	%	%	%
Unable to work	36	28	41			41	31				
Unable to operate my business	10	12	15			11	3				
Unable to pay bill on time	10	14	9			9	12				
Unable to purchase essential items online	9	10	9			9	7				
Missed a virtual appointment	9	8	6			10	8				
Kids unable to complete homework	8	6	3			10	14				
Missed notices about an emergency	8	4	6			6	15				
Kids unable to attend school online	6	6	-			7	12				
Other	8	4	6			8	8				
None of the above	38	50	38			36	32				
Don't know	2	2	6			1	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
c Caution, small base size
BTS: Base size too small to report

WAYS INTERNET PROVIDER ASSISTED DURING DISRUPTIONS

Close to half (44%) say their internet provider did not assist during the disruptions.

	TOTAL 2026	TRACKING		
	411	2024	2025	2026
	%	%	%	%
Technical support by telephone	26	17	25	26
Internet technician came to residence to troubleshoot/repair	18	16	19	18
Sent updates by email or text message	13	12	15	13
Provided financial rebate for outages caused by internet provider	12	12	10	12
Provided financial rebate for outages caused by other factors	7	6	8	7
Other	2	3	2	2
None of the above	44	47	45	44
Don't know	4	6	2	4

WAYS INTERNET PROVIDER ASSISTED DURING DISRUPTIONS

Close to half (44%) say their internet provider did not assist during the disruptions.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	411	50	34c	BTS (20)	BTS (23)	151	59	BTS (20)	BTS (19)	BTS (15)	BTS (20)
	%	%	%	%	%	%	%	%	%	%	%
Technical support by telephone	26	32	24			21	34				
Internet technician came to residence to troubleshoot/repair	18	16	15			17	22				
Sent updates by email or text message	13	12	6			12	24				
Provided financial rebate for outages caused by internet provider	12	4	6			14	19				
Provided financial rebate for outages caused by other factors	7	6	3			9	12				
Other	2	-	3			2	2				
None of the above	44	48	56			45	29				
Don't know	4	6	-			5	2				

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
c Caution, small base size
BTS: Base size too small to report

EXTENT OF WORRY ABOUT FUTURE DISRUPTIONS

Overall, 24% are worried about future home internet disruptions. Those who experienced a disruption are much more likely than those who did not to be worried (51% vs. 17% in 2026).

	TOTAL 2026	TRACKING				EXPERIENCED DISRUPTION TRACKING							
		2023	2024	2025	2026	YES 2023	YES 2024	YES 2025	YES 2026	NO 2023	NO 2024	NO 2025	NO 2026
	2000	2000	2000	1987	2000	534	392	431	413	1229	1317	1327	1357
	%	%	%	%	%	%	%	%	%	%	%	%	%
TOTAL WORRIED	24	25	22	24	24	46	49	45	51	16	15	16	17
Very worried	5	5	5	5	5	12	14	13	12	2	3	2	3
Somewhat worried	19	20	17	19	19	33	35	31	39	14	12	14	14
Neutral	28	26	31	27	28	27	26	28	27	25	31	25	27
Not very worried	27	28	24	27	27	18	16	18	15	33	28	31	31
Not worried at all	18	18	18	21	18	8	8	9	6	24	24	27	23
TOTAL NOT WORRIED	45	46	43	48	45	26	24	27	21	57	52	58	54
Don't know	2	3	4	1	2	2	1	<1	1	2	2	1	2

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

EXTENT OF WORRY ABOUT FUTURE DISRUPTIONS

Overall, 24% are worried about future home internet disruptions. SK residents are least likely to be worried.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
TOTAL WORRIED	24	25	21	15	30	27	20	23	32	34	20
Very worried	5	7	3	1	10	5	4	5	3	7	6
Somewhat worried	19	18	18	14	20	22	16	18	29	27	14
Neutral	28	29	28	28	22	29	27	25	23	28	27
Not very worried	27	25	33	32	30	28	25	31	27	20	23
Not worried at all	18	19	15	21	17	13	26	20	16	16	26
TOTAL NOT WORRIED	45	44	48	53	48	41	50	50	43	36	49
Don't know	2	2	3	4	1	2	3	2	3	1	4

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. Outages due to weather are also commonly selected.

	TOTAL 2026	TRACKING			
	492	2023	2024	2025	2026
	%	%	%	%	%
Internet service provider outages	62	69	62	58	62
Extreme weather events (e.g., flooding, high winds, etc.)	45	45	40	46	45
Power outages unrelated to weather	45	44	38	49	45
Cyberattack on your internet provider	37	35	36	40	37
Minor weather events (e.g., storms)	35	31	26	31	35
Cyberattack on your personal computer or network*	32	-	35	37	32
Faulty hardware	29	25	24	26	29
Other	1	1	<1	<1	1
Not sure	5	4	5	3	5
Prefer not to answer	1	-	1	<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

*Cyberattack on your personal computer or network (in 2023, this was a part of ‘Cyberattack on your internet provider’)

SOURCES OF WORRY ABOUT DISRUPTIONS

Those who are worried are most likely to select ISP outages as the source of their worries. Outages due to weather are commonly selected.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	492	63	32c	BTS (15)	31c	180	71	BTS (23)	32c	BTS (25)	BTS (20)
	%	%	%	%	%	%	%	%	%	%	%
Internet service provider outages	62	68	78		58	62	52		63		
Extreme weather events (e.g., flooding, high winds, etc.)	45	46	41		35	51	37		53		
Power outages unrelated to weather	45	49	41		48	47	34		59		
Cyberattack on your internet provider	37	37	41		32	40	30		44		
Minor weather events (e.g., storms)	35	30	19		32	37	39		38		
Cyberattack on your personal computer or network*	32	35	34		29	32	31		34		
Faulty hardware	29	32	31		23	27	32		28		
Other	1	2	3		6	1	-		-		
Not sure	5	6	3		10	6	1		3		
Prefer not to answer	1	-	-		-	1	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
*Cyberattack on your personal computer or network (in 2023, this was a part of ‘Cyberattack on your internet provider’)

NUMBER OF SEPARATE INTERNET PROVIDERS

Just over half (54%) say they have accounts with only one company for internet services.

	TOTAL 2026	TRACKING			
		2023	2024	2025	2026
	2000	2000	2000	1987	2000
	%	%	%	%	%
One	54	53	56	51	54
Two	38	40	33	42	38
More than two	4	4	3	4	4
Don't know	3	4	7	3	3

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 SEPARATE INTERNET PROVIDERS

Just over half (54%) say they have accounts with only one company for internet services.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
One	54	55	54	66	55	51	59	55	57	53	52
Two	38	39	39	22	37	40	37	36	39	39	39
More than two	4	4	2	2	4	5	3	1	2	7	3
Don't know	3	2	5	10	4	4	2	8	2	1	6

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, 10% say they use more than one for home internet services alone (4% of the total sample).

	TOTAL 2026	TRACKING		
		2024	2025	2026
	831	732	910	831
	%	%	%	%
Yes	10	11	9	10
No	89	89	90	89
Don't know	<1	<1	1	<1

NUMBER OF COMPANIES USED FOR HOME INTERNET

Among those who use more than one company for home internet and/or mobile services, 9% say they use more than one for home internet services alone (4% of the total sample).



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	831	108	63	BTS (24)	43c	300	139	37c	41c	34c	42c
	%	%	%	%	%	%	%	%	%	%	%
Yes	10	8	10	17	12	9	15	3	5	18	12
No	89	91	90	83	88	91	83	97	95	82	86
Don't know	<1	1	-	-	-	-	1	-	-	-	2

2024-17C

Base:

c

BTS:

Do you use more than one company for your home internet services?

Two or more than two separate companies for internet services

Caution, small base size

Base size too small to report

AFFORDABILITY OF HOME INTERNET/CELLPHONE

Respondents are divided about the affordability of their home internet and cellphone costs; 31% say it is unaffordable, while 39% say it is affordable (unchanged from 2025).

	TOTAL 2026	TRACKING			
		2023	2024	2025	2026
	2000	2000	2000	1987	2000
	%	%	%	%	%
TOTAL AFFORDABLE	39	35	35	41	39
Very affordable	10	7	8	10	10
Somewhat affordable	29	28	27	31	29
Neutral	27	25	27	25	27
Not very affordable	24	28	25	25	24
Not affordable at all	7	10	9	7	7
TOTAL NOT AFFORDABLE	31	39	33	33	31
Don't know	2	2	5	2	2

2023-16L. How would you rate the affordability of your home internet and cellphone/(mobile added 2026) costs?
Base: Total sample

AFFORDABILITY OF HOME INTERNET/CELLPHONE

Respondents are divided about the affordability of their home internet and cellphone costs; 31% say it is unaffordable, while 39% say it is affordable.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
TOTAL AFFORDABLE	39	39	36	48	43	38	38	48	49	58	46
Very affordable	10	10	13	12	13	10	8	10	11	22	13
Somewhat affordable	29	29	24	36	30	29	30	38	38	36	33
Neutral	27	27	24	26	18	30	27	26	20	12	20
Not very affordable	24	25	24	22	29	22	26	20	23	24	25
Not affordable at all	7	7	12	4	10	7	7	7	7	4	6
TOTAL NOT AFFORDABLE	31	32	36	26	38	29	33	27	30	28	31
Don't know	2	1	4	-	1	3	3	-	2	1	3

2023-16L. How would you rate the affordability of your home internet and cellphone/(mobile added 2026) costs?
Base: Total sample

SPENDING CUTS TO AFFORD INTERNET/MOBILE COSTS

Just over four-in-ten (42%) say they have cut back on some items so that they can continue to afford internet and mobile costs, most commonly dining out (29%).

	TOTAL 2026	TRACKING		
	2000	2024	2025	2026
	%	%	%	%
Dining out	29	27	27	29
Entertainment	23	21	24	23
Clothing purchases	21	19	21	21
Travel	19	19	19	19
Groceries	14	14	13	14
Transportation costs	8	8	9	8
Prescriptions/medicines	4	3	4	4
None of the above	54	55	58	54
Don't know	4	6	3	4

SPENDING CUTS TO AFFORD INTERNET/MOBILE COSTS

Just over four-in-ten (42%) say they have cut back on some items so that they can continue to afford internet and mobile costs, most commonly dining out (29%). Quebec residents are least likely to have cut back.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Dining out	29	33	32	31	40	32	18	24	37	28	34
Entertainment	23	26	30	32	34	25	13	26	27	26	21
Clothing purchases	21	29	26	27	32	21	11	26	32	26	23
Travel	19	21	20	25	25	20	13	21	23	14	15
Groceries	14	16	15	18	23	16	9	18	16	20	15
Transportation costs	8	9	6	6	10	8	7	16	12	16	10
Prescriptions/medicines	4	4	2	4	8	4	4	6	4	4	2
None of the above	54	51	49	49	46	52	66	50	42	47	43
Don't know	4	3	7	3	2	5	4	5	8	3	7

CHANGES TO INTERNET OR MOBILE PLAN TO LOWER COSTS

One-quarter (24%) say they have changed their home internet or mobile plan to save money in the past year, down from 3-in-10 in 2025.

	TOTAL 2026	TRACKING		
		2024	2025	2026
	2000	2000	1987	2000
	%	%	%	%
Yes	24	22	30	24
No	74	74	68	74
Don't know	2	4	2	2

CHANGES TO INTERNET OR MOBILE PLAN TO LOWER COSTS

One-quarter (24%) say they have changed their home internet or mobile plan to save money in the past year.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	24	27	23	23	23	24	23	29	22	27	29
No	74	73	76	73	73	74	75	69	77	73	68
Don't know	2	1	1	4	4	3	2	2	1	-	3

4

E-COMMERCE, MOBILE PAYMENTS AND VERIFICATION TECHNOLOGIES

PURCHASED ANYTHING ONLINE IN THE LAST 12 MONTHS

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

	TOTAL 2026	TRACKING													
		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	
	2000	1000	1000	1200	1200	1203	2050	2000	2022	2000	2000	2000	1987	2000	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Yes	86	80	79	82	82	86	87	85	88	86	82	80	86	86	
No	14	20	21	18	18	14	13	15	12	14	18	20	14	14	

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

PURCHASED ANYTHING ONLINE IN THE LAST 12 MONTHS

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



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	86	86	89	89	89	87	80	91	82	86	89
No	14	14	11	11	11	13	20	9	18	14	11

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

Almost two-thirds (65%) prefer making online purchases from Canadian retailers when they have a choice.

	TOTAL 2026	TRACKING												
	1723	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Canadian businesses/retailers	65	62	62	59	65	62	64	68	71	66	61	57	64	65
U.S. businesses/retailers	2	3	2	1	2	2	2	2	1	2	2	2	1	2
No preference/Doesn't matter	22	18	16	24	21	23	21	18	18	21	26	27	22	22
It depends	10	13	19	14	11	12	11	10	8	9	9	12	12	10
Don't know	2	4	1	1	1	2	2	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

Almost two-thirds (65%) prefer making online purchases from Canadian retailers when they have a choice.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1723	217	135	89	93	579	282	92	83	64	89
	%	%	%	%	%	%	%	%	%	%	%
Canadian businesses/retailers	65	66	56	61	68	63	69	68	70	77	62
U.S. businesses/retailers	2	1	1	-	1	1	5	1	1	3	1
No preference/Doesn't matter	22	23	27	25	20	23	16	18	16	16	24
It depends	10	10	12	11	10	11	9	9	12	5	9
Don't know	2	<1	3	3	1	2	2	3	1	-	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

Over half (55%) cite benefiting the Canadian economy/supporting local businesses as the main reason for preferring Canadian businesses. One-quarter (25%) mention Trump and/or tariffs.

