

Project Name:

Prepared By:

Date:

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[Table 1](#)

DD1_1. Thinking about news stories you've come across, which of the following examples of deception have you or someone in your f

	Generation						
	Total	Gen Z (18 to 28)	Millennials (29 to 44)	Gen X (45 to 60)	Boomers II (61 to 70)	Boomers I+ (71+)	Boomers+ (61+)
	A	E	F	G	H	I	J
BASE: All Respondents	1532	282	343	388	313	206	519
BASE: WEIGHTED	1532	281	350	417	289	195	485
You	852	146	187	249	164	105	270
	56%	52%	54%	60%	57%	54%	56%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni October 20, 2025 (Launch date)

Harris Poll Canada

October 21, 2025 (Report date)

22 Oct 2025

[Table 2](#)

DD1_2. Thinking about news stories you've come across, which of the following examples of deception have you or someone in your f

	Generation						
	Total	Gen Z (18 to 28)	Millennials (29 to 44)	Gen X (45 to 60)	Boomers II (61 to 70)	Boomers I+ (71+)	Boomers+ (61+)
	A	E	F	G	H	I	J
BASE: All Respondents	1532	282	343	388	313	206	519
BASE: WEIGHTED	1532	281	350	417	289	195	485
You	676	127	159	184	125	80	205
	44%	45%	46%	44%	43%	41%	42%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

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Table 3

DD1_3. Thinking about news stories you've come across, which of the following examples of deception have you or someone in your f

	Generation						
	Total	Gen Z (18 to 28)	Millennials (29 to 44)	Gen X (45 to 60)	Boomers II (61 to 70)	Boomers I+ (71+)	Boomers+ (61+)
	A	E	F	G	H	I	J
BASE: All Respondents	1532	282	343	388	313	206	519
BASE: WEIGHTED	1532	281	350	417	289	195	485
You	661	148	162	182	109	60	169
	43%	53%	46%	44%	38%	31%	35%
		GHIJ	IJ	IJ			

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni October 20, 2025 (Launch date)

Harris Poll Canada

October 21, 2025 (Report date)

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Table 4

DD1_4. Thinking about news stories you've come across, which of the following examples of deception have you or someone in your f

	Generation						
	Total	Gen Z (18 to 28)	Millennials (29 to 44)	Gen X (45 to 60)	Boomers II (61 to 70)	Boomers I+ (71+)	Boomers+ (61+)
	A	E	F	G	H	I	J
BASE: All Respondents	1532	282	343	388	313	206	519
BASE: WEIGHTED	1532	281	350	417	289	195	485
You	341	87	88	84	54	28	82
	22%	31%	25%	20%	19%	14%	17%
		GHIJ	IJ				

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni October 20, 2025 (Launch date)

[Table 5](#)

DD1_5. Thinking about news stories you've come across, which of the following examples of deception have you or someone in your f

	Generation						
	Total	Gen Z (18 to 28)	Millennials (29 to 44)	Gen X (45 to 60)	Boomers II (61 to 70)	Boomers I+ (71+)	Boomers+ (61+)
	A	E	F	G	H	I	J
BASE: All Respondents	1532	282	343	388	313	206	519
BASE: WEIGHTED	1532	281	350	417	289	195	485
You	777	155	190	220	129	83	212
	51%	55%	54%	53%	44%	42%	44%
		HIJ	HIJ	IJ			

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

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[Table 6](#)

DD1_6. Thinking about news stories you've come across, which of the following examples of deception have you or someone in your f

	Generation						
	Total	Gen Z (18 to 28)	Millennials (29 to 44)	Gen X (45 to 60)	Boomers II (61 to 70)	Boomers I+ (71+)	Boomers+ (61+)
	A	E	F	G	H	I	J
BASE: All Respondents	1532	282	343	388	313	206	519
BASE: WEIGHTED	1532	281	350	417	289	195	485
You	613	95	137	190	114	78	192
	40%	34%	39%	45%	40%	40%	40%
				E			

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

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[Table 7](#)

DD1_7. Thinking about news stories you've come across, which of the following examples of deception have you or someone in your f

	Generation						
	Total	Gen Z (18 to 28)	Millennials (29 to 44)	Gen X (45 to 60)	Boomers II (61 to 70)	Boomers I+ (71+)	Boomers+ (61+)
	A	E	F	G	H	I	J
BASE: All Respondents	1532	282	343	388	313	206	519
BASE: WEIGHTED	1532	281	350	417	289	195	485
You	166	39	38	43	32	14	46
	11%	14%	11%	10%	11%	7%	10%
		I					

