A Brief Look at Canada's Civic Catalysts:

The Most Engaged, Connected, & Actively Influential Members of the Canadian Public on Public Affairs Issues

About Pollara's Opinion Catalyst Model: Identifying influencers among the public across every sector & sphere

- Pollara's proprietary Opinion Catalyst model identifies the **small segment of Canadians** who are the **crest of the wave of opinion and behaviour** in every sector and sphere – those who are **the most engaged, connected, and actively influential**.

- In addition to identifying wide-ranging Consumer Catalysts, we have used our model to identify and analyse more specifically-defined Catalysts in the following sectors:

  - Banking
  - Investing
  - Credit Cards
  - Insurance
  - Grocery
  - Retail
  - Tech/IT
  - Auto
  - Marijuana
  - Soft Drinks
  - Smartphones
  - Beer
  - Wine
  - Spirits
  - Pharmaceuticals and Medications
  - Postal and Courier Service Providers

- We also frequently identify and analyse **Civic Catalysts – the Opinion Catalysts on public and/or public affairs issues.**

About Pollara's Opinion Catalyst Model: Helping you understand, influence, and enlist the influencers

- Catalysts are **knowledgeable, opinionated, word-of-mouth generators who lead and influence opinion and behaviour**. Given their high level of engagement in your sector and high frequency of opinion-influencing activities, the Catalyst cohort for your sector has **great reach and impact upon your organization and/or campaigns**.

- Analysing the general population or broadly-defined target segments is not enough. You need to understand, influence, and enlist the most actively influential segment within these populations**. Want to know where your audiences are going? The Catalysts are already there. Want to know the future of your sector or campaign today? Talk to the Catalysts.**

- Using our customizable model, we provide **attitudinal, behavioural, psychographic, and communications profiles of the unique Catalyst cohort for your sector** – allowing you to **test your initiatives, messaging, policies, and products among them**.

Civic Catalysts:

Meet the 10%

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Catalysts

Canada's Civic Catalysts: Meet the 10%

- Comprising **about 10% of the general population**, Civic Catalysts are:
  - **The most engaged in public affairs issues**
    - Regularly follow news about politics, government, current affairs
  - **The most connected and involved in their community**
    - Have large in-person and online personal networks
    - High social media usage – especially posting/sharing their opinions
    - Volunteer for community organizations, charities, NFPs, and/or NGOs
    - Attend public meetings, townhalls, and/or protests
  - **The most actively influential**
    - Regularly share their opinions about public issues with their in-person and online personal networks.
    - Share their opinions about public issues in the public domain through the media (Ex. Letters to editor, articles, call-in shows, comments sections, starting/signing petitions)
    - Share their opinions about public issues with politicians in-person, in writing, or via social media.

Civic Catalysts:
Opinion-Influencing Activities & Behaviours

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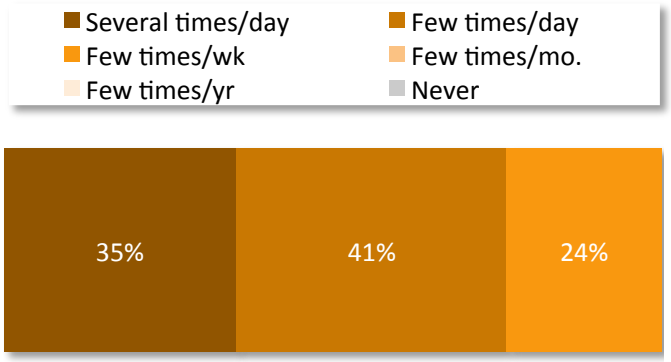
All Civic Catalysts are highly engaged, consuming public affairs news at least a few times per week – three-quarters doing so daily.

- Comparatively, **just 43%** of the general population consume news about politics, government, or public issues on a **daily basis**.



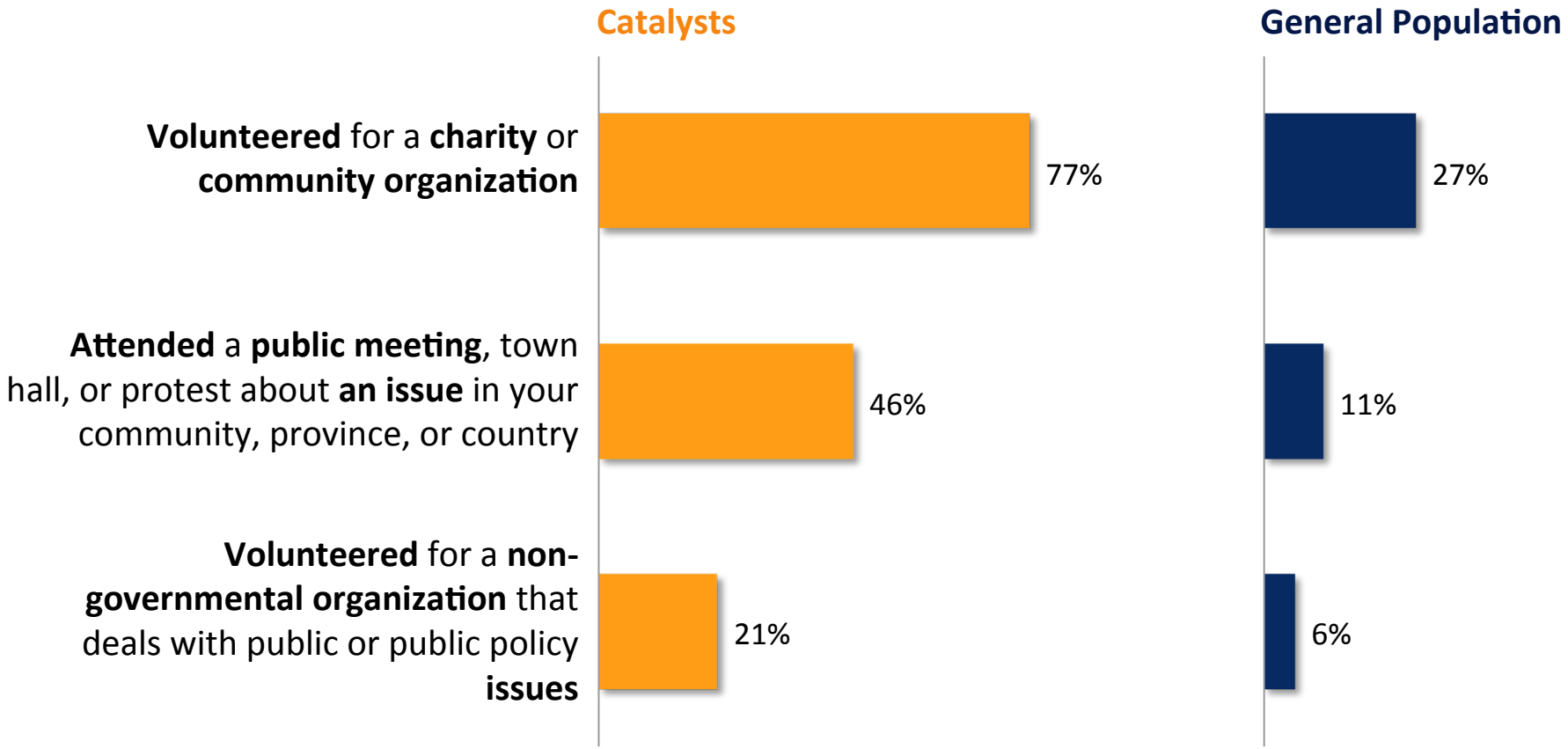
Read, watch, or listen to news about politics, government news, or current public policy issues

