



## **How to Get Regular People to Pay Attention to your Research**



**Smart Prosperity  
Institute**





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**@SP\_Inst**



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**CANADIAN SHOPPER**

**INFO!**

**INFO!**

**INFO!**

**INFO!**

**INFO!**

**INFO!**

**INFO!**

**INFO!**

**INFO!**

**INFO!**

**INFO!**

**INFO!**

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# THE GOAL?



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**1. Where do Canadians shop for information?**

**2. What kind of information do Canadians shop for?**

**3. How do you make your information stand out?**







# 1. Where do Canadians shop for information?



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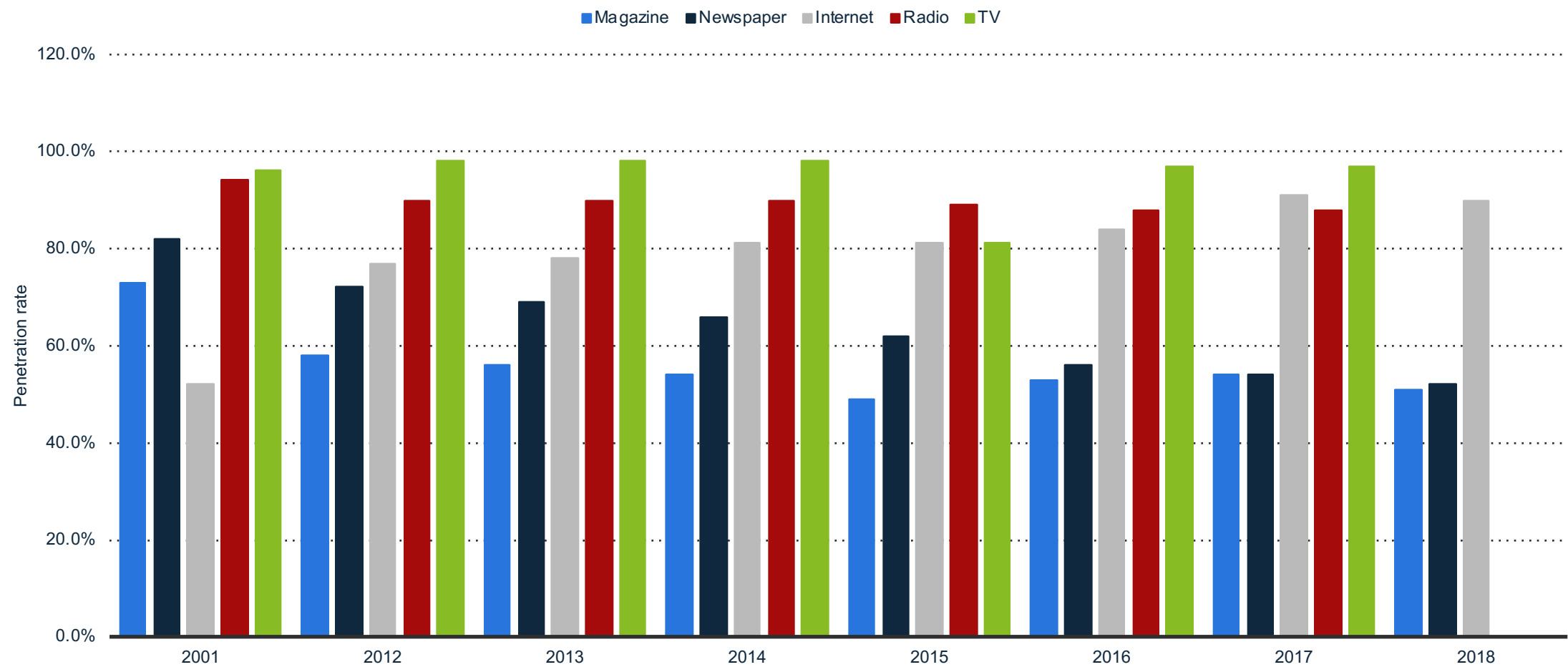
**1. Where do  
Canadians  
shop for  
information?**

**MEDIA REACH IN A WEEK:**

<b>TV</b>	<b>97%</b>
<b>WEB</b>	<b>91%</b>
<b>RADIO</b>	<b>88%</b>
<b>NEWSPAPER</b>	<b>54%</b>
<b>MAGAZINE</b>	<b>54%</b>

