



# SOCIALscape

Canadian Social Media & Messaging Monitor  
2017 Edition

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# SOCIALscape

*2017 Edition*

Conducted annually, SOCIALscape is Canada's definitive measurement of social media and messaging platform usage patterns.

This free version of the report reveals how many Canadians use each of the available social media and messaging platforms, who they are, how they use them, and how often.

If you wish to test your reputation, image, products, services, policies, and campaigns among key social media user audiences, custom questions can be purchased to be included in the survey – with your proprietary results only shared with you.

If you have any questions or are interested in purchasing custom proprietary questions, please contact:

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# Key Themes

## *Social Media Usage Among Adult Online Canadians*

- **Almost all adult Online Canadians use social media.**
- **But social media usage is primarily Facebook-based.** Each of the other platforms has significantly lower membership share and usage frequency.
- **And, social media activity is mostly passive reading.** Although social media provides a platform for expression, a majority do not post at least once per week.
  - Among all adult Online Canadians, 66% read **a social media platform** daily and 80% do so at least once a week. However, just 21% post on a social media platform daily and less than half (41%) do so at least once a week.
  - Among all adult Online Canadians, 51% read **Facebook** daily and 67% do so at least once a week. However, just 16% post on Facebook daily and only 30% do so at least once a week.
  - Among all adult Online Canadians, just 17% read **Instagram** daily and only 25% do so at least once a week. Moreover, just 4% post on Instagram daily and only 10% do so at least weekly.
  - Among all adult Online Canadians, just 13% read **Twitter** daily and only 22% do so at least once a week. Moreover, just 4% post on Twitter daily and only 8% do so at least weekly.
- **Adult Online Canadians primarily use social media to connect with a large swath of friends and family**, but they also follow a select few companies, news media, and celebrities in their feeds.

# Key Findings

## *Incidence & demographics of social media platform membership*

- **Nine-in-ten adult Online Canadians are social media users**
  - 91% are members/users of at least one of the 17 social media platforms tested.
  - Demographically, the 9% who are not social media users skew somewhat older, somewhat less educated, slightly lower income, and less likely to be New Canadian.
  - Geographically, this non-social media user cohort skews slightly higher among Saskatchewan residents.
- **Facebook dominates**, as about three-quarters (76%) have an account.
  - Facebook's membership is widespread, but skews somewhat more female than male.
- The **second tier of social media platform membership** is occupied by **LinkedIn** (48%) and **Google+** (42%).
  - LinkedIn's membership tends to skew more male, more educated, and higher income.

# Key Findings

## *Incidence & demographics of social media platform membership*

- The **third tier of social media platform membership** is occupied by **Instagram** (34%), **Twitter** (34%), and **Pinterest** (33%), with **about a third** of adult Online Canadians holding each of these accounts.
  - Twitter’s membership tends to skew younger and more educated.
  - Instagram’s membership skews notably younger and more educated.
  - Pinterest’s membership is comprised of twice as many women as men.
- Almost three-in-ten (28%) adult Online Canadians say they have a **YouTube Channel** to which they can post videos, but 58% of channel owners indicate they never post. Three-in-ten (28%) also subscribe to a YouTube Channel.
  - Both segments skew male and younger.
- Two-in-ten (21%) adult Online Canadians have a **Snapchat** account
  - Snapchat’s membership skews notably younger, with almost half under the age of 35.
- One-in-ten adult Online Canadians have an account on an **online discussion forum/message board** (13%) and a **personal blog or website** (11%).
- Relatively few adult Online Canadians are users of **Tumblr** (7%), **Flickr** (7%), **Reddit** (6%), **Meetup** (6%), and the other platforms tested.

# Key Findings

## *Frequency of reading/info-seeking among social media platform members*

- **Almost all social media users read their feeds at least once per week.**
  - Three-quarters read social media daily (76%), nine-in-ten do so at least once per week (92%), and almost all do so at least monthly (96%) or a few times per year (98%). Only 2% of social media users never read.
- Among social media platform members, **Facebook members are – by far – the most frequent readers and information-seekers.**
  - On a daily basis, almost seven-in-ten (68%) Facebook members read or seek information on the platform, with 40% and 28% reading several or a few times per day, respectively. Nine-in-ten (89%) Facebook members read at least a few times per week.
- Half (49%) of **Instagram** members read content on their platforms on a daily basis, followed by four-in-ten (41%) **Snapchat** and **Twitter** (39%) members.
  - At least a few times per week, solid majorities of Instagram (74%), Snapchat (65%), and Twitter (64%) members read or seek information on their platform.
  - **Pinterest** (27%) and **discussion forum** (27%) members are less likely to read content on a daily basis, but 60% and 53% do so on a weekly basis, respectively.
- Among the general population of adult Online Canadians (rather than YouTube channel owners or subscribers), 22% watch **YouTube** daily, almost half (47%) do so at least weekly, and seven-in-ten (67%) do so at least monthly.
- Notably, **more than one-in-ten Google+ (13%) and Snapchat (13%) members never read** or seek information on their respective platforms.

# Key Findings

## *Frequency of posting among social media platform members*

- **A majority of social media users do not post on a daily or weekly basis.**
  - A quarter post daily (25%), less than half post at least once per week (47%), seven-in-ten post on a monthly basis (70%), and nearly nine-in-ten (87%) post a few times per year. One-in-ten (13%) never post.
  - Notably, about half of Pinterest (57%), Google+ (54%), and LinkedIn (47%) members never post on their respective platforms. Similarly, six-in-ten YouTube Channel owners (58%) never post.
- **Facebook and Snapchat members are the most frequent posters**, as 21% and 17%, respectively, post on their platform on a daily basis.
  - Four-in-ten Facebook (40%) and Snapchat (40%) members post at least weekly, and more than six-in-ten – 68% and 62%, respectively – do so at least monthly.
- Although only one-in-ten **Instagram** (12%) and **Twitter** (11%) members post on a daily basis, at least a quarter – 30% and 23% respectively – do so at least weekly.
  - Notably, six-in-ten Instagram (60%) users post at least monthly – a similar level of monthly posting frequency as Snapchat members. Less than a majority (43%) of Twitter users post at least monthly.
- One-in-ten (9%) **discussion forum** members post on a daily basis, but 22% and 42% do so on a weekly and monthly basis, respectively – similar posting levels as Twitter.

