

NEWS RELEASE



Canadians believe Social Media is Fake

Toronto, June 25th – In a random sampling of public opinion taken by The Forum Poll™ among 1619 Canadians, one-fifth of respondents (21%) don't use social media at all, one-fifth of respondents (21%) use it less than thirty minutes a day, one-fifth (20%) use it more than thirty minutes but less than an hour, one fifth (20%) use it between one hour and two hours, one-tenth (9%) use it more than two hours but less than three, and another tenth (10%) use it 3 hours or more.

Respondents more likely to not use social media include those aged 65 and over (44%), males (23%), those earning less than \$20,000 (27%) and \$20,000-\$40,000 (26%), and those living in Quebec (27%).

Respondents more likely to use social media less than thirty minutes include those aged 55 to 64 (28%), males (23%), earning \$80,000-\$100,000 (25%), those with post-graduate degrees (25%), those living in Manitoba/Saskatchewan (29%), more likely not to use social media everyday (75%), and most likely to spend their time using LinkedIn (63%).

Respondents more likely to use social media the most (3 hours+) include those aged 18 to 34 (21%), females (12%), those earning less than \$20,000 (18%), those with secondary school or less (14%) and those who completed college or university (11%), are more likely to use social media more than 10 times per day (42%), and are more likely to use Snapchat (25%).

Younger respondents and Snapchat users use social media more frequently per day

One-sixth of respondents (15%) don't look at social media every day, another sixth (16%) look at social media once per day, one-third of respondents (33%) look at social media 2-5 times a day, one-fifth (19%) use social media 6-10 times per day, another fifth (18%) use social media more than 10 times per day.

Those not likely to use social media every day include those aged 65 and over (30%), earning less than \$20,000 (19%) and \$20,000 to \$40,000 (18%), those living in British Columbia (18%), Alberta (17%), and Manitoba/Saskatchewan (17%), are more likely to use social media less than 30 minutes (42%), and those more likely to use LinkedIn (39%) and Pinterest (38%) the most.

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"Age is a predominant predictor of social media usage," said Dr. Lorne Bozinoff, President of Forum Research. "Younger respondents are more likely to use Instagram, more likely to say they've seen fake news, and more likely to use social media frequently. There is a healthy skepticism about social media, and more than half of Canadians say they would support laws restricting fake news."



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Those more likely to use social media more frequently (10 times plus per day) include those aged 18 to 34 (32%), those earning less than \$20,000 (25%) and \$80,000 to \$100,00 (20%), those living in Atlantic Canada (25%) and Alberta (24%), are more likely to use social media for 3 hours or more (60%), and those more likely to use Snapchat (38%).

Those less likely to post on social media check LinkedIn the most

One-fifth of respondents (19%) never post on social media, one-third (30%) post every few months, one-fifth (22%) post every few weeks, another fifth (17%) post weekly, one-tenth (9%) post daily, and a few (4%) post multiple times per day.

Those more likely to never post include those aged 65 and over (35%), those living in Manitoba/Saskatchewan (23%), Ontario (20%), Quebec (21%), those who use social media less than 30 minutes (34%), those who do not use social media every day (41%), those who use Pinterest (40%) the most and LinkedIn (37%) the most.

Those more likely to post every few weeks include those aged 35 to 44 (27%), those living in Atlantic Canada (27%) and British Columbia (25%), those more likely to check social media 5 times per day (27%), and those more likely to look at Twitter (27%), Instagram (25%), and Pinterest (26%).

Facebook is used by older Canadians and Instagram is used by younger Canadians

A majority of respondents (59%) use Facebook the most, one-sixth (15%) use Instagram the most, one-tenth (8%) use Twitter the most, another tenth (7%) use something else, and a few use LinkedIn (4%), Snapchat (3%), Pinterest (3%), and Tumblr (1%).

Those more likely to use Facebook include those aged 55 to 64 (72%) and 65 and over (72%), females (63%), those earning \$20,000 to \$40,000 (69%), those living in Quebec (76%), those more likely to use social media 30 to 59 minutes (66%) and 1 to 2 hours (64%), and those more likely to check social media 2 to 5 times per day (65%).

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Those more likely to use Instagram include those aged 18 to 34 (29%), those living in Ontario (19%), British Columbia (19%), and Atlantic Canada (17%), those more likely to use social media 2 to 3 hours (27%), and those more likely to check social media 6 to 10 times per day (22%) or more than 10 times (22%).

Highly educated respondents are less likely to trust social media

Most respondents (BTM2: 65%) do not trust social media with one-third (34%) saying they trust it a little and another third (32%) saying not at all. The third (TOP2: 31%) that does trust social media a few (4%) trust it a lot and almost a third (27%) trust it somewhat. A few (4%) are not sure.

Those less likely to trust social media include those aged 18-34 (67%), 55 to 64 (67%), and 65 and over (70%), males (67%), respondents with some college or university and above (68% of those with some college or university, 65% of those who completed college or university, and 66% of those with post-graduate degrees), those living in Atlantic Canada (68%), Ontario (70%), and Manitoba/Saskatchewan (68%), those who do not use social media at all (86%), those who do not to use it every day (81%), and those who use Instagram (71%), Snapchat (70%), and Pinterest (71%).

Those more likely to trust social media include those aged 35 to 44 (39%), those earning \$80,000 to \$100,000 (37%) and \$20,000 to \$40,000 (35%), those with secondary school or less (36%), those living in Quebec (39%), those who use social media for 2 to 3 hours (51%), use social media more than 10 times per day (49%), and use LinkedIn (41%), Facebook (40%), and Twitter (40%).

Half say Facebook is half true and half fake news

One-third of respondents (BTM2: 33%) think that what they see on Facebook is fake news, with less than a third (26%) saying it is mostly fake news and a few (7%) saying it's all fake news. About a half (55%) of respondents say it's about half true and half fake news and one-tenth (13%) say news on Facebook is true with a tenth (11%) saying mostly true and a few (2%) saying it's all true.

Those more likely to say what they see on Facebook is fake news include those aged 18-34 (37%), males (37%), those earning \$40,000 to \$60,000 (38%), those with post-graduate degrees (39%), those who don't use social media at all (51%), and those who use Instagram (43%) and Snapchat (40%).



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Those more likely to say what they see on Facebook is not fake news include those aged 55 and over (16% of those 55 to 64 and 17% of those 65 and over), those with some college or university (18%) and with secondary school or less (16%), those living in Atlantic Canada (18%), those that use social media once per day (20%) or not every day (18%), and use Snapchat (19%), LinkedIn (16%), and Facebook (16%).

Those more likely to say it's about half true and half fake news include those aged 35 to 44, females (59%), those earning \$60,000 to \$80,000 (62%) and \$20,000 to \$40,000 (59%), those who completed college or university (59%), those living in Quebec (59%) and British Columbia (56%), spend between 30 minutes to two hours (63% of those who spend between 30 minutes to 1 hour and 64% of those who spend between 1 to 2 hours), check social media 6 to 10 times per day (67%), and use Facebook (63%).

Half say Twitter is half true and half fake news

One-third (BTM2: 34%) say Twitter is filled with fake news, with a little over one-fifth (26%) saying it's mostly fake news and a few (8%) saying it's all fake news. One-sixth (TOP2: 15%) say it's not filled with fake news with a tenth (12%) saying it's mostly true and a few (3%) saying it's all true. Half of respondents (51%) say Twitter is about half true and half fake news.