# Weekly reach of selected media in Canada in 2001 and from 2012 to 2018

Reach of selected media in Canada 2001-2018



**Note:** Canada; 2001, 2012 to 2018; 18 years and older  
Further information regarding this statistic can be found on [page 8](#).  
**Source(s):** IAB Canada; Numeris; Vividata; comScore; [ID 261807](#)



**1. Where do  
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information?**

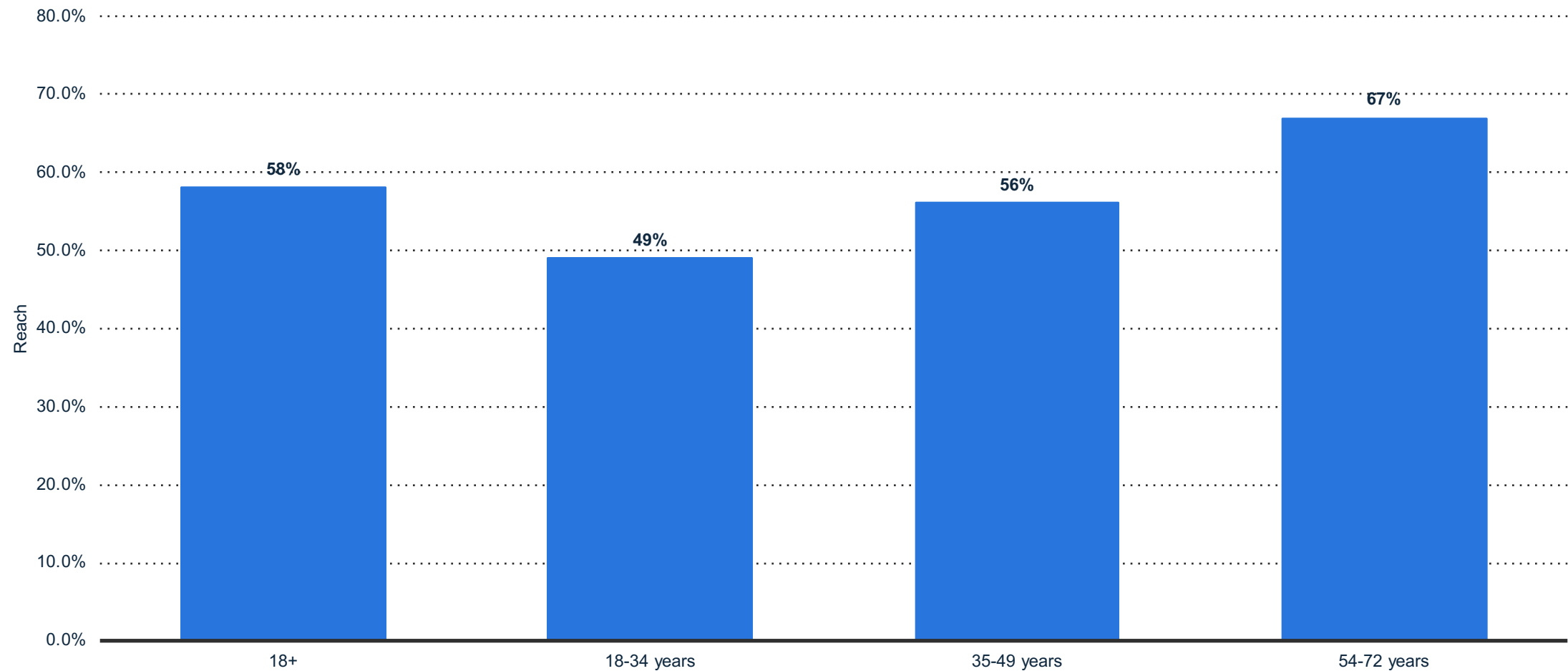
## **IS THE NEWSPAPER DEAD?**

<b>18-34 YRS</b>	<b>49%</b>
<b>OK BOOMERS</b>	<b>67%</b>



# Newspaper reach in Canada as of February 2018, by age group

Newspaper reach in Canada 2018, by age



**Note:** Canada; February 2018; 18-72 years; 2,401 Respondents  
Further information regarding this statistic can be found on [page 8](#).  
**Source(s):** Totum Research; News Media Canada; [ID 261801](#)