# Key Findings

## *Access methods & feed composition among social media platform members*

- **Mobile – especially smartphone – is the dominant method of accessing social media**
  - Six-in-ten (60%) social media users say their main method of accessing social media is smartphone (44%) or tablet (16%). Just over a third (35%) mainly access their platforms via laptop (22%) or desktop (14%) computer. Just 1% mainly rely on a SmartTV, and 4% say there is no single main method for them.
- **Personal relationships dominate social media feeds, followed by brands and news**
  - Nine-in-ten social media users **follow friends** (92%) and **family** (91%) via social media – and four-in-ten follow *a lot of* friends (43%) and family (40%). Notably, both friends and family are followed in equal measure.
  - At least seven-in-ten social media users **follow peers/acquaintances** (77%) and **co-workers** (70%), but less than two-in-ten follow *a lot* from either category.
  - About half or more social media users **follow companies/brands** (63%; just 5% follow *a lot*), **news media or journalists/columnists** (55%; just 7% *a lot*), **entertainment media or celebrities** (50%; just 4% *a lot*), and **not-for-profit entities** (48%; just 4% *a lot*).
  - Less followed entities include **lifestyle, fashion, or fitness media/personalities** (44%; 3% *a lot*), **governments** (35%; 2% *a lot*), **politicians/parties** (30%; 2% *a lot*), and **video gamers** (20%; 3% *a lot*).

# Key Findings

## *Incidence & demographics of messaging app/service usage*

- **Nine-in-ten adult Online Canadians use a messaging app/service**
  - 91% are users of at least one of the 15 messaging apps/services tested.
  - Demographically, the 9% who are non-users skew somewhat older, somewhat less educated, slightly lower income, and less likely to be New Canadian.
- **Facebook Messenger and basic SMS/MMS texting are the leading messaging services**, as two-thirds (68% and 66%, respectively) of adult Online Canadians use each.
  - FB Messenger users skew somewhat more female than male.
- Half use **Skype** (51%), followed by **Apple's iMessage** (40%) and **WhatsApp** (32%).
- Less than two-in-ten use **Google Hangouts** (17%), **Android Messages** (15%), and **Yahoo! Messenger** (11%).
  - Less than one-in-ten use **BlackBerry Messenger** (8%), **Viber** (7%), or the other apps/services tested.
  - **All Google/Android messaging app** users skew somewhat more male than female.

# Key Findings

## *Frequency of messaging app/service usage among users*

- Among messaging app/service users, **basic SMS/MMS texters and iMessagers use their messaging service most frequently.**
  - Six-in-ten texters (62%) and iMessagers (62%) use their messaging service on a daily basis, with about four-in-ten using each app several times a day. At least three-quarters use each app at least a few times per week – 82% and 76%, respectively.
- Four-in-ten (42%) **WhatsApp** users send messages with their app on a daily basis, with 60% doing so at least once per week.
  - More than a third (36%) of **Android Messages** users use the app daily, and half (52%) do so at least weekly.
- **Although FB Messenger is a leading app in terms of numbers of users (68%), its users send messages far less frequently than the apps above.** Only 32% use it daily, and 56% use it at least weekly.
  - Similarly, although **Skype** is used by half (51%) of Online Canadians, it is **not a frequently used app.** Just one-in-ten (11%) use it daily and only 22% use it at least weekly. Most (53%) use it a few times per year.
  - Although just 8% use **BlackBerry Messenger**, a quarter (23%) of BBM users use it daily – a higher frequency of daily use than found among more popular apps like Google Hangouts and Yahoo!

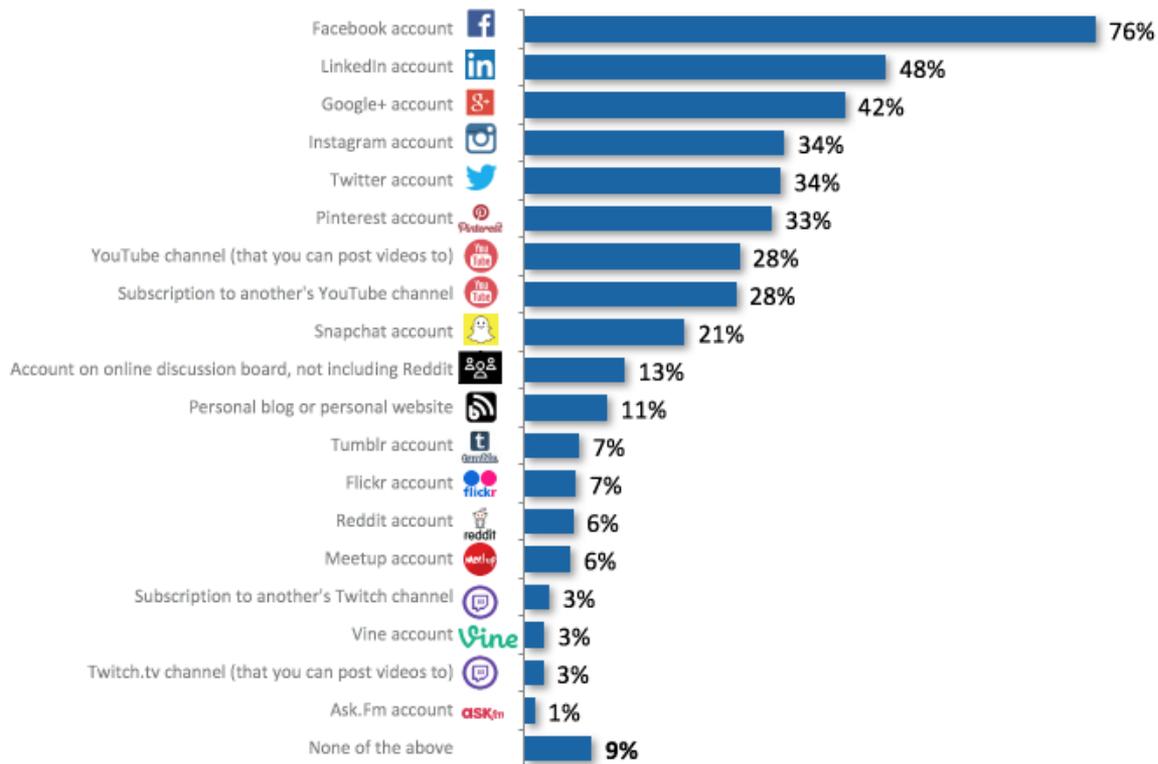


# Incidence of Social Media Platform Membership

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# Incidence of Social Media Platform Membership

*Few do not use social media, but Facebook dominates membership share*



1. Please indicate if you have each of the following: N=1001 adult Canadians aged 18 and older.

Note: Google+ question included this explanation in parentheses: "GooglePlus – the Google social networking platform, not Gmail or Google Search"