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

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[Table 8](#)

DD2. And, in the past month, how often do you think you've encountered misleading or false information online presented as legitimate

	Generation						
	Total	Gen Z (18 to 28)	Millennials (29 to 44)	Gen X (45 to 60)	Boomers II (61 to 70)	Boomers I+ (71+)	Boomers+ (61+)
	A	E	F	G	H	I	J
BASE: All Respondents	1532	282	343	388	313	206	519
BASE: WEIGHTED	1532	281	350	417	289	195	485
Daily	254	59	62	72	36	26	61
	17%	21%	18%	17%	12%	13%	13%
		HJ					
Several times a week	459	102	112	115	83	46	129
	30%	37%	32%	28%	29%	24%	27%
		GIJ					
A few times a month	318	51	80	86	65	37	102
	21%	18%	23%	21%	22%	19%	21%
Once a month	87	28	20	25	8	8	15
	6%	10%	6%	6%	3%	4%	3%
		HIJ					
Less than once a month	94	14	17	30	20	12	32
	6%	5%	5%	7%	7%	6%	7%
	111	10	23	29	27	22	48

Never	7%	4%	7%	7%	9%	11%	10%
					E	E	E
Unsure	209	17	36	59	52	45	97
	14%	6%	10%	14%	18%	23%	20%
				E	EF	EFG	EFG

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

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[Table 9](#)

DD3. How much do you trust news and information from each of the following sources? SUMMARY TABLE OF TRUST

	Generation						
	Total	Gen Z (18 to 28)	Millennials (29 to 44)	Gen X (45 to 60)	Boomers II (61 to 70)	Boomers I+ (71+)	Boomers+ (61+)
	A	E	F	G	H	I	J
BASE: All Respondents	1532	282	343	388	313	206	519
BASE: WEIGHTED	1532	281	350	417	289	195	485
Friends and family recommendations	1180	201	285	309	235	151	386
	77%	71%	81%	74%	81%	78%	80%
			EG		E		E
Traditional Canadian news outlets (CBC, CTV, The Globe and Mail, etc.)	1142	203	258	305	220	156	376
	75%	72%	74%	73%	76%	80%	78%
International news outlets	1025	184	234	283	194	130	325
	67%	65%	67%	68%	67%	67%	67%
News aggregators (Google News, Apple News)	911	182	233	242	153	100	253
	59%	65%	67%	58%	53%	51%	52%
		HIJ	GHIJ				
Direct from journalists on social media	756	162	223	170	129	72	201
	49%	58%	64%	41%	45%	37%	42%
		GHIJ	GHIJ				
Social media (Facebook, X/Twitter, Instagram, TikTok)	411	135	131	73	54	18	73
	27%	48%	37%	17%	19%	9%	15%
		FGHIJ	GHIJ	I	IJ		I

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

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[Table 10](#)

DD3. How much do you trust news and information from each of the following sources? SUMMARY TABLE OF DISTRUST

	Generation						
	Total	Gen Z (18 to 28)	Millennials (29 to 44)	Gen X (45 to 60)	Boomers II (61 to 70)	Boomers I+ (71+)	Boomers+ (61+)
	A	E	F	G	H	I	J
BASE: All Respondents	1532	282	343	388	313	206	519
BASE: WEIGHTED	1532	281	350	417	289	195	485
Social media (Facebook, X/Twitter, Instagram, TikTok)	965	127	200	303	195	140	335
	63%	45%	57%	73%	67%	72%	69%
			E	EF	EF	EF	EF
Direct from journalists on social media	532	84	90	177	107	74	181
	35%	30%	26%	42%	37%	38%	37%
				EF	F	F	F
News aggregators (Google News, Apple News)	449	74	87	140	92	57	149
	29%	26%	25%	34%	32%	29%	31%
				F			
International news outlets	371	80	85	101	71	34	105
	24%	29%	24%	24%	25%	17%	22%
		I					
Traditional Canadian news outlets (CBC, CTV, The Globe and Mail, etc.)	321	62	74	95	64	26	90
	21%	22%	21%	23%	22%	13%	19%
		I	I	I	IJ		I
Friends and family recommendations	263	60	50	84	38	31	69
	17%	21%	14%	20%	13%	16%	14%
		FHJ		HJ			

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

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[Table 11](#)

DD3_1. How much do you trust news and information from each of the following sources? Traditional Canadian news outlets (CBC, C