Those more likely to say Twitter is filled with fake news include those aged 65 and over (44%), males (36%), those with post-graduate degrees (38%), those living in British Columbia (45%), those who do not use social media (52%), those who do not use social media everyday (38%), and those who use Snapchat (45%) the most.

Those more likely to say Twitter is not filled with fake news include those with some college or university (19%), those living in Atlantic Canada (24%), use social media for 2 to 3 hours (22%), use social media 10 times (16%) and more than 10 times (19%), and mainly use Twitter (27%).

Those more likely to say Twitter is half true and half fake news include those aged 35 to 44 (56%) and 45 to 54 (56%), females (53%), those living in Quebec (55%) and Alberta (55%), those who use social media 10 times (63%), and those who mostly use Twitter (61%) and LinkedIn (60%).



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Half say Instagram is half true and half fake news

One-third (BTM 2: 35%) of respondents think Instagram is filled with fake news with a little over one-fifth (26%) saying it's mostly fake news and one-tenth (9%) saying it's all fake news. One-sixth of respondents (TOP2: 15%) say Instagram is not filled with fake news, with one-tenth (13%) saying it's mostly true and a few (2%) saying it's all true. Half of respondents (50%) think that what they see on Instagram is about half true and half fake news.

Those most likely to say Instagram is filled with fake news include those aged 65 and over (39%), those who completed college or university (37%) and those with post-graduate degrees (38%), those living in British Columbia (41%), those who don't use social media at all (52%), those who do not use social media every day (37%), and those most likely to use Twitter (37%) and Pinterest (35%).

Those more likely to say Instagram is not filled with fake news include those aged 18-34 (19%), earning less than \$20,000 (26%), those with secondary school or less (21%), those living in Atlantic Canada (25%), those who use social media for 2 or more hours (26% of those who use social media for 2 to 3 hours and 25% of those who use social media for more than 3 hours, those who check social media 10 times per day (22%) or more (19%), and those more likely to use Instagram (29%) more than other social media.

Those more likely to say Instagram is about half true and half fake include those aged 35 to 44 (53%) and 45 to 54 (55%), those earning \$60,00 to \$80,000 (55%) and \$80,000 to \$100,000 (56%), those who live in Quebec (54%) and Manitoba/Saskatchewan (52%), those who use social media between 30 minutes to an hour (58%) and between 1 to 2 hours (59%), those who check 10 times a day (56%) or more (54%), and those mostly use LinkedIn (60%) or Snapchat (57%).



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Non-social media users are more likely to say Snapchat is fake news

About 4-in-10 (BTM2: 43%) say they think Snapchat is fake news. Almost a third (29%) say it is mostly fake news and about a seventh (14%) say it is all fake news.

Those who are most likely to say that Snapchat is fake news are between 45 to 54 (44%), 65 and older (47%), the least wealthy (41%), earning between \$40,000 to \$60,000 (41%), \$60,000 to \$80,000 (44%), \$80,000 to \$100,000 (43%), the most wealthy (42%), the most educated (54%), living in the Prairies (53%) or British Columbia (47%), those who do not use social media at all (58%), and those who most frequently use Pinterest (55%).

About a seventh (TOP2: 15%) say news on Snapchat is mostly true or all true and about 4-in-10 (42%) say the news on Snapchat is about half true and half fake news.

Half are divided on Google when it comes to fake news

Nearly half (46%) say they think Google is about half true and half fake news. Those who are most likely to say that Google is about half true and half fake news are between 18 to 34 (44%), 45 to 54 (50%), 55 to 64 (49%), 65 and older (46%), earning between \$40,000 to \$60,000 (49%), \$60,000 to \$80,000 (52%), the most wealthy (47%), those who do not use social media at all (46%), use it for less than thirty minutes per day (47%), more than 30 minutes per day but less than an hour (50%), or use it for 3 hours or more per day (51%), and those who post on social media 10 times per day (55%).

About 4-in-10 (TOP2: 39%) say news on Google is mostly true or all true and about a seventh (15%) say the news on Google is mostly fake news or all fake news.



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Divided when it comes to government regulations for social media

Nearly half (BTM2: 45%) say they disagree that the government should regulate social media, with about a fifth (17%) saying they somewhat disagree and almost 3-in-10 (28%) saying they strongly disagree.

About 4-in-10 (TOP2: 43%) say the government should regulate social media and about one-in-10 (12%) say they don't know.

55% in favour of laws restricting "fake news"

Majority (TOP2: 55%) say they are in favour of laws restricting "fake news" from being published on social media sites or elsewhere, with a fifth (20%) saying they are somewhat in favour and over a third (34%) saying they are strongly in favour.

Those who are most likely to say they are in favour are those aged 35 to 44 (61%), 45 to 54 (57%), 55 to 64 (56%), those earning between \$60,000 to \$80,000 (63%), \$80,000 to \$100,000 (59%), the most wealthy (57%), those who have completed college or university (60%), the most educated (61%), living in Quebec (63%) or British Columbia (57%), those who use social media for less than thirty minutes per day (57%), more than thirty minutes but less than an hour (53%), between one hour and two hours (59%), and more than two hours but less than three hours (57%), post on social media once per day (54%), 5 times per day (58%), and most frequently use Facebook or Twitter (59%), Pinterest (57%), or LinkedIn (63%).

About a third (BTM2: 34%) say they are opposed to laws restricting "fake news" from being published on social media sites and one-in-10 (11%) saying they don't know.



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Influencers are not-so influential when it comes to purchasing decisions

Majority (87%) of social media influencers or celebrity endorsements do not play a big part in influencing their purchasing decisions. Those who are most likely to say this are those aged 35 to 44 (88%), 45 to 54 (88%), 55 to 64 (90%), or 65 and older (90%), those earning between \$20,000 to \$40,000 (87%), \$40,000 to \$60,000 (90%) \$60,000 to \$80,000 (86%), \$80,000 to \$100,000 (92%), or the most wealthy (92%), those who do not use social media at all (89%), use social media for less than thirty minutes per day (90%), more than thirty minutes but less than an hour (89%), or between one hour and two hours (90%) per day, do not post on social media everyday (85%), post on social media once per day (88%), 5 times per day (91%) or 10 times per day (91%), and most frequently use Facebook (90%), Pinterest (88%), LinkedIn (91%), or something else (85%).

About 1-in-10 (13%) say social media influencers or celebrity endorsements play a big part in influencing their purchasing decisions.

A third check social media before getting out of bed

Three-in-ten (30%) say they check social media before getting out of bed, while almost three-quarters (75%) say they don't.

A third check social media before bed

A third (33%) say they check social media before going to bed, while about two-thirds (67%) say they do not.

A third says social media has affected a relationship

A third (32%) say social media has affected their relationship with a friend, family member, or a romantic interest, while two-thirds (68%) say it hasn't.

"Age is a predominant predictor of social media usage," said Dr. Lorne Bozinoff, President of Forum Research. "Younger respondents are more likely to use Instagram, more likely to say they've seen fake news, and more likely to use social media frequently. There is a healthy skepticism about social media, and more than half of Canadians say they would support laws restricting fake news."