# Incidence of Social Media Platform Membership

*Demographics of platform memberships: Gender age, education*

	Total	GENDER		AGE					EDUCATION		
		Female	Male	18-34	35-44	45-54	55-64	65+	HS or less	College /Tech	Univ
	76%	81%	70%	82%	82%	80%	74%	58%	65%	76%	79%
	48%	44%	52%	59%	55%	53%	37%	32%	21%	42%	59%
	42%	40%	46%	48%	49%	48%	39%	28%	34%	44%	44%
	34%	36%	33%	60%	43%	29%	22%	7%	24%	29%	41%
	34%	32%	36%	46%	48%	34%	20%	18%	25%	31%	39%
	33%	44%	22%	38%	39%	33%	32%	21%	28%	36%	32%
	28%	24%	33%	39%	30%	30%	25%	15%	23%	31%	30%
Subscription to another 	28%	24%	32%	47%	29%	30%	14%	11%	18%	29%	31%
	21%	21%	22%	49%	19%	14%	7%	2%	18%	21%	23%
	13%	8%	19%	19%	16%	12%	12%	6%	13%	9%	16%
	11%	10%	12%	16%	13%	10%	6%	7%	9%	7%	14%
	7%	6%	9%	17%	8%	5%	2%	1%	4%	6%	9%
	7%	5%	9%	10%	12%	7%	4%	1%	4%	6%	8%
	6%	4%	9%	15%	7%	3%	2%	1%	3%	4%	9%
	6%	7%	5%	8%	10%	5%	5%	2%	1%	4%	9%
Subscription to another 	3%	2%	5%	9%	2%	2%	-	-	4%	2%	4%
	3%	1%	5%	5%	4%	2%	1%	1%	2%	2%	3%
	3%	1%	4%	6%	2%	2%	1%	-	3%	3%	2%
	1%	2%	1%	3%	1%	2%	-	-	1%	2%	1%
None of the above	9%	7%	10%	4%	4%	5%	11%	20%	17%	8%	6%

1. Please indicate if you have each of the following: N=1001 adult Canadians aged 18 and older. Note: Hyphens indicate less than 1%.

# Incidence of Social Media Platform Membership

## Demographics of platform memberships: Generations

	Total	GENERATIONS			
		Millennials	Generation X	Boomers	Silent
 Facebook	76%	82%	81%	70%	49%
 LinkedIn	48%	59%	54%	34%	29%
 Google+	42%	47%	49%	33%	28%
 Instagram	34%	59%	35%	16%	3%
 Twitter	34%	46%	39%	22%	10%
 Pinterest	33%	37%	36%	27%	21%
 YouTube Channel	28%	38%	30%	21%	10%
Subscription to another  YouTube	28%	45%	29%	14%	3%
 Snapchat	21%	46%	16%	4%	1%
 Skype	13%	18%	15%	10%	1%
 RSS	11%	16%	12%	6%	6%
 Tumblr	7%	15%	6%	1%	0%
 Flickr	7%	8%	9%	3%	1%
 Reddit	6%	12%	5%	1%	-
 Weibo	6%	9%	8%	3%	1%
Subscription to another  YouTube	3%	8%	2%	-	-
 Vine	3%	4%	3%	1%	-
 YouTube Channel	3%	5%	2%	1%	-
 ASKfm	1%	2%	2%	-	1%
None of the above	9%	4%	5%	14%	24%

Please indicate if you have each of the following: N=1001 adult Canadians aged 18 and older.

# Incidence of Social Media Platform Membership

Demographics of platform memberships: Income, birthplace

	Total	HOUSEHOLD INCOME				BIRTHPLACE			
		Under \$50K	\$50 to 79K	\$80 to 99K	\$100k+	2 <sup>nd</sup> Gen+ Cdn	1 <sup>st</sup> Gen Cdn	New Cdn 0-15 Yrs	New Cdn 16+ Yrs Ago
 f	76%	74%	75%	70%	78%	75%	76%	95%	73%
 in	48%	34%	43%	58%	59%	40%	61%	77%	53%
 g+	42%	41%	41%	52%	40%	39%	44%	64%	49%
	34%	28%	30%	38%	39%	34%	34%	54%	33%
	34%	28%	30%	35%	40%	31%	36%	53%	39%
	33%	28%	32%	38%	35%	36%	31%	35%	27%
 Channel	28%	28%	31%	29%	29%	28%	30%	37%	29%
Subscription to another 	28%	24%	31%	33%	31%	26%	35%	44%	25%
	21%	17%	18%	30%	24%	22%	26%	28%	9%
	13%	10%	10%	18%	18%	12%	15%	17%	15%
	11%	13%	7%	15%	11%	10%	11%	22%	13%
	7%	7%	6%	9%	7%	8%	7%	9%	3%
	7%	6%	8%	8%	7%	6%	8%	11%	7%
	6%	6%	3%	12%	8%	6%	6%	13%	5%
	6%	4%	5%	7%	8%	4%	9%	15%	8%
Subscription to another 	3%	4%	4%	4%	3%	3%	3%	7%	3%
	3%	3%	3%	3%	2%	2%	2%	8%	4%
 Channel	3%	4%	2%	5%	2%	2%	3%	5%	3%
	1%	2%	-	-	1%	1%	1%	2%	1%
None of the above	9%	12%	9%	9%	6%	9%	7%	-	10%

Which of the following do you have, if any? Click all that apply. N=1001 adult Canadians aged 18 and older.

# Incidence of Social Media Platform Membership

*Platforms across the provinces*

	Total	Province					
		BC	Alberta	Saskatchewan/ Manitoba	Ontario	Quebec	Atlantic
 Facebook	76%	81%	68%	64%	75%	78%	82%
 LinkedIn	48%	50%	53%	32%	54%	42%	39%
 Google+	42%	40%	39%	32%	47%	42%	39%
 Instagram	34%	38%	36%	26%	40%	27%	29%
 Twitter	34%	39%	28%	25%	38%	28%	37%
 Pinterest	33%	35%	31%	36%	30%	35%	36%
 YouTube Channel	28%	27%	22%	22%	29%	33%	29%
Subscription to another  YouTube	28%	31%	25%	27%	32%	24%	23%
 Snapchat	21%	21%	22%	22%	22%	20%	23%
 Blogger	13%	10%	10%	9%	18%	11%	10%
 RSS	11%	15%	8%	8%	11%	10%	13%
 Tumblr	7%	10%	3%	8%	9%	6%	6%
 Flickr	7%	11%	4%	3%	7%	7%	6%
 Reddit	6%	7%	5%	3%	8%	6%	6%
 Vimeo	6%	13%	9%	1%	6%	3%	5%
Subscription to another  Vimeo	3%	3%	3%	1%	4%	3%	5%
 Vine	3%	2%	2%	1%	4%	2%	2%
 YouTube Channel	3%	2%	1%	1%	3%	3%	5%
 ASKin	1%	3%	1%	1%	1%	2%	1%
None of the above	9%	7%	9%	12%	8%	9%	9%

Click all that apply. N=1001 adult Canadians aged 18 and older.