	Generation
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	Total	Gen Z (18 to 28)	Millennials (29 to 44)	Gen X (45 to 60)	Boomers II (61 to 70)	Boomers I+ (71+)	Boomers+ (61+)
	A	E	F	G	H	I	J
BASE: All Respondents	1532	282	343	388	313	206	519
BASE: WEIGHTED	1532	281	350	417	289	195	485
TRUST (NET)	1142	203	258	305	220	156	376
	75%	72%	74%	73%	76%	80%	78%
(4) Completely trust	473	84	86	131	100	72	171
	31%	30%	25%	32%	34%	37%	35%
					F	F	F
(3) Somewhat trust	668	118	171	173	120	85	205
	44%	42%	49%	42%	42%	43%	42%
(2) Somewhat distrust	187	38	46	50	42	11	53
	12%	13%	13%	12%	15%	6%	11%
		I	I	I	IJ		I
(1) Completely distrust	134	24	28	45	22	15	37
	9%	8%	8%	11%	8%	8%	8%
DISTRUST (NET)	321	62	74	95	64	26	90
	21%	22%	21%	23%	22%	13%	19%
		I	I	I	IJ		I
Don't use this source	70	16	19	17	5	13	18
	5%	6%	5%	4%	2%	7%	4%
		H	H			HJ	H
MEAN	3.00	3.00	3.00	3.00	3.00	3.20	3.10
						FG	F
STD. DEV.	0.9	0.9	0.9	1.0	0.9	0.9	0.9
STD. ERR.	0.0	0.1	0.1	0.1	0.1	0.1	0.0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

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[Table 12](#)

DD3_2. How much do you trust news and information from each of the following sources? Social media (Facebook, X/Twitter, Instagram)

	Generation						
	Total	Gen Z (18 to 28)	Millennials (29 to 44)	Gen X (45 to 60)	Boomers II (61 to 70)	Boomers I+ (71+)	Boomers+ (61+)
	A	E	F	G	H	I	J
BASE: All Respondents	1532	282	343	388	313	206	519

BASE: WEIGHTED	1532	281	350	417	289	195	485
TRUST (NET)	411	135	131	73	54	18	73
	27%	48%	37%	17%	19%	9%	15%
		FGHIJ	GHIJ	I	IJ		I
(4) Completely trust	62	28	17	9	7	1	7
	4%	10%	5%	2%	2%	0%	2%
		FGHIJ	IJ				
(3) Somewhat trust	350	107	114	63	48	18	65
	23%	38%	33%	15%	16%	9%	13%
		GHIJ	GHIJ		IJ		I
(2) Somewhat distrust	550	91	137	156	101	66	167
	36%	32%	39%	37%	35%	34%	34%
(1) Completely distrust	415	36	64	147	94	74	168
	27%	13%	18%	35%	33%	38%	35%
				EF	EF	EF	EF
DISTRUST (NET)	965	127	200	303	195	140	335
	63%	45%	57%	73%	67%	72%	69%
			E	EF	EF	EF	EF
Don't use this source	156	19	19	41	40	37	77
	10%	7%	5%	10%	14%	19%	16%
				F	EF	EFG	EFG
MEAN	2.00	2.50	2.30	1.80	1.90	1.70	1.80
		FGHIJ	GHIJ	I	IJ		I
STD. DEV.	0.9	0.9	0.8	0.8	0.8	0.7	0.8
STD. ERR.	0.0	0.1	0.1	0.0	0.1	0.1	0.0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

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[Table 13](#)

DD3_3. How much do you trust news and information from each of the following sources? News aggregators (Google News, Apple N

	Generation						
	Total	Gen Z (18 to 28)	Millennials (29 to 44)	Gen X (45 to 60)	Boomers II (61 to 70)	Boomers I+ (71+)	Boomers+ (61+)
	A	E	F	G	H	I	J
BASE: All Respondents	1532	282	343	388	313	206	519
BASE: WEIGHTED	1532	281	350	417	289	195	485
TRUST (NET)	911	182	233	242	153	100	253
	59%	65%	67%	58%	53%	51%	52%
		HIJ	GHIJ				

(4) Completely trust	144	52	42	26	19	6	25
	9%	19%	12%	6%	6%	3%	5%
		FGHIJ	GHIJ				
(3) Somewhat trust	766	130	192	216	134	94	229
	50%	46%	55%	52%	46%	48%	47%
(2) Somewhat distrust	329	51	68	101	67	42	109
	21%	18%	19%	24%	23%	22%	22%
(1) Completely distrust	121	23	19	39	25	15	40
	8%	8%	5%	9%	9%	8%	8%
DISTRUST (NET)	449	74	87	140	92	57	149
	29%	26%	25%	34%	32%	29%	31%
				F			
Don't use this source	172	25	30	35	44	38	83
	11%	9%	8%	8%	15%	20%	17%
					EFG	EFG	EFG
MEAN	2.70	2.80	2.80	2.60	2.60	2.60	2.60
		GHIJ	GHIJ				
STD. DEV.	0.8	0.9	0.7	0.8	0.8	0.7	0.8
STD. ERR.	0.0	0.1	0.0	0.0	0.1	0.1	0.0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