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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1619 randomly selected Canadians. The poll was June 21st-23rd, 2019.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Actual results depend on a Candidate's ability to get their voters out. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at forumpoll.com.

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Social Media Frequency

Thinking about an average day, which of the following best describes how much time you spend using social media, such as Facebook, Instagram, snapchat etc.?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
Sample	1619	247	216	253	387	516	838	743
You don't use social media at all	21	10	13	19	28	44	23	19
Less than thirty minutes	21	11	23	23	28	23	23	18
More than thirty minutes but less than an hour	20	16	20	29	23	16	20	20
Between one hour and two hours	20	25	25	18	14	12	19	20
More than two hours but less than three hours	9	17	10	5	4	3	7	11
3 hours or more	10	21	9	5	3	3	7	12

Income

%	Total	<\$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$80k	\$80k-100k	\$100k-\$250k
Sample	1619	151	247	225	200	186	309
You don't use social media at all	21	27	26	22	20	16	16
Less than thirty minutes	21	15	16	21	17	25	20
More than thirty minutes but less than an hour	20	16	23	17	20	22	25
Between one hour and two hours	20	17	16	20	20	18	23
More than two hours but less than three hours	9	6	9	11	10	10	8
3 hours or more	10	18	10	9	13	8	9



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post-graduate degree
Sample	1619	309	421	619	270
You don't use social media at all	21	23	23	18	24
Less than thirty minutes	21	18	21	20	25
More than thirty minutes but less than an hour	20	22	16	22	20
Between one hour and two hours	20	16	20	22	18
More than two hours but less than three hours	9	7	12	7	10
3 hours or more	10	14	9	11	3

Region

%	Total	AT	QB	ON	MB/SK	AB	BC
Sample	1619	120	385	599	120	176	219
You don't use social media at all	21	13	27	21	18	19	18
Less than thirty minutes	21	21	19	20	29	20	21
More than thirty minutes but less than an hour	20	20	19	21	15	19	24
Between one hour and two hours	20	26	21	18	21	24	17
More than two hours but less than three hours	9	10	7	10	13	8	8
3 hours or more	10	10	7	11	4	10	13



Social Media Average Day Frequency

%	Total	Not every day	Once	5 times	10 times	More than 10 times
Sample	1619	211	215	412	190	151
You don't use social media at all	21	0	0	0	0	0
Less than thirty minutes	21	75	49	19	3	2
More than thirty minutes but less than an hour	20	18	30	40	21	6
Between one hour and two hours	20	5	15	28	47	21
More than two hours but less than three hours	9	1	4	6	17	29
3 hours or more	10	1	3	6	11	42

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Social Media Networks (Facebook, Twitter, Instagram, Snapchat, Pinterest, Tumblr, and LinkedIn)

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%	Total	FB	TW	IG	SC	PT	TUM	LI	Something else
Sample	1619	754	95	120	27	35	4	55	89
You don't use social media at all	21	0	0	0	0	0	0	0	0
Less than thirty minutes	21	24	25	11	22	46	0	63	47
More than thirty minutes but less than an hour	20	28	20	22	23	24	18	19	20
Between one hour and two hours	20	27	26	29	25	20	0	11	12
More than two hours but less than three hours	9	10	15	20	4	10	0	3	5
3 hours or more	10	10	13	17	25	0	82	4	16



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Social Media Average Day Frequency

Generally, how many times per day do you look at social media?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
Sample	1179	220	188	204	280	287	598	551
Not every day	15	8	13	16	18	30	14	15
Once per day	16	8	15	19	24	21	16	15
2-5 times per day	33	24	33	38	41	37	31	34
6-10 times per day	19	28	18	18	14	7	20	19
More than 10 times per day	18	32	21	9	3	5	18	17

Income

%	Total	<\$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$80k	\$80k-100k	\$100k-\$250k
Sample	1179	96	165	162	140	147	255
Not every day	15	19	18	15	11	12	11
Once per day	16	16	18	16	16	16	15
2-5 times per day	33	26	32	36	29	35	35
6-10 times per day	19	14	18	15	26	17	22
More than 10 times per day	18	25	13	19	19	20	17



Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post-graduate degree
Sample	1179	207	302	471	199
Not every day	15	15	15	14	17
Once per day	16	17	16	15	13
2-5 times per day	33	30	35	33	33
6-10 times per day	19	19	20	20	18
More than 10 times per day	18	18	13	19	19

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Region

%	Total	AT	QB	ON	MB/SK	AB	BC
Sample	1179	96	259	433	93	129	169
Not every day	15	13	15	13	17	17	18
Once per day	16	10	19	16	25	10	13
2-5 times per day	33	33	35	33	29	30	33
6-10 times per day	19	19	18	20	14	20	22
More than 10 times per day	18	25	13	19	15	24	15

Social Media Frequency

%	Total	No use	>30m	30m-59m	1-2h	2h-3h	3h+
Sample	1179	0	372	324	278	103	102
Not every day	15	0	42	11	3	1	2
Once per day	16	0	29	18	9	5	3
2-5 times per day	33	0	24	52	36	18	17
6-10 times per day	19	0	3	16	37	30	18
More than 10 times per day	18	0	1	4	15	45	60



Social Media Networks (Facebook, Twitter, Instagram, Snapchat, Pinterest, Tumblr, and LinkedIn)

%	Total	FB	TW	IG	SC	PT	TUM	LI	Something else
Sample	1179	754	95	120	27	35	4	55	89
Not every day	15	15	7	4	14	38	0	39	27
Once per day	16	16	16	12	12	21	0	15	24
2-5 times per day	33	36	28	30	25	23	13	36	25
6-10 times per day	19	19	24	28	11	9	18	9	11
More than 10 times per day	18	15	26	26	38	9	69	1	14

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Social Media Posting Frequency

Generally, how many times per day do you look at social media? And on average, which of the following best describes how often you post on social media?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
Sample	1179	220	188	204	280	287	598	551
Never	19	17	8	19	21	35	19	18
Every few months	30	33	29	30	29	24	31	29
Every few weeks	22	22	27	23	20	15	21	23
Weekly	17	16	19	15	18	16	17	16
Daily	9	7	11	9	9	7	8	10
Multiple times per day	4	4	5	4	3	3	4	4

Income

%	Total	<\$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$80k	\$80k-100k	\$100k-\$250k
Sample	1179	96	165	162	140	147	255
Never	19	18	19	21	18	21	17
Every few months	30	37	31	28	29	25	27
Every few weeks	22	16	24	22	25	23	23
Weekly	17	11	17	13	18	19	21
Daily	9	9	5	13	7	9	8
Multiple times per day	4	8	4	3	3	3	4



Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post-graduate degree
Sample	1179	207	302	471	199
Never	19	22	16	19	18
Every few months	30	29	35	29	24
Every few weeks	22	18	23	23	24
Weekly	17	14	16	18	20
Daily	9	10	6	8	11
Multiple times per day	4	6	4	4	3

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Region

%	Total	AT	QB	ON	MB/SK	AB	BC
Sample	1179	96	259	433	93	129	169
Never	19	12	21	20	23	15	14
Every few months	30	29	32	28	24	29	34
Every few weeks	22	27	19	22	24	20	25
Weekly	17	21	18	17	13	19	14
Daily	9	6	7	8	11	13	10
Multiple times per day	4	6	2	5	6	4	4