Total Mentions	TRACKING											
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
	487	584	638	636	1147	1170	1280	1152	1030	938	1100	1122
	%	%	%	%	%	%	%	%	%	%	%	%
It benefits the Canadian economy/Buy Canadian/Support local	44	31	39	32	43	48	55	52	49	38	55	52
Miscellaneous negative comments about USA/President Trump (e.g., USA is run by Trump)	-	-	-	-	-	-	-	-	-	-	16	17
Because I am Canadian/I live in Canada	4	8	4	6	6	6	6	8	7	6	8	7
Tax & Duty/Duty fees/To avoid custom taxes/No custom or brokerage charges	16	16	21	22	18	13	12	13	14	11	8	7
Cost of delivery/Free shipping/Avoid shipping cost/ Cheaper shipping cost	19	16	13	12	9	7	8	11	10	7	7	6
Tariffs/Trade war/American tariffs on Canadian exports	-	-	-	-	-	-	-	-	-	-	6	8
Fast shipping/Faster delivery	5	8	6	6	7	6	6	7	7	3	5	4
Because of the Canadian dollar/Paying in Canadian dollars/The dollar exchange rate/Currency	20	31	25	22	19	16	13	8	11	6	5	4
Closer to home/local	-	-	-	-	-	-	-	-	-	-	-	3
Lower cost/cheaper/price	-	-	-	-	-	-	-	-	-	-	-	3
Trustworthy/safe/secure	-	-	-	-	-	-	-	-	-	-	-	3

Mentions of 3% or more in 2026

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

Over half (55%) cite benefiting the Canadian economy/supporting local businesses as the main reason for preferring Canadian businesses. One-quarter (25%) mention Trump and/or tariffs.



Total Mentions	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1122	143	76	54	63	366	195	63	58	49	55
	%	%	%	%	%	%	%	%	%	%	%
It benefits the Canadian economy/Buy Canadian/Support local	52	54	45	52	48	50	57	48	50	53	55
Miscellaneous negative comments about USA/President Trump (e.g., USA is run by Trump)	17	15	18	24	14	16	18	11	21	8	27
Because I am Canadian/I live in Canada	7	9	11	7	6	7	4	6	5	12	4
Tax & Duty/Duty fees/To avoid custom taxes/No custom or brokerage charges	7	6	5	6	14	9	5	8	2	8	4
Cost of delivery/Free shipping/Avoid shipping cost/ Cheaper shipping cost	6	7	8	13	6	6	5	8	7	10	7
Tariffs/Trade war/American tariffs on Canadian exports	8	8	5	6	10	9	6	19	5	4	7
Fast shipping/Faster delivery	4	4	4	6	5	4	5	6	3	10	2
Because of the Canadian dollar/Paying in Canadian dollars/The dollar exchange rate/Currency	4	4	9	9	3	4	1	2	2	8	4
Closer to home/local	3	1	3	2	-	4	4	3	2	4	4
Lower cost/cheaper/price	3	1	3	-	10	4	3	-	3	6	-
Trustworthy/safe/secure	3	4	1	2	3	3	4	2	3	-	4

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

Mentions of 3% or more in 2026

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 2026	TRACKING		
	2000	2024	2025	2026
	%	%	%	%
In person at a "click-and-mortar" store	27	26	28	27
Online from a "click-and-mortar" store	17	17	18	17
In person at a store with no online presence	17	19	16	17
Online from a store with no physical locations	11	9	10	11
No preference	23	24	23	23
Don't know	5	6	4	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

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 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
In person at a "click-and-mortar" store	27	33	26	27	32	27	26	26	30	24	25
Online from a "click-and-mortar" store	17	15	18	15	17	18	17	14	14	15	19
In person at a store with no online presence	17	16	14	15	23	15	20	18	18	22	18
Online from a store with no physical locations	11	8	12	8	9	10	12	21	14	16	14
No preference	23	22	24	28	17	25	20	18	20	19	20
Don't know	5	7	5	7	2	5	6	4	5	4	4

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 2026	TRACKING		
		2024	2025	2026
	335	326	375	335
	%	%	%	%
Home delivery	75	74	75	75
Pick-up at store	18	15	17	18
No preference	7	10	8	7
Don't know	-	1	<1	-

IMPORTANCE OF FACTORS WHEN CHOSING TO PURCHASE FROM AN ONLINE STORE

The most important factors considered when shopping online are cost/savings (62%), shipping costs (54%), availability of items (47%) and ease/convenience (47%).

	TOTAL 2026	TRACKING										
		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
	1723	984	982	1034	1778	1703	1785	1721	1663	1609	1717	1723
	%	%	%	%	%	%	%	%	%	%	%	%
Cost/savings	62	73	73	72	73	68	66	64	63	60	62	62
Shipping costs	54	-	-	-	-	-	-	56	54	54	56	54
Availability of items	47	61	61	61	58	56	57	55	49	46	54	47
Ease/convenience	47	62	65	63	63	58	57	52	50	48	52	47
Ability to return products	44	40	42	40	44	40	40	45	40	42	49	44
Shipping time	44	-	-	-	-	-	-	45	43	41	48	44
Time savings	40	55	61	59	58	48	51	46	44	41	47	40
Selection/variety	38	50	50	51	50	44	44	41	40	39	42	38
Quality of items	36	28	28	29	31	27	29	31	35	35	38	36
Easy to use purchasing platform	33	-	-	-	39	35	37	33	30	31	35	33
Ability to compare products	32	51	51	53	49	43	44	39	32	32	36	32
Online customer reviews	31	-	-	-	48	40	45	39	29	28	37	31
Ability to research/access to information	28	48	51	49	44	39	42	34	25	28	32	28
Better overall experience	15	14	14	16	16	11	14	13	11	13	16	15
Recommendations from someone you know	10	-	-	-	18	12	15	12	11	10	12	10
More enjoyable/interesting/fun	8	11	13	12	9	8	8	8	8	8	9	8
Other	2	1	1	1	2	3	2	1	1	<1	1	2
None of the above	3	2	2	2	3	3	4	4	5	4	2	3

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 (62%), shipping costs (54%), availability of items (47%) and ease/convenience (47%).



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1723	217	135	89	93	579	282	92	83	64	89
	%	%	%	%	%	%	%	%	%	%	%
Cost/savings	62	64	64	62	61	64	54	65	67	63	58
Shipping costs	54	61	59	56	57	54	44	60	55	61	54
Availability of items	47	47	53	53	48	49	41	48	45	48	48
Ease/convenience	47	47	51	47	42	52	37	47	47	47	47
Ability to return products	44	44	46	35	52	48	37	43	41	47	40
Shipping time	44	43	48	38	43	47	37	49	47	52	49
Time savings	40	40	42	30	34	44	36	39	37	28	35
Selection/variety	38	35	43	34	32	38	37	41	45	41	33
Quality of items	36	39	39	35	40	38	29	35	39	47	44
Easy to use purchasing platform	33	32	32	29	34	38	22	35	49	30	31
Ability to compare products	32	33	36	33	31	34	27	26	30	25	25
Online customer reviews	31	30	33	37	30	34	26	38	29	33	30
Ability to research/access to information	28	26	28	26	33	31	23	24	28	22	18
Better overall experience	15	18	13	15	19	17	8	20	18	14	17
Recommendations from someone you know	10	11	9	15	5	11	7	8	10	11	11
More enjoyable/interesting/fun	8	9	12	7	8	7	9	11	6	20	10
Other	2	1	2	2	2	1	2	3	-	5	-
None of the above	3	2	2	2	4	3	5	2	2	-	6

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** (27%).

	TOTAL 2026	TRACKING											
		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	
	1668	967	961	1012	1731	1654	1705	1658	1574	1541	1674	1668	
	%	%	%	%	%	%	%	%	%	%	%	%	%
Cost/savings	27	38	31	33	33	30	28	25	27	26	26	27	
Shipping costs	11	-	-	-	-	-	-	13	11	13	13	11	
Ease/convenience	10	15	18	17	15	15	16	12	12	11	12	10	
Ability to return products	8	8	7	8	8	7	8	6	7	7	8	8	
Availability of items	8	9	12	11	9	11	11	9	8	7	6	8	
Time savings	7	8	8	8	10	6	8	6	7	8	8	7	
Quality of items	7	3	2	4	3	4	5	4	5	5	5	7	
Selection/variety	5	6	6	5	6	5	4	5	6	5	5	5	
Shipping time	3	-	-	-	-	-	-	3	3	3	2	3	
Ability to compare products	3	5	5	5	4	4	3	4	3	3	2	3	
Online customer reviews	3	-	-	-	4	4	5	3	2	2	3	3	
Ability to research/access to information	2	6	6	5	4	6	5	3	2	2	2	2	
Easy to use purchasing platform	2	-	-	-	2	3	2	2	2	3	2	2	
Better overall experience	2	1	2	1	2	1	2	2	1	2	1	2	
More enjoyable/interesting/fun	1	1	1	1	1	1	1	1	1	1	<1	1	
Recommendations from someone you know	1	-	-	-	1	1	1	1	1	1	1	1	
Other	1	2	2	2	1	3	1	1	1	1	1	1	
Don't know	1	-	-	-	-	-	1	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

MOST IMPORTANT FACTOR WHEN CHOSING TO PURCHASE FROM AN ONLINE STORE

The single most important factor when shopping online is **cost/savings** (27%).



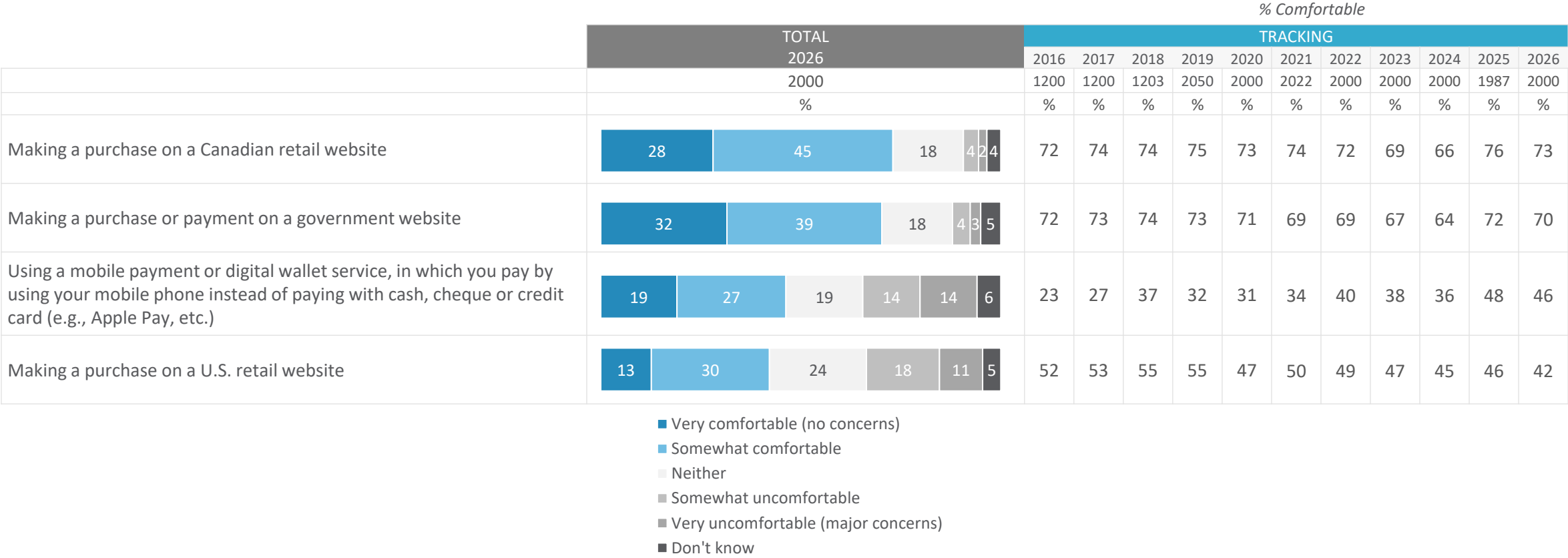
	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1668	213	132	87	89	561	267	90	81	64	84
	%	%	%	%	%	%	%	%	%	%	%
Cost/savings	27	27	29	22	27	25	28	32	28	31	24
Shipping costs	11	12	6	9	16	11	11	6	14	6	11
Ease/convenience	10	8	12	9	4	12	9	11	10	11	10
Ability to return products	8	9	5	9	7	9	8	10	9	8	11
Availability of items	8	8	11	10	7	7	7	4	14	3	8
Time savings	7	7	8	3	7	7	7	4	-	2	7
Quality of items	7	6	6	8	3	7	6	7	7	3	7
Selection/variety	5	4	6	3	12	4	6	3	4	5	1
Shipping time	3	2	4	5	1	3	3	4	2	5	8
Ability to compare products	3	2	3	2	3	2	3	1	4	5	1
Online customer reviews	3	2	2	7	4	2	2	6	-	5	5
Ability to research/access to information	2	2	2	2	-	3	2	2	2	2	-
Easy to use purchasing platform	2	3	1	1	3	3	1	1	2	3	1
Better overall experience	2	3	2	5	2	2	1	2	-	3	1
More enjoyable/interesting/fun	1	1	-	-	-	<1	3	1	1	5	1
Recommendations from someone you know	1	<1	1	1	-	<1	1	1	1	-	1
Other	1	<1	2	1	2	1	<1	2	-	3	-
Don't know	1	1	1	1	-	1	<1	1	1	2	2

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 46% in 2026.