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[Table 14](#)

DD3_4. How much do you trust news and information from each of the following sources? Direct from journalists on social media

	Total	Generation					
		Gen Z (18 to 28)	Millennials (29 to 44)	Gen X (45 to 60)	Boomers II (61 to 70)	Boomers I+ (71+)	Boomers+ (61+)
		A	E	F	G	H	I
BASE: All Respondents	1532	282	343	388	313	206	519
BASE: WEIGHTED	1532	281	350	417	289	195	485
TRUST (NET)	756	162	223	170	129	72	201
	49%	58%	64%	41%	45%	37%	42%
		GHIJ	GHIJ				
(4) Completely trust	142	48	49	17	19	10	28
	9%	17%	14%	4%	6%	5%	6%
		GHIJ	GHIJ				
	614	115	174	153	111	62	173

(3) Somewhat trust	40%	41%	50%	37%	38%	32%	36%
			GHIJ				
(2) Somewhat distrust	365	62	62	115	77	49	126
	24%	22%	18%	28%	27%	25%	26%
				F	F		F
(1) Completely distrust	167	22	28	62	30	26	55
	11%	8%	8%	15%	10%	13%	11%
				EF			
DISTRUST (NET)	532	84	90	177	107	74	181
	35%	30%	26%	42%	37%	38%	37%
				EF	F	F	F
Don't use this source	243	34	37	70	53	49	102
	16%	12%	11%	17%	18%	25%	21%
				F	F	EFG	EF
MEAN	2.60	2.80	2.80	2.40	2.50	2.40	2.50
		GHIJ	GHIJ				
STD. DEV.	0.9	0.9	0.8	0.8	0.8	0.9	0.8
STD. ERR.	0.0	0.1	0.1	0.1	0.1	0.1	0.0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

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[Table 15](#)

DD3_5. How much do you trust news and information from each of the following sources? Friends and family recommendations

	Generation						
	Total	Gen Z (18 to 28)	Millennials (29 to 44)	Gen X (45 to 60)	Boomers II (61 to 70)	Boomers I+ (71+)	Boomers+ (61+)
	A	E	F	G	H	I	J
BASE: All Respondents	1532	282	343	388	313	206	519
BASE: WEIGHTED	1532	281	350	417	289	195	485
TRUST (NET)	1180	201	285	309	235	151	386
	77%	71%	81%	74%	81%	78%	80%
			EG		E		E
(4) Completely trust	309	74	73	65	58	38	96
	20%	27%	21%	16%	20%	19%	20%
		G					
(3) Somewhat trust	871	126	212	244	176	114	290
	57%	45%	60%	58%	61%	58%	60%
			E	E	E	E	E
(2) Somewhat distrust	213	46	38	76	25	27	53
	14%	16%	11%	18%	9%	14%	11%

		H		FHJ			
(1) Completely distrust	50	14	12	7	13	4	16
	3%	5%	3%	2%	4%	2%	3%
		G					
DISTRUST (NET)	263	60	50	84	38	31	69
	17%	21%	14%	20%	13%	16%	14%
		FHJ		HJ			
Don't use this source	88	20	14	25	17	12	29
	6%	7%	4%	6%	6%	6%	6%
MEAN	3.00	3.00	3.00	2.90	3.00	3.00	3.00
STD. DEV.	0.7	0.8	0.7	0.7	0.7	0.7	0.7
STD. ERR.	0.0	0.1	0.0	0.0	0.0	0.1	0.0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni October 20, 2025 (Launch date)

Harris Poll Canada

October 21, 2025 (Report date)

22 Oct 2025

[Table 16](#)

DD3_6. How much do you trust news and information from each of the following sources? International news outlets