Social Media Frequency

%	Total	No use	>30m	30m-59m	1-2h	2h-3h	3h+
Sample	1179	0	372	324	278	103	102
Never	19	0	34	19	11	10	9
Every few months	30	0	36	29	31	26	19
Every few weeks	22	0	20	24	23	24	19
Weekly	17	0	7	18	25	13	23
Daily	9	0	3	9	9	17	13
Multiple times per day	4	0	1	1	2	10	18



Social Media Average Day Frequency

%	Total	Not every day	Once	5 times	10 times	More than 10 times
Sample	1179	211	215	412	190	151
Never	19	41	27	14	10	9
Every few months	30	41	32	28	30	21
Every few weeks	22	9	22	27	22	24
Weekly	17	6	13	18	24	20
Daily	9	1	5	11	10	13
Multiple times per day	4	1	1	2	4	13

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Social Media Networks (Facebook, Twitter, Instagram, Snapchat, Pinterest, Tumblr, and LinkedIn)

%	Total	FB	TW	IG	SC	PT	TUM	LI	Something else
Sample	1179	754	95	120	27	35	4	55	89
Never	19	15	19	7	28	40	68	37	42
Every few months	30	31	18	33	30	32	19	29	30
Every few weeks	22	23	27	25	15	26	0	19	9
Weekly	17	19	18	20	11	2	13	8	8
Daily	9	9	12	14	6	0	0	6	2
Multiple times per day	4	4	6	1	11	0	0	0	9

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Social Media Networks

Generally, which of the following social media would you say you use the most?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
Sample	1179	220	188	204	280	287	598	551
Facebook	59	44	57	69	72	72	56	63
Twitter	8	7	10	9	6	8	9	6
Instagram	15	29	15	7	4	2	15	15
Snapchat	3	7	1	2	1	1	4	2
Pinterest	3	1	2	5	4	4	1	4
Tumblr	1	2	0	0	0	0	0	1
Linkedin	4	1	8	2	7	4	6	3
Something else	7	8	7	6	6	9	9	6

Income

%	Total	<\$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$80k	\$80k-100k	\$100k-\$250k
Sample	1179	96	165	162	140	147	255
Facebook	59	60	69	58	60	59	57
Twitter	8	4	6	5	9	8	12
Instagram	15	14	9	15	14	18	15
Snapchat	3	5	4	3	8	0	1
Pinterest	3	4	3	3	1	5	1
Tumblr	1	1	1	2	0	0	1
Linkedin	4	2	2	2	2	5	7
Something else	7	9	7	11	5	4	7



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post-graduate degree
Sample	1179	207	302	471	199
Facebook	59	61	63	59	53
Twitter	8	6	7	9	9
Instagram	15	14	13	16	16
Snapchat	3	7	3	3	1
Pinterest	3	3	2	3	5
Tumblr	1	2	1	0	0
Linkedin	4	1	4	3	9
Something else	7	7	8	7	7

Region

%	Total	AT	QB	ON	MB/SK	AB	BC
Sample	1179	96	259	433	93	129	169
Facebook	59	59	76	50	61	60	56
Twitter	8	8	3	10	11	9	7
Instagram	15	17	7	19	11	11	19
Snapchat	3	7	1	2	7	5	3
Pinterest	3	0	5	3	0	3	3
Tumblr	1	0	0	1	0	1	0
Linkedin	4	1	3	5	5	6	3
Something else	7	7	5	9	5	5	9

Social Media Frequency

%	Total	No use	>30m	30m-59m	1-2h	2h-3h	3h+
Sample	1179	0	372	324	278	103	102
Facebook	59	0	55	66	64	53	49
Twitter	8	0	8	6	8	11	8
Instagram	15	0	6	13	17	27	21
Snapchat	3	0	3	3	3	1	6
Pinterest	3	0	5	3	2	3	0
Tumblr	1	0	0	0	0	0	4
Linkedin	4	0	10	3	2	1	1
Something else	7	0	13	6	3	4	9



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Social Media Average Day Frequency

%	Total	Not every day	Once	5 times	10 times	More than 10 times
Sample	1179	211	215	412	190	151
Facebook	59	59	59	65	59	50
Twitter	8	4	8	7	10	12
Instagram	15	4	11	14	22	22
Snapchat	3	3	2	2	2	7
Pinterest	3	7	4	2	1	1
Tumblr	1	0	0	0	1	2
Linkedin	4	11	4	4	2	0
Something else	7	13	11	5	4	6



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Social Media Trust

Generally, how much would you say you trust social media?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
Sample	1619	247	216	253	387	516	838	743
NET: TOP2	31	29	39	33	31	25	30	33
NET: BTM2	65	67	57	65	67	70	67	63
A lot	4	5	5	5	4	3	4	4
Somewhat	27	25	33	28	27	23	26	29
A little	34	34	31	36	33	33	34	34
Not at all	32	33	25	29	34	37	33	29
Not sure	4	4	4	2	2	4	3	4

Income

%	Total	<\$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$80k	\$80k-100k	\$100k-\$250k
Sample	1619	151	247	225	200	186	309
NET: TOP2	31	29	35	28	32	37	34
NET: BTM2	65	64	64	67	61	60	64
A lot	4	4	4	4	3	7	4
Somewhat	27	24	31	24	29	30	30
A little	34	20	31	37	34	37	39
Not at all	32	43	33	30	27	23	25
Not sure	4	7	1	5	7	3	2

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post-graduate degree
Sample	1619	309	421	619	270
NET: TOP2	31	36	28	31	31
NET: BTM2	65	60	68	65	66
A lot	4	5	5	4	3
Somewhat	27	31	24	27	28
A little	34	26	35	36	34
Not at all	32	34	34	29	32
Not sure	4	4	3	4	3



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Region

%	Total	AT	QB	ON	MB/SK	AB	BC
Sample	1619	120	385	599	120	176	219
NET: TOP2	31	26	39	27	31	34	30
NET: BTM2	65	68	56	70	68	65	66
A lot	4	1	6	3	7	5	4
Somewhat	27	25	33	23	24	29	26
A little	34	40	34	32	42	34	30
Not at all	32	28	23	38	26	31	36
Not sure	4	5	5	4	1	1	4

Social Media Frequency

%	Total	No use	>30m	30m-59m	1-2h	2h-3h	3h+
Sample	1619	440	372	324	278	103	102
NET: TOP2	31	10	21	36	46	51	42
NET: BTM2	65	86	77	62	51	45	49
A lot	4	2	2	4	7	5	11
Somewhat	27	8	20	32	39	46	31
A little	34	24	41	37	36	30	30
Not at all	32	63	36	25	15	15	19
Not sure	4	4	2	3	3	4	9



Social Media Average Day Frequency

%	Total	Not every day	Once	5 times	10 times	More than 10 times
Sample	1619	211	215	412	190	151
NET: TOP2	31	18	33	37	43	49
NET: BTM2	65	81	66	60	54	43
A lot	4	1	3	4	7	10
Somewhat	27	17	30	34	37	39
A little	34	38	41	38	38	25
Not at all	32	42	24	22	16	18
Not sure	4	1	1	3	2	9

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Social Media Networks (Facebook, Twitter, Instagram, Snapchat, Pinterest, Tumblr, and LinkedIn)

