



General Social Media Use

Similar to 2015, eight in 10 Canadians (81%) have a social media account. This applies across every age group, from 91% of Millennials through to 85% of Gen X'ers and 70% of Baby Boomers. Women (84%) are more likely than men (78%) to maintain at least one social media account.

Facebook dominates the Canadian social media landscape: three in four Canadians (75%) say they have a Facebook account, placing it well ahead of Twitter (29%), Instagram (28%), Reddit (5%) or other social media (13%).

A further 4% of Canadians say they have a blog, and 7% hold an account on an online forum or community, leaving just 19% who aren't active on any of these social media platforms. Millennials are more likely than Gen X'ers or Boomers to hold any of these accounts.

Canadian social media users are most active on Facebook and Instagram, with about three in ten describing themselves as 'very active' on these sites – posting, sharing, liking, or commenting on various things. Twitter users are more passive, with half (49%) saying they mostly read what other people are posting.

Nearly two in ten Canadians on social media (18%) have donated to a charity in response to a request that came through their social media account. Millennials (23%) and Gen X Canadians (19%) are more likely than Baby Boomers (13%) to have made a charitable donation in response to a social media invitation or post.

At the regional level, Prairie residents in Saskatchewan and Manitoba are the most likely to have donated to a charity in this way: three in ten (29%) have done so, putting them ahead of those living in British Columbia (23%), Ontario (21%), Atlantic Canada (19%), Alberta (14%) and Quebec (10%).

Not all charities receive an equal response to their social media appeals: asked to think back to times they've donated to a charity in response to a social media request or post, eight in ten (80%) say that most often, the post came from someone they knew personally.

About the Study

These are some of the findings of an Ipsos poll conducted between October 10 and October 17, 2017, on behalf of the Association of Fundraising Professionals. For this survey, a sample of 1,500 Canadians aged 18+ was interviewed. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the

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adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 2.5 percentage points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.