**1. Where do  
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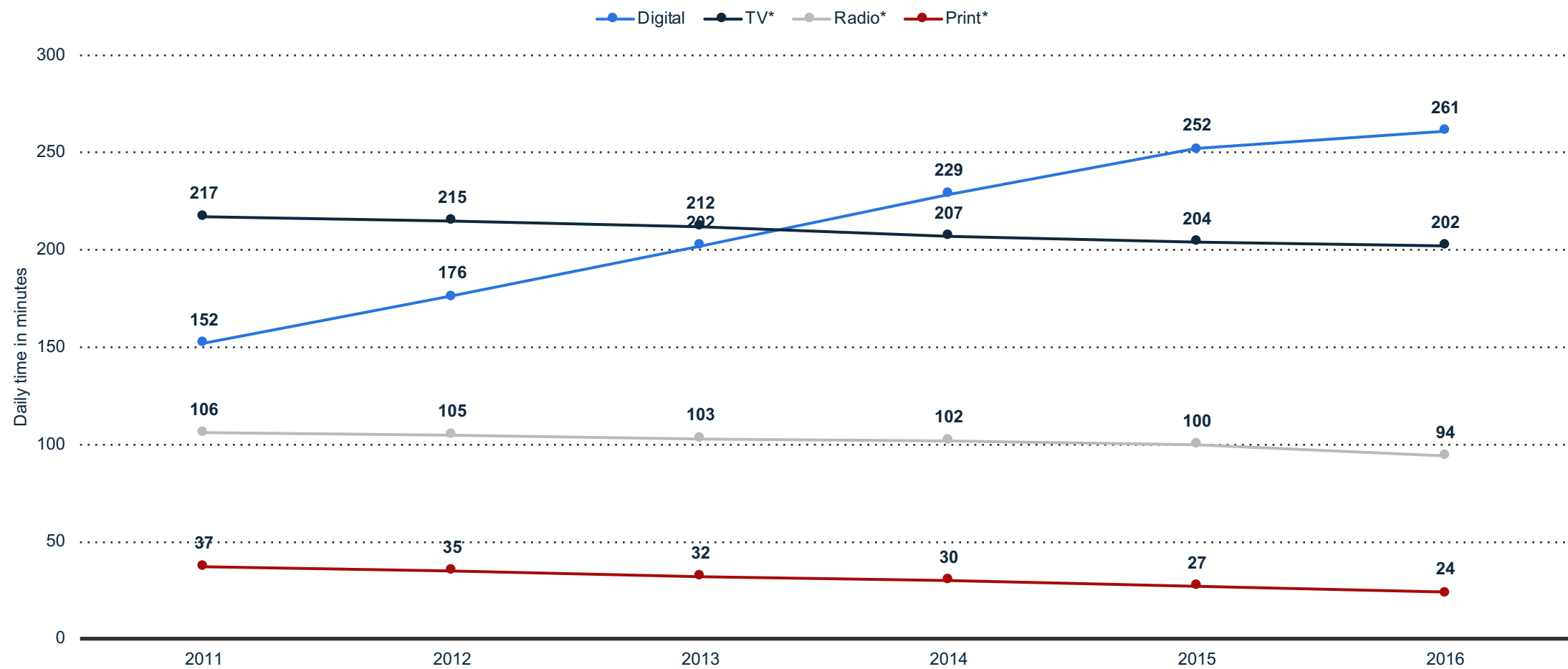
## **AVG. TIME SPENT WITH MEDIA IN A WEEK:**

<b>WEB</b>	<b>261 mins.</b>
<b>TV</b>	<b>202 mins.</b>
<b>RADIO</b>	<b>94 mins.</b>
<b>NEWSPAPER</b>	<b>24 mins.</b>



# Average time spent per day with major media in Canada from 2011 to 2016, by medium (in minutes)

Time spent with media in Canada 2011-2016, by medium



**Note:** Canada; 2011 to 2016; 18 years and older  
Further information regarding this statistic can be found on [page 8](#).  
**Source(s):** eMarketer; Marketing Magazine; [ID 431478](#)