%	Total	FB	TW	IG	SC	PT	TUM	LI	Something else
Sample	1619	754	95	120	27	35	4	55	89
NET: TOP2	31	40	40	26	24	27	18	41	36
NET: BTM2	65	56	57	71	70	71	82	58	55
A lot	4	6	8	3	0	0	18	4	3
Somewhat	27	35	31	23	24	27	0	37	33
A little	34	36	35	47	29	38	0	32	25
Not at all	32	20	23	25	41	33	82	26	30
Not sure	4	3	3	3	6	2	0	1	8

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Fake News on Facebook

How much is true and how much is fake news on Facebook?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
Sample	1619	247	216	253	387	516	838	743
NET: TOP2	13	11	9	14	16	17	13	13
NET: BTM2	33	37	32	32	28	30	37	28
Its all true	2	4	1	1	1	3	1	3
Its mostly true	11	7	8	13	15	14	11	11
Its about half true, half fake news	55	52	59	54	56	53	51	59
Its mostly fake news	26	30	27	25	20	24	28	24
Its all fake news	7	7	5	6	8	6	9	4

Income

%	Total	<\$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$80k	\$80k-100k	\$100k-\$250k
Sample	1619	151	247	225	200	186	309
NET: TOP2	13	22	18	10	11	10	11
NET: BTM2	33	32	23	38	27	33	33
Its all true	2	4	4	0	2	0	1
Its mostly true	11	18	14	9	9	10	10
Its about half true, half fake news	55	45	59	52	62	57	56
Its mostly fake news	26	25	19	33	22	27	27
Its all fake news	7	7	3	5	5	6	6



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post-graduate degree
Sample	1619	309	421	619	270
NET: TOP2	13	16	18	10	10
NET: BTM2	33	33	30	31	39
Its all true	2	4	2	1	3
Its mostly true	11	12	16	9	7
Its about half true, half fake news	55	51	52	59	50
Its mostly fake news	26	28	23	25	31
Its all fake news	7	5	7	6	8

Region

%	Total	AT	QB	ON	MB/SK	AB	BC
Sample	1619	120	385	599	120	176	219
NET: TOP2	13	18	14	11	15	15	10
NET: BTM2	33	33	27	36	31	34	33
Its all true	2	1	2	2	1	2	2
Its mostly true	11	17	12	9	14	13	8
Its about half true, half fake news	55	50	59	53	53	51	56
Its mostly fake news	26	27	24	28	21	25	27
Its all fake news	7	6	3	8	10	9	6

Social Media Frequency

%	Total	No use	>30m	30m-59m	1-2h	2h-3h	3h+
Sample	1619	440	372	324	278	103	102
NET: TOP2	13	11	15	12	12	15	15
NET: BTM2	33	51	37	24	24	24	25
Its all true	2	2	4	1	0	5	3
Its mostly true	11	9	11	12	12	10	12
Its about half true, half fake news	55	38	48	63	64	60	60
Its mostly fake news	26	34	29	21	23	23	21
Its all fake news	7	17	8	3	2	1	4



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Social Media Average Day Frequency

%	Total	Not every day	Once	5 times	10 times	More than 10 times
Sample	1619	211	215	412	190	151
NET: TOP2	13	18	20	14	8	9
NET: BTM2	33	28	29	27	25	30
Its all true	2	7	1	1	1	2
Its mostly true	11	11	18	13	8	7
Its about half true, half fake news	55	53	51	59	67	62
Its mostly fake news	26	22	23	23	23	28
Its all fake news	7	6	6	4	2	2

Social Media Networks (Facebook, Twitter, Instagram, Snapchat, Pinterest, Tumblr, and LinkedIn)

%	Total	FB	TW	IG	SC	PT	TUM	LI	Something else
Sample	1619	754	95	120	27	35	4	55	89
NET: TOP2	13	16	9	7	19	12	0	16	8
NET: BTM2	33	20	36	43	40	30	69	30	36
Its all true	2	3	1	0	2	2	0	3	4
Its mostly true	11	14	8	7	17	10	0	13	4
Its about half true, half fake news	55	63	55	50	41	58	31	53	57
Its mostly fake news	26	18	25	38	36	30	69	24	26
Its all fake news	7	2	11	4	4	0	0	6	10



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Fake News on Twitter

How much is true and how much is fake news on Twitter?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
Sample	1619	247	216	253	387	516	838	743
NET: TOP2	15	17	15	13	15	15	16	15
NET: BTM2	34	32	29	32	37	44	36	32
Its all true	3	4	2	1	2	4	2	3
Its mostly true	12	13	13	12	13	11	14	12
Its about half true, half fake news	51	51	56	56	49	40	48	53
Its mostly fake news	26	27	22	24	27	31	27	25
Its all fake news	8	6	7	8	10	13	9	7

Income

%	Total	<\$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$80k	\$80k-100k	\$100k-\$250k
Sample	1619	151	247	225	200	186	309
NET: TOP2	15	20	17	13	12	18	16
NET: BTM2	34	35	30	35	34	32	30
Its all true	3	4	4	1	1	2	2
Its mostly true	12	16	13	11	10	16	14
Its about half true, half fake news	51	45	53	53	54	50	54
Its mostly fake news	26	26	24	26	29	24	25
Its all fake news	8	9	6	9	5	8	5

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post-graduate degree
Sample	1619	309	421	619	270
NET: TOP2	15	15	19	15	11
NET: BTM2	34	34	33	34	38
Its all true	3	5	3	1	3
Its mostly true	12	10	16	13	8
Its about half true, half fake news	51	52	48	51	51
Its mostly fake news	26	25	26	26	27
Its all fake news	8	9	7	8	10



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Region

%	Total	AT	QB	ON	MB/SK	AB	BC
Sample	1619	120	385	599	120	176	219
NET: TOP2	15	24	17	14	14	15	14
NET: BTM2	34	32	28	36	36	30	45
Its all true	3	2	4	2	2	4	3
Its mostly true	12	22	13	12	11	11	10
Its about half true, half fake news	51	44	55	51	51	55	42
Its mostly fake news	26	24	22	27	28	20	35
Its all fake news	8	8	6	9	8	11	9

Social Media Frequency

%	Total	No use	>30m	30m-59m	1-2h	2h-3h	3h+
Sample	1619	440	372	324	278	103	102
NET: TOP2	15	11	14	12	22	22	15
NET: BTM2	34	52	41	32	20	22	26
Its all true	3	2	3	2	3	4	3
Its mostly true	12	8	11	9	18	19	12
Its about half true, half fake news	51	38	45	57	58	56	58
Its mostly fake news	26	36	29	26	18	18	23
Its all fake news	8	16	12	6	3	4	4

Social Media Average Day Frequency

%	Total	Not every day	Once	5 times	10 times	More than 10 times
Sample	1619	211	215	412	190	151
NET: TOP2	15	14	15	17	16	19
NET: BTM2	34	38	34	30	22	27
Its all true	3	5	2	3	3	2
Its mostly true	12	9	13	14	13	17
Its about half true, half fake news	51	48	51	53	63	54
Its mostly fake news	26	24	25	25	19	23
Its all fake news	8	14	8	5	2	4



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Social Media Networks (Facebook, Twitter, Instagram, Snapchat, Pinterest, Tumblr, and LinkedIn)

