

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **FOR IMMEDIATE RELEASE**

### **Almost Half Say Smartphone Makers Not Doing Enough To Fight Addiction**

#### **A third say they respond to messages "within a few minutes"**

Toronto, January 26th - In a random sampling of public opinion taken by The Forum Poll™ among 1408 Canadian voters, almost half (BTM2: 45%) say they disagree that smartphone makers, such as Apple or Samsung for example, are doing enough to fight smartphone addiction, with almost a third (29%) saying they strongly disagree.

Only 1 in 20 (TOP2: 6%) say smartphone makers are doing enough, with half saying they strongly agree.

Almost 4 in 10 (38%) say they neither agree nor disagree, with 1 in 10 (10%) saying that they do not know.

Respondents most likely to say they disagree (BTM2) include those aged 34 and younger (46%), 35-44 (49%), or 55-64 (48%), females (48%), earning \$60,000-\$80,000 (53%), living in the Atlantic (51%) and BC (52%), with a post-graduate degree (54%), and supporting the BQ (59%).

#### **One-third says they spend fewer than one hour a day on their smartphone**

When using their smartphone to use apps such as social media, messaging, or games, one-third (34%) say that they spend less than one hour a day on their smartphone.

A quarter (27%) say they spend between one and two hours on their phone.

One-sixth (16%) say they spend between two and three hours on their phone.

Just over 1 in 10 (12%) say they spend 3 hours or more.

1 in 10 (10%) say they don't own a smartphone, and few (1%) say they do not know.

A quarter (26%) of those aged 34 and younger say they spend three hours or more on their phones, and few (5%) in this age group reports they do not own a smartphone.

Almost a third (29%) of those aged 65+ says they do not own a smartphone.

#### **Almost half say they respond within a few minutes or less**

One sixth (16%) say that they respond to messages right away, but the plurality, equal to one third (32%) say they respond within a few minutes.

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"Many Canadians use their smartphones actively, spending a considerable portion of their day using apps or responding to messages," said Dr. Lorne Bozinoff, President of Forum Research. "Almost half of Canadians believe that smartphone makers aren't doing enough to fight addiction to their devices, however. Some have no opinion either way, but almost no-one feels as though the smartphone makers are doing enough."



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One-quarter (23%) say they take longer than ten minutes to reply, but less than half an hour.

1 in 10 (10%) say that it takes them between half an hour and an hour to reply. Few (3%) say that it takes between an hour or two or more than two hours (4%).

1 in 10 (11%) say that they'll "respond eventually."

Amongst those that use their phone three or more hours a day, nearly two-thirds (TOP2: 64%) respond to messages within a few minutes or sooner.

"Many Canadians use their smartphones actively, spending a considerable portion of their day using apps or responding to messages," said Dr. Lorne Bozinoff, President of Forum Research. "Almost half of Canadians believe that smartphone makers aren't doing enough to fight addiction to their devices, however. Some have no opinion either way, but almost no-one feels as though the smartphone makers are doing enough."

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.



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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 1408 randomly selected Canadian Voters. The poll was conducted January 22-24, 2018.

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](http://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. 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 [www.forumresearch.com/polls.asp](http://www.forumresearch.com/polls.asp)



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### Usage

*On an average day, approximately how much time do you spend on your smart phone, using apps such as social media, messaging, or games?*

### Age/Gender

	%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample		1408	248	257	204	313	386	785	591
NET: TOP2		28	50	30	24	12	8	24	31
NET: BTM2		61	43	67	69	75	61	66	57
Less than one hour		34	19	31	38	48	47	37	32
Between one hour and just under two hours		27	25	36	31	28	14	29	25
Between two hours and just under three hours		16	24	17	19	7	5	14	17
Three hours or more		12	26	13	5	5	3	10	14
Don't own a smartphone		10	5	2	7	12	29	9	11
Don't know		1	2	0	0	1	2	2	1

### Income

	%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample		1408	123	235	162	174	167	267
NET: TOP2		28	35	31	21	28	28	24
NET: BTM2		61	47	51	62	68	67	74
Less than one hour		34	25	31	42	37	38	36
Between one hour and just under two hours		27	22	20	20	31	28	38
Between two hours and just under three hours		16	11	18	17	12	20	16
Three hours or more		12	24	12	4	16	8	8
Don't own a smartphone		10	15	17	16	3	5	2
Don't know		1	3	1	1	0	0	0



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**Region**

	%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample		1408	186	274	309	123	261	255
NET: TOP2		28	35	21	29	36	28	30
NET: BTM2		61	57	65	59	54	67	62
Less than one hour		34	26	36	35	32	37	34
Between one hour and just under two hours		27	31	29	25	22	30	28
Between two hours and just under three hours		16	15	13	16	22	15	18
Three hours or more		12	20	8	13	14	13	11
Don't own a smartphone		10	7	14	10	10	4	7
Don't know		1	2	1	2	0	1	2