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.



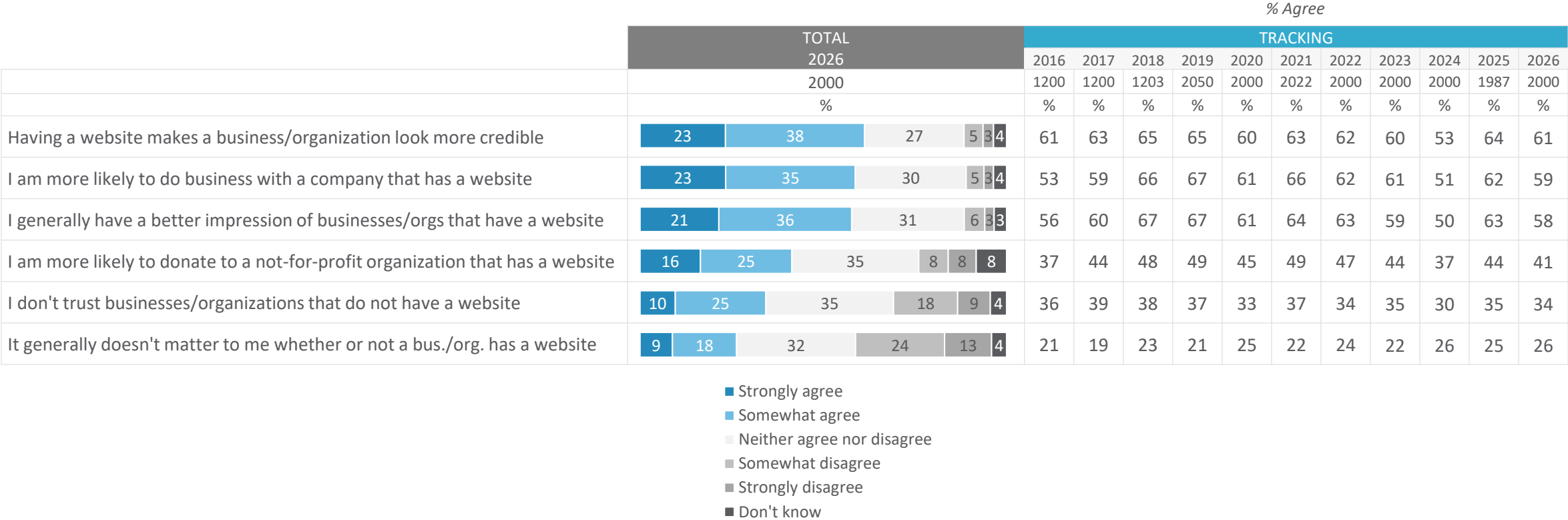
% VERY/SOMEWHAT COMFORTABLE	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Making a purchase on a Canadian retail website	73	75	70	72	80	73	72	71	70	80	81
Making a purchase or payment on a government website	70	73	70	68	72	69	72	70	67	73	76
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.)	46	45	50	54	49	45	46	46	49	49	49
Making a purchase on a U.S. retail website	42	46	47	45	44	41	40	43	34	53	41

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, people are more comfortable with businesses/organizations that have a website than with those that do not.



Q44. How much you agree or disagree with each of the following statements?
(PREVIOUS PHRASING) Please indicate how much you agree or disagree with the following statements.
Base: Total sample

IMPACT OF WEBSITES ON PERCEPTIONS OF BUSINESSES/ORGANIZATIONS

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

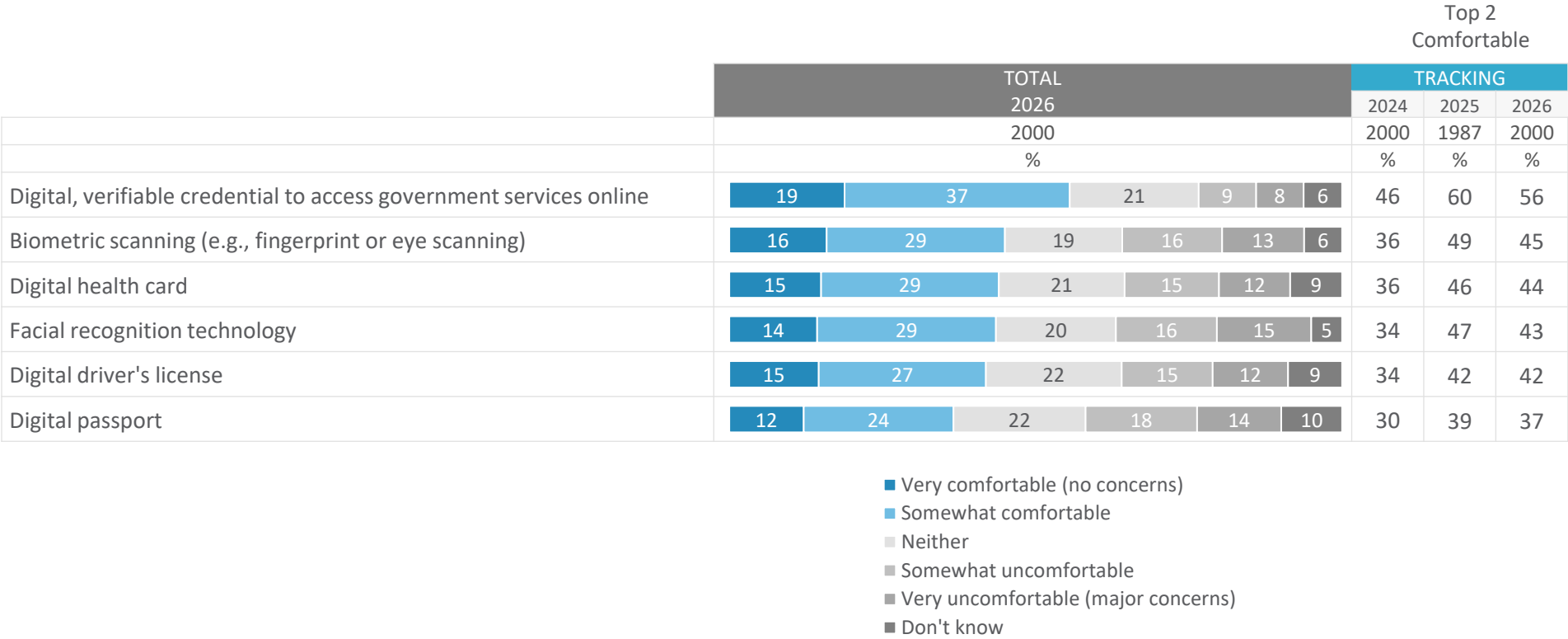


% STRONGLY/SOMEWHAT AGREE	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Having a website makes a business/organization look more credible	61	61	62	62	63	65	56	61	63	64	59
I am more likely to do business with a company that has a website	59	55	59	57	62	61	58	56	57	57	64
I generally have a better impression of businesses/orgs that have a website	58	55	61	53	61	62	51	57	57	57	57
I am more likely to donate to a not-for-profit organization that has a website	41	42	45	38	39	43	37	41	45	47	39
I don't trust businesses/organizations that do not have a website	34	37	38	32	36	35	31	29	31	26	34
It generally doesn't matter to me whether or not a bus./org. has a website	26	25	27	24	25	24	30	36	27	39	30

Q44. How much you agree or disagree with each of the following statements?
(PREVIOUS PHRASING) Please indicate how much you agree or disagree with the following statements.
Base: Total sample

COMFORT WITH VERIFICATION TECHNOLOGIES

People are most likely to be comfortable with a digital, verifiable credential to access government services online.



People are most likely to be comfortable with a digital, verifiable credential to access government services online.



Very/Somewhat comfortable

	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Digital, verifiable credential to access government services online	56	65	55	58	52	52	58	53	48	49	49
Biometric scanning (e.g., fingerprint or eye scanning)	45	49	47	44	47	42	47	43	48	43	45
Digital health card	44	50	45	47	56	42	41	49	44	38	42
Facial recognition technology	43	44	47	49	45	41	43	48	50	41	44
Digital driver's license	42	45	43	48	49	40	40	41	44	41	43
Digital passport	37	37	36	44	37	38	33	39	39	39	33

5

GENERATIVE AI USE

GENERATIVE AI USE IN PAST YEAR

Just under half (46%) say they have used a generative AI tool or platform in the past year, up from 16% in 2024.

	TOTAL 2026	TRACKING		
	2000	2024	2025	2026
	%	%	%	%
Yes	46	16	33	46
No	48	76	64	48
Don't know	6	8	4	6

2024-51D

Generative AI is a type of artificial intelligence that can be used to create new written, visual, or audio content, summarize text or data, generate code, assist with repetitive tasks, etc.
Have you used a generative AI tool or platform in the past year (e.g. ChatGPT, Claude, DALL-E, or similar tools)?
(PREVIOUS PHRASING) 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

Just under half (46%) say they have used a generative AI tool or platform in the past year.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	46	43	45	41	35	49	46	42	46	53	41
No	48	52	45	49	64	45	50	52	50	43	53
Don't know	6	6	9	10	1	6	4	6	5	4	6

2024-51D

Generative AI is a type of artificial intelligence that can be used to create new written, visual, or audio content, summarize text or data, generate code, assist with repetitive tasks, etc.
Have you used a generative AI tool or platform in the past year (e.g. ChatGPT, Claude, DALL-E, or similar tools)?
(PREVIOUS PHRASING) 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 as a search engine, experiment/see how it works, and to create written content.

	TOTAL 2026	TRACKING		
		2024	2025	2026
	907	329	656	907
	%	%	%	%
As a search engine	52	35	47	52
Experiment/see how it works	42	56	52	42
Create written content for personal use	35	41	42	35
Create plans or routines	23	15	21	23
Solve math or data problems	19	13	16	19
Create art	18	14	14	18
Modelling to solve problems	16	11	12	16
Write code	12	13	9	12
Make realistic looking images of celebrities, politicians, or other public figures	7	6	6	7
Improve machine learning models	6	7	6	6
Create music	5	5	4	5
Create video games	3	3	2	3
Other	5	1	4	5
Don't know	3	2	2	3

2024-51E

In which of the following ways have you used an AI tool or platform in the past year? Select all that apply. (PREVIOUS PHRASING) 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

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

	TOTAL 2026	TRACKING		
	761	2024	2025	2026
	%	%	%	%
Speed up a task/save time	38	33	35	38
Create written content	34	27	36	34
Brainstorm ideas	29	29	33	29
Draft or get started on a task	25	26	27	25
Document work processes	21	15	18	21
Write code, scripts or algorithms	13	14	11	13
Debug problems	12	11	11	12
Other	3	1	2	3
None/haven't used it for work	23	32	25	23
Don't know	2	3	2	2

2024-51F

In which of the following ways have you used an AI tool or platform for work in the past year? Select all that apply. (PREVIOUS PHRASING) 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 2026	TRACKING		
		2024	2025	2026
	176	92	137	176
	%	%	%	%
No need	46	47	48	46
Didn't consider it	18	26	19	18
Unsure how it could help	15	21	22	15
Not allowed/against rules	12	10	18	12
Output is inaccurate/unreliable	12	16	12	12
Output is not high quality	10	10	8	10
Lack of training/skills	5	8	10	5
Output is not up to date	3	3	1	3
Other	8	7	4	8
Don't know	7	4	5	7

2024-51G

What are the main reasons you have not used an AI tool or platform for work in the past year? Select all that apply.
(PREVIOUS PHRASING) 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. Over one-third (37%) say they don't trust it.

	TOTAL 2026	TRACKING		
	977	2024	2025	2026
	%	%	%	%
No interest	41	41	42	41
No need	40	40	39	40
Don't trust it	37	30	34	37
Disagree with the use or ethics of AI	25	18	22	25
Don't want to pay for it	17	19	18	17
Don't know how it works	17	21	21	17
Didn't consider it	12	16	17	12
Haven't heard of it before now	1	6	4	1
Other	1	<1	1	1
Don't know	4	5	3	4

2024-51H

What are the main reasons you have not used an AI tool or platform in the past year? Select all that apply.
(PREVIOUS PHRASING) 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. Over one-third (37%) say they don't trust it.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	977	130	69	49c	67	298	176	53	50	32c	53
	%	%	%	%	%	%	%	%	%	%	%
No interest	41	38	46	45	34	43	37	43	48	34	34
No need	40	41	48	45	46	39	39	34	38	44	32
Don't trust it	37	38	42	47	52	35	33	34	50	41	34
Disagree with the use or ethics of AI	25	22	35	31	36	23	22	28	32	28	30
Don't want to pay for it	17	18	17	12	22	15	17	13	26	19	9
Don't know how it works	17	17	25	18	13	18	10	21	18	16	17
Didn't consider it	12	12	14	12	12	13	9	19	14	22	9
Haven't heard of it before now	1	2	-	-	1	1	2	2	-	-	2
Other	1	2	-	2	3	1	1	-	2	-	2
Don't know	4	3	4	4	1	6	4	6	4	3	6

2024-51H

What are the main reasons you have not used an AI tool or platform in the past year? Select all that apply.
(PREVIOUS PHRASING) What are the main reasons you have not used a generative AI tool or platform in the past year? Select all that apply.

