

New Database Reveals Social Media Habits Tied to Canadian Lifestyles

Environics Analytics and Delvinia

Release Breakthrough PRIZM_{C2}-Linked AskingCanadians™ Social Media Survey

TORONTO, March 21, 2011 – With the explosive growth of Facebook, Twitter, YouTube and other popular social media websites, Canadians find themselves falling into one of three categories: producers of social media content, followers of social media posts and non-users who don't give a tweet about blogs or friending. But these broad categories are home to Canadians of widely differing lifestyle types. While you'd expect young urban singles to be among the leading producers, older Francophones and rural residents also have distinct social media habits. And among the wealthy residents of major metros—the men and women who are always carrying the latest tech gear—a surprising number are opting out of the social media scene altogether.

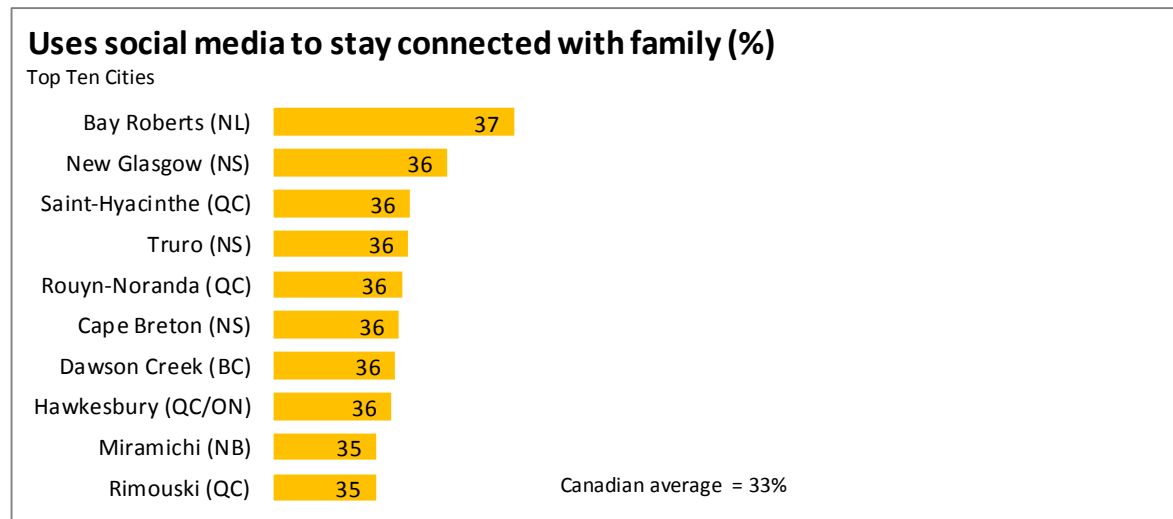
These findings—results of a new annual survey from Delvinia that's been linked to a popular consumer segmentation system from Environics Analytics (EA)—are putting a face on the new world of social media producers, followers and dropouts, helping businesses and not-for-profits better understand how Canadians are connecting over the Internet. Toronto-based EA and Delvinia recently teamed up to link PRIZM_{C2}, the widely used segmentation system that assigns all Canadians into 66 unique lifestyle types, with the AskingCanadians™ social media survey, an online study of 23,144 respondents. The result is the first database that enables users to determine the social media behaviour of all segments of Canadian society. The product, formally known as the AskingCanadians™ Social Media PRIZM_{C2}-Link, will help marketers target their products and messages to customers based on their social media habits and lifestyles.

But in addition to business applications, the PRIZM-linked survey also provides insights into how social media has infiltrated nearly every corner of Canadian life. It shows that people who create social media content are not the same as those who follow it. And while young Anglophones may rule the blogosphere, middle-aged Francophones wield their power through active product review postings. Among other highlights:

1. Canadians who connect with family members through social media come in all lifestyles...

About a third of Canadians stay in touch with their family by posting entries on Facebook and videos on YouTube, including older, rural couples living in Nova Scotia and young families in small towns in Quebec. The residents of PRIZM_{C2} segments like Back Country Folks (older, downscale couples and families in remote areas) and Le Québec Rustique (midscale, rural Quebec couples and families) typically use social media as a convenient way to keep tabs on far-flung children. In addition, segments with high concentrations of recent immigrants—like South Asian Society (younger, upper-middle-class South Asian families) and Pets & PCs (large, upscale suburban families)—also use social media as an inexpensive way to connect with relatives in their countries of origin and to build networks of new friends in Canada. But the top-ranking lifestyle type for this use of social media—and in fact for many uses—is Single City Renters, who tend to be tech adopters and like experimenting with new forms of communication.