**Education**

	%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample		1408	265	365	518	260
NET: TOP2		28	28	34	29	19
NET: BTM2		61	53	53	64	74
Less than one hour		34	31	33	34	39
Between one hour and just under two hours		27	22	20	29	35
Between two hours and just under three hours		16	14	18	17	12
Three hours or more		12	14	16	12	6
Don't own a smartphone		10	15	12	7	7
Don't know		1	4	1	1	0



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### ***Voter Intention***

<b>%</b>	<b>Total</b>	<b>Conservative</b>	<b>Liberal</b>	<b>New Democratic</b>	<b>Green</b>	<b>Bloc Quebecois</b>	<b>Other</b>
<b>Sample</b>	<b>1408</b>	<b>554</b>	<b>454</b>	<b>189</b>	<b>78</b>	<b>40</b>	<b>31</b>
<b>NET: TOP2</b>	28	26	28	31	35	10	36
<b>NET: BTM2</b>	61	65	61	58	56	80	48
<b>Less than one hour</b>	34	37	35	30	28	47	31
<b>Between one hour and just under two hours</b>	27	28	26	28	28	33	16
<b>Between two hours and just under three hours</b>	16	17	12	21	16	3	29
<b>Three hours or more</b>	12	9	16	10	20	7	7
<b>Don't own a smartphone</b>	10	8	10	10	7	10	16
<b>Don't know</b>	1	2	1	0	3	0	0



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### Speed

When you receive a message on your smartphone, on average, how quickly do you reply? [Base=owns smartphone]

### Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1243	238	252	194	277	282	701	511
NET: TOP3	71	78	71	72	63	64	74	69
NET: BTM3	19	13	19	18	24	26	17	20
Right away	16	19	15	13	15	16	16	16
Within a few minutes	32	40	34	29	27	23	35	30
More than 10 minutes but less than half an hour	23	19	22	30	21	25	23	23
Between half an hour and an hour	10	9	10	10	12	10	8	11
Between an hour or two	3	4	3	2	5	3	3	4
More than two hours	4	2	6	3	5	8	4	5
I'll respond eventually	11	7	10	13	15	14	10	12

### Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1243	94	191	133	165	156	263
NET: TOP3	71	71	73	75	70	69	74
NET: BTM3	19	14	21	16	20	18	15
Right away	16	20	18	12	15	18	18
Within a few minutes	32	36	34	38	27	31	32
More than 10 minutes but less than half an hour	23	14	21	26	27	20	24
Between half an hour and an hour	10	15	6	8	10	14	11
Between an hour or two	3	2	2	0	6	5	4
More than two hours	4	2	7	5	5	2	4
I'll respond eventually	11	10	12	11	9	10	7



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### Region

	%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample		1243	169	225	269	107	243	230
NET: TOP3		71	76	70	68	74	75	75
NET: BTM3		19	16	19	21	19	13	18
Right away		16	18	16	18	17	14	10
Within a few minutes		32	38	35	28	29	34	35
More than 10 minutes but less than half an hour		23	19	20	21	28	27	30
Between half an hour and an hour		10	9	11	11	7	12	7
Between an hour or two		3	2	4	2	5	3	6
More than two hours		4	1	3	7	2	4	3
I'll respond eventually		11	13	13	12	12	6	9

### Education

	%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample		1243	215	312	477	239
NET: TOP3		71	77	73	70	65
NET: BTM3		19	17	17	20	20
Right away		16	17	16	17	13
Within a few minutes		32	36	33	32	28
More than 10 minutes but less than half an hour		23	25	24	21	24
Between half an hour and an hour		10	6	10	10	15
Between an hour or two		3	0	4	4	4
More than two hours		4	4	4	5	5
I'll respond eventually		11	12	10	11	11



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### ***Voter Intention***

<b>%</b>	<b>Total</b>	<b>Conservative</b>	<b>Liberal</b>	<b>New Democratic</b>	<b>Green</b>	<b>Bloc Quebecois</b>	<b>Other</b>
<b>Sample</b>	<b>1243</b>	<b>506</b>	<b>396</b>	<b>164</b>	<b>71</b>	<b>36</b>	<b>24</b>
<b>NET: TOP3</b>	71	71	74	64	76	74	60
<b>NET: BTM3</b>	19	19	16	25	11	22	40
<b>Right away</b>	16	13	20	15	14	15	1
<b>Within a few minutes</b>	32	34	29	30	40	34	50
<b>More than 10 minutes but less than half an hour</b>	23	24	25	19	23	25	8
<b>Between half an hour and an hour</b>	10	11	11	11	13	3	0
<b>Between an hour or two</b>	3	2	4	4	2	4	22
<b>More than two hours</b>	4	6	3	7	2	4	0
<b>I'll respond eventually</b>	11	11	9	14	7	14	18