Base:
c

No, have not used a generative AI tool or platform
Caution, small base size

EXCITEMENT ABOUT GENERATIVE AI

Overall, 26% say they are excited about the development of generative AI (unchanged from 2025).

	TOTAL 2026	TRACKING		
	2000	2024	2025	2026
	%	%	%	%
Yes	26	17	27	26
No	55	60	54	55
Don't know	19	23	19	19

EXCITEMENT ABOUT GENERATIVE AI

Overall, 26% say they are excited about the development of generative AI.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	26	27	27	20	20	27	24	27	23	34	19
No	55	49	55	61	64	52	61	58	62	46	60
Don't know	19	24	18	19	16	20	15	15	15	20	21

REASONS FOR EXCITEMENT ABOUT GENERATIVE AI

Those who are excited select a range of reasons why, especially productivity/economic benefits and technological advancement.

	TOTAL 2026	TRACKING		
		2024	2025	2026
	510	332	546	510
	%	%	%	%
Productivity/economic benefits	49	48	52	49
Technological advancement	47	55	60	47
Potential to help solve complex, global problems	43	45	44	43
Potential for innovations or inventions	42	48	50	42
Possibilities for creativity	39	47	45	39
Personalization of online tools	37	30	32	37
Human-machine collaboration	26	33	30	26
Other	1	1	1	1
Don't know	3	4	3	3

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

CONCERN ABOUT GENERATIVE AI

Concern about generative AI remains more widespread than excitement. Just over half (56%) are concerned about it.

	TOTAL 2026	TRACKING		
	2000	2024	2025	2026
	%	%	%	%
Yes	56	51	54	56
No	17	17	17	17
Maybe	21	22	24	21
Don't know	6	10	6	6

CONCERN ABOUT GENERATIVE AI

Concern about generative AI remains more widespread than excitement. Just over half (56%) are concerned about it.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	56	53	53	58	65	55	56	55	64	43	52
No	17	17	18	18	17	17	18	19	18	24	16
Maybe	21	23	20	16	12	21	22	21	13	24	21
Don't know	6	7	9	8	6	7	4	5	5	8	11

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 2026	TRACKING		
	1112	2024	2025	2026
	%	%	%	%
Contributes to spread of fake images or videos	72	69	74	72
Contributes to spread of mis/disinformation	68	67	71	68
Insufficient regulations/controls on its use	63	65	67	63
Potential to disrupt human society	56	56	58	56
Potential to displace jobs/increase unemployment	55	43	48	55
Moving too fast for people to control it	53	56	55	53
Lack of transparency about how the technology works	47	49	50	47
Moving too fast for people to understand it	43	46	45	43
Potential to disrupt global economy	38	40	41	38
Policing or military applications	34	34	34	34
Potential to outmatch human intelligence	33	37	35	33
Other	3	1	2	3
Don't know	3	2	1	3

2024-52L

Base: "Yes", concerned about the development of generative AI

What concerns you most about the development of generative AI? Select all that apply.

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 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1112	134	80	58	68	369	198	56	65	32c	52
	%	%	%	%	%	%	%	%	%	%	%
Contributes to spread of fake images or videos	72	71	69	67	76	77	68	77	66	75	75
Contributes to spread of mis/disinformation	68	69	60	64	71	73	64	75	58	66	63
Insufficient regulations/controls on its use	63	60	65	59	63	73	46	62	63	66	62
Potential to disrupt human society	56	58	59	53	54	55	56	57	63	63	52
Potential to displace jobs/increase unemployment	55	60	62	48	56	61	39	61	54	66	52
Moving too fast for people to control it	53	57	61	57	56	56	42	57	60	56	54
Lack of transparency about how the technology works	47	48	51	43	47	50	39	54	48	44	38
Moving too fast for people to understand it	43	46	51	47	50	47	27	48	60	53	65
Potential to disrupt global economy	38	37	37	33	29	40	36	46	51	50	33
Policing or military applications	34	33	39	31	38	35	29	38	40	28	33
Potential to outmatch human intelligence	33	37	39	28	28	31	31	45	40	41	37
Other	3	6	2	7	4	4	2	4	2	6	4
Don't know	3	3	2	3	-	3	2	4	6	-	4

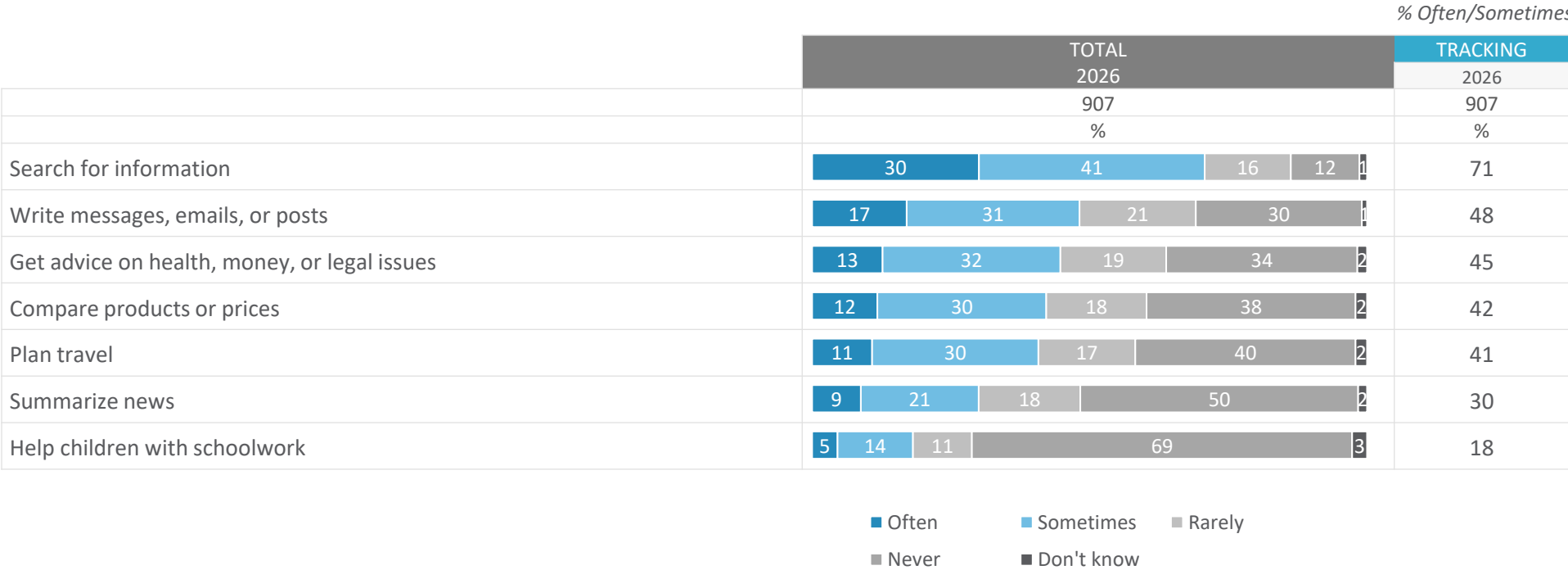
2024-52L

Base: c

What concerns you most about the development of generative AI? Select all that apply.
"Yes", concerned about the development of generative AI
Caution, small base size

WAYS OF USING AI TOOLS

Most use AI tools at least sometimes to search for information, and more than 4-in-10 use it at least sometimes to write, get advice, compare products or prices and plan travel.



WAYS OF USING AI TOOLS

Most use AI tools at least sometimes to search for information, and more than 4-in-10 use it at least sometimes to write, get advice, compare products or prices and plan travel.



% Often/Sometimes

	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	907	107	69	41c	37c	325	160	42c	46c	39c	41c
	%	%	%	%	%	%	%	%	%	%	%
Search for information	71	72	74	66	76	71	68	69	67	79	76
Write messages, emails, or posts	48	50	58	46	51	47	46	40	46	46	49
Get advice on health, money, or legal issu	45	42	52	39	51	43	45	57	43	49	37
Compare products or prices	42	46	51	46	59	38	39	52	50	49	44
Plan travel	41	46	45	34	46	39	42	36	30	31	34
Summarize news	30	27	30	37	30	29	32	21	35	49	32
Help children with schoolwork	18	19	19	27	19	18	17	7	17	26	29

2026-51I

Base:

c

How often do you use AI tools to help with the following (e.g., ChatGPT, Claude or similar tools)?

Have used AI at Q2024X51D

Caution, small base size

FREQUENCY OF VERIFYING INFORMATION WHEN USING AI-GENERATED RESPONSES

Half (49%) say they always or often verify the information using another source when using AI-generated responses, but just 19% “always” do.

	TOTAL 2026	TRACKING 2026
	907	907
	%	%
TOTAL ALWAYS/OFTEN	49	49
Always	19	19
Often	30	30
Sometimes	31	31
Rarely	11	11
Never	5	5
TOTAL RARELY/NEVER	16	16
Don't know	3	3

FREQUENCY OF VERIFYING INFORMATION WHEN USING AI-GENERATED RESPONSES

Half (49%) say they always or often verify the information using another source when using AI-generated responses, but just 19% “always” do.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	907	107	69	41c	37c	325	160	42c	46c	39c	41c
	%	%	%	%	%	%	%	%	%	%	%
TOTAL ALWAYS/OFTEN	49	47	52	54	57	50	46	33	46	46	49
Always	19	21	16	22	30	19	18	10	13	21	22
Often	30	26	36	32	27	31	28	24	33	26	27
Sometimes	31	33	29	32	32	30	31	52	35	31	39
Rarely	11	11	9	7	5	11	13	7	15	21	10
Never	5	5	4	5	3	5	8	2	2	-	2
TOTAL RARELY/NEVER	16	16	13	12	8	16	21	10	17	21	12
Don't know	3	5	6	2	3	3	3	5	2	3	-

2026-2

Base:

c

When using AI-generated responses, how often do you verify the information using another source?

Have used AI at Q2024X51D

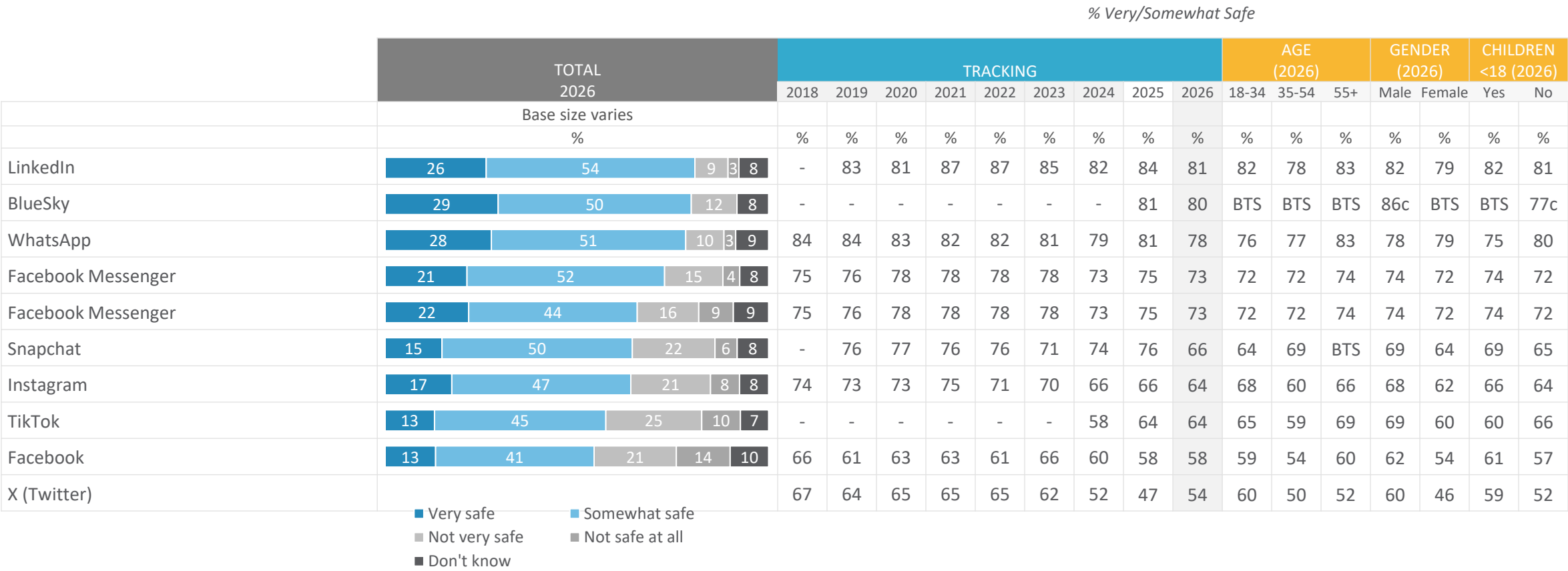
Caution, small base size

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 (81%) and BlueSky (80%) and lowest for X (54%).