**1. Where do  
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information?**

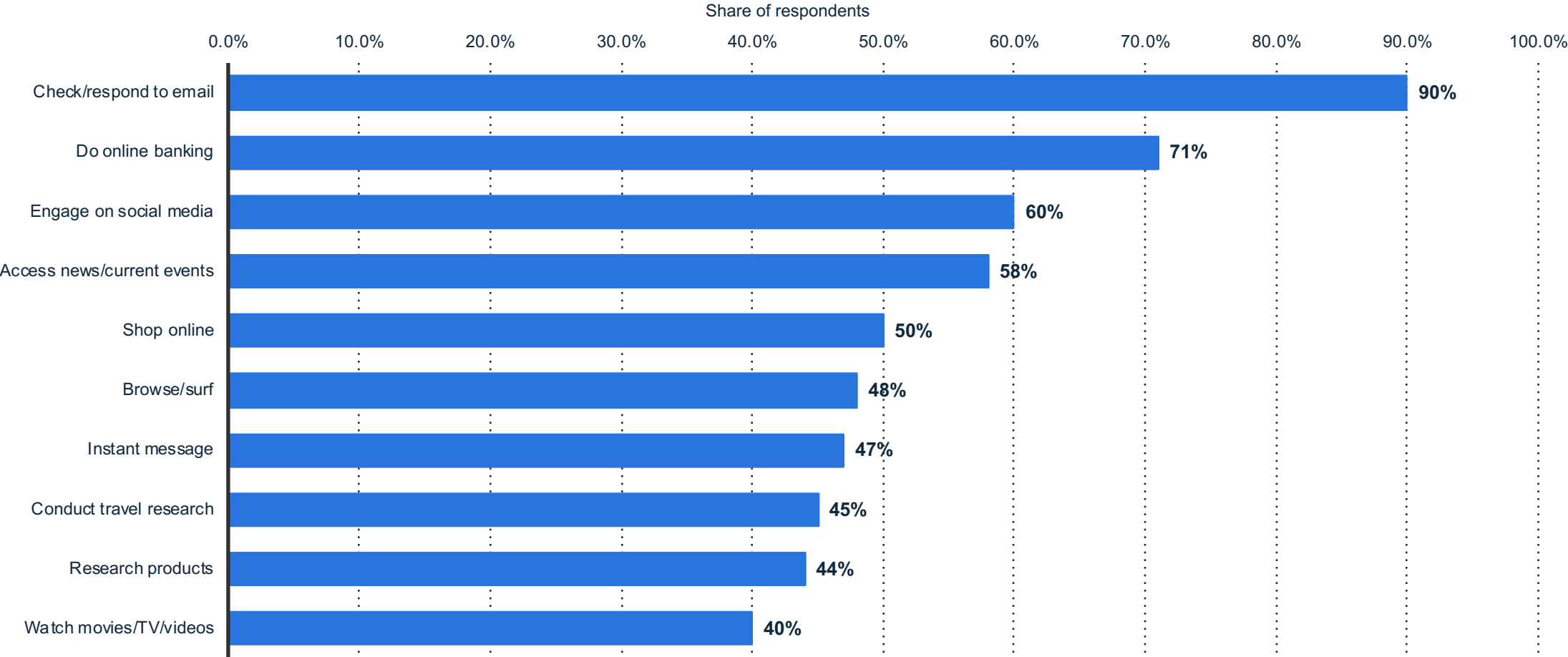
## **WHAT ARE WE DOING ON THE WEB?**

<b>EMAIL</b>	<b>90%</b>
<b>ONLINE BANKING</b>	<b>71%</b>
<b>SOCIAL MEDIA</b>	<b>60%</b>
<b>NEWS</b>	<b>58%</b>
<b>ONLINE SHOPPING</b>	<b>50%</b>



# Most popular online activities among internet users in Canada as of March 2019

Leading online activities in Canada 2019



**Note:** Canada; March 2019; 2,050  
Further information regarding this statistic can be found on [page 72](#).  
**Source(s):** CIRA; The Strategic Counsel; [ID 434473](#)