Given this wide-ranging coalition of lifestyle types, the cities with concentrations of social media fans are similarly diverse. Geographically, they range from Atlantic communities like Bay Roberts, NL, and New Glasgow, NS, to small cities in British Columbia such as Dawson Creek.



2. Social media producers are very different from social media followers...

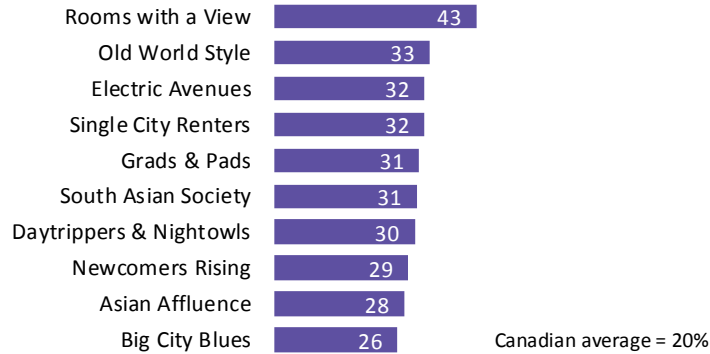
The lifestyles of Canadians have a major influence on how they use social media. A look at the top PRIZM_{C2} segments for Canada's three kinds of social media types show that the producers of content for outlets like Facebook and Twitter contain high concentrations of young, upwardly mobile immigrants in clusters like Rooms with a View (young, ethnic singles in urban high-rises) and Newcomers Rising (young, downscale city immigrants). Their high use of LinkedIn for business networking indicates these producers value social media not just for updating their personal status but for boosting their professional status as well.

By contrast, social media followers tend to be older, more affluent suburbanites with established families, especially those living in Toronto and Montreal. They look at social media as a tool to plan consumer purchases and learn about new developments in the marketplace. In terms of their lifestyles, they're often classified as Furs & Philanthropy (upscale, middle-aged and older families) and Urbane Villagers (wealthy, middle-aged urban sophisticates). Many score high for Social Values such as Discriminating Consumerism and Importance of Brand.

The non-users of social media include a wide-ranging coalition of older, exurban households classified Golden Ponds (downscale small-town seniors) and Tools & Trucks (upper-middle-class town couples and families) who tend to be slow to adopt new media. These Canadians are typically risk-averse, according to values data, and content to keep to themselves. In addition, upscale Francophone clusters such as Les Traditionnelles (midscale, Quebec town families and couples) and Mini Van & Vin Rouge (younger, upper-middle-class Quebec families) don't score high for social media like Facebook and LinkedIn because of their preference for pure French sites such as Nuouz, Barrepoint and Blogasty.

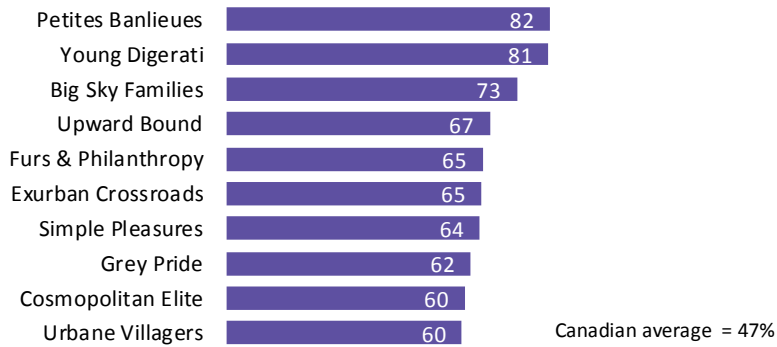
Producers of social media (%)