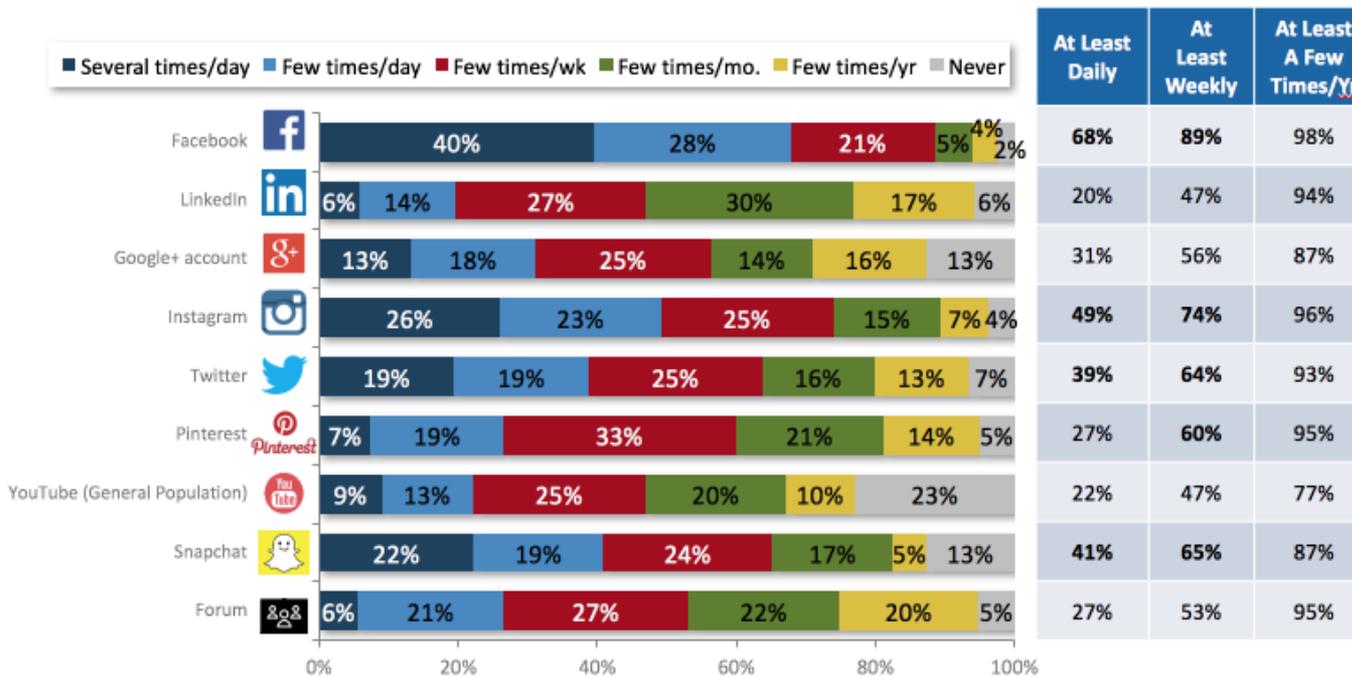


# Frequency of Reading & Posting Among Members of Top Social Media Platforms

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# Reading/Info-Seeking Frequency of Social Media Platform Members

*Facebook has the most readers, followed by (FB-owned) Instagram*

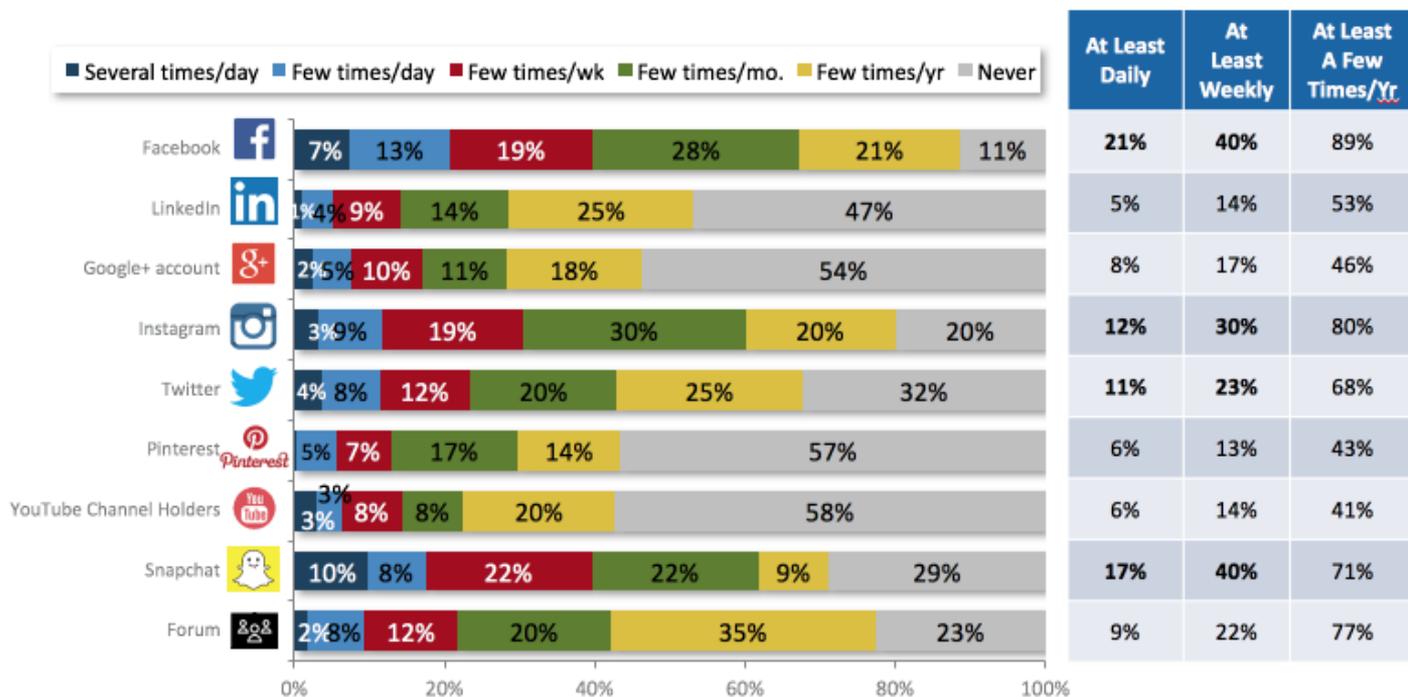


2. Overall, **how often** do you use each of these platforms to **read/view or search** for information, content, posts, or comments from others, if at all? Bases = Holders of accounts for each of the social media platforms listed. See Methodology Section for base sizes.