	Catalysts			General Population		
	Daily	At Least Weekly	At Least Monthly	Daily	At Least Weekly	At Least Monthly
	76%	100%	100%	43%	73%	86%

Base: Catalysts (n=294 unweighted), Total Genpop Sample (n=2401)
*Generally speaking, **how often** do you do each of the following – if at all?*

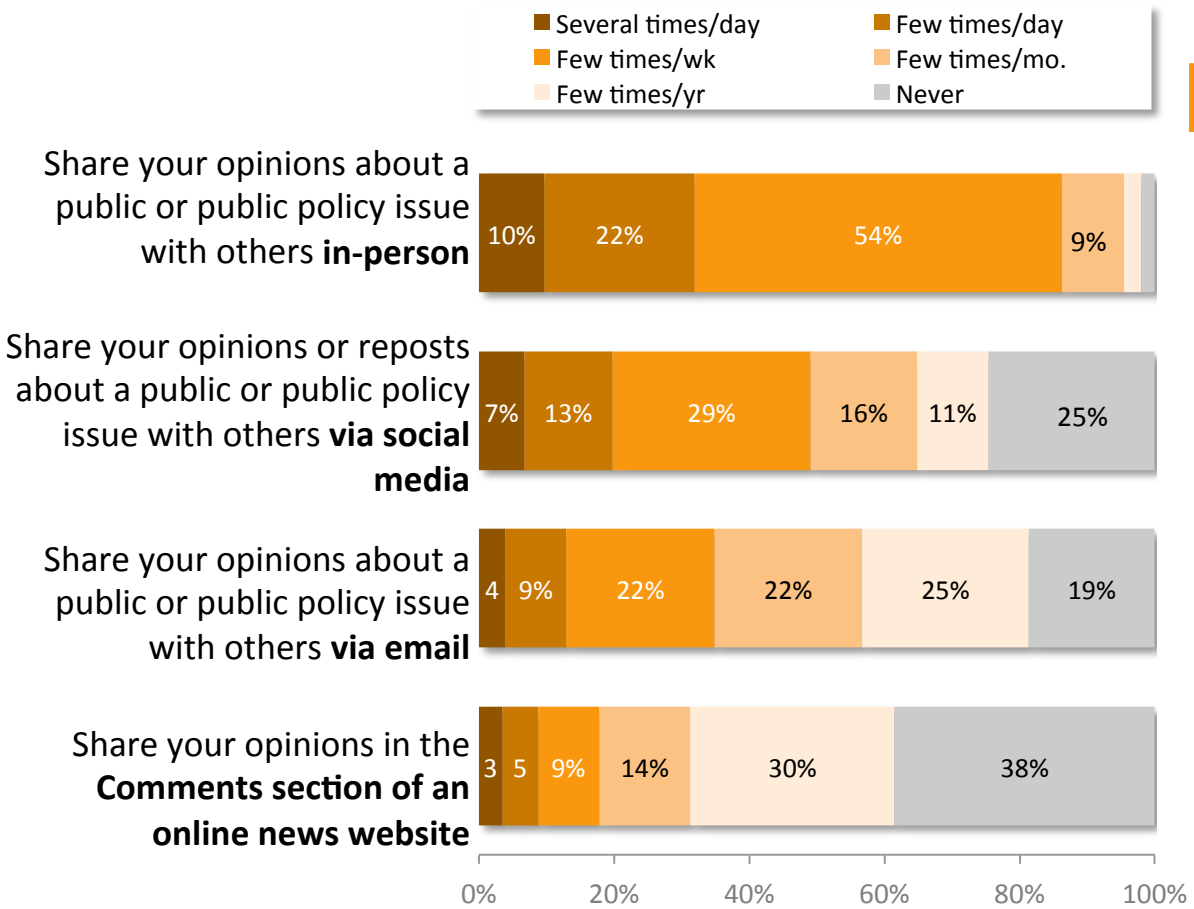
All Civic Catalysts are active in voluntarism or involved in community issues, resulting in broader personal networks and influence on opinion/leaders

- Comparatively, a clear majority of the general population does **not** volunteer or attend public issue-based events and consultations.