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

Three-in-ten (30%) 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 2026	TRACKING									
	2000	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
	%	%	%	%	%	%	%	%	%	%	%
Yes	30	26	29	32	32	34	31	31	25	32	30
No	53	55	53	52	52	49	52	53	52	51	53
Don't know	6	6	6	6	6	6	6	6	8	6	6
Doesn't apply	12	13	12	10	10	10	11	10	15	11	12

Reluctance to Use Social Media, by Gender

% 'Yes'	Men										Women									
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	21	24	31	28	29	26	28	20	26	26	30	34	34	35	39	36	34	30	38	33

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

Three-in-ten (30%) say they have been reluctant to use social media or participate in an online discussion because of concerns about online harassment.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	30	29	32	33	36	30	26	33	34	36	25
No	53	57	51	45	50	51	56	52	44	51	55
Don't know	6	6	6	10	4	6	6	8	6	3	8
Doesn't apply	12	8	11	12	10	13	13	7	17	9	12

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

Over two-in-ten (22%) have experienced or witnessed harassment when using the internet. Experiences with harassment are higher among younger people.

	TOTAL 2026	TRACKING									
	2000	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
	%	%	%	%	%	%	%	%	%	%	%
Yes, I have experienced it	13	9	9	12	12	14	13	11	10	13	13
Yes, I have witnessed it	11	24	24	13	12	14	11	14	10	12	11
No	73	65	64	73	73	71	74	72	74	73	73
Don't know	5	4	5	3	3	4	5	5	8	4	5

Experienced or Witnessed Cyberbullying, by Age and Gender

	18-34										35-54										55+										Males										Females									
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
Experienced it	15	19	14	20	19	19	16	16	20	19	10	5	13	10	14	12	11	9	14	13	3	5	10	9	9	8	7	6	8	9	9	9	12	12	12	12	9	10	15	15	9	10	12	13	15	13	12	10	12	12
Witnessed it	36	39	25	21	24	18	22	18	22	19	25	22	12	13	14	12	15	11	11	10	12	14	6	6	6	6	7	4	6	4	19	22	13	13	14	12	14	11	12	11	28	26	13	12	13	11	14	10	12	11

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

Over two-in-ten (22%) have experienced or witnessed harassment when using the internet.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Yes, I have experienced it	13	14	16	14	10	12	14	15	18	28	17
Yes, I have witnessed it	11	11	11	13	15	12	7	13	11	15	13
No	73	73	73	68	71	73	77	72	67	62	69
Don't know	5	5	5	9	4	6	3	2	6	1	4

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 2026	TRACKING								
		2018	2019	2020	2021	2022	2023	2024	2025	2026
	2000	1203	2050	2000	2022	2000	2000	2000	1987	2000
	%	%	%	%	%	%	%	%	%	%
Facebook	65	77	71	70	70	66	65	61	66	65
YouTube	58	-	-	49	55	53	54	49	55	58
Facebook Messenger	55	n/a	58	58	62	60	57	49	59	55
Instagram	48	35	36	38	40	43	43	37	45	48
WhatsApp	46	n/a	33	36	41	39	39	35	47	46
LinkedIn	28	35	34	30	31	30	28	24	32	28
TikTok	21	-	-	3	9	13	13	13	18	21
X (Twitter)	19	26	23	23	25	25	23	19	19	19
Snapchat	16	19	14	15	14	17	14	12	15	16
Pinterest	15	-	-	22	21	19	17	15	15	15
Telegram	8	-	-	2	4	4	4	4	6	8
Threads	6	-	-	-	-	-	-	2	6	6
WeChat	6	-	-	5	6	5	7	5	7	6
BlueSky	3	-	-	-	-	-	-	-	5	3
Tumblr	2	-	-	3	2	3	3	2	3	2
Viber	2	-	-	3	3	2	2	2	2	2
Other	1	n/a	2	2	1	2	1	1	2	1
None	7	13	13	9	7	8	9	11	6	7

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

USING SOCIAL MEDIA

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



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Facebook	65	64	72	67	59	62	67	81	76	80	74
YouTube	58	59	62	58	57	61	51	64	57	66	59
Facebook Messenger	55	50	64	54	54	49	63	67	66	68	62
Instagram	48	48	52	48	51	52	38	46	50	49	38
WhatsApp	46	49	49	43	39	57	30	31	30	27	24
LinkedIn	28	24	37	22	19	34	22	24	23	16	15
TikTok	21	20	27	26	27	19	18	23	29	27	28
X (Twitter)	19	17	24	24	24	22	13	21	20	31	23
Snapchat	16	13	21	28	23	15	14	20	18	35	25
Pinterest	15	16	22	25	18	14	12	25	20	19	21
Telegram	8	7	11	11	10	8	5	12	5	16	3
Threads	6	6	9	9	7	7	3	9	7	11	6
WeChat	6	8	5	1	4	9	3	1	2	3	1
BlueSky	3	2	2	4	1	5	3	3	5	1	6
Tumblr	2	3	1	2	5	3	2	1	5	5	3
Viber	2	4	1	-	3	2	1	-	-	-	-
Other	1	1	1	2	2	1	<1	-	2	1	1
None	7	7	6	10	10	7	7	4	9	5	8

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 is most likely to be selected as ‘helpful’. Facebook is 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	2025	2026	2021	2022	2023	2024	2025	2026	2021	2022	2023	2024	2025	2026	2021	2022	2023	2024	2025	2026	2024	2025	2026
	1600	1583	1565	1447	1611	1611	1600	1583	1565	1447	1611	1611	1600	1583	1565	1447	1611	1611	1600	1583	1565	1447	1611	1611	1447	1611	1611
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Facebook	16	15	15	14	11	10	43	40	31	28	32	29	36	30	26	25	25	23	10	9	8	11	7	8	28	28	26
X (Twitter)	3	5	4	2	2	2	9	8	10	10	12	11	4	3	4	3	2	2	2	2	2	1	1	1	7	10	7
Instagram	4	4	4	5	6	5	8	12	13	11	12	13	13	17	20	16	20	20	10	10	8	7	7	10	13	14	13
Snapchat	<1	<1	1	<1	1	1	1	2	2	2	2	3	1	1	1	1	1	1	2	1	1	1	1	1	4	5	7
LinkedIn	8	9	8	7	10	6	<1	1	1	1	1	1	1	1	<1	<1	1	<1	12	12	10	10	12	9	<1	<1	<1
Facebook Messenger	12	10	11	9	11	9	3	3	2	3	3	2	3	3	3	2	3	2	9	11	10	10	9	6	5	5	3
WhatsApp	9	10	8	7	9	11	2	2	2	1	2	2	4	3	3	2	2	2	10	11	12	9	13	15	2	2	2
YouTube	23	23	25	27	27	29	5	5	5	5	5	7	13	13	14	15	14	15	13	12	13	16	15	14	12	12	13
TikTok	1	1	2	2	3	3	2	3	5	6	7	7	4	8	8	10	12	14	2	2	2	2	3	2	7	9	10
WeChat	2	1	1	1	1	1	<1	<1	1	1	1	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	<1	<1	<1	<1	<1	<1	<1	<1	<1	<1
Viber	-	<1	<1	-	<1	<1	-	<1	<1	<1	<1	-	-	-	<1	-	<1	<1	<1	<1	<1	-	<1	-	-	<1	-
Pinterest	7	5	5	5	5	4	1	<1	<1	<1	<1	<1	2	2	1	1	1	1	8	7	7	6	6	5	<1	<1	<1
Telegram	<1	1	<1	1	<1	<1	<1	<1	<1	<1	<1	<1	<1	<1	<1	1	<1	<1	1	1	1	1	<1	1	<1	1	1
Threads	-	-	-	<1	<1	<1	-	-	-	-	<1	<1	-	-	-	<1	<1	<1	-	-	-	<1	<1	1	-	<1	<1
BlueSky	-	-	-	-	1	1	-	-	-	-	<1	<1	-	-	-	-	<1	<1	-	-	-	-	3	1	-	-	<1
None	15	16	16	19	14	18	26	24	29	32	23	24	18	18	19	23	16	18	20	22	25	26	22	25	21	14	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

YouTube is most likely to be selected as ‘helpful’.



is the most ... Helpful

	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1611	199	130	79	83	542	269	82	86	62	79
	%	%	%	%	%	%	%	%	%	%	%
YouTube	29	37	32	37	27	29	20	30	29	44	32
WhatsApp	11	13	8	3	6	13	10	7	3	2	3
Facebook	10	6	12	10	11	9	11	16	19	10	16
Facebook Messenger	9	4	3	8	6	3	28	9	7	5	8
LinkedIn	6	8	5	1	5	8	5	-	7	3	3
Instagram	5	4	4	6	8	6	4	1	3	-	4
Pinterest	4	5	6	8	5	2	2	10	5	3	11
TikTok	3	4	3	5	1	4	1	4	8	2	8
X (Twitter)	2	1	4	3	6	2	1	2	2	5	4
Bluesky	1	1	-	1	-	1	1	-	-	-	-
WeChat	1	1	1	-	-	1	1	-	-	2	1
Snapchat	1	1	2	-	2	-	1	-	-	2	4
Telegram	<1	1	-	-	-	1	1	-	1	-	-
Tumblr	<1	1	-	-	-	<1	1	-	-	-	-
Threads	<1	1	-	-	-	<1	-	-	-	-	-
Viber	<1	-	-	-	-	-	<1	-	-	-	-
None	18	16	21	19	23	20	13	21	15	24	8

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 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1611	199	130	79	83	542	269	82	86	62	79
	%	%	%	%	%	%	%	%	%	%	%
Facebook	29	31	25	34	30	24	37	32	40	40	35
Instagram	13	13	13	8	14	15	10	11	3	13	6
X (Twitter)	11	9	12	18	11	14	5	10	12	8	9
TikTok	7	8	7	6	6	5	9	9	10	13	15
YouTube	7	7	3	8	7	8	7	4	1	5	5
Snapchat	3	2	5	1	6	3	3	4	2	6	1
Facebook Messenger	2	1	4	1	2	1	4	5	-	-	1
WhatsApp	2	3	2	1	-	2	<1	2	1	3	3
LinkedIn	1	-	2	3	1	<1	1	-	-	-	-
WeChat	1	1	2	-	-	1	-	-	1	-	1
Threads	<1	-	1	-	-	<1	<1	1	-	2	-
Pinterest	<1	-	1	-	-	<1	<1	-	-	-	-
Telegram	<1	-	-	-	1	<1	<1	-	-	-	-
Bluesky	<1	-	-	-	-	<1	<1	-	-	-	-
Tumblr	<1	-	-	-	1	<1	-	-	-	-	-
None	24	27	25	20	19	25	22	23	29	10	23

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

Facebook is most likely to be selected as ‘addictive’, followed by Instagram.



is the most ... Addictive

	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1611	199	130	79	83	542	269	82	86	62	79
	%	%	%	%	%	%	%	%	%	%	%
Facebook	23	22	25	22	18	17	28	39	34	39	29
Instagram	20	22	18	19	25	26	14	7	10	6	6
YouTube	15	17	12	8	17	18	12	17	14	19	16
TikTok	14	13	16	22	17	12	14	12	17	8	23
Facebook Messenger	2	2	2	1	2	1	6	4	1	-	1
X (Twitter)	2	2	2	4	1	3	2	2	1	6	3
WhatsApp	2	3	2	3	4	2	<1	2	2	-	1
Snapchat	1	2	2	4	2	1	2	-	1	5	1
WeChat	1	-	2	-	-	1	-	-	-	-	-
Pinterest	1	1	1	1	-	1	<1	-	-	-	-
LinkedIn	<1	-	-	-	-	1	1	-	-	-	-
Telegram	<1	1	-	1	-	1	-	-	-	-	-
Bluesky	<1	-	-	-	-	<1	1	-	-	-	-
Threads	<1	-	-	-	-	<1	<1	-	-	2	-
Tumblr	<1	-	-	-	-	-	<1	-	1	-	1
Viber	<1	-	-	-	-	-	<1	-	-	-	-
None	18	19	18	16	13	17	19	16	17	15	18

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

There is no clear consensus about which site is the most ‘positive’.



is the most ... Positive

	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1611	199	130	79	83	542	269	82	86	62	79
	%	%	%	%	%	%	%	%	%	%	%
WhatsApp	15	17	15	8	13	18	10	11	8	2	5
YouTube	14	19	12	20	13	12	14	16	19	29	19
Instagram	10	9	6	11	12	11	9	6	14	11	8
LinkedIn	9	9	10	3	7	10	8	5	8	8	8
Facebook	8	6	11	9	12	6	10	16	10	6	18
Facebook Messenger	6	4	2	8	7	4	14	6	6	8	6
Pinterest	5	5	8	10	2	5	3	10	8	5	4
TikTok	2	4	2	4	5	2	1	-	3	-	6
Bluesky	1	1	1	-	-	1	1	-	2	-	4
Snapchat	1	-	3	-	2	1	1	1	1	-	4
WeChat	1	2	1	-	-	1	<1	1	-	2	-
X (Twitter)	1	-	2	1	1	1	2	-	-	6	3
Threads	1	1	2	-	1	1	-	-	-	2	-
Telegram	1	1	-	1	-	1	<1	1	-	-	-
Tumblr	<1	1	-	-	2	<1	1	-	-	-	-
None	25	24	27	25	20	26	26	27	20	21	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

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



is the most ... Unsafe for children

	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1611	199	130	79	83	542	269	82	86	62	79
	%	%	%	%	%	%	%	%	%	%	%
Facebook	26	29	24	32	23	21	33	32	24	35	30
Instagram	13	17	15	5	16	14	10	11	15	6	4
YouTube	13	11	12	11	10	16	12	10	9	11	6
TikTok	10	11	14	9	13	8	12	9	12	5	16
X (Twitter)	7	5	6	10	8	11	1	5	8	8	3
Snapchat	7	6	6	9	7	6	7	7	7	19	13
Facebook Messenger	3	3	2	3	7	2	6	5	7	-	3
WhatsApp	2	2	5	-	1	1	1	-	-	2	-
Telegram	1	1	1	1	2	1	1	2	-	3	-
Threads	<1	-	-	-	-	1	-	-	-	2	-
LinkedIn	<1	-	-	-	-	<1	1	-	-	-	-
WeChat	<1	1	-	-	-	<1	<1	-	-	-	-
Bluesky	<1	1	-	-	-	<1	-	-	-	-	1
Pinterest	<1	-	-	-	1	<1	-	-	1	-	-
Tumblr	<1	1	-	-	-	-	-	-	-	2	1
None	16	17	16	20	11	17	14	20	16	6	23

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 on using personal data to target users with hyper-personal ads. X is most likely to be selected as promoting polarizing content and promoting mis/disinformation.