Note: **YouTube reading/viewing activity shown here is among all respondents (general population)**, regardless of whether they have a channel to which they can post video or subscriptions to channels.

# Posting Frequency of Social Media Platform Members

A majority of social media users do not post on a daily or weekly basis.



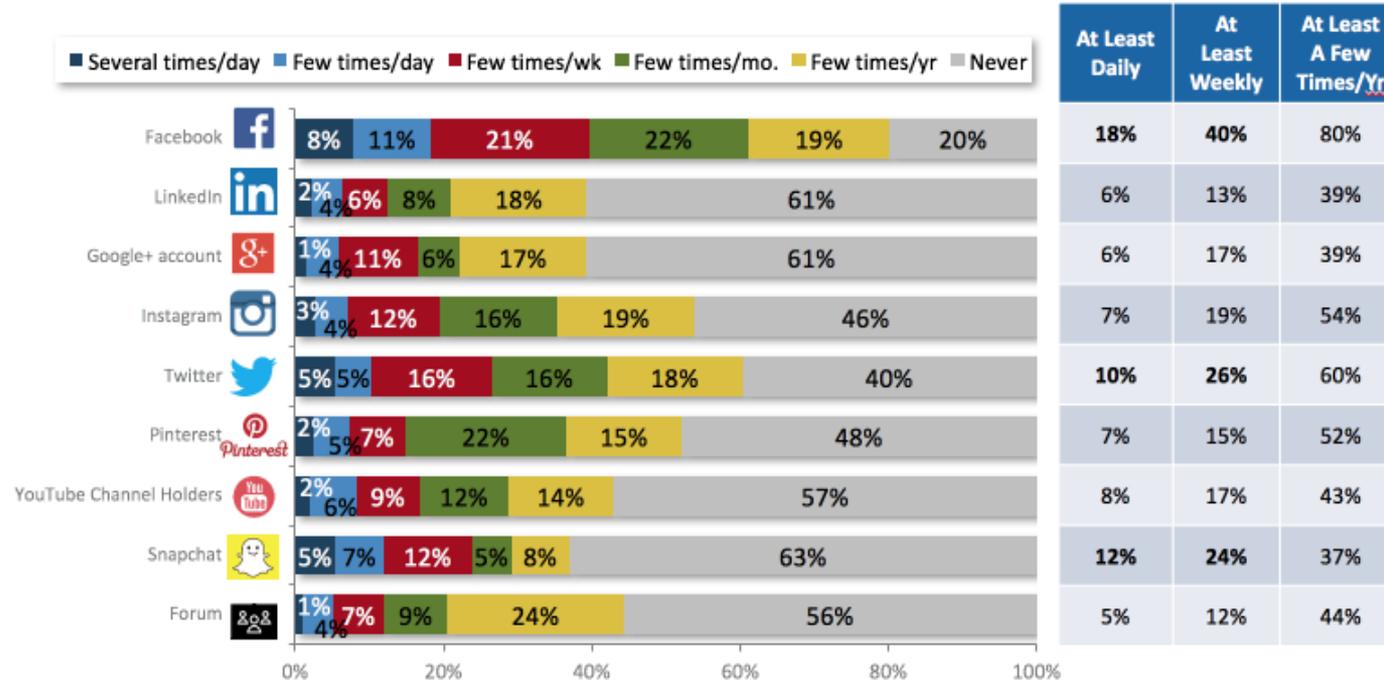
3. Overall, **how often** do you **post your own comments or content** on each of these platforms, if at all?

Bases = Holders of accounts for each of the social media platforms listed. See Methodology Section for base sizes.

Note: YouTube posting activity shown here is among only those who have a YouTube Channel/Account that they can post video to.

# Repost/Share Frequency of Social Media Platform Members

*Facebook is dominant platform for reposts, followed by Snapchat & Twitter*



4. Overall, **how often** do you **share or repost** the posts or content of **other people, organizations, or media** on each of these platforms, if at all? Bases = Holders of accounts for each of the social media platforms listed. See Methodology Section for base sizes.

Note: YouTube posting activity shown here is among only those who have a YouTube Channel/Account that they can post video to..