Base: Catalysts (n=294, unweighted), Total Genpop Sample(n=2401)
*Which of the following, if any, have you **done in the past 12 months**?*

Civic Catalysts are more than twice as likely to frequently engage in opinion-influencing behaviours – actively sharing their opinions on public issues

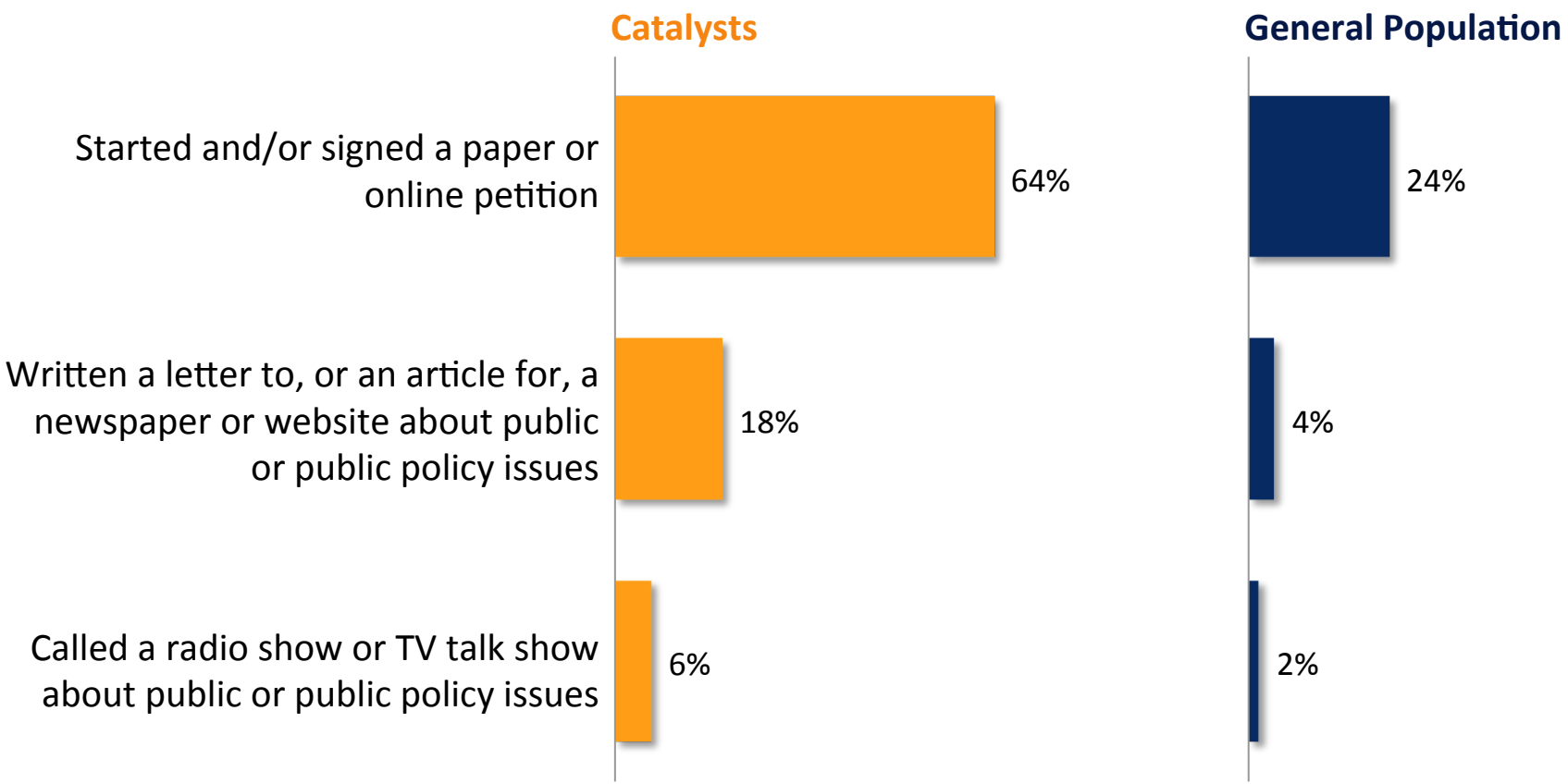


	Catalysts			General Population		
	Daily	At Least Weekly	At Least Monthly	Daily	At Least Weekly	At Least Monthly
Share your opinions about a public or public policy issue with others **in-person**	32%	86%	95%	14%	39%	62%
Share your opinions or reposts about a public or public policy issue with others **via social media**	20%	49%	65%	9%	23%	38%
Share your opinions about a public or public policy issue with others **via email**	13%	35%	57%	6%	17%	30%
Share your opinions in the **Comments section of an online news website**	9%	18%	31%	6%	13%	23%

Base: Catalysts (n=294 unweighted), Total Genpop Sample (n=2401)
*Generally speaking, **how often** do you do each of the following – if at all?*