	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		
YEAR	2024	2025	2026	2024	2025	2026	2024	2025	2026	2024	2025	2026	2024	2025	2026	2024	2025	2026	2024	2025	2026	2024	2025	2026	2024	2025	2026	2024	2025	2026			
n=	2000	1987	2000	2000	1987	2000	2000	1987	2000	2000	1987	2000	2000	1987	2000	2000	1987	2000	2000	1987	2000	2000	1987	2000	2000	1987	2000	2000	1987	2000			
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%			
Facebook	6	4	5	8	5	6	13	11	9	13	11	9	12	9	8	17	16	17	13	11	11	34	37	32	17	16	14	11	10	11	15	15	12
X (formerly Twitter)	3	3	4	3	3	2	3	3	3	5	5	5	4	3	4	18	33	21	18	31	21	4	9	5	8	17	13	10	19	11	11	19	11
Instagram	3	2	3	3	3	4	3	4	4	4	4	5	4	2	4	3	2	3	2	3	4	5	7	8	4	4	6	2	3	4	3	3	4
LinkedIn	10	16	12	9	15	10	4	7	5	3	5	4	4	6	5	1	1	1	1	1	1	1	1	1	2	2	1	1	1	1	2	2	2
YouTube	6	7	8	7	7	8	7	9	8	5	5	5	5	5	7	4	2	4	4	3	4	5	4	6	6	5	7	5	4	5	6	5	6
TikTok	1	2	2	1	2	2	2	3	4	3	3	3	2	3	2	10	9	10	6	6	7	7	7	7	5	6	5	4	5	5	2	2	4
Pinterest	2	2	2	2	2	3	<1	1	1	1	1	1	1	1	1	1	<1	1	1	1	1	1	1	1	<1	1	1	1	<1	0	1	1	1
Threads	<1	1	1	<1	1	<1	<1	<1	1	<1	1	1	<1	<1	1	<1	<1	1	1	1	1	<1	1	1	<1	1	1	1	1	<1	<1	<1	
BlueSky	-	4	2	-	5	2	-	5	2	-	4	2	-	5	2	-	1	1	-	1	1	-	<1	1	-	2	1	-	1	1	-	1	1
None	32	30	30	33	27	30	25	22	22	25	24	25	28	27	27	9	7	7	10	8	8	7	5	7	12	11	11	16	14	15	18	13	17
Don't know	37	30	33	35	31	32	41	36	40	41	37	39	40	37	39	38	28	34	45	36	40	36	29	33	45	34	40	50	42	46	43	38	43

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



Have accurate information

	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
LinkedIn	12	10	13	6	7	14	11	10	6	5	11
YouTube	8	8	4	7	10	8	8	12	15	16	14
Facebook	5	6	5	4	1	3	6	9	6	8	9
X (formerly Twitter)	4	2	8	2	6	4	4	5	7	7	3
Instagram	3	3	4	3	6	2	3	1	2	1	3
Bluesky	2	2	1	1	3	2	2		3	1	3
TikTok	2	2	2	3	1	2	2	1	1	3	1
Pinterest	2	3	2	1	3	2	1	2	1	-	3
Threads	1	-	-	1	1	1	1	-	1	1	1
None	30	32	26	28	37	31	30	23	24	31	21
Don't know	33	33	36	44	27	32	32	38	35	26	31

LinkedIn is most likely to be selected as acting responsibly.



Act responsibly

	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
LinkedIn	10	8	13	4	3	11	10	5	10	9	16
YouTube	8	11	6	7	11	7	9	14	9	19	11
Facebook	6	6	6	8	8	5	7	8	11	1	12
Instagram	4	6	2	4	1	3	5	3	4	4	4
Pinterest	3	3	4	7	4	3	3	3	4	3	2
Bluesky	2	2	2	-	3	2	2	2	2	1	2
TikTok	2	1	3	3	-	3	1	2	4	-	2
X (formerly Twitter)	2	<1	5	2	4	2	2	1	2	7	4
Threads	<1	-	1	-	-	1	-	1	2	-	1
None	30	33	20	27	40	35	29	22	21	30	16
Don't know	32	29	39	38	27	30	32	40	32	26	30

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



Act to remove illegal and harmful content

	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Facebook	9	8	9	9	11	7	12	10	22	14	19
YouTube	8	10	5	7	10	7	9	12	9	15	10
LinkedIn	5	4	5	3	-	6	7	5	3	3	4
Instagram	4	4	5	5	6	4	4	5	5	7	4
TikTok	4	3	5	7	4	3	3	4	4	3	5
X (formerly Twitter)	3	3	4	5	6	4	1	2	1	4	1
Bluesky	2	2	1	1	3	2	1	1	3	1	4
Pinterest	1	1	3	1	2	1	1	1	2	-	-
Threads	1	1	1	1	-	<1	1	-	1	3	2
None	22	25	15	22	24	24	23	19	10	19	11
Don't know	40	37	48	39	34	41	38	42	41	32	40

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



Flag untrue or harmful content

	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Facebook	9	7	11	6	10	8	11	15	14	8	15
YouTube	5	5	3	4	5	6	7	6	5	14	2
Instagram	5	7	5	7	5	5	5	6	8	8	4
X (formerly Twitter)	5	2	7	6	9	5	3	8	3	11	6
LinkedIn	4	2	6	1	1	4	6	1	2	3	5
TikTok	3	4	3	6	5	4	1	3	5	5	5
Bluesky	2	2	2	1	4	2	1	1	5	1	1
Pinterest	1	1	1	-	1	1	1	1	1	3	1
Threads	1	-	-	1	1	1	1	-	1	-	3
None	25	30	17	18	31	25	26	23	15	18	18
Don't know	39	39	45	50	30	39	37	37	42	30	40

Facebook and YouTube are most likely to be selected as acting to remove mis/disinformation.



Act to remove mis/disinformation	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Facebook	8	8	14	6	12	6	7	14	13	11	13
YouTube	7	11	3	7	6	6	7	9	6	14	12
LinkedIn	5	5	5	-	1	6	5	5	4	1	5
X (formerly Twitter)	4	1	4	7	14	4	4	1	5	9	4
Instagram	4	3	3	4	3	4	4	3	7	1	4
TikTok	2	1	5	3	-	3	1	4	2	4	1
Bluesky	2	2	3	3	3	1	2	1	6	1	4
Pinterest	1	1	1	-	1	1	1	2	1	5	-
Threads	1	<1	-	-	-	1	2	-	2	-	-
None	27	26	22	26	29	28	30	24	16	15	15
Don't know	39	41	41	44	31	40	36	38	39	38	42

X is most likely to be selected as promoting mis/disinformation.



Promote mis/disinformation

	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
X (formerly Twitter)	21	20	18	22	22	24	17	16	24	14	20
Facebook	17	18	15	17	23	16	19	26	17	22	15
TikTok	10	8	11	9	15	9	10	7	11	15	8
YouTube	4	6	1	3	1	3	5	6	4	3	7
Instagram	3	3	2	2	1	3	5	4	1	4	2
Bluesky	1	2	1	1	2	1	1	1	-	1	-
Pinterest	1	<1	-	-	-	1	2	2	3	3	1
Threads	1	1	-	2	2	1	1	1	-	3	1
LinkedIn	1	-	-	1	-	<1	1	-	1	-	1
None	7	8	7	3	6	7	8	6	3	5	10
Don't know	34	34	44	40	29	34	30	32	37	31	35

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



Promote polarizing content

	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
X (formerly Twitter)	21	19	20	23	29	25	17	12	21	15	12
Facebook	11	8	14	10	15	11	13	16	10	18	10
TikTok	7	8	10	6	6	6	7	9	9	9	11
Instagram	4	6	4	2	-	5	4	3	4	8	3
YouTube	4	6	1	4	2	3	6	2	4	7	6
Bluesky	1	2	1	1	3	1	1	1	2	3	1
LinkedIn	1	1	1	-	-	2	1	-	1	1	-
Threads	1	1	-	1	4	1	1	1	-	3	1
Pinterest	1	<1	-	-	1	<1	2	1	-	1	1
None	8	12	5	4	6	9	7	7	2	4	4
Don't know	40	39	43	49	35	38	41	49	48	31	51

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 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Facebook	32	31	34	31	28	29	34	35	38	38	39
Instagram	8	7	11	6	8	9	8	7	7	9	4
TikTok	7	9	5	4	9	7	7	6	6	7	2
YouTube	6	6	3	5	3	8	5	6	3	8	5
X (formerly Twitter)	5	3	3	9	10	5	4	2	9	7	2
Pinterest	1	1	1	1	-	1	2	1	1	-	1
Threads	1	1	-	-	-	1	1	-	2	-	1
Bluesky	1	1	1	1	1	1	-	-	-	-	-
LinkedIn	1	<1	1	-	2	<1	1	1	2	1	4
None	7	9	6	2	9	7	6	6	3	3	2
Don't know	33	31	36	41	31	34	31	37	30	27	40

X and Facebook are 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 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Facebook	14	14	20	20	13	11	15	23	18	15	18
X (formerly Twitter)	13	12	11	13	18	16	12	7	13	12	8
YouTube	7	8	3	4	6	8	7	5	6	16	9
Instagram	6	6	5	9	6	6	5	4	6	4	1
TikTok	5	5	8	5	10	5	5	5	7	7	6
Bluesky	1	2	2	2	-	2	1	2	2	1	3
LinkedIn	1	<1	1	-	1	1	2	1	-	4	1
Threads	1	2	-	-	1	<1	1	-	2	-	1
Pinterest	1	-	1	1	1	1	1	-	1	3	1
None	11	14	11	9	10	11	11	9	4	11	12
Don't know	40	38	39	37	33	40	41	45	42	27	40

X and Facebook 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 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
X (formerly Twitter)	11	11	12	16	12	13	8	8	14	8	9
Facebook	11	12	9	6	14	8	15	16	15	20	14
TikTok	5	3	7	5	3	5	7	3	8	5	9
YouTube	5	6	3	3	5	5	5	5	3	9	8
Instagram	4	4	3	4	3	4	4	2	1	4	1
Bluesky	1	1	1	1	2	1	2	1	2	-	1
LinkedIn	1	1	-	-	2	2	1	-	1	3	1
Threads	1	-	-	-	-	1	1	1	-	-	1
Pinterest	<1	-	1	-	-	<1	<1	-	1	1	1
None	15	17	17	15	17	16	13	15	10	12	8
Don't know	46	45	47	50	42	46	44	50	46	36	47

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



Remove content that the site owner disagrees with	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Facebook	12	12	16	11	12	11	10	12	13	16	18
X (formerly Twitter)	11	8	6	12	13	12	11	8	18	15	15
YouTube	6	6	4	5	3	5	7	6	7	9	5
Instagram	4	3	3	5	3	4	6	1	4	5	4
TikTok	4	3	3	4	6	4	2	7	5	1	3
LinkedIn	2	2	1	-	1	2	4	1	-	3	-
Bluesky	1	2	3	4	2	1	1	-	1	1	2
Pinterest	1	<1	1	-	-	<1	1	-	2	3	3
Threads	<1	<1	-	-	2	<1	1	1	1	-	1
None	17	18	15	14	13	18	18	18	9	16	10
Don't know	43	45	49	45	45	42	40	47	41	30	39

7

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

HOURS PER DAY SPENT WATCHING TV/MOVIES/VIDEOS ONLINE

Most people (73%) spend at least 1 hour per day watching TV/movies online.

TV/Movies/Videos	TOTAL 2026	TRACKING											
		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	
	2000	1180	1188	1181	2028	1975	2022	2000	2000	2000	1987	2000	
	%	%	%	%	%	%	%	%	%	%	%	%	
None	10	21	17	16	16	16	14	13	14	17	9	10	
Less than 1 hour	15	22	20	19	18	15	14	13	13	16	14	15	
1-2	32	25	27	26	31	29	32	32	33	32	36	32	
3-4	27	17	22	23	23	24	25	26	25	21	26	27	
5-6	8	8	7	9	7	8	9	9	8	8	8	8	
7-8	3	3	2	3	2	2	3	3	3	2	3	3	
9-10	1	1	2	2	1	1	2	1	1	1	1	1	
11-12	1	1	1	1	1	1	<1	1	1	1	<1	1	
More than 12 hours	1	1	1	2	1	1	1	1	1	1	1	1	
Don't know	2	1	1	1	1	2	2	2	2	2	1	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 (73%) spend at least 1 hour per day watching TV/movies online.