	Total	Generation					
		Gen Z (18 to 28)	Millennials (29 to 44)	Gen X (45 to 60)	Boomers II (61 to 70)	Boomers I+ (71+)	Boomers+ (61+)
		A	E	F	G	H	I
BASE: All Respondents	1532	282	343	388	313	206	519
BASE: WEIGHTED	1532	281	350	417	289	195	485
TRUST (NET)	1025	184	234	283	194	130	325
	67%	65%	67%	68%	67%	67%	67%
(4) Completely trust	219	58	55	45	38	22	61
	14%	21%	16%	11%	13%	11%	13%
		GHIJ					
(3) Somewhat trust	806	126	179	237	156	108	264
	53%	45%	51%	57%	54%	55%	54%
				E		E	E
(2) Somewhat distrust	280	57	68	72	56	26	81
	18%	20%	20%	17%	19%	13%	17%
(1) Completely distrust	91	23	16	29	15	8	23
	6%	8%	5%	7%	5%	4%	5%
	371	80	85	101	71	34	105

DISTRUST (NET)	24%	29%	24%	24%	25%	17%	22%
		I					
Don't use this source	136	17	31	33	24	31	55
	9%	6%	9%	8%	8%	16%	11%
						EFGHJ	EH
MEAN	2.80	2.80	2.90	2.80	2.80	2.90	2.80
STD. DEV.	0.8	0.9	0.8	0.8	0.7	0.7	0.7
STD. ERR.	0.0	0.1	0.0	0.0	0.0	0.1	0.0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni October 20, 2025 (Launch date)

Harris Poll Canada

October 21, 2025 (Report date)

22 Oct 2025

[Table 17](#)

DD4. How concerned are you about the possibility that AI-generated news content, images, or videos could be used to mislead Canada?

	Total	Generation					
		Gen Z (18 to 28)	Millennials (29 to 44)	Gen X (45 to 60)	Boomers II (61 to 70)	Boomers I+ (71+)	Boomers+ (61+)
		A	E	F	G	H	I
BASE: All Respondents	1532	282	343	388	313	206	519
BASE: WEIGHTED	1532	281	350	417	289	195	485
CONCERNED (NET)	1355	227	290	377	274	188	462
	88%	81%	83%	90%	95%	96%	95%
				EF	EF	EFG	EFG
(4) Very concerned	797	127	151	219	178	122	300
	52%	45%	43%	53%	61%	63%	62%
				F	EFG	EFG	EFG
(3) Somewhat concerned	558	99	139	158	96	66	162
	36%	35%	40%	38%	33%	34%	33%
(2) Not very concerned	121	40	41	25	10	5	15
	8%	14%	12%	6%	4%	3%	3%
		GHIJ	GHIJ				
(1) Not concerned at all	22	9	6	6	2	0	2
	1%	3%	2%	1%	1%	-	0%
		HIJ					
NOT CONCERNED (NET)	143	49	47	30	12	5	17
	9%	17%	13%	7%	4%	3%	3%
		GHIJ	GHIJ	IJ			
Unsure	34	6	13	9	4	2	6
	2%	2%	4%	2%	1%	1%	1%
			J				

MEAN	3.40	3.30	3.30	3.40	3.60	3.60	3.60
				EF	EFG	EFG	EFG
STD. DEV.	0.7	0.8	0.8	0.7	0.6	0.5	0.6
STD. ERR.	0.0	0.1	0.0	0.0	0.0	0.0	0.0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni October 20, 2025 (Launch date)

Harris Poll Canada

October 21, 2025 (Report date)

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Table 18

DD5. Who should be responsible for protecting Canadians from digital deception?

	Generation						
	Total	Gen Z (18 to 28)	Millennials (29 to 44)	Gen X (45 to 60)	Boomers II (61 to 70)	Boomers I+ (71+)	Boomers+ (61+)
	A	E	F	G	H	I	J
BASE: All Respondents	1532	282	343	388	313	206	519
BASE: WEIGHTED	1532	281	350	417	289	195	485
Federal government	927	124	151	288	205	158	364
	60%	44%	43%	69%	71%	81%	75%
				EF	EF	EFGHJ	EFH
Individuals need to protect themselves	848	127	166	247	180	128	308
	55%	45%	47%	59%	62%	66%	64%
				EF	EF	EF	EF
Provincial/territorial governments	766	94	141	237	170	124	294
	50%	33%	40%	57%	59%	64%	61%
				EF	EF	EF	EF
Social media platforms and online marketplaces	744	127	141	217	153	105	258
	49%	45%	40%	52%	53%	54%	53%
				F	F	F	F
Internet providers	678	85	93	217	161	122	283
	44%	30%	27%	52%	56%	63%	58%
				EF	EF	EFG	EF
Cybersecurity companies	666	121	122	203	132	89	221
	44%	43%	35%	49%	46%	46%	46%
				F	F	F	F
Financial institutions such as banks and credit unions	585	82	94	173	130	107	237
	38%	29%	27%	41%	45%	55%	49%
				EF	EF	EFGH	EFH
Email providers (e.g., Gmail, Outlook)	555	90	89	156	129	90	220
	36%	32%	26%	37%	45%	46%	45%
				F	EF	EF	EFG
Consumer protection agencies	531	74	102	153	112	89	201