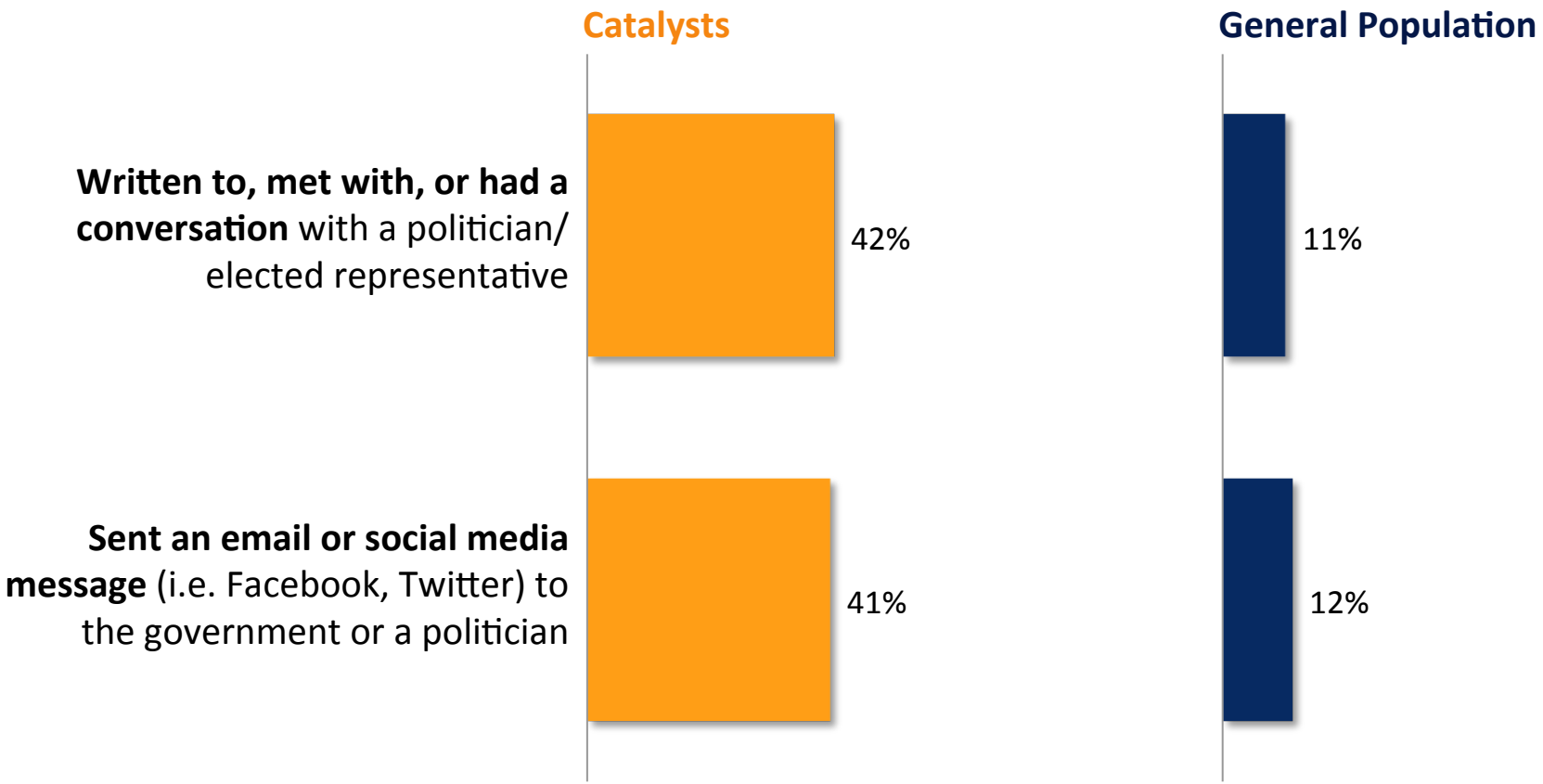
Civic Catalysts are far more likely to utilize media opportunities and activist methods to share/influence opinion on public issues

- About three-quarters of the general population does **not**.



Base, Catalysts (n=294, unweighted), Total Genpop Sample (n=2401)
*Which of the following, if any, have you **done in the past 12 months**?*

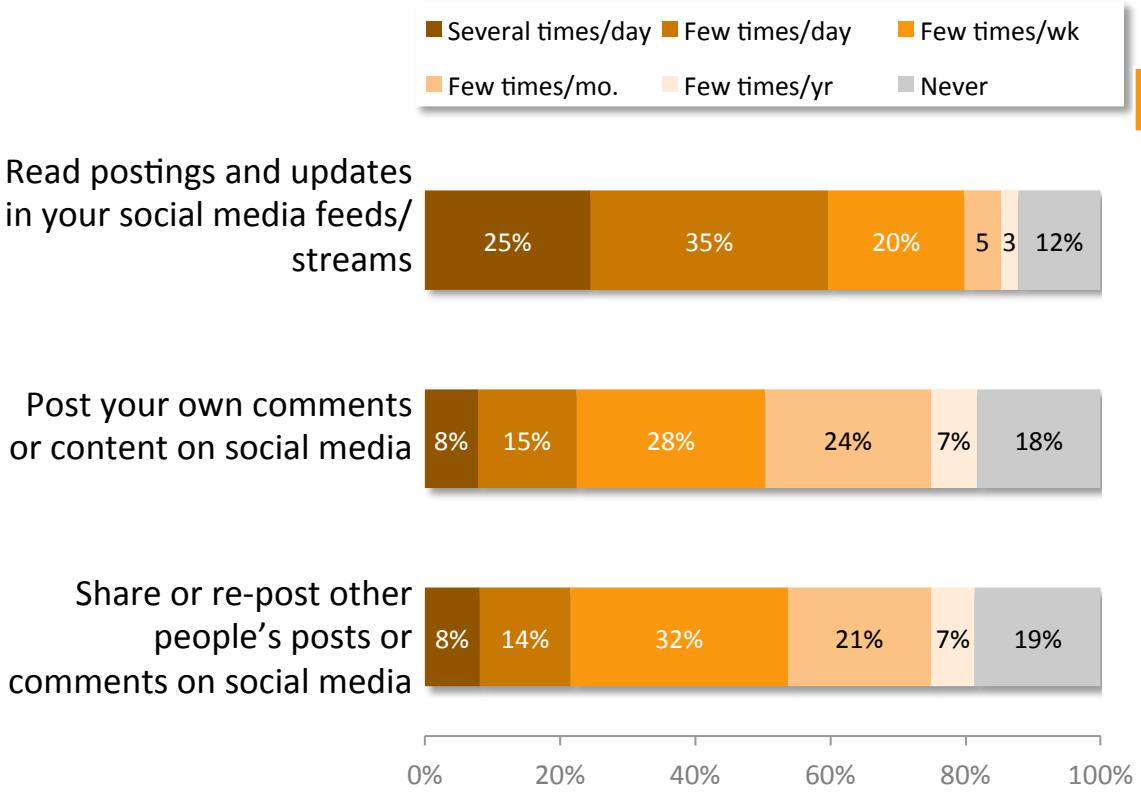
Civic Catalysts are far more likely to contact politicians and government about their views on public issues