TV/Movies/Videos	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
None	10	8	11	6	11	9	13	12	7	8	13
Less than 1 hour	15	16	18	19	14	14	13	13	11	14	6
1-2	32	33	33	31	36	34	30	28	28	32	31
3-4	27	27	22	27	21	26	30	29	35	23	24
5-6	8	8	10	3	13	10	5	7	13	12	10
7-8	3	4	3	8	1	3	3	6	3	7	6
9-10	1	1	1	1	2	2	2	1	1	1	1
11-12	1	<1	-	-	-	<1	1	2	2	-	4
More than 12 hours	1	2	1	2	-	1	1	1	1	1	-
Don't know	2	1	2	3	1	1	3	2	-	1	5

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

Close to half (45%) spend at least 1 hour a day listening to music or radio online.

Music/Radio	TOTAL 2026	TRACKING											
		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	
	2000	1180	1188	1181	2028	1975	2022	2000	2000	2000	1987	2000	
	%	%	%	%	%	%	%	%	%	%	%	%	
None	20	31	26	24	25	27	25	24	25	27	20	20	
Less than 1 hour	33	34	31	31	32	31	30	30	31	33	31	33	
1-2	26	18	21	22	23	21	24	23	23	20	25	26	
3-4	10	8	9	10	9	9	10	10	10	8	12	10	
5-6	4	4	5	5	4	4	4	4	5	5	5	4	
7-8	3	3	3	2	3	2	3	3	3	2	3	3	
9-10	1	1	2	2	1	1	1	1	1	1	1	1	
11-12	<1	<1	1	1	<1	1	1	1	<1	1	<1	<1	
More than 12 hours	1	<1	1	1	1	1	1	1	1	1	1	1	
Don't know	2	1	1	1	2	3	2	2	3	3	1	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 LISTENING TO MUSIC/RADIO ONLINE

Close to half (45%) spend at least 1 hour a day listening to music or radio online.



Music/Radio	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
None	20	23	15	27	23	21	19	21	15	22	15
Less than 1 hour	33	33	34	28	29	34	32	38	36	30	26
1-2	26	24	32	19	23	27	26	29	24	20	30
3-4	10	8	11	9	13	9	10	7	13	12	10
5-6	4	5	3	5	9	4	5	2	3	4	6
7-8	3	4	2	8	1	3	3	3	4	8	4
9-10	1	<1	1	2	-	1	1	-	4	-	3
11-12	<1	1	-	1	-	<1	-	-	2	1	-
More than 12 hours	1	2	1	-	1	<1	1	-	-	1	-
Don't know	2	1	2	1	2	1	3	1	-	1	6

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 (67%).

	TOTAL 2026	TRACKING											
		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	
	1765	949	1002	981	1688	1612	1725	1716	1691	1628	1790	1765	
	%	%	%	%	%	%	%	%	%	%	%	%	
TOTAL ALWAYS/OFTEN	23	14	14	14	13	15	14	13	13	19	19	23	
Always/every time	6	3	3	3	3	4	2	3	3	6	4	6	
Often/almost every time	17	12	11	11	10	11	12	11	10	13	15	17	
Occasionally/sometimes	44	46	49	44	48	46	47	44	41	41	46	44	
Almost never	15	21	21	21	19	19	18	21	22	19	16	15	
Never	9	11	11	14	13	11	12	13	14	11	10	9	
TOTAL ALMOST NEVER/NEVER	25	32	32	35	32	30	30	34	36	31	26	25	
Don't know	8	7	5	7	7	9	9	9	9	10	9	8	

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

Most internet users who watch TV/movies/video online at least occasionally seek out Canadian content (67%).



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1765	229	133	91	92	594	296	87	94	67	82
	%	%	%	%	%	%	%	%	%	%	%
TOTAL ALWAYS/OFTEN	23	18	17	16	21	18	39	17	21	24	32
Always/every time	6	5	2	4	2	4	12	2	6	7	9
Often/almost every time	17	13	14	12	18	14	27	15	15	16	23
Occasionally/sometimes	44	47	45	45	50	48	34	52	47	51	40
Almost never	15	17	20	24	13	16	11	15	11	13	11
Never	9	9	11	3	8	10	8	8	7	9	9
TOTAL NEVER	25	26	32	27	21	26	19	23	18	22	20
Don't know	8	9	7	11	9	8	7	8	14	3	9

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. Amazon Prime is less likely to be selected in 2026 (41%) than in 2025 (47%).

	TOTAL 2026	TRACKING										AGE (2026)		
	2000	2018	2019	2020	2021	2022	2023	2024	2025	2026	18-34	35-54	55+	
	%	%	%	%	%	%	%	%	%	%	%	%	%	
Netflix	53	53	58	53	60	61	51	46	52	53	62	56	44	
Amazon Prime Video	41	10	20	24	37	40	39	33	47	41	45	44	34	
Disney Plus	24	-	-	12	17	23	23	19	25	24	33	27	14	
Spotify	22	16	16	16	19	20	19	17	25	22	39	22	9	
Crave TV	18	9	12	13	15	16	16	14	17	18	17	19	18	
Apple Music	11	12	9	7	8	11	9	8	11	11	19	10	5	
Newspaper	5	8	7	7	5	5	4	4	5	5	1	3	10	
Magazine	2	4	2	1	1	1	1	1	1	2	<1	1	5	
Other	4	4	4	4	4	5	5	2	4	4	2	4	6	
None	25	34	29	33	25	25	29	33	23	25	15	24	35	

2018-Q20B.
Base:

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

INCIDENCE OF SUSCRIBING TO ONLINE CONTENT PROVIDERS

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



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Netflix	53	57	62	54	54	52	48	60	54	55	62
Amazon Prime Video	41	43	51	48	44	40	30	58	52	53	54
Disney Plus	24	24	28	31	32	24	17	32	36	35	35
Spotify	22	22	26	23	32	22	20	26	25	28	23
Crave TV	18	14	20	15	19	18	18	26	22	28	29
Apple Music	11	10	13	12	13	10	10	10	16	14	13
Newspaper	5	4	4	9	4	6	5	5	5	14	3
Magazine	2	2	4	3	1	2	1	3	1	3	2
Other	4	6	4	6	7	3	4	1	2	5	-
None	25	24	20	22	20	28	28	16	24	11	19

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 Google searches and visiting specific sites.

	TOTAL 2026	TRACKING							
	2000	2019	2020	2021	2022	2023	2024	2025	2026
	%	%	%	%	%	%	%	%	%
Google searches about news events	35	50	48	49	47	48	33	40	35
Visiting specific news/media sites	34	61	54	52	52	47	35	44	34
Facebook	17	39	36	39	34	34	15	17	17
Digital newspaper subscription(s)	15	19	18	20	18	16	14	15	15
Other social media sites/platforms	10	16	15	16	19	19	9	11	10
Twitter	10	14	15	15	16	15	7	10	10
Reddit	8	-	8	9	10	10	6	10	8
Tik Tok	7	-	-	-	-	-	4	7	7
LinkedIn	5	11	9	11	8	10	4	6	5
Blogs	3	3	4	5	4	4	3	4	3
RSS feeds	2	4	3	3	3	3	2	2	2
BlueSky	2	-	-	-	-	-	-	2	2
Other	10	2	1	2	2	3	2	3	10
I don't access news online	19	6	6	6	7	9	24	14	19

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 remain Google searches and visiting specific sites.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Google searches about news events	35	42	35	42	28	38	27	38	28	32	37
Visiting specific news/media sites	34	34	30	38	26	34	36	38	35	38	33
Facebook	17	15	20	16	20	14	21	28	24	26	31
Digital newspaper subscription(s)	15	10	13	13	16	16	19	12	14	11	7
Other social media sites/platforms	10	14	12	13	6	9	8	11	3	9	12
Twitter	10	8	15	8	14	10	7	12	7	12	7
Reddit	8	10	12	9	13	8	5	5	10	8	5
Tik Tok	7	7	8	13	8	7	6	7	10	7	12
LinkedIn	5	4	6	2	4	5	5	4	4	4	7
Blogs	3	3	6	3	5	4	2	3	1	7	5
RSS feeds	2	2	7	3	2	1	2	2	3	3	1
BlueSky	2	2	3	2	2	1	2	1	1	1	3
Other	10	14	12	13	6	9	8	11	3	9	12
I don't access news online	19	18	21	23	27	19	20	21	23	22	12

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 2026	TRACKING							
	2000	2019	2020	2021	2022	2023	2024	2025	2026
	%	%	%	%	%	%	%	%	%
Visiting specific news/media sites	24	41	34	32	32	30	27	29	24
Google searches about news events	19	20	20	20	21	19	17	22	19
Facebook	8	16	15	17	12	14	7	7	8
Digital newspaper subscription(s)	8	9	9	10	9	8	9	8	8
Twitter	4	3	4	5	6	5	3	5	4
TikTok	4	-	-	-	-	-	2	2	4
Other social media sites/platforms	4	4	3	4	5	7	4	4	4
Reddit	3	-	2	2	3	4	2	3	3
LinkedIn	1	1	1	1	1	1	1	1	1
RSS feeds	1	2	1	1	1	1	1	1	1
Blogs	1	1	1	<1	<1	<1	1	1	1
BlueSky	1	-	-	-	-	-	-	<1	1
Other	3	3	3	2	2	3	2	4	3
I don't access news online	19	-	-	6	7	9	24	14	19

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 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Visiting specific news/media sites	24	25	19	23	15	23	26	20	29	20	28
Google searches about news events	19	24	16	20	14	22	15	18	12	15	17
Facebook	8	5	9	8	13	6	11	15	9	12	21
Digital newspaper subscription(s)	8	4	7	2	10	9	12	8	8	7	1
Twitter	4	4	7	7	9	5	2	5	2	4	3
TikTok	4	4	4	6	4	3	5	4	7	4	5
Other social media sites/platforms	4	6	5	4	2	3	3	5	-	5	5
Reddit	3	3	5	3	2	3	2	-	5	1	1
LinkedIn	1	1	1	-	-	2	1	-	1	1	2
RSS feeds	1	1	3	1	2	<1	1	1	1	1	1
Blogs	1	1	-	1	-	1	-	2	-	1	-
BlueSky	1	1	-	1	-	<1	1	-	-	-	1
Other	3	3	3	1	3	3	3	2	4	5	3
I don't access news online	19	18	21	23	27	19	20	21	23	22	12

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

CONFIDENCE IN ABILITY TO IDENTIFY FRAUD ONLINE

Under 6-in-10 (57%) say they are confident in their ability to detect fraud/scams online.

	TOTAL 2026	TRACKING			
	2000	2023 2000	2024 2000	2025 1987	2026 2000
	%	%	%	%	%
TOTAL CONFIDENT	57	67	51	61	57
Very confident	10	14	10	12	10
Somewhat confident	47	53	42	49	47
Neutral	25	20	26	23	25
Not very confident	11	8	11	11	11
Not confident at all	3	2	4	2	3
TOTAL NOT CONFIDENT	14	10	15	13	14
Don't know	4	3	7	3	4

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

Under 6-in-10 (57%) say they are confident in their ability to detect fraud/scams online.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
TOTAL CONFIDENT	57	59	57	66	57	58	54	59	59	61	62
Very confident	10	13	10	15	17	9	9	11	9	16	20
Somewhat confident	47	46	47	51	40	48	45	49	50	45	42
Neutral	25	24	25	21	23	24	27	26	20	19	20
Not very confident	11	11	9	7	15	10	11	12	13	14	11
Not confident at all	3	2	3	4	3	3	4	2	2	5	3
TOTAL NOT CONFIDENT	14	14	12	11	18	13	15	14	15	19	14
Don't know	4	3	6	2	2	5	5	1	6	1	4

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

Over one-in-ten (16%) say they have liked, shared or re-shared fake, misleading or untrue content (up from 9% in 2024).

	TOTAL 2026	TRACKING		
	2000	2024	2025	2026
	%	%	%	%
Yes	16	9	13	16
No	57	62	57	57
Maybe	15	13	16	15
Don't know	12	15	15	12

SHARING FAKE OR MISLEADING CONTENT

Over one-in-ten (16%) say they have liked, shared or re-shared fake, misleading or untrue content.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	16	15	16	18	27	17	12	21	18	26	20
No	57	60	53	57	53	57	58	45	49	45	60
Maybe	15	14	18	6	10	14	18	17	19	12	8
Don't know	12	11	12	19	10	12	12	18	15	18	12

ACTIONS TAKEN AFTER SHARING FAKE CONTENT

Close to or more than half say that after learning the content they shared was fake, they removed it, told people it wasn’t true, or unshared it.

	TOTAL 2026	TRACKING		
		2024	2025	2026
	341	215	268	341
	%	%	%	%
Removed or took it down	53	47	59	53
Told people it wasn't true	49	43	55	49
Unshared it	46	42	46	46
Wrote a follow-up post or comment	21	23	29	21
Other	1	1	<1	1
None of the above/no actions	8	10	7	8
Don't know	1	4	1	1

2024-51B1/2024-51C 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

More than half (53%) say they have encountered deepfakes online in the past year, up from 34% in 2025.