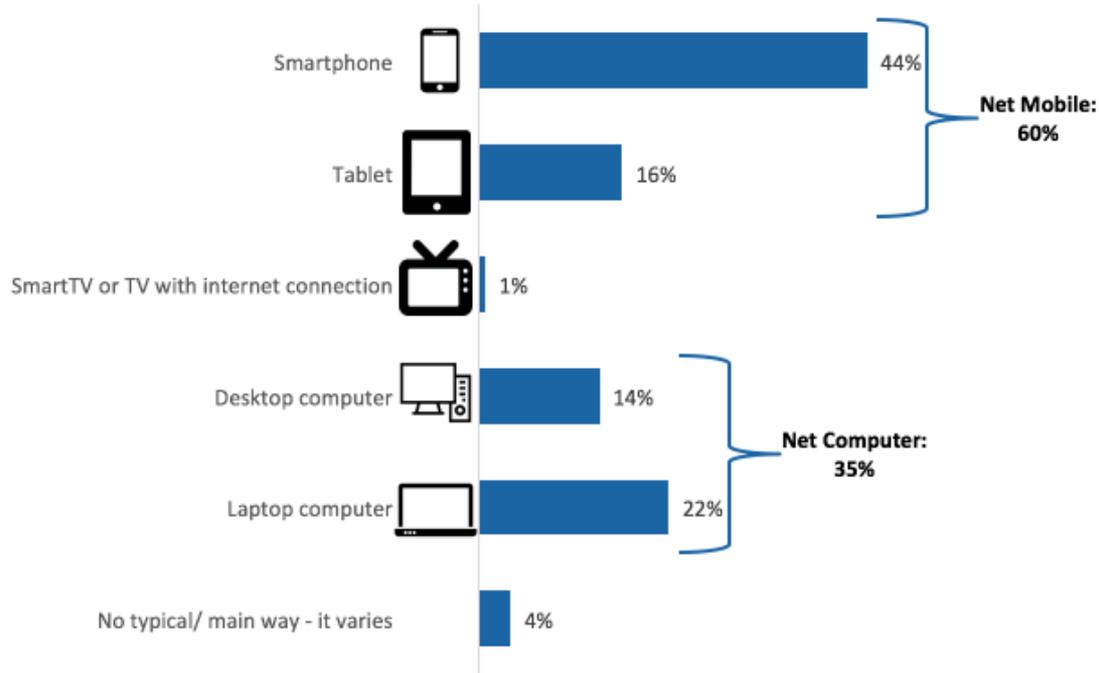


# Access Methods & Feed Composition Among Social Media Users

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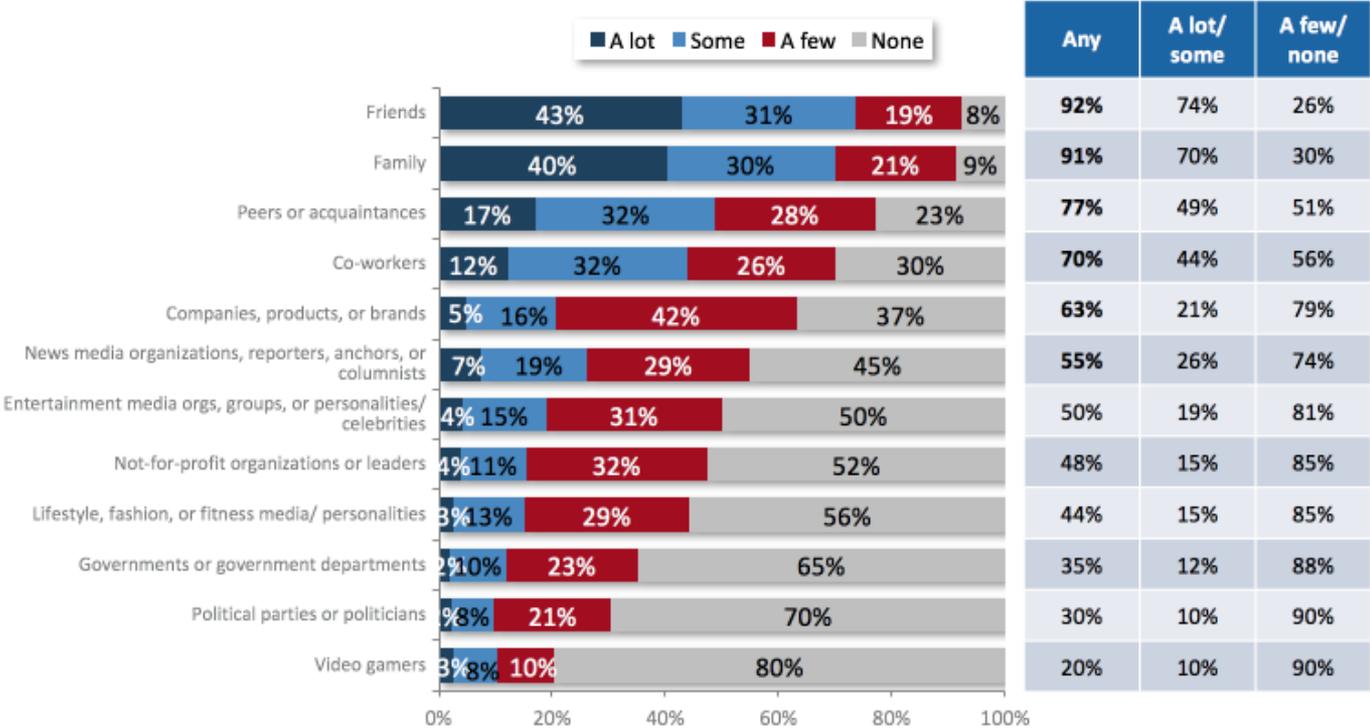
# Main Method of Accessing Social Media among Users/Members

*Mobile – especially smartphone – is dominant method*



# People/Organizations Followed by Social Media Platform Members

*Personal relationships dominate feeds, followed by brands and news media*



5. And, generally speaking, about **how many** of each of the following **types of people and organizations** are you connected with, subscribed to, or following across your social media/networking platforms?

Bases = Holders of at least one of the social media platforms listed, N=871.

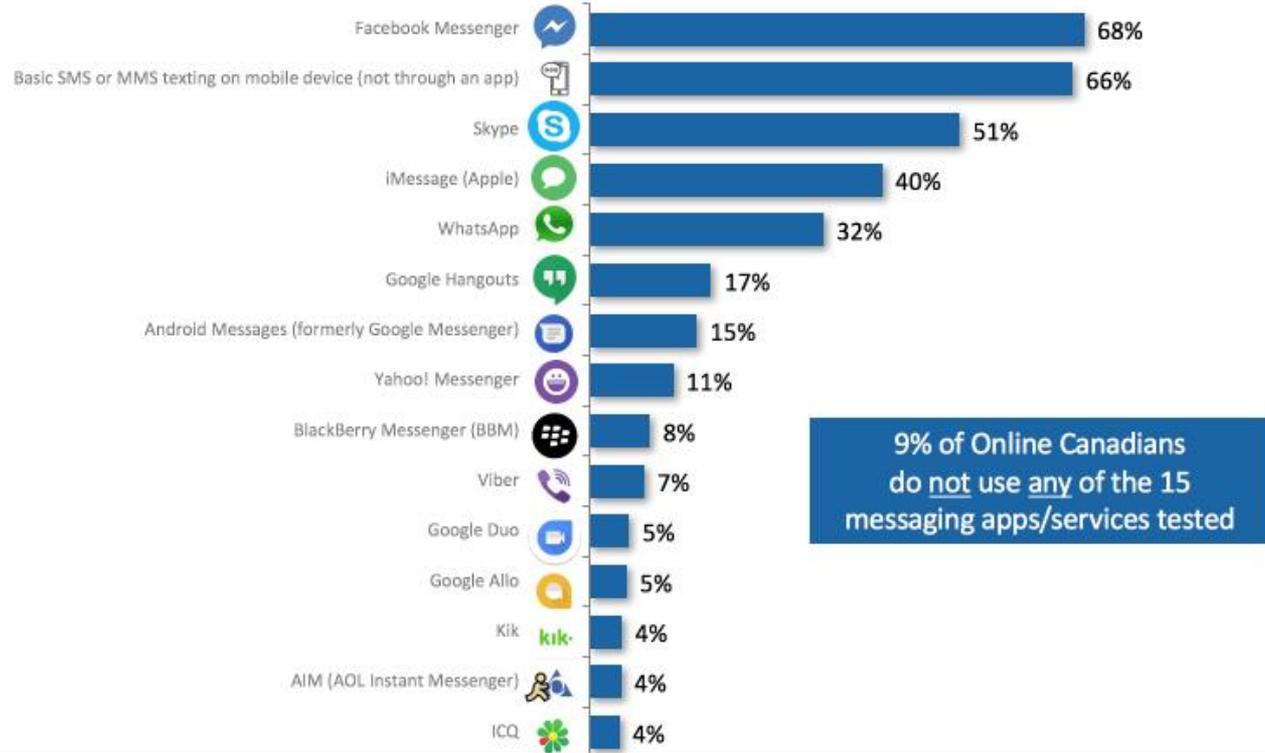


# Incidence & Frequency of Use of Messaging Apps

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# Incidence of Messaging App/Service Usage

*FB Messenger & basic texting are leading services*



Incidence rates based on % indicating some level of usage of each app at Usage question (7. "How often do you use each of the following messaging apps/services, if at all?"). If respondents indicate "Never – Do not have an account / the app" or "Never – Have an account / the app, but never use it", they are not included in the percentages above. N=1001 adult Canadians aged 18 and older.