Base, Catalysts (n=294, unweighted), Total Genpop Sample (n=2401)
*Which of the following, if any, have you **done in the past 12 months**?*

Civic Catalysts:
Social Media Usage

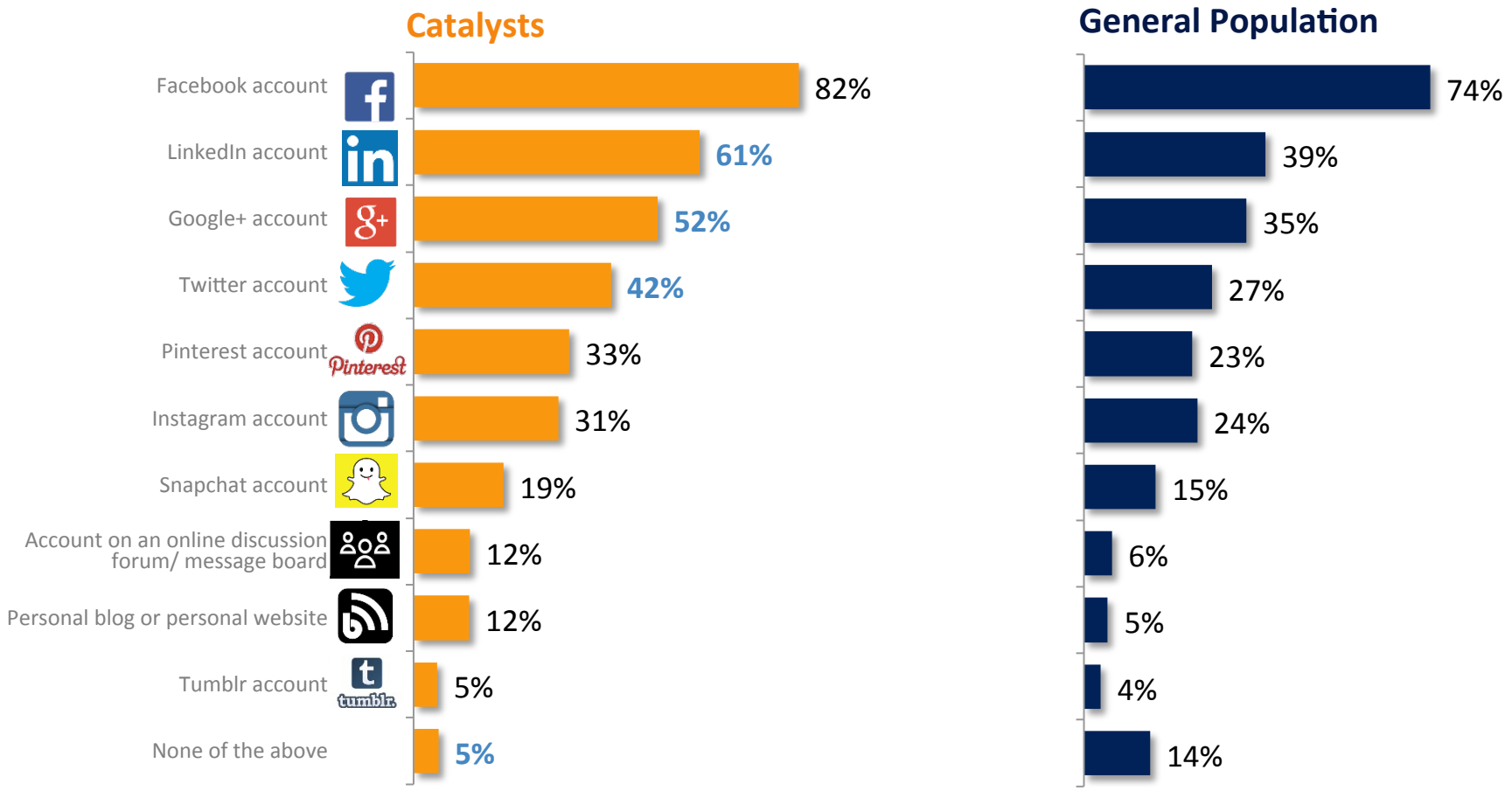
Civic Catalysts much more likely to read their feeds/streams, post their own comments, and re-post other posts on social media



	Catalysts			General Population		
	Daily	At Least Weekly	At Least Monthly	Daily	At Least Weekly	At Least Monthly
Read postings and updates in your social media feeds/ streams	60%	80%	85%	44%	66%	74%
Post your own comments or content on social media	22%	50%	75%	13%	32%	51%
Share or re-post other people's posts or comments on social media	22%	54%	75%	14%	33%	51%