Top Lifestyles



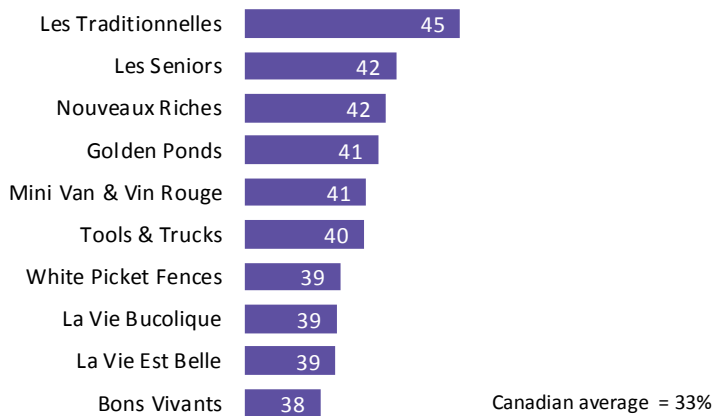
Followers of social media (%)

Top Lifestyles



Non-users of social media (%)

Top Lifestyles



Selected Demographics of Social Media Types	Canadian Average	Producers Index	Followers Index	Non-Users Index
Net worth	\$351,377	76	133	71
Householder is under 25 years old	3.2%	141	82	99
Single	32.5%	120	89	103
Married	51.3%	87	110	94
Lone-parent	15.7%	138	85	102
Lives in house	65.6%	32	120	114
Lives in apartment	27.5%	217	61	81
Uses public transit	11.0%	243	70	54
Immigrant	21.5%	205	96	44
Member of visible minority	18.1%	246	87	33
Job in art, culture, recreation	1.9%	151	97	74
Job in primary industry	2.4%	29	110	129

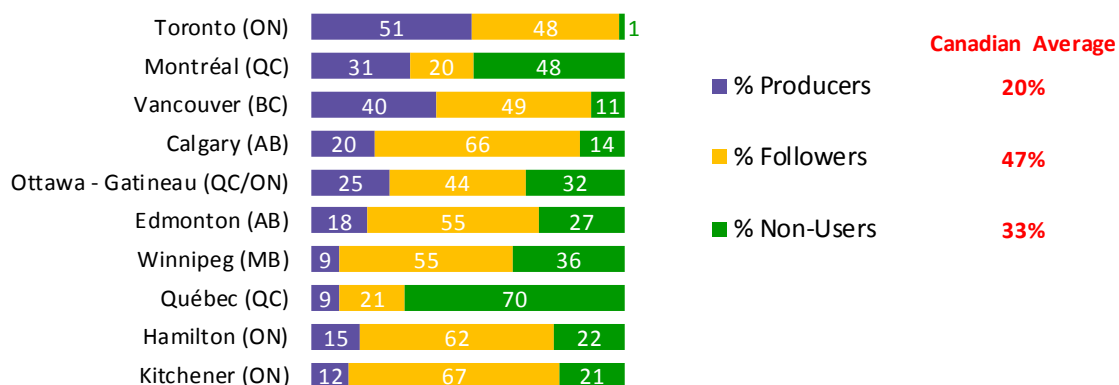
Index of 100 = Canadian average

high rates
 above average rates
 average rates
 below average rates

3. Residents of the nation's largest and most diverse cities are most likely to produce social media content...

More than three-quarters of all Canadian social media content is produced by the residents of the nation's three largest cities, and Toronto residents account for more than 40 percent of all social media content. Meanwhile, those residents of Calgary, Hamilton and Kitchener are much more likely to follow postings than create content. And many residents in cities like Montreal, Quebec and Winnipeg have yet to become involved in social media in a big way.