Consumer protection agencies / non-profits	35%	26%	29%	37%	39%	46%	42%
				E	EF	EF	EF
Employers (for workplace-related risks)	466	97	84	125	101	59	160
	30%	35%	24%	30%	35%	30%	33%
		F			F		F
Local police	393	78	70	120	66	59	125
	26%	28%	20%	29%	23%	30%	26%
		F		F		F	
Schools and educators	388	92	77	102	72	45	117
	25%	33%	22%	25%	25%	23%	24%
		FGIJ					
Other	29	2	6	10	7	4	11
	2%	1%	2%	2%	2%	2%	2%
None of the above	53	9	22	12	7	2	9
	3%	3%	6%	3%	2%	1%	2%
			HIJ				

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W - X/Y/Z

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni October 20, 2025 (Launch date)

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family encountered online? Misinformation or "fake news"

Province					
BC	AB	MB/SK	ON	PQ	ATL
M	N	O	P	Q	R
179	160	97	625	374	97
206	171	100*	584	362	110*
110	104	57	317	188	75
54%	61%	57%	54%	52%	68%
					MPQ

family encountered online? Deepfake videos or altered images

Province					
BC	AB	MB/SK	ON	PQ	ATL
M	N	O	P	Q	R
179	160	97	625	374	97
206	171	100*	584	362	110*
95	66	36	242	196	41
46%	39%	36%	41%	54%	37%
				NOPR	

family encountered online? AI-generated content used to deceive (e.g., fake voices, fake

Province					
BC	AB	MB/SK	ON	PQ	ATL
M	N	O	P	Q	R
179	160	97	625	374	97
206	171	100*	584	362	110*
91	74	40	232	175	50
44%	44%	40%	40%	48%	45%
				P	

family encountered online? Contact from fake news organization or personality

Province					
BC	AB	MB/SK	ON	PQ	ATL
M	N	O	P	Q	R
179	160	97	625	374	97
206	171	100*	584	362	110*
45	27	20	108	130	11
22%	16%	20%	19%	36%	10%
R				MNOPR	

family encountered online? "Clickbait" online headlines/articles

Province					
BC	AB	MB/SK	ON	PQ	ATL
M	N	O	P	Q	R
179	160	97	625	374	97
206	171	100*	584	362	110*
111	93	44	279	190	60
54%	54%	44%	48%	53%	54%

family encountered online? Political disinformation campaigns

Province					
BC	AB	MB/SK	ON	PQ	ATL
M	N	O	P	Q	R
179	160	97	625	374	97
206	171	100*	584	362	110*
91	85	37	228	125	48
44%	50%	37%	39%	35%	44%
	PQ				

family encountered online? Other types of news related online deception

Province					
BC	AB	MB/SK	ON	PQ	ATL
M	N	O	P	Q	R
179	160	97	625	374	97
206	171	100*	584	362	110*
17	10	11	54	66	10
8%	6%	11%	9%	18%	9%
				MNPR	

news?

Province					
BC	AB	MB/SK	ON	PQ	ATL
M	N	O	P	Q	R
179	160	97	625	374	97
206	171	100*	584	362	110*
37	20	22	94	50	31
18%	12%	22%	16%	14%	28%
					NPQ
72	57	16	166	118	30
35%	34%	16%	28%	33%	27%
O	O		O	O	
42	41	27	131	58	18
21%	24%	27%	22%	16%	17%
		Q	Q		
8	9	2	26	37	6
4%	6%	2%	4%	10%	5%
				MOP	
13	9	10	35	20	7
6%	5%	10%	6%	6%	6%
11	7	2	53	36	2

5%	4%	2%	9%	10%	2%
			R	NOR	
23	27	21	79	42	17
11%	16%	21%	14%	12%	15%
		MQ			

Province					
BC	AB	MB/SK	ON	PQ	ATL
M	N	O	P	Q	R
179	160	97	625	374	97
206	171	100*	584	362	110*
146	138	73	455	283	86
71%	81%	73%	78%	78%	78%
152	115	73	454	265	81
74%	68%	73%	78%	73%	74%
			N		
134	112	60	388	258	73
65%	66%	60%	66%	71%	67%
116	101	52	361	226	55
57%	59%	52%	62%	62%	50%
			R		
96	74	42	293	199	52
47%	43%	42%	50%	55%	47%
				NO	
39	53	27	131	137	25
19%	31%	27%	22%	38%	23%
	MP			MPR	