**1. Where do  
Canadians  
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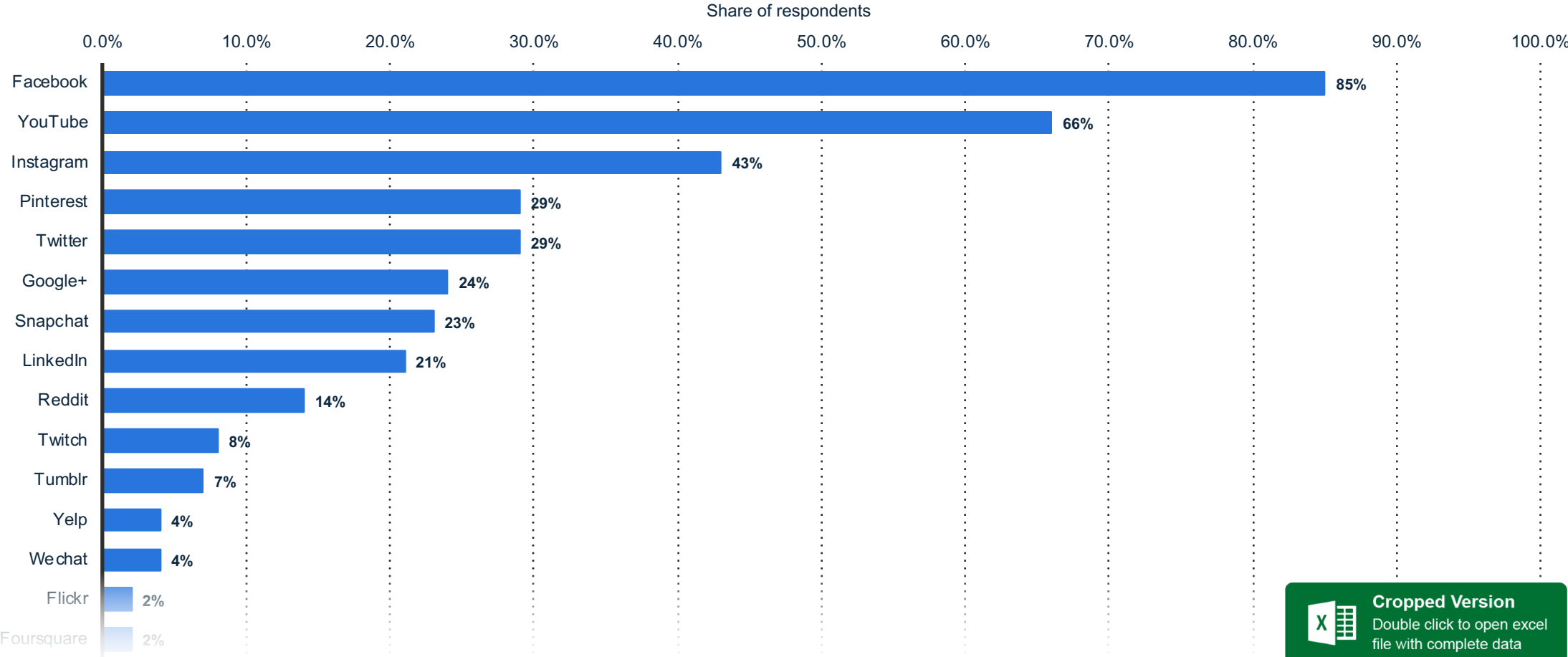
**SOCIAL MEDIA:**


<b>FACEBOOK</b>	<b>85%</b>
<b>YOUTUBE</b>	<b>66%</b>
<b>INSTAGRAM</b>	<b>43%</b>
<b>PINTEREST</b>	<b>29%</b>
<b>TWITTER</b>	<b>29%</b>



# Which social networks do you use regularly?

Social network usage by brand in Canada 2019





**Cropped Version**  
Double click to open excel  
file with complete data

**Note:** Canada; February 06 to March 29, 2019; 18-64 years; 1795 Respondents; respondents who use any kind of social media (except instant messengers) regularly  
Further information regarding this statistic can be found on [page 66](#).  
**Source(s):** Statista Global Consumer Survey; [ID 998543](#)

# Percentage of internet users accessing selected social media platforms in Canada as of May 2018, by age group

Social media network user share in Canada 2018, by age

	18-34 years	35-44 years	45-54 years	55-64 years	65+
Facebook	89%	87%	75%	72%	72%
LinkedIn	49%	49%	51%	47%	32%
Google Plus	41%	37%	43%	41%	36%
Instagram	64%	48%	32%	26%	15%
Pinterest	43%	38%	36%	36%	25%
Twitter	46%	42%	35%	29%	22%
YouTube	46%	37%	22%	17%	9%
Snapchat	55%	19%	17%	11%	2%
Reddit	15%	9%	5%	3%	2%
Tumblr	15%	7%	6%	3%	1%
Flickr	7%	7%	5%	7%	4%