Top ten cities by social media type (%)

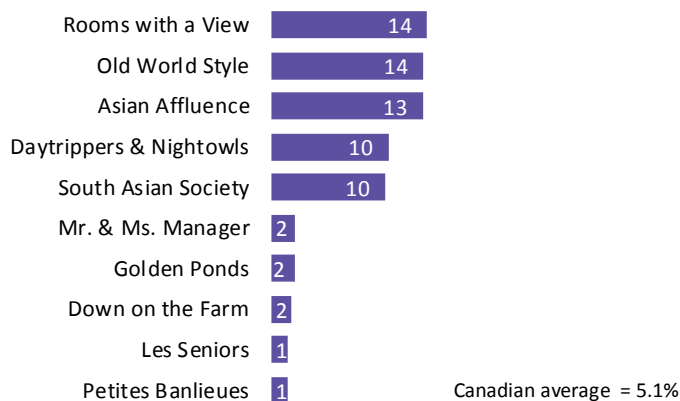


4. If you're a recent immigrant, there's a good chance you're into blogging about your experience...

A surprisingly high percentage of bloggers come from lifestyle types containing a significant concentration of recent immigrants. Among the top PRIZM_{C2} segments where residents regularly create blogs are Rooms with a View (young, ethnic singles in urban high-rises), Asian Affluence (wealthy, suburban Chinese families) and Old World Style (multi-ethnic, middle-aged urban families). While many of Canada's bloggers are young, tech-savvy writers, a disproportionate number of older immigrants are also contributing to the online dialogue. As a result of this diverse group, high concentrations of bloggers can be found in the nation's largest cities—like Toronto, Vancouver and Calgary—which have served as immigrant gateways for generations.

Publishes a blog more than once a month (%)

Top/Bottom Lifestyles

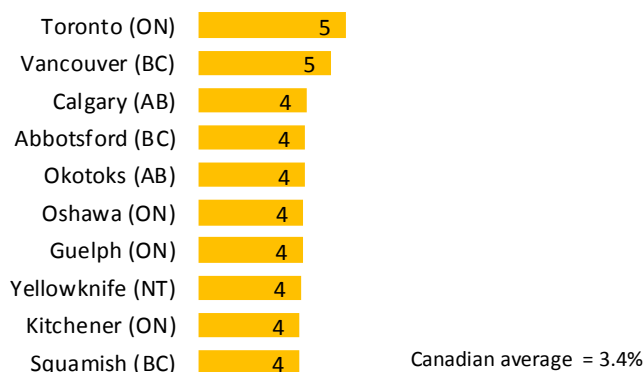


5. Tweets are not for everyone

Some 110 million Twitter posts are created every day but, like a tree falling in a forest where no one is there to hear it, many Tweets vanish into the ether without impact. Only 3.4 percent of all Canadians read Twitter postings, and large segments of Canadian society ignore them completely. The folks most likely to read Tweets are the usual suspects: young, urban, diverse singles. But a number of young urban singles, especially those with low incomes and busy jobs, ignore them, as do older, exurban families.

Reads Tweets several times a month (%)

Top Ten Cities

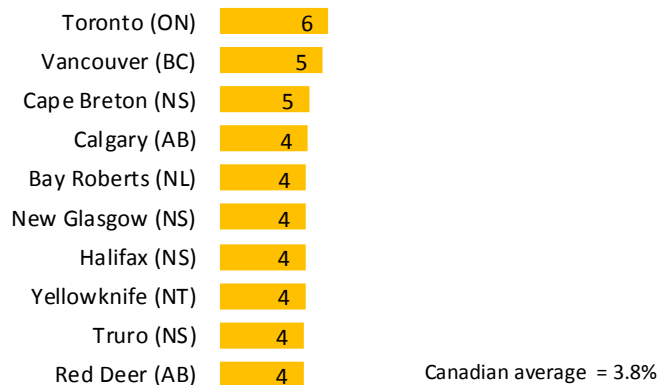


6. Young and hip Canadians make the world go viral...

The Canadians most likely to have a large network of online friends are generally young, urban residents who often are the first to acquire new technology—PRIZM_{C2} lifestyles such as Rooms with a View (young, ethnic singles in urban high-rises), Young Digerati (young upscale urban trendsetters) and Grads & Pads (young, lower-middle-class urban singles). They're the ones who can catapult a YouTube video performer like Winnipeg's Maria Aragon into global stardom. Residents of Furs & Philanthropy (upscale, middle-aged and old families) and Asian Affluence (wealthy, suburban Chinese families) have created large social networks among their friends, family, fellow culture lovers and business associates.