# Incidence of Messaging App/Service Usage

*Demographics of messaging app/service usage: Gender, age, education*

	Total	GENDER		AGE					EDUCATION		
		Female	Male	18-34	35-44	45-54	55-64	65+	HS or less	College /Tech	Univ.
	68%	72%	64%	83%	76%	68%	57%	49%	55%	71%	70%
	66%	65%	67%	83%	75%	68%	56%	42%	52%	70%	69%
	51%	48%	52%	59%	55%	52%	41%	44%	34%	50%	55%
	40%	42%	37%	52%	50%	41%	31%	22%	30%	38%	44%
	32%	31%	33%	57%	41%	24%	17%	10%	20%	22%	41%
	17%	13%	21%	30%	18%	18%	8%	3%	10%	14%	20%
	15%	11%	19%	16%	19%	16%	12%	11%	13%	16%	14%
	11%	9%	14%	10%	12%	15%	12%	9%	12%	10%	11%
	8%	6%	10%	10%	9%	12%	5%	5%	5%	8%	9%
	7%	5%	10%	13%	12%	7%	2%	1%	3%	7%	8%
	5%	3%	8%	8%	7%	7%	4%	1%	5%	4%	6%
	5%	3%	7%	9%	6%	5%	3%	1%	7%	5%	4%
	4%	2%	7%	8%	6%	5%	1%	0%	4%	5%	3%
	4%	3%	6%	6%	5%	6%	3%	2%	3%	4%	4%
	4%	2%	6%	7%	7%	5%	1%	0%	3%	4%	4%

Please indicate if you have each of the following: N=1001 adult Canadians aged 18 and older.

# Incidence of Messaging App/Service Usage

## Demographics of messaging app/service usage: Generations

	Total	GENERATIONS			
		Millennials	Generation X	Boomers	Silent
	68%	81%	71%	55%	40%
	66%	83%	71%	50%	32%
	51%	57%	53%	41%	43%
	40%	50%	45%	24%	23%
	32%	56%	31%	13%	7%
	17%	29%	17%	5%	5%
	15%	14%	18%	11%	9%
	11%	8%	14%	11%	7%
	8%	8%	10%	7%	0%
	7%	12%	9%	1%	0%
	5%	6%	7%	2%	1%
	5%	7%	5%	2%	1%
	4%	7%	6%	0%	0%
	4%	4%	6%	2%	2%
	4%	6%	6%	0%	0%

Please indicate if you have each of the following: N=1001 adult Canadians aged 18 and older.

# Incidence of Messaging App/Service Usage

*Demographics of messaging app/service usage: Income, birthplace*

	Total	HOUSEHOLD INCOME				BIRTHPLACE			
		Under \$50K	\$50 to 79K	\$80 to 99K	\$100k+	2 <sup>nd</sup> Gen+ Cdn.	1 <sup>st</sup> Gen Cdn.	New Cdn. 0-15 Yrs	New Cdn. 16+ Yrs Ago
	68%	70%	68%	69%	68%	67%	66%	93%	67%
	66%	56%	68%	74%	73%	63%	74%	89%	61%
	51%	43%	47%	55%	55%	45%	56%	75%	57%
	40%	32%	34%	43%	50%	37%	48%	45%	39%
	32%	25%	33%	38%	34%	20%	48%	70%	46%
	17%	15%	17%	22%	16%	13%	20%	37%	16%
	15%	14%	18%	15%	13%	13%	13%	31%	14%
	11%	15%	11%	11%	9%	8%	10%	27%	18%
	8%	7%	7%	9%	11%	5%	12%	18%	13%
	7%	11%	7%	8%	6%	2%	10%	31%	10%
	5%	8%	5%	8%	5%	4%	4%	16%	9%
	5%	7%	5%	5%	4%	3%	4%	16%	8%
	4%	7%	3%	3%	5%	3%	4%	12%	6%
	4%	7%	3%	5%	4%	3%	4%	12%	4%
	4%	7%	3%	5%	4%	1%	6%	17%	6%

Please indicate if you have each of the following: N=1001 adult Canadians aged 18 and older.

# Incidence of Messaging App/Service Usage

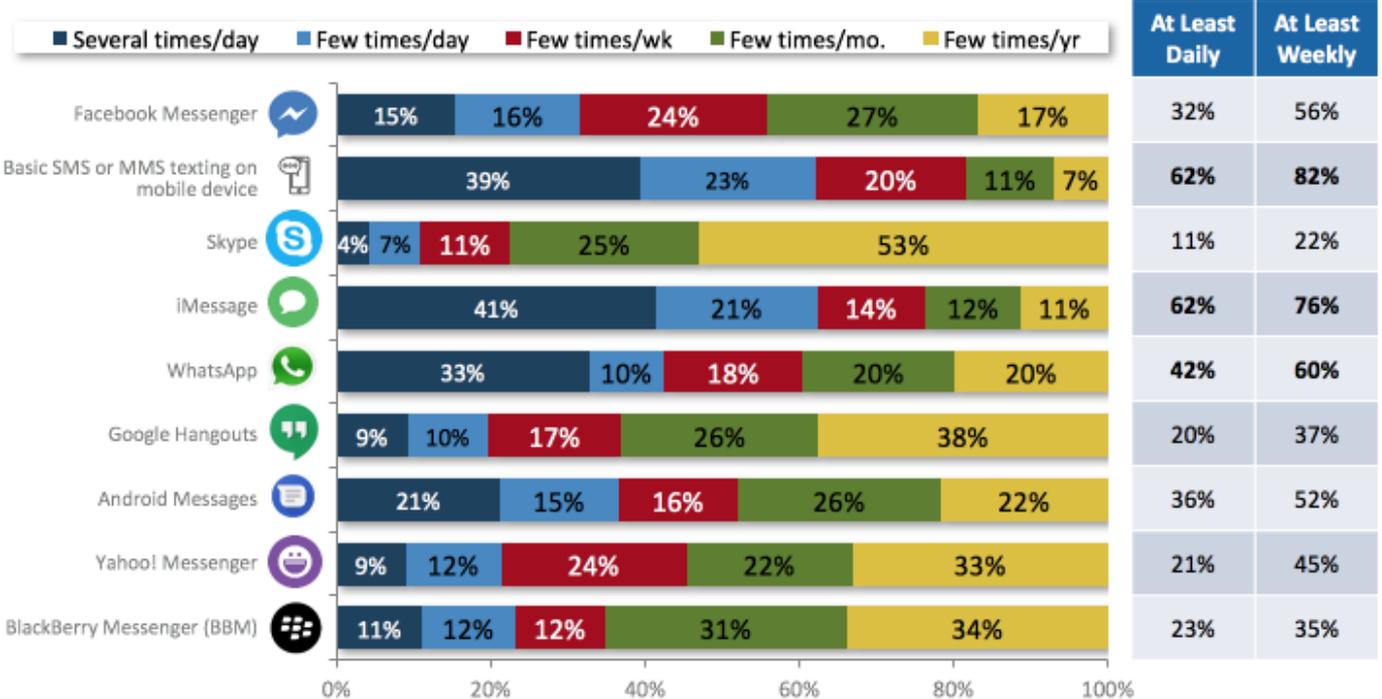
*Demographics of messaging app/service usage across the provinces*