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%	Total	FB	TW	IG	SC	PT	TUM	LI	Something else
Sample	1619	754	95	120	27	35	4	55	89
NET: TOP2	15	16	27	18	7	19	0	6	13
NET: BTM2	34	30	12	29	45	39	19	34	39
Its all true	3	3	3	3	4	1	0	1	4
Its mostly true	12	13	23	16	4	17	0	4	9
Its about half true, half fake news	51	54	61	53	48	42	81	60	49
Its mostly fake news	26	23	8	25	36	39	19	25	27
Its all fake news	8	7	5	4	9	0	0	9	11



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Fake News on Instagram

How much is true and how much is fake news on Instagram?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
Sample	1619	247	216	253	387	516	838	743
NET: TOP2	15	19	12	13	15	16	15	15
NET: BTM2	35	34	35	32	35	39	36	33
Its all true	2	2	2	1	2	4	2	2
Its mostly true	13	17	10	12	13	12	13	14
Its about half true, half fake news	50	47	53	55	51	45	48	52
Its mostly fake news	26	27	25	25	25	26	26	26
Its all fake news	9	7	9	8	9	13	11	7

Income

%	Total	<\$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$80k	\$80k-100k	\$100k-\$250k
Sample	1619	151	247	225	200	186	309
NET: TOP2	15	26	18	12	11	14	14
NET: BTM2	35	36	29	36	34	29	34
Its all true	2	3	3	2	1	1	1
Its mostly true	13	23	15	10	10	13	13
Its about half true, half fake news	50	38	53	52	55	56	52
Its mostly fake news	26	27	23	29	27	23	26
Its all fake news	9	9	6	7	7	7	9

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post-graduate degree
Sample	1619	309	421	619	270
NET: TOP2	15	21	17	14	12
NET: BTM2	35	31	31	37	38
Its all true	2	5	1	1	3
Its mostly true	13	16	15	13	10
Its about half true, half fake news	50	48	52	50	50
Its mostly fake news	26	25	21	29	26
Its all fake news	9	6	10	8	12



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MEDIA INQUIRIES:

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Region

%	Total	AT	QB	ON	MB/SK	AB	BC
Sample	1619	120	385	599	120	176	219
NET: TOP2	15	25	16	14	13	14	13
NET: BTM2	35	28	30	36	35	37	41
Its all true	2	4	2	2	0	1	2
Its mostly true	13	21	14	12	13	13	12
Its about half true, half fake news	50	47	54	49	52	48	46
Its mostly fake news	26	19	23	27	23	28	31
Its all fake news	9	9	6	10	11	9	9

Social Media Frequency

%	Total	No use	>30m	30m-59m	1-2h	2h-3h	3h+
Sample	1619	440	372	324	278	103	102
NET: TOP2	15	10	11	14	17	26	25
NET: BTM2	35	52	41	28	24	25	29
Its all true	2	2	2	1	3	2	2
Its mostly true	13	8	9	13	15	24	24
Its about half true, half fake news	50	38	48	58	59	49	45
Its mostly fake news	26	36	27	23	21	19	25
Its all fake news	9	16	13	6	3	6	4

Social Media Average Day Frequency

%	Total	Not every day	Once	5 times	10 times	More than 10 times
Sample	1619	211	215	412	190	151
NET: TOP2	15	11	17	15	22	19
NET: BTM2	35	37	32	33	21	27
Its all true	2	3	1	2	3	1
Its mostly true	13	8	16	13	19	18
Its about half true, half fake news	50	52	51	52	56	54
Its mostly fake news	26	24	22	26	19	23
Its all fake news	9	13	10	7	2	4



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Social Media Networks (Facebook, Twitter, Instagram, Snapchat, Pinterest, Tumblr, and LinkedIn)

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%	Total	FB	TW	IG	SC	PT	TUM	LI	Something else
Sample	1619	754	95	120	27	35	4	55	89
NET: TOP2	15	17	12	29	15	21	0	9	5
NET: BTM2	35	30	37	20	28	35	69	31	38
Its all true	2	2	1	3	2	0	0	1	3
Its mostly true	13	15	10	26	12	21	0	7	2
Its about half true, half fake news	50	53	51	50	57	44	31	60	57
Its mostly fake news	26	23	27	18	24	29	69	25	23
Its all fake news	9	7	10	2	4	6	0	6	15



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Snapchat

How much is true and how much is fake news on Snapchat?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
Sample	1619	247	216	253	387	516	838	743
NET: TOP2	15	23	12	11	12	14	15	16
NET: BTM2	43	41	41	44	43	47	43	43
Its all true	4	6	3	2	3	4	4	3
Its mostly true	12	18	9	10	9	10	11	12
Its about half true, half fake news	42	35	47	44	45	40	41	42
Its mostly fake news	29	29	25	30	30	32	29	30
Its all fake news	14	12	15	14	13	15	14	13

Income

%	Total	<\$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$80k	\$80k-100k	\$100k-\$250k
Sample	1619	151	247	225	200	186	309
NET: TOP2	15	27	17	13	14	15	15
NET: BTM2	43	41	36	41	44	43	42
It's all true	4	6	3	4	3	3	4
It's mostly true	12	20	14	9	12	12	11
It's about half true, half fake news	42	33	46	47	42	42	43
It's mostly fake news	29	27	26	28	36	33	25
It's all fake news	14	13	10	13	8	11	17



Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post-graduate degree
Sample	1619	309	421	619	270
NET: TOP2	15	25	17	13	8
NET: BTM2	43	39	38	43	54
It's all true	4	6	3	4	3
It's mostly true	12	20	14	9	5
It's about half true, half fake news	42	36	44	44	38
It's mostly fake news	29	29	26	29	36
It's all fake news	14	10	13	14	18

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Region

%	Total	AT	QB	ON	MB/SK	AB	BC
Sample	1619	120	385	599	120	176	219
NET: TOP2	15	22	13	16	15	15	13
NET: BTM2	43	37	39	45	53	40	47
It's all true	4	4	2	3	5	6	5
It's mostly true	12	19	11	13	10	9	8
It's about half true, half fake news	42	40	48	39	32	45	40
It's mostly fake news	29	28	26	30	33	30	32
It's all fake news	14	10	13	14	20	10	15

Social Media Average Day Posting Frequency

%	Total	Not every day	Once	5 times	10 times	More than 10 times
Sample	1619	211	215	412	190	151
NET: TOP2	15	16	16	15	19	20
NET: BTM2	43	42	39	40	38	37
It's all true	4	7	2	3	6	4
It's mostly true	12	8	14	12	13	16
It's about half true, half fake news	42	43	45	46	43	43
It's mostly fake news	29	27	27	25	31	28
It's all fake news	14	20	15	13	8	13



Social Media Network Used the Most (Facebook, Twitter, Instagram, Snapchat, Pinterest, Tumblr, and LinkedIn)

%	Total	FB	TW	IG	SC	PT	TUM	LI	Something else
Sample	1619	754	95	120	27	35	4	55	89
NET: TOP2	15	16	18	22	44	14	0	5	12
NET: BTM2	43	40	39	37	15	55	69	32	39
It's all true	4	5	3	3	6	0	0	0	6
It's mostly true	12	11	15	20	38	14	0	5	6
It's about half true, half fake news	42	44	43	41	41	31	31	63	49
It's mostly fake news	29	29	23	24	15	37	69	19	25
It's all fake news	14	12	16	12	0	18	0	12	14