Has 501+ friends or connections in social media (%)

Top Ten Cities

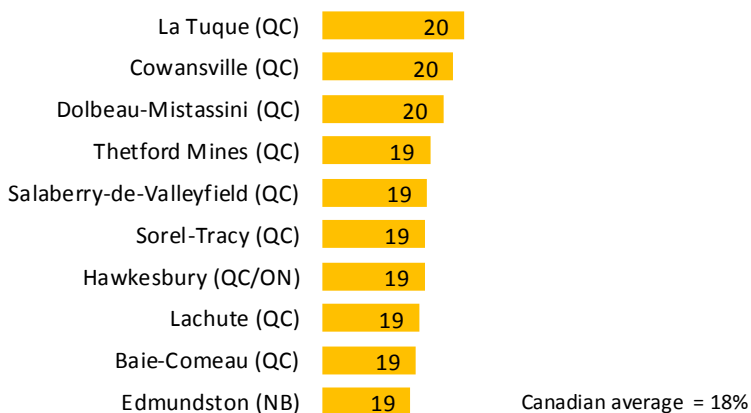


7. Quebec consumers have the power to influence...

Companies are always looking for well-connected consumers whose positive reviews can help their products gain traction in the market. These “product evangelists” offer fast word-of-mouth advertising that marketers crave. But some may be surprised to learn that nine out of the top-ten cities where residents are most likely to write product reviews are in Quebec. More than 20 percent of residents in small cities like La Tuque and Cowansville routinely post product reviews online. Part of the reason may be that, because Quebec Internet users sometimes don't receive marketing in French, they choose to rate products on their own in their language of choice.

Rates products online several times a month (%)

Top Ten Cities

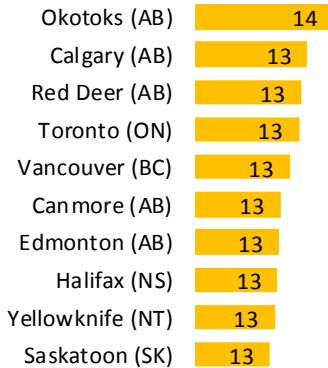


8. If you're updating your status while reading this, you're probably a young city dweller...

Although recent studies have shown Internet users of all kinds of backgrounds spend more than a quarter of their online time on Facebook, the ones who are routinely updating their status—sharing family news, inviting others to favourite groups, playing Farmville and tagging photos—are often young and ethnically diverse. Many live in the nation's largest cities—from Nova Scotia to British Columbia.

Updates status on Facebook several times a month (%)

Top Ten Cities



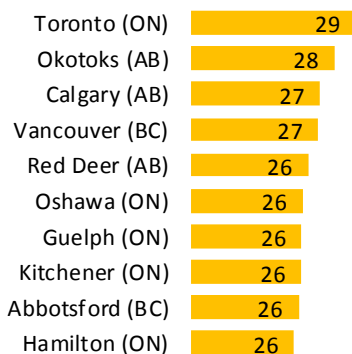
Canadian average = 11.5%

9. Social media can't replace the real thing...

For a lot of people, social media is like a free-wheeling singles club. Networking sites like Facebook allow people to find dates—and potential mates—anywhere in the world. In Toronto and the suburbs of the Golden Horseshoe, more than a quarter of residents are willing to risk heartbreak—or worse—in search of physical intimacy through social media contacts. But not everyone is into the “speed connecting” going on online. While young city dwellers and recent immigrants are willing to take the risk of meeting people through social media, older rural Anglophones and upscale suburban Francophones are more reticent. For them, flesh-and-blood will never be replaced by point-and-click.