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### Usage

%	Total	PHONE USAGE - NET: TOP2	PHONE USAGE - NET: BTM2
Sample	1243	307	916
NET: TOP3	71	86	65
NET: BTM3	19	8	23
Right away	16	25	12
Within a few minutes	32	42	28
More than 10 minutes but less than half an hour	23	18	25
Between half an hour and an hour	10	6	12
Between an hour or two	3	2	4
More than two hours	4	2	5
I'll respond eventually	11	5	13



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%	Total	PHONE USAGE - Less than one hour	PHONE USAGE - Between one hour and just under two hours	PHONE USAGE - Between two hours and just under three hours	PHONE USAGE - Three hours or more	PHONE USAGE - Don't own a smartphone	PHONE USAGE - Don't know
<b>Sample</b>	<b>1243</b>	<b>546</b>	<b>370</b>	<b>177</b>	<b>130</b>	<b>0</b>	<b>20</b>
<b>NET: TOP3</b>	71	57	75	90	81	0	44
<b>NET: BTM3</b>	19	31	13	9	8	0	48
<b>Right away</b>	16	12	12	23	28	0	8
<b>Within a few minutes</b>	32	22	36	47	37	0	10
<b>More than 10 minutes but less than half an hour</b>	23	23	27	20	16	0	27
<b>Between half an hour and an hour</b>	10	12	12	2	12	0	7
<b>Between an hour or two</b>	3	5	4	3	1	0	2
<b>More than two hours</b>	4	8	2	2	2	0	4
<b>I'll respond eventually</b>	11	18	7	4	5	0	42



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### Addiction

*Do you agree or disagree that smartphone makers, such as Apple or Samsung, are doing enough to fight smartphone addiction?*

### Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1408	248	257	204	313	386	785	591
NET: TOP2	6	7	2	6	10	6	8	4
NET: BTM2	45	46	49	44	48	40	43	48
Strongly agree	3	3	2	2	5	2	4	2
Somewhat agree	3	4	1	4	4	3	4	3
Neither agree nor disagree	38	38	42	40	36	37	38	39
Somewhat disagree	16	14	18	16	19	17	17	16
Strongly disagree	29	32	31	27	28	23	26	32
Don't know	10	9	7	11	7	17	11	9

### Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1408	123	235	162	174	167	267
NET: TOP2	6	8	7	5	4	8	5
NET: BTM2	45	42	48	48	53	39	47
Strongly agree	3	2	4	2	2	2	4
Somewhat agree	3	6	3	2	2	6	1
Neither agree nor disagree	38	39	32	34	39	45	38
Somewhat disagree	16	13	17	19	15	16	17
Strongly disagree	29	29	31	29	37	23	30
Don't know	10	10	12	13	3	8	9

### Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1408	186	274	309	123	261	255
NET: TOP2	6	7	5	5	11	6	9
NET: BTM2	45	51	49	40	41	47	52
Strongly agree	3	3	2	2	2	3	5
Somewhat agree	3	4	3	2	8	2	4
Neither agree nor disagree	38	33	36	43	39	40	31
Somewhat disagree	16	15	16	17	18	16	17
Strongly disagree	29	36	32	24	23	31	35
Don't know	10	9	9	12	9	7	9



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**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
<b>Sample</b>	<b>1408</b>	<b>265</b>	<b>365</b>	<b>518</b>	<b>260</b>
<b>NET: TOP2</b>	6	8	6	5	7
<b>NET: BTM2</b>	45	34	47	45	54
<b>Strongly agree</b>	3	2	2	2	5
<b>Somewhat agree</b>	3	6	3	3	1
<b>Neither agree nor disagree</b>	38	43	38	40	33
<b>Somewhat disagree</b>	16	14	19	16	16
<b>Strongly disagree</b>	29	20	29	29	38
<b>Don't know</b>	10	15	9	10	7

**Voter Intention**

%	Total	Conservative	Liberal	New Democratic	Green	Bloc Quebecois	Other
<b>Sample</b>	<b>1408</b>	<b>554</b>	<b>454</b>	<b>189</b>	<b>78</b>	<b>40</b>	<b>31</b>
<b>NET: TOP2</b>	6	7	5	7	8	6	5
<b>NET: BTM2</b>	45	39	46	54	49	59	75
<b>Strongly agree</b>	3	2	3	4	2	1	2
<b>Somewhat agree</b>	3	4	2	3	5	4	3
<b>Neither agree nor disagree</b>	38	42	41	31	35	29	9
<b>Somewhat disagree</b>	16	15	19	18	10	9	19
<b>Strongly disagree</b>	29	24	28	37	39	50	56
<b>Don't know</b>	10	12	8	7	8	7	11



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