	TOTAL 2026	TRACKING		
	2000	2024	2025	2026
	%	%	%	%
Yes	53	20	34	53
No	21	40	32	21
Maybe	14	15	16	14
Don't know	13	25	17	13

2024-53A

AI-generated content can include fake images, video, or audio 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 AI-generated fake content in the past year? (PREVIOUS PHRASING) 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

More than half (53%) say they have encountered deepfakes online in the past year.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	53	50	62	51	52	49	56	52	53	58	45
No	21	20	15	15	21	21	23	21	20	9	26
Maybe	14	18	12	12	13	14	12	17	11	19	15
Don't know	13	12	11	22	13	15	9	10	16	14	14

2024-53A

As far as you know, have you encountered any AI-generated fake content in the past year? (PREVIOUS PHRASING) 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

Half (49%) believe that deepfakes are a threat to elections, down from 59% in 2025 (a federal election year).

	TOTAL 2026	TRACKING		
	2000	2024	2025	2026
	%	%	%	%
Yes	49	51	59	49
No	12	12	9	12
Maybe	26	22	22	26
Don't know	13	15	10	13

DEEPFAKES AS A THREAT TO ELECTIONS

Half (49%) believe that deepfakes are a threat to elections.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	49	50	53	45	49	48	51	41	46	46	41
No	12	10	11	5	12	12	14	17	14	9	8
Maybe	26	27	21	34	30	26	23	22	31	28	33
Don't know	13	12	16	16	9	14	11	21	10	16	18

2024-53B

In your view, is AI-generated fake content a threat to elections in Canada and other democratic countries? (PREVIOUS PHRASING) In your view, are deepfakes a threat to elections in Canada and other democratic countries?

Base:

Total sample

SHOULD SHARING DEEPFAKES BE ALLOWED

Most (69%) believe that posting or sharing deepfakes should not be allowed on social media platforms (down from 79% in 2025).

	TOTAL 2026	TRACKING		
		2024	2025	2026
	2000	2000	1987	2000
	%	%	%	%
Yes	12	6	7	12
No	69	76	79	69
Don't know	19	19	14	19

2024-53C

In your view, should posting or sharing AI-generated fake content be allowed on social media platforms (e.g., Facebook, Instagram, X, TikTok, etc.)? (PREVIOUS PHRASING) 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 (69%) believe that posting or sharing deepfakes should not be allowed on social media platforms.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	12	10	9	7	14	12	15	10	12	20	14
No	69	76	72	69	67	69	66	67	72	59	71
Don't know	19	14	19	24	19	19	20	23	16	20	15

2024-53C

In your view, should posting or sharing AI-generated fake content be allowed on social media platforms (e.g., Facebook, Instagram, X, TikTok, etc.)? (PREVIOUS PHRASING) 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 DEEPPAKES BE ALLOWED OR PROHIBITED

Over one-third (36%) believe that the creation and sharing of all kinds of deepfakes should be prohibited/illegal (down from 47% in 2025).

	TOTAL 2026	TRACKING		
	2000	2024	2025	2026
	%	%	%	%
The creation and sharing of all kinds of AI-generated fake content (deepfakes) should be prohibited/illegal	36	44	47	36
The creation and sharing of some kinds of AI-generated fake content (deepfakes) should be prohibited/illegal (e.g., explicit content, politicians)	35	25	30	35
The creation and sharing of all kinds of AI-generated fake content (deepfakes) should be allowed/legal	7	5	6	7
Don't know	21	27	18	21

SHOULD DEEPAKES BE ALLOWED OR PROHIBITED

Over one-third believe that the creation and sharing of all or some kinds of deepfakes should be prohibited/illegal.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
The creation and sharing of all kinds of AI-generated fake content (deepfakes) should be prohibited/illegal	36	40	34	35	40	32	40	42	44	32	39
The creation and sharing of some kinds of AI-generated fake content (deepfakes) should be prohibited/illegal (e.g., explicit content, politicians)	35	33	37	33	40	37	32	36	31	32	31
The creation and sharing of all kinds of AI-generated fake content (deepfakes) should be allowed/legal	7	8	6	4	6	8	7	3	5	16	7
Don't know	21	18	23	28	14	22	21	20	21	19	23

8

ACCESSING GOVERNMENT AND POLITICS ONLINE

USE OF SOCIAL MEDIA TO LEARN ABOUT OR SUPPORT POLITICAL MOVEMENTS

Just over 3-in-10 (32%) use social media or messaging apps for political reasons in 2026.

	TOTAL 2026	TRACKING			
		2023	2024	2025	2026
	1861	1830	1779	1875	1861
	%	%	%	%	%
To get information about elections	19	-	17	28	19
To learn about political movements or networks	17	16	15	25	17
To support political movements or networks	10	6	9	11	10
To register to vote	7	-	7	8	7
None of the above	62	81	64	55	62
Prefer not to answer	6	2	7	5	6

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

Just over 3-in-10 (32%) use social media or messaging apps for political reasons in 2026.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	1861	233	143	90	95	621	328	97	92	70	92
	%	%	%	%	%	%	%	%	%	%	%
To get information about elections	19	21	24	21	25	17	19	21	23	17	26
To learn about political movements or networks	17	16	16	22	23	16	18	16	21	30	17
To support political movements or networks	10	9	12	12	14	10	9	8	8	7	12
To register to vote	7	11	4	6	8	5	6	4	9	4	10
None of the above	62	59	59	60	59	65	60	67	55	54	55
Prefer not to answer	6	6	7	7	1	6	7	2	5	4	5

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

Four-in-ten (41%) believe that all groups with a stake should have an equal voice in how the internet operates and is governed (unchanged over time).

	TOTAL 2026	TRACKING		
	2000	2024	2025	2026
	%	%	%	%
All groups with a stake (e.g., governments, private sector, NGOs, technical providers) should have an equal voice	41	39	41	41
Institutions like the United Nations and its agencies should play a bigger role than other groups with a stake	18	15	20	18
Don't know	41	46	39	41

Four-in-ten (41%) believe that all groups with a stake should have an equal voice in how the internet operates and is governed.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
All groups with a stake (e.g., governments, private sector, NGOs, technical providers) should have an equal voice	41	46	46	33	46	40	36	43	45	53	39
Institutions like the United Nations and its agencies should play a bigger role than other groups with a stake	18	18	14	14	20	16	23	16	16	14	24
Don't know	41	35	39	53	34	44	41	42	40	34	37

9

CYBERATTACKS/DATA BREACHES/PRIVACY

INCIDENCE OF SUCCESSFUL CYBERATTACK OR DATA BREACH

About two-in-ten (18%) have been the victim of a successful cyberattack or data breach.

	TOTAL 2026	TRACKING	
	2000	2025	2026
	%	%	%
Yes	18	20	18
No	65	64	65
Prefer not to say	2	1	2
Don't know	15	15	15

INCIDENCE OF SUCCESSFUL CYBERATTACK OR DATA BREACH

About two-in-ten have been the victim of a successful cyberattack or data breach.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Yes	18	18	18	16	15	18	17	10	32	19	18
No	65	68	61	63	71	62	70	71	53	66	67
Prefer not to say	2	<1	3	3	1	2	1	2	4	5	3
Don't know	15	14	18	18	12	18	12	17	11	9	12

2025-45A

Base:

c

BTS:

Have you ever been the victim of a successful cyberattack or data breach?

Total sample

Caution, small base size

Base size too small to report

CAUSE OF CYBERATTACK OR DATA BREACH

The most common cause of the cyberattack or data breach was a data breach by a company or service people used.

	TOTAL 2026	TRACKING	
		2025	2026
	361	396	361
	%	%	%
Data breach by a company or service you use	57	60	57
Phishing/fake email or text message	17	18	17
Weak or stolen password	14	11	14
Malware or virus infection	13	10	13
Social engineering (tricked into disclosing personal information)	10	6	10
Insecure Wi-Fi network	7	4	7
Other	5	2	5
Don't know	15	17	15
Prefer not to say	<1	2	<1

ACTIONS TAKEN BECAUSE OF PRIVACY CONCERNS

Three-quarters (74%) have taken actions to protect their data because of privacy concerns.

	TOTAL 2026	TRACKING 2026
	2000	2000
	%	%
Declined app permissions	41	41
Deleted an app	34	34
Used ad blockers or tracker blockers	27	27
Changed privacy settings on an app or plat	27	27
Used a VPN	22	22
Stopped using a service	13	13
Asked for data to be deleted	12	12
Switched to a Canadian service	5	5
None of the above	30	30
Don't know	6	6

ACTIONS TAKEN BECAUSE OF PRIVACY CONCERNS

Three-quarters (74%) have taken actions to protect their data because of privacy concerns.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
Declined app permissions	41	39	42	43	46	44	37	38	43	43	38
Deleted an app	34	35	39	33	44	34	27	37	32	42	38
Used ad blockers or tracker blockers	27	27	30	22	32	30	21	25	23	27	27
Changed privacy settings on an app or plat	27	24	26	27	33	30	23	19	27	24	23
Used a VPN	22	21	24	20	26	23	20	19	22	19	20
Stopped using a service	13	14	17	18	17	12	10	18	10	16	17
Asked for data to be deleted	12	9	11	13	13	13	11	10	12	18	11
Switched to a Canadian service	5	5	7	5	3	3	6	5	8	9	6
None of the above	30	27	30	26	29	29	32	27	30	32	25
Don't know	6	5	8	10	4	6	7	7	6	4	10

FREQUENCY OF RECEIVING SUSPICIOUS MESSAGES ONLINE

Six-in-ten (60%) have received suspicious or fraudulent messages online frequently or occasionally in the last 12 months.

	TOTAL 2026	TRACKING 2026
	2000	2000
	%	%
TOTAL REQUENTLY/OCCASIONALLY	60	60
Frequently	19	19
Occasionally	40	40
Rarely	23	23
Never	8	8
TOTAL RARELY/NEVER	31	31
Don't know	10	10

FREQUENCY OF RECEIVING SUSPICIOUS MESSAGES ONLINE

Six-in-ten (60%) have received suspicious or fraudulent messages online frequently or occasionally in the last 12 months.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
TOTAL REQUENTLY/OCCASIONALLY	60	61	64	58	64	61	58	50	47	55	43
Frequently	19	19	18	21	23	20	20	8	17	15	10
Occasionally	40	42	46	37	41	41	38	43	30	41	33
Rarely	23	25	20	17	21	22	24	28	28	24	27
Never	8	7	5	8	8	8	10	11	14	9	17
TOTAL RARELY/NEVER	31	32	24	25	29	29	34	39	42	34	44
Don't know	10	8	11	17	8	10	8	11	12	11	13

10

DATA SOVEREIGNTY

IMPORTANCE THAT PERSONAL DATA IS STORED IN CANADA

Two-thirds (67%) say it is important that their personal data be stored in servers located in Canada.

	TOTAL 2026	TRACKING 2026
	2000	2000
	%	%
TOTAL IMPORTANT	67	67
Very important	38	38
Somewhat important	29	29
Neither important nor unimportant	16	16
Not very important	4	4
Not important at all	4	4
TOTAL NOT IMPORTANT	8	8
Don't know	10	10

IMPORTANCE THAT PERSONAL DATA IS STORED IN CANADA

Two-thirds (67%) say it is important that their personal data be stored in servers located in Canada.



	TOTAL 2026	PROVINCE									
		British Columbia	Alberta	Sask- atchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	NF/LAB
	2000	251	152	100	105	665	351	101	101	74	100
	%	%	%	%	%	%	%	%	%	%	%
TOTAL IMPORTANT	67	68	62	67	70	69	64	60	67	68	70
Very important	38	43	30	40	43	40	32	30	41	32	47
Somewhat important	29	24	32	27	28	28	32	31	27	35	23
Neither important nor unimportant	16	16	18	15	14	14	18	20	16	11	15
Not very important	4	3	5	5	2	3	6	4	4	8	2
Not important at all	4	3	6	2	2	4	4	9	4	1	3
TOTAL NOT IMPORTANT	8	6	11	7	4	7	10	13	8	9	5
Don't know	10	10	8	11	11	11	8	7	9	12	10

11

SAMPLE DEMOGRAPHICS

2026 Sample Demographics

GENDER

50%	Male
50%	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
37%	Two
17%	Three
20%	Four or more
2%	Prefer not to answer

24% have children under 18 living in household

EDUCATION

14%	HS or less
27%	Some/graduated college
58%	Some/graduated university
2%	Prefer not to answer

HH INCOME

16%	<\$50K
31%	\$50K to \$100K
40%	\$100K+
13%	Prefer not to answer

PROVINCE (weighted)

1%	Newfoundland and Labrador
<1%	Prince Edward Island
3%	Nova Scotia
2%	New Brunswick
23%	Quebec
38%	Ontario
4%	Manitoba
3%	Saskatchewan
11%	Alberta
14%	British Columbia

WORKING STATUS

64%	Working full or part-time
4%	Unemployed and looking for work
2%	Unemployed and not looking for work
3%	Student
3%	Stay-at-home parent
23%	Retired
2%	Prefer not to answer

n=2000

2026 Sample Demographics

AGES OF CHILDREN UNDER 18 (Has children under age 18 n=479)

16%	2 years or younger
15%	3-4 years
18%	5-6 years
18%	7-8 years
15%	9-10 years
15%	11-12 years
19%	13-14 years
27%	15-17 years
3%	Prefer not to answer

DESCRIPTION OF WORK SITUATION (Working full or part-time n=1274)

56%	In-person
12%	Remote
18%	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

20%	Urban -- downtown
31%	Urban – not downtown
30%	Suburban
9%	Small town/city
9%	Rural
<1%	Remote
2%	Prefer not to answer