Feels comfortable meeting people through social media (%)

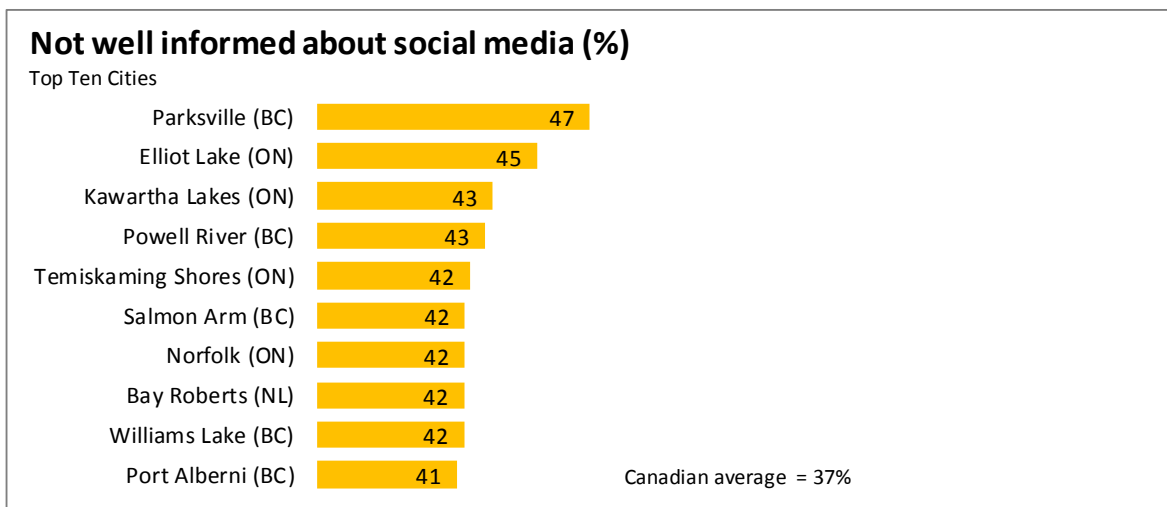
Top Ten Cities



Canadian average = 24%

10. Even among the elite, some Canadians just aren't into social media...

Not all Canadians have taken to social media in a big way. More than a third admit that they're not well informed about social media—and education and affluence levels have nothing to do with that stance. In fact, a significant segment of wealthy and highly educated Canadians are anti-social media butterflies. Despite being the early adopters of new technology, members of Cosmopolitan Elite (very wealth middle-aged and older families) are not that interested in social media. Nor are residents of Fields of Dreams (midscale farmers and blue-collar workers). For these two groups and many more, books, newspapers, letters and landline phones may always hold a special place in their hearts.



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[Maps of the social media habits of residents in Canada's five largest cities—Toronto, Vancouver, Calgary, Ottawa and Montreal—are available on request by contacting Jack DePoe, 416.969.2733 or jack.depoe@environicsanalytics.ca.]

About the Survey Methodology

This survey of Canadians about their social media use was conducted by AskingCanadians™—Delvinia's proprietary online research community—in partnership with Environics Analytics, which analyzed the findings using the PRIZM_{C2} segmentation system. The study is based on the responses of 23,144 Canadians and was fielded in November 2010. Respondents for this survey were sourced from among the AskingCanadians™ panel, which includes 160,000 members across the country.

About Environics Analytics

Environics Analytics is the premier marketing and analytical services company in Canada. Specializing in segmentation, site modelling and custom analytics, the Toronto-based company provides data-driven market insights to help clients find and keep their customers. It has the most experienced team of micromarketing experts in Canada, and is a member of the Environics group, a unique alliance of companies dedicated to providing intelligent research, analytics and communications. To learn more about Environics Analytics, please visit our website at www.environicsanalytics.ca or call Jack DePoe at 416.969.2733.

About Delvinia

Founded in 1998, Delvinia is a digital strategy and customer experience design firm. With strong customer insight capabilities powered by AskingCanadians™, our online community of 160,000 Canadians, we are able to gain customer intelligence to fuel our award-winning strategy and design team. Delvinia is dedicated to helping its clients in the financial, media, education, retail and technology sectors craft effective digital solutions anchored in customer behaviour. For more information, please visit www.delvinia.com or call Susan O'Neill, Public Relations Manager, at 416.364.1455 ext. 272.

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