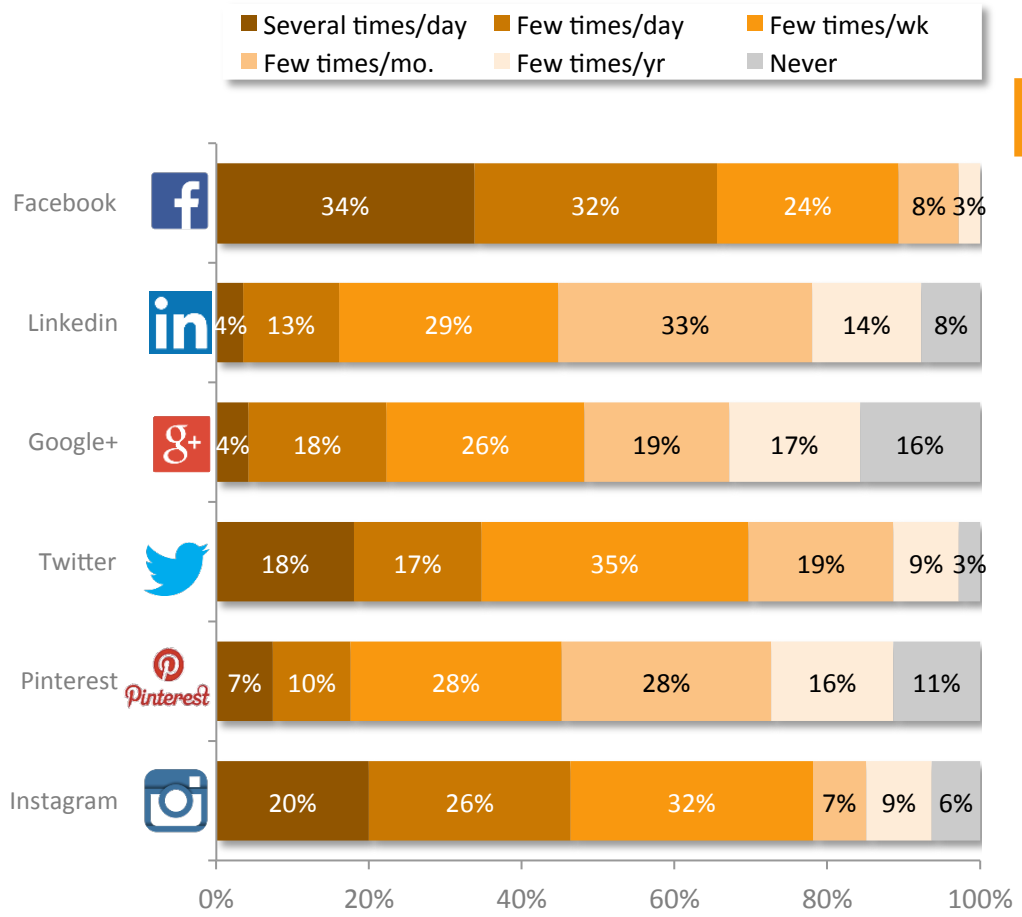
Base: Catalysts (n=294, unweighted), Total Genpop Sample (n=2401)
*Generally speaking, **how often** do you do each of the following – if at all?*

Civic Catalysts report higher rates of social media platform membership, especially with LinkedIn, Google+, and Twitter



Base: Catalysts (n=294), Total Genpop Sample (n=2401)
Which of the following do you have, if any?

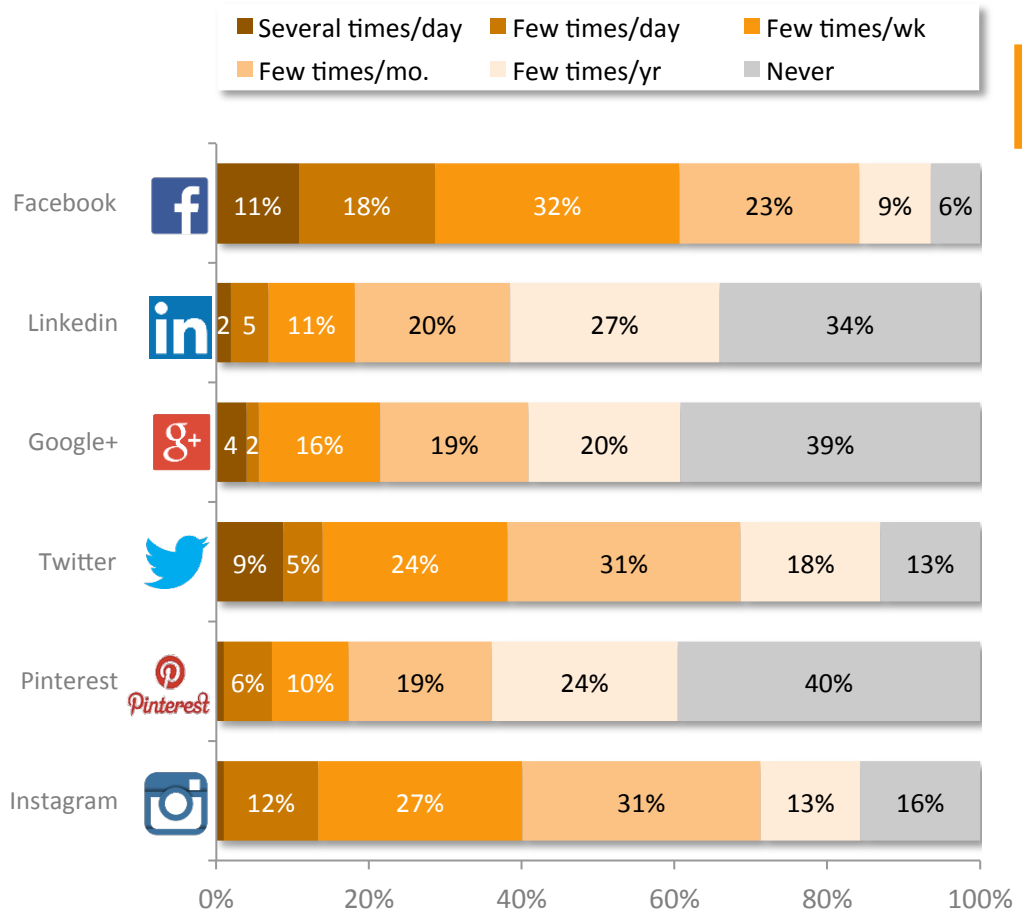
Civic Catalyst social media users display similar reading/info-seeking patterns, except much higher weekly Twitter consumption