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Google

How much is true and how much is fake news on Google?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
Sample	1619	247	216	253	387	516	838	743
NET: TOP2	39	43	39	37	35	37	38	40
NET: BTM2	15	12	17	13	15	17	18	11
It's all true	4	6	3	2	4	4	3	5
It's mostly true	35	37	36	35	32	33	35	35
It's about half true, half fake news	46	44	43	50	49	46	43	49
It's mostly fake news	12	9	17	11	12	13	14	10
It's all fake news	3	4	1	3	3	4	4	2

Income

%	Total	<\$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$80k	\$80k-100k	\$100k-\$250k
Sample	1619	151	247	225	200	186	309
NET: TOP2	39	43	44	34	39	41	40
NET: BTM2	15	15	14	16	10	15	13
It's all true	4	9	8	1	1	5	3
It's mostly true	35	34	36	33	37	37	37
It's about half true, half fake news	46	42	42	49	52	44	47
It's mostly fake news	12	10	12	15	7	12	11
It's all fake news	3	4	2	2	2	3	2

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post-graduate degree
Sample	1619	309	421	619	270
NET: TOP2	39	41	41	39	35
NET: BTM2	15	15	14	15	16
It's all true	4	8	3	3	3
It's mostly true	35	33	37	36	32
It's about half true, half fake news	46	44	45	47	50
It's mostly fake news	12	12	11	12	13
It's all fake news	3	2	3	3	3



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Region

%	Total	AT	QB	ON	MB/SK	AB	BC
Sample	1619	120	385	599	120	176	219
NET: TOP2	39	41	38	40	39	42	36
NET: BTM2	15	15	12	15	16	15	19
It's all true	4	2	3	5	2	5	4
It's mostly true	35	39	35	35	37	37	32
It's about half true, half fake news	46	44	50	46	46	43	45
It's mostly fake news	12	11	10	12	15	11	14
It's all fake news	3	4	2	3	1	3	4

Social Media Average Day Posting Frequency

%	Total	Not every day	Once	5 times	10 times	More than 10 times
Sample	1619	211	215	412	190	151
NET: TOP2	39	40	37	41	37	50
NET: BTM2	15	16	17	12	8	11
It's all true	4	6	2	4	3	4
It's mostly true	35	33	35	37	34	46
It's about half true, half fake news	46	44	46	47	55	39
It's mostly fake news	12	12	15	11	6	10
It's all fake news	3	4	2	1	2	1



Social Media Network Used the Most (Facebook, Twitter, Instagram, Snapchat, Pinterest, Tumblr, and LinkedIn)

%	Total	FB	TW	IG	SC	PT	TUM	LI	Something else
Sample	1619	754	95	120	27	35	4	55	89
NET: TOP2	39	41	35	51	49	34	0	28	40
NET: BTM2	15	12	17	8	11	15	0	19	20
It's all true	4	5	2	2	7	2	0	2	7
It's mostly true	35	36	33	49	42	32	0	26	33
It's about half true, half fake news	46	47	48	42	40	51	100	53	40
It's mostly fake news	12	11	12	7	11	15	0	19	14
It's all fake news	3	1	5	1	0	0	0	0	6

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Social Media Regulation

How much do you agree or disagree that the government should regulate social media?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
Sample	1619	247	216	253	387	516	838	743
NET: TOP2	43	30	44	46	50	52	44	42
NET: BTM2	45	58	41	44	41	35	49	41
Strongly agree	18	10	16	22	23	24	21	15
Somewhat agree	25	21	28	24	27	28	23	27
Somewhat disagree	17	21	14	17	16	17	16	19
Strongly disagree	28	37	27	27	25	18	33	22
Don't know	12	12	16	10	9	12	7	17

Income

%	Total	<\$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$80k	\$80k-100k	\$100k-\$250k
Sample	1619	151	247	225	200	186	309
NET: TOP2	43	33	43	44	37	45	47
NET: BTM2	45	50	41	49	51	46	43
Strongly agree	18	13	14	22	13	18	20
Somewhat agree	25	21	28	22	24	27	27
Somewhat disagree	17	12	19	19	19	22	15
Strongly disagree	28	37	22	30	31	24	27
Don't know	12	17	16	7	12	10	10



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post-graduate degree
Sample	1619	309	421	619	270
NET: TOP2	43	35	39	44	54
NET: BTM2	45	50	49	45	36
Strongly agree	18	11	16	20	21
Somewhat agree	25	23	23	24	33
Somewhat disagree	17	14	18	21	11
Strongly disagree	28	36	31	24	25
Don't know	12	15	12	11	10

Region

%	Total	AT	QB	ON	MB/SK	AB	BC
Sample	1619	120	385	599	120	176	219
NET: TOP2	43	41	45	45	40	31	45
NET: BTM2	45	50	30	47	52	62	49
Strongly agree	18	18	20	20	7	13	16
Somewhat agree	25	23	25	25	33	18	29
Somewhat disagree	17	18	15	17	19	22	16
Strongly disagree	28	32	15	29	33	40	33
Don't know	12	10	24	9	9	7	7



Social Media Average Day Posting Frequency

%	Total	Not every day	Once	5 times	10 times	More than 10 times
Sample	1619	211	215	412	190	151
NET: TOP2	43	48	41	45	37	35
NET: BTM2	45	41	49	42	48	59
Strongly agree	18	20	16	18	10	15
Somewhat agree	25	29	25	27	27	21
Somewhat disagree	17	12	21	17	15	22
Strongly disagree	28	29	28	24	32	37
Don't know	12	11	11	13	15	5

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Social Media Network Used the Most (Facebook, Twitter, Instagram, Snapchat, Pinterest, Tumblr, and LinkedIn)

%	Total	FB	TW	IG	SC	PT	TUM	LI	Something else
Sample	1619	754	95	120	27	35	4	55	89
NET: TOP2	43	43	40	39	29	40	0	57	40
NET: BTM2	45	45	55	49	56	51	100	37	46
Strongly agree	18	16	20	10	14	16	0	26	14
Somewhat agree	25	26	19	29	15	24	0	31	26
Somewhat disagree	17	18	20	20	12	14	31	10	17
Strongly disagree	28	27	35	29	44	37	69	28	29
Don't know	12	12	5	12	15	9	0	6	14

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Laws Restricting “Fake News”

Are you in favour or opposed to laws restricting "fake news" from being published on social media sites, or elsewhere?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
Sample	1619	247	216	253	387	516	838	743
NET: TOP2	55	48	61	57	56	53	56	54
NET: BTM2	34	40	28	33	31	35	35	32
Strongly in favour	34	27	35	40	36	38	35	34
Somewhat in favour	20	21	26	17	21	16	21	20
Somewhat oppose	13	14	10	15	12	11	14	12
Strongly oppose	21	26	18	18	19	24	21	21
Don't know	11	12	11	10	13	12	9	14

Income

%	Total	<\$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$80k	\$80k-100k	\$100k-\$250k
Sample	1619	151	247	225	200	186	309
NET: TOP2	55	41	49	56	63	59	57
NET: BTM2	34	42	38	36	28	32	34
Strongly in favour	34	27	33	33	35	37	36
Somewhat in favour	20	14	15	23	29	23	21
Somewhat oppose	13	9	15	16	10	13	15
Strongly oppose	21	33	24	20	19	20	18
Don't know	11	17	13	8	9	8	10