Province					
BC	AB	MB/SK	ON	PQ	ATL
M	N	O	P	Q	R
179	160	97	625	374	97
206	171	100*	584	362	110*
137	96	64	391	197	80
67%	56%	64%	67%	54%	72%
Q			NQ		NQ
69	61	36	201	124	43
33%	36%	36%	34%	34%	39%
62	52	34	151	106	44
30%	31%	34%	26%	29%	40%
					P
53	45	26	148	70	29
26%	26%	26%	25%	19%	26%
41	47	20	117	68	27
20%	27%	20%	20%	19%	25%
51	21	18	103	52	18
25%	12%	18%	18%	14%	17%
NQ					

:TV, The Globe and Mail, etc.)

Province

BC	AB	MB/SK	ON	PQ	ATL
M	N	O	P	Q	R
179	160	97	625	374	97
206	171	100*	584	362	110*
152	115	73	454	265	81
74%	68%	73%	78%	73%	74%
			N		
61	39	27	171	139	36
30%	23%	27%	29%	38%	33%
				NP	
92	76	46	283	126	45
45%	45%	46%	49%	35%	41%
			Q		
21	28	12	62	43	20
10%	16%	12%	11%	12%	18%
20	19	8	56	25	7
10%	11%	8%	10%	7%	7%
41	47	20	117	68	27
20%	27%	20%	20%	19%	25%
12	9	7	12	28	2
6%	5%	7%	2%	8%	1%
P		P		PR	
3.00	2.80	3.00	3.00	3.10	3.00
				NP	
0.9	0.9	0.9	0.9	0.9	0.9
0.1	0.1	0.1	0.0	0.1	0.1

am, TikTok)

Province					
BC	AB	MB/SK	ON	PQ	ATL
M	N	O	P	Q	R
179	160	97	625	374	97

206	171	100*	584	362	110*
39	53	27	131	137	25
19%	31%	27%	22%	38%	23%
	MP			MPR	
9	3	3	19	23	4
4%	2%	3%	3%	6%	3%
				P	
30	50	24	111	113	21
14%	29%	24%	19%	31%	19%
	MP			MPR	
75	56	28	233	124	36
36%	33%	28%	40%	34%	32%
63	41	36	158	74	44
31%	24%	35%	27%	20%	40%
Q		Q	Q		NPQ
137	96	64	391	197	80
67%	56%	64%	67%	54%	72%
Q			NQ		NQ
30	21	9	62	28	5
14%	12%	9%	11%	8%	5%
QR					
1.90	2.10	1.90	2.00	2.30	1.90
				MOPR	
0.9	0.8	0.9	0.8	0.9	0.9
0.1	0.1	0.1	0.0	0.1	0.1

ews)

Province					
BC	AB	MB/SK	ON	PQ	ATL
M	N	O	P	Q	R
179	160	97	625	374	97
206	171	100*	584	362	110*
116	101	52	361	226	55
57%	59%	52%	62%	62%	50%
			R		

11	10	8	61	52	3
5%	6%	8%	10%	14%	3%
			R	MNR	
106	91	44	300	174	52
51%	53%	44%	51%	48%	47%
41	42	24	116	71	34
20%	25%	24%	20%	20%	31%
					PQ
21	10	10	34	35	10
10%	6%	10%	6%	10%	9%
62	52	34	151	106	44
30%	31%	34%	26%	29%	40%
					P
28	17	14	72	30	11
13%	10%	14%	12%	8%	10%
2.60	2.70	2.60	2.80	2.70	2.50
			MR	R	
0.8	0.7	0.8	0.8	0.9	0.7
0.1	0.1	0.1	0.0	0.1	0.1

Province					
BC	AB	MB/SK	ON	PQ	ATL
M	N	O	P	Q	R
179	160	97	625	374	97
206	171	100*	584	362	110*
96	74	42	293	199	52
47%	43%	42%	50%	55%	47%
				NO	
17	13	12	44	47	9
8%	7%	12%	7%	13%	9%
				P	
79	61	29	250	152	43

39%	36%	29%	43%	42%	39%
			O		
41	47	24	142	75	36
20%	28%	24%	24%	21%	33%
					MQ
28	14	12	59	49	7
14%	8%	11%	10%	13%	6%
69	61	36	201	124	43
33%	36%	36%	34%	34%	39%
41	36	23	89	39	15
20%	21%	23%	15%	11%	14%
Q	Q	Q			
2.50	2.50	2.60	2.60	2.60	2.60
0.9	0.8	0.9	0.8	0.9	0.8
0.1	0.1	0.1	0.0	0.1	0.1