	Catalysts			General Population		
	Daily	At Least Weekly	At Least Monthly	Daily	At Least Weekly	At Least Monthly
Facebook	66%	89%	97%	57%	83%	92%
Linkedin	16%	45%	78%	11%	35%	70%
Google+	22%	48%	67%	21%	43%	60%
Twitter	35%	70%	89%	28%	53%	76%
Pinterest	18%	45%	73%	16%	43%	73%
Instagram	46%	78%	85%	46%	75%	84%

Base: Catalysts with platform membership: Facebook (n=242), LinkedIn (n=170), Google+ (n=154), Twitter (n=134), Pinterest (n=112), Instagram (n=97), General Population with platform membership: n=606-1777. Other platforms not displayed due to lower sub-sample sizes among Catalysts with membership/account. *And, overall, **how often** do you use each of these platforms to **read** the posts or comments of others, or to **search** for information, posts, or other users?*

Civic Catalyst social media users display similar posting patterns, except much more frequent Facebook and Twitter posting



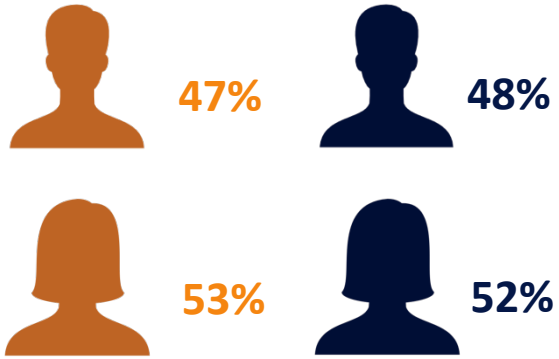
	Catalysts			General Population		
	Daily	At Least Weekly	At Least Monthly	Daily	At Least Weekly	At Least Monthly
Facebook	29%	61%	84%	15%	40%	63%
Linkedin	7%	18%	38%	4%	13%	26%
Google+	6%	21%	41%	6%	16%	28%
Twitter	14%	38%	69%	8%	25%	49%
Pinterest	7%	17%	36%	5%	13%	30%
Instagram	13%	40%	71%	9%	34%	62%

Base: Catalysts with platform membership: Facebook (n=242), LinkedIn (n=170), Google+ (n=154), Twitter (n=134), Pinterest (n=112), Instagram (n=97), General Population with platform membership: n=606-1777. Other platforms not displayed due to lower sub-sample sizes among Catalysts with membership/account. *And, overall, **how often** do you **post your own comments or content** on each of these platforms?*

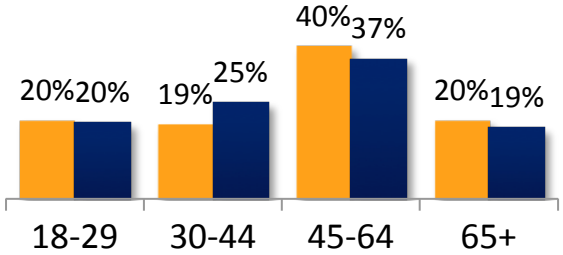
Civic Catalysts:
Demographics

Demographically, Civic Catalysts are similar to the general population, although slightly older, somewhat higher educated, & somewhat wealthier

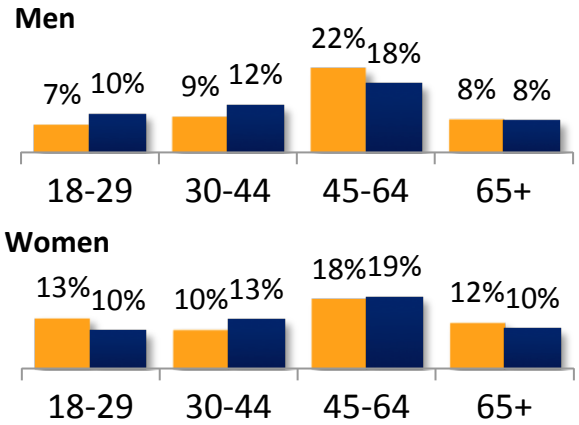
Gender



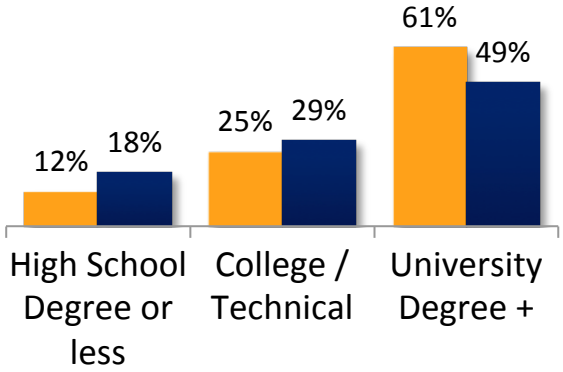
Age



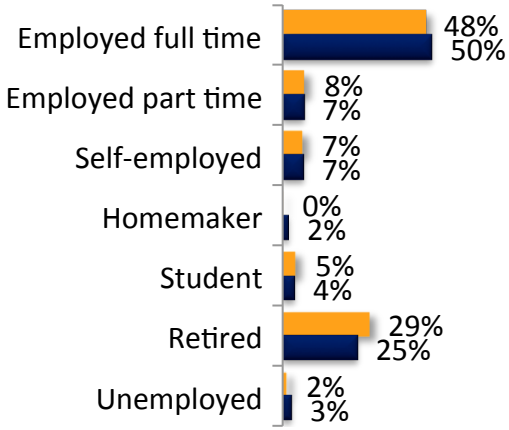
Genderation



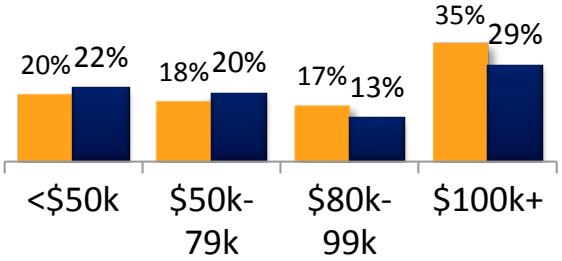
Education



Employment



Household Income



Catalysts
General Population

Base: Catalysts (n=294), Total Genpop Sample (n=2401). Note: % preferring not to answer questions (i.e. **Income, Employment, Education**) is not shown for simplicity of display. The results in these questions will not total 100% in the charts shown.