	Total	Province					
		BC	Alberta	Saskatchewan/ Manitoba	Ontario	Quebec	Atlantic
	68%	74%	58%	49%	67%	73%	72%
	66%	71%	70%	63%	66%	65%	56%
	51%	53%	47%	41%	54%	52%	39%
	40%	45%	43%	51%	40%	35%	29%
	32%	39%	36%	17%	43%	20%	11%
	17%	16%	16%	19%	22%	10%	10%
	15%	11%	14%	10%	19%	13%	7%
	11%	8%	9%	10%	15%	11%	6%
	8%	9%	8%	2%	13%	4%	4%
	7%	3%	6%	7%	11%	6%	2%
	5%	3%	3%	2%	9%	4%	2%
	5%	6%	7%	4%	7%	3%	-
	4%	2%	6%	8%	6%	2%	3%
	4%	3%	4%	3%	6%	5%	-
	4%	5%	3%	3%	6%	3%	-

Please indicate if you have each of the following: N=1001 adult Canadians aged 18 and older.

# Frequency of Messaging App/Service Usage among Users of Top Apps

*iMessagers and texters use their messaging app/service most frequently*



X7. How often do you use each of the following messaging apps/services, if at all?  
 Bases = Users of Messaging Apps/Services listed. See Methodology Section for base sizes.



# Methodology

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# Methodology

## *Sampling, field window, & statistical considerations*

### **Approach & Sampling**

- **Online survey** conducted among a randomly-selected national sample of **N=1,001 adult (18+) Canadian** members of one of Canada's largest, most respected research panels.
- Gender, age, and provincial quotas employed to ensure sufficient, reliable representation from these demographic and geographic cohorts.

### **Fielding Window**

- Survey was conducted **June 20 – 25, 2017**.

### **Statistical Considerations**

- As a guideline, a probability sample of this size would carry a margin of error of  $\pm 3.1$ , 19 times out of 20. Margin of error is larger for sub-segments.
- 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.

# Methodology

## *Unweighted & weighted base sizes among total sample*

- The following tables provide the unweighted and weighted base sizes for the various demographic and geographic sub-segments discussed in the report:

Total N=1001	GENDER		AGE					EDUCATION		
	Female	Male	18 to 34	35 to 44	45 to 54	55 to 64	65+	High School or less	College/ Tech	Univ
Unweighted	498	500	251	167	175	199	209	181	273	525
Weighted	511	480	286	161	168	191	195	172	273	534

Total N=1001	GENERATIONS				
	Zed	Millennials	Generation X	Boomers	Silent
Unweighted	14	254	364	274	95
Weighted	19	283	352	267	80

Total N=1001	HOUSEHOLD INCOME				BIRTHPLACE			
	Under \$50K	\$50k to \$79K	\$80K to \$99K	\$100k+	2 <sup>nd</sup> Generation or later Canadian	1 <sup>st</sup> Generation Canadian	New Canadian Born elsewhere, Arrived in last 15 yrs	New Canadian Born elsewhere, Arrived more than 15 Yrs ago
Unweighted	225	191	135	306	610	169	65	121
Weighted	217	193	132	312	597	170	67	128

Total N=1001	PROVINCE					
	BC	Alberta	Saskatchewan/ Manitoba	Ontario	Quebec	Atlantic
Unweighted	153	151	96	302	200	99
Weighted	136	109	68	379	237	72

# Methodology

## *Unweighted & weighted base sizes among social media account users*

- The following tables provide the unweighted and weighted base sizes for those respondents with each of the following social media accounts:

Have account with:	 Facebook	 LinkedIn	 Google+	 Twitter	 Instagram	 Pinterest	 Snapchat
Unweighted	748	463	424	329	330	326	200
Weighted	757	480	425	340	345	328	213

Have account with:	 Have YouTube Channel	 Online Forum (not incl. <u>Reddit</u> )
Unweighted	262	119
Weighted	276	127

# Methodology

## *Unweighted & weighted base sizes among messaging app/service users*

- The following tables provide the unweighted and weighted base sizes for those respondents with each of the following messaging apps/services:

Apps/Services Users:	 Facebook Messenger	 Basic SMS or MMS texting	 Skype	 iMessage	 WhatsApp	 Google Hangouts	 Android Messages
Unweighted	660	653	485	397	292	158	147
Weighted	677	661	507	401	320	167	147

Apps/Services Users:	 Yahoo! Messenger	 BlackBerry Messenger
Unweighted	112	78
Weighted	115	83

# Methodology

## *Reporting conventions & considerations*

- As this data is based on an online survey, it represents the social media/messaging usage and activities of adult Online Canadians.
- However, internet access and usage in Canada is widespread.
  - According to the International Telecommunication Union, in 2015, 87% of Canadian households had home internet access via some type of service/device and 89% of Canadians were internet users.
  - According to Statistics Canada's Canadian Internet Use Survey, in 2012, 83% of Canadians aged 16 or over used the internet for personal use from any location.
  - Internet access and usage is very likely higher and more widespread now.
- Also, the dataset has been weighted to accurately reflect the general adult population of Canada.
- Thus, we expect the **incidence** of social media platform **membership** and messaging app users among the entire general adult population to be slightly lower than presented herein. However, **social media and messaging usage results** do not hold any of these caveats, as these results are based upon responses provided by users of these platforms and services.



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