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post-graduate degree
Sample	1619	309	421	619	270
NET: TOP2	55	46	47	60	61
NET: BTM2	34	42	42	29	24
Strongly in favour	34	26	29	39	39
Somewhat in favour	20	20	18	22	22
Somewhat oppose	13	13	17	12	6
Strongly oppose	21	29	25	17	17
Don't know	11	12	11	10	15

Region

%	Total	AT	QB	ON	MB/SK	AB	BC
Sample	1619	120	385	599	120	176	219
NET: TOP2	55	55	63	50	52	51	57
NET: BTM2	34	35	27	37	39	36	32
Strongly in favour	34	31	44	32	32	27	31
Somewhat in favour	20	24	19	18	20	24	26
Somewhat oppose	13	13	9	14	15	14	12
Strongly oppose	21	22	18	23	24	23	20
Don't know	11	10	11	12	9	13	11



Social Media Average Day Posting Frequency

%	Total	Not every day	Once	5 times	10 times	More than 10 times
Sample	1619	211	215	412	190	151
NET: TOP2	55	51	54	58	57	54
NET: BTM2	34	35	39	31	32	36
Strongly in favour	34	31	32	39	35	30
Somewhat in favour	20	20	22	19	22	24
Somewhat oppose	13	11	9	13	13	20
Strongly oppose	21	24	30	18	20	16
Don't know	11	13	7	11	10	10

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Social Media Network Used the Most (Facebook, Twitter, Instagram, Snapchat, Pinterest, Tumblr, and LinkedIn)

%	Total	FB	TW	IG	SC	PT	TUM	LI	Something else
Sample	1619	754	95	120	27	35	4	55	89
NET: TOP2	55	59	59	54	42	57	13	63	34
NET: BTM2	34	31	35	32	54	31	87	23	53
Strongly in favour	34	38	22	32	33	31	13	47	18
Somewhat in favour	20	20	37	22	9	26	0	17	16
Somewhat oppose	13	13	11	9	5	10	87	10	23
Strongly oppose	21	18	24	23	49	21	0	13	31
Don't know	11	10	6	14	4	12	0	13	13

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Social Media Influence on Purchasing Decisions

Would you say that social media influencers or celebrity endorsements play a big part in influencing your purchasing decisions?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
Sample	1619	247	216	253	387	516	838	743
Yes	13	17	12	12	10	10	11	14
No	87	83	88	88	90	90	89	86

Income

%	Total	<\$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$80k	\$80k-100k	\$100k-\$250k
Sample	1619	151	247	225	200	186	309
Yes	13	28	13	10	14	8	8
No	87	72	87	90	86	92	92

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post-graduate degree
Sample	1619	309	421	619	270
Yes	13	16	16	10	10
No	87	84	84	90	90



Region

%	Total	AT	QB	ON	MB/SK	AB	BC
Sample	1619	120	385	599	120	176	219
Yes	13	15	10	12	12	15	16
No	87	85	90	88	88	85	84

Social Media Average Day Posting Frequency

%	Total	Not every day	Once	5 times	10 times	More than 10 times
Sample	1619	211	215	412	190	151
Yes	13	15	12	9	9	24
No	87	85	88	91	91	76

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Social Media Network Used the Most (Facebook, Twitter, Instagram, Snapchat, Pinterest, Tumblr, and LinkedIn)

%	Total	FB	TW	IG	SC	PT	TUM	LI	Something else
Sample	1619	754	95	120	27	35	4	55	89
Yes	13	10	15	21	22	12	0	9	15
No	87	90	85	79	78	88	100	91	85

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Checking Social Media in the Morning

Do you check social media before getting out of bed?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
Sample	1179	220	188	204	280	287	598	551
Yes	30	55	26	19	9	9	26	32
No	70	45	74	81	91	91	74	68

Income

%	Total	<\$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$80k	\$80k-100k	\$100k-\$250k
Sample	1179	96	165	162	140	147	255
Yes	30	52	26	32	34	22	27
No	70	48	74	68	66	78	73

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post-graduate degree
Sample	1179	207	302	471	199
Yes	30	36	26	30	24
No	70	64	74	70	76



Region

%	Total	AT	QB	ON	MB/SK	AB	BC
Sample	1179	96	259	433	93	129	169
Yes	30	34	20	31	24	35	36
No	70	66	80	69	76	65	64

Social Media Average Day Posting Frequency

%	Total	Not every day	Once	5 times	10 times	More than 10 times
Sample	1179	211	215	412	190	151
Yes	30	8	8	20	46	66
No	70	92	92	80	54	34

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Social Media Network Used the Most (Facebook, Twitter, Instagram, Snapchat, Pinterest, Tumblr, and LinkedIn)

%	Total	FB	TW	IG	SC	PT	TUM	LI	Something else
Sample	1179	754	95	120	27	35	4	55	89
Yes	30	25	32	49	53	8	82	15	21
No	70	75	68	51	47	92	18	85	79

MEDIA INQUIRIES:

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Checking Social Media Before Bed

Is checking social media the last thing you do before going to bed?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
Sample	1179	220	188	204	280	287	598	551
Yes	33	52	34	27	15	15	33	34
No	67	48	66	73	85	85	67	66

Income

%	Total	<\$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$80k	\$80k-100k	\$100k-\$250k
Sample	1179	96	165	162	140	147	255
Yes	33	41	35	36	43	30	31
No	67	59	65	64	57	70	69

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post-graduate degree
Sample	1179	207	302	471	199
Yes	33	40	26	38	24
No	67	60	74	62	76



Region

%	Total	AT	QB	ON	MB/SK	AB	BC
Sample	1179	96	259	433	93	129	169
Yes	33	48	29	33	24	38	33
No	67	52	71	67	76	62	67

Social Media Average Day Posting Frequency

%	Total	Not every day	Once	5 times	10 times	More than 10 times
Sample	1179	211	215	412	190	151
Yes	33	7	20	25	43	72
No	67	93	80	75	57	28

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Sample	1179	754	95	120	27	35	4	55	89
Yes	33	31	35	45	53	25	19	22	29
No	67	69	65	55	47	75	81	78	71

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Effects of Social Media

Has social media ever affected a relationship with a friend, family member, or a romantic interest?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female
Sample	1179	220	188	204	280	287	598	551
Yes	32	43	38	31	16	16	34	30
No	68	57	62	69	84	84	66	70

Income

%	Total	<\$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$80k	\$80k-100k	\$100k-\$250k
Sample	1179	96	165	162	140	147	255
Yes	32	47	25	29	35	33	31
No	68	53	75	71	65	67	69

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post-graduate degree
Sample	1179	207	302	471	199
Yes	32	33	28	32	38
No	68	67	72	68	62



Region

%	Total	AT	QB	ON	MB/SK	AB	BC
Sample	1179	96	259	433	93	129	169
Yes	32	54	27	31	35	26	35
No	68	46	73	69	65	74	65

Social Media Average Day Posting Frequency

%	Total	Not every day	Once	5 times	10 times	More than 10 times
Sample	1179	211	215	412	190	151
Yes	32	27	23	29	35	48
No	68	73	77	71	65	52

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Yes	32	31	35	34	45	49	63	22	28
No	68	69	65	66	55	51	37	78	72

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