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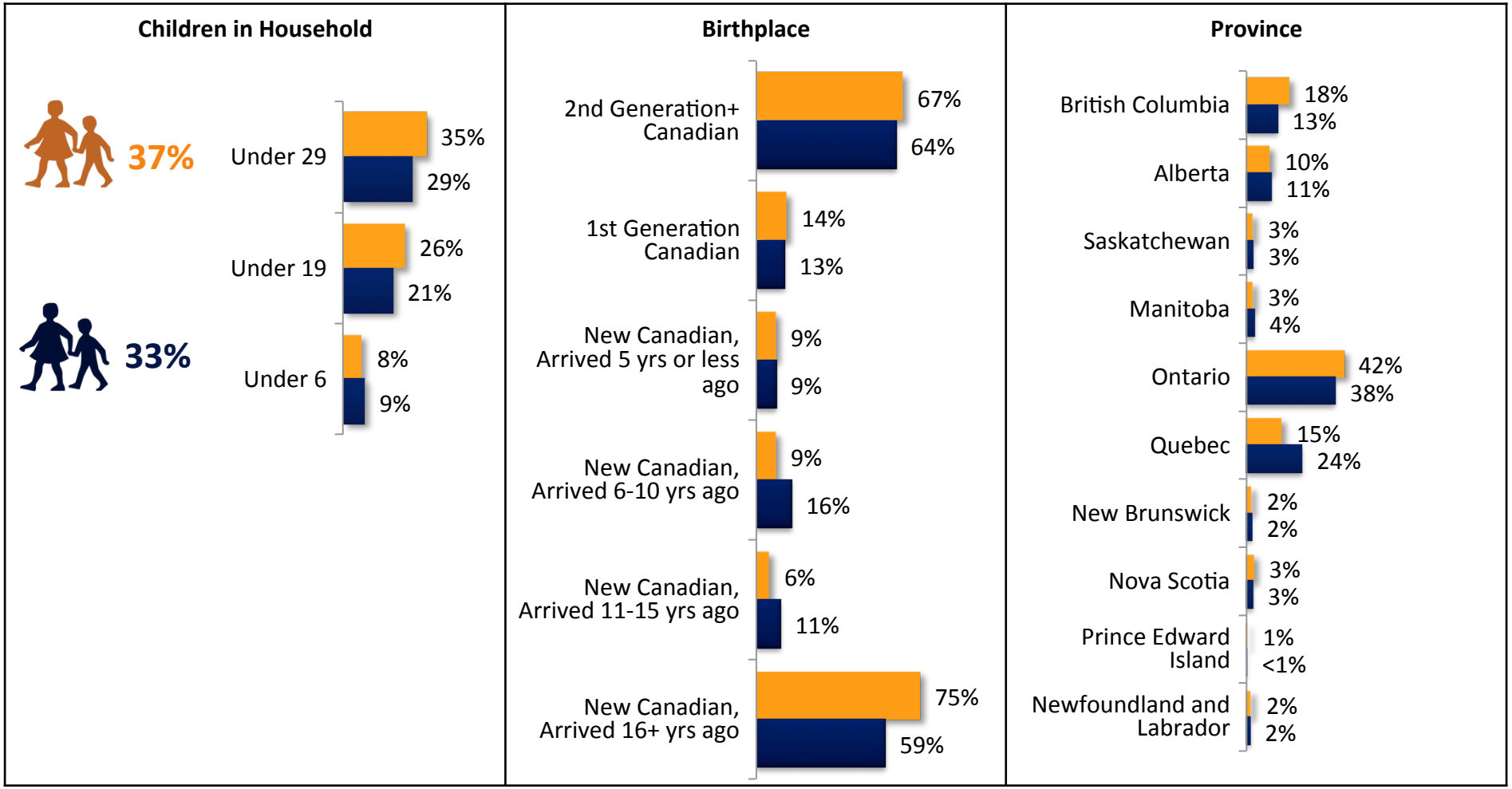
Catalysts

Geographically, the Civic Catalyst cohort has higher representation from BC and Ontario residents – and lower representation from Quebec



Catalysts
General Population

Base: Catalysts (n=294), Total Genpop Sample (n=2401) Note: For simplicity of display, **Children in Household chart** does not display the 67% of Canadians (63% of Catalysts) with no children in household. **Birthplace chart** does not separately display the 23% of Canadians who are New Canadians (born elsewhere) – instead, results are shown for follow-up When Arrive in Canada question conducted among this segment.

Methodology

Methodology

- **Approach & Sampling**
  - **Online survey** conducted among a randomly-selected national sample of **N=2,401 adult (18+) Canadian** members of one of Canada's largest, most respected research panels.
    - The sub-sample size for the **Civic Catalysts** is **n=294** (unweighted).
  - Gender, age, and provincial quotas employed to ensure sufficient, reliable representation from these demographic and geographic cohorts.
- **Fielding Window**
  - Survey was conducted **September 30 – October 12, 2016**.
- **Statistical Considerations**
  - As a guideline, a probability sample of N=2,401 would carry a margin of error of ±2.0, 19 times out of 20.
    - The **Civic Catalysts sub-segment** would carry a margin of error of ±5.7%, 19 times out of 20.
  - Dataset was statistically weighted according to the most up-to-date Census figures in order to ensure it accurately reflects the actual gender, age, and geographic distribution of the population.

For additional information, please contact:

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