Province					
BC	AB	MB/SK	ON	PQ	ATL
M	N	O	P	Q	R
179	160	97	625	374	97
206	171	100*	584	362	110*
146	138	73	455	283	86
71%	81%	73%	78%	78%	78%
32	34	21	98	108	17
15%	20%	21%	17%	30%	16%
				MNPR	
115	104	52	357	175	69
56%	61%	52%	61%	48%	62%
	Q		Q		Q
42	17	11	90	42	12
20%	10%	11%	15%	12%	11%

NQ					
9	4	7	13	10	7
4%	2%	7%	2%	3%	6%
		P			
51	21	18	103	52	18
25%	12%	18%	18%	14%	17%
NQ					
8	12	10	26	26	6
4%	7%	10%	4%	7%	5%
2.90	3.10	3.00	3.00	3.10	2.90
	M			MPR	
0.7	0.7	0.8	0.7	0.7	0.7
0.1	0.1	0.1	0.0	0.0	0.1

Province					
BC	AB	MB/SK	ON	PQ	ATL
M	N	O	P	Q	R
179	160	97	625	374	97
206	171	100*	584	362	110*
134	112	60	388	258	73
65%	66%	60%	66%	71%	67%
24	18	16	74	80	9
12%	10%	16%	13%	22%	8%
				MNPR	
110	94	45	314	178	65
54%	55%	44%	54%	49%	59%
44	38	18	116	44	20
22%	22%	18%	20%	12%	18%
Q	Q		Q		
9	7	8	33	26	9
4%	4%	8%	6%	7%	8%
53	45	26	148	70	29

26%	26%	26%	25%	19%	26%
19	14	13	47	34	8
9%	8%	13%	8%	9%	7%
2.80	2.80	2.80	2.80	3.00	2.70
				PR	
0.7	0.7	0.9	0.8	0.8	0.7
0.1	0.1	0.1	0.0	0.1	0.1

lians?

Province					
BC	AB	MB/SK	ON	PQ	ATL
M	N	O	P	Q	R
179	160	97	625	374	97
206	171	100*	584	362	110*
191	152	84	534	288	105
93%	89%	84%	92%	80%	95%
OQ	Q		Q		OQ
111	90	52	329	149	66
54%	53%	52%	56%	41%	60%
Q	Q		Q		Q
80	62	32	206	139	38
39%	37%	32%	35%	38%	35%
12	11	8	30	56	4
6%	6%	8%	5%	16%	3%
				MNPR	
1	1	1	7	12	1
0%	0%	1%	1%	3%	1%
				P	
13	12	9	37	69	5
6%	7%	9%	6%	19%	4%
				MNOPR	
2	7	7	12	5	1
1%	4%	7%	2%	2%	1%
		MPQR			

3.50	3.50	3.50	3.50	3.20	3.60
Q	Q	Q	Q		Q
0.6	0.6	0.7	0.7	0.8	0.6
0.1	0.1	0.1	0.0	0.0	0.1

Province					
BC	AB	MB/SK	ON	PQ	ATL
M	N	O	P	Q	R
179	160	97	625	374	97
206	171	100*	584	362	110*
126	99	62	380	187	73
61%	58%	62%	65%	52%	66%
			Q		Q
117	112	53	315	187	63
57%	66%	53%	54%	52%	58%
	PQ				
102	78	48	312	169	57
50%	46%	48%	53%	47%	52%
101	89	57	297	139	61
49%	52%	56%	51%	38%	56%
Q	Q	Q	Q		Q
87	76	46	283	130	57
42%	44%	46%	48%	36%	52%
			Q		Q
103	78	45	250	139	53
50%	46%	44%	43%	38%	48%
Q					
80	63	45	241	112	43
39%	37%	45%	41%	31%	39%
		Q	Q		
76	58	37	222	116	46
37%	34%	37%	38%	32%	42%
82	49	39	216	111	33

40%	29%	39%	37%	31%	30%
65	50	33	166	119	34
32%	29%	33%	28%	33%	31%
50	39	24	147	100	32
25%	23%	24%	25%	28%	29%
63	40	32	156	68	29
30%	24%	32%	27%	19%	26%
Q		Q	Q		
2	9	1	11	3	3
1%	5%	1%	2%	1%	3%
	MPQ				
6	6	4	20	14	3
3%	4%	4%	3%	4%	3%