**Note:** Canada; May 4 to 10, 2018; 18 years and older; 1,500  
 Further information regarding this statistic can be found on [page 69](#).  
**Source(s):** Canadian's Internet Business; Pollara; [ID 468476](#)



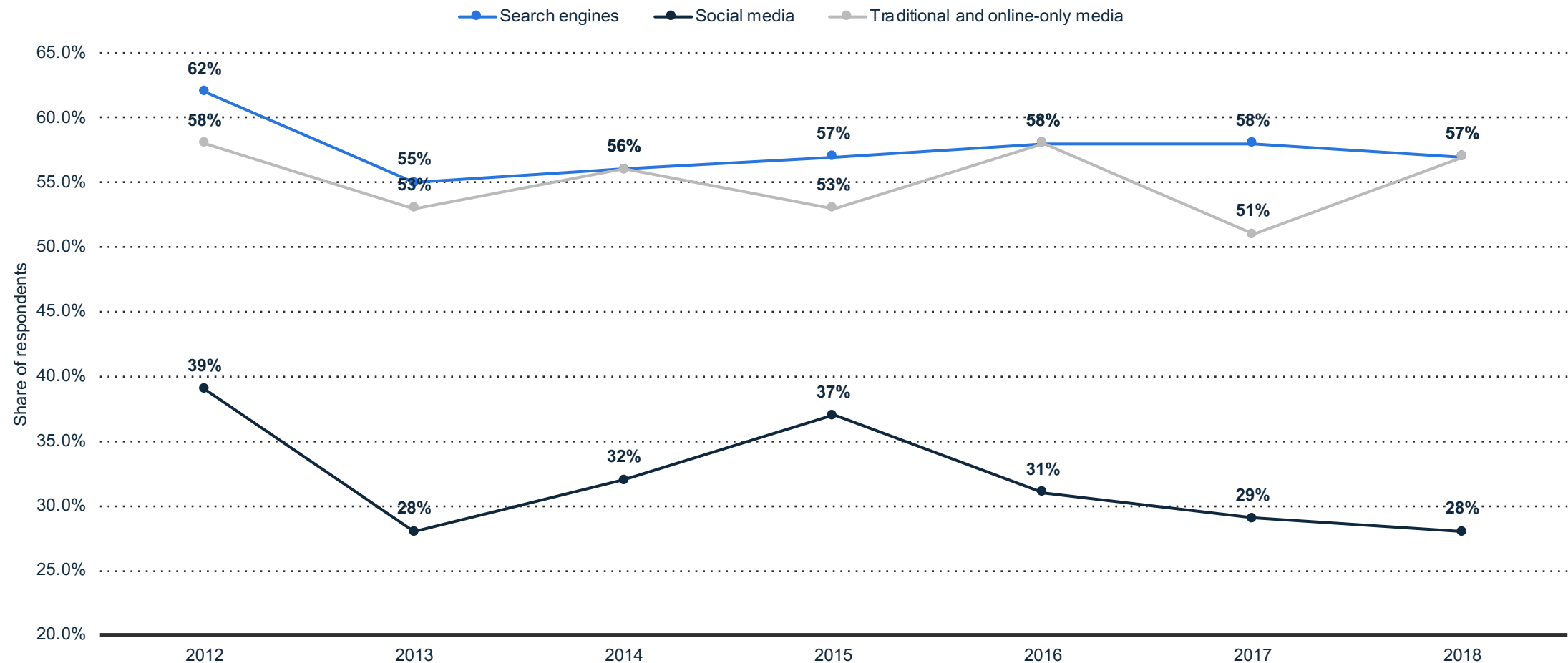
**1. Where do  
Canadians  
shop for  
information?**

**TRUST IN MEDIA SOURCES:**

<b>WEB</b>	<b>57%</b>
<b>SOCIAL MEDIA</b>	<b>28%</b>
<b>TRADITIONAL</b>	<b>57%</b>

# Leading sources trusted for news and information in Canada from 2012 to 2018

Most trusted sources of general news and information in Canada 2012-2018



**Note:** Canada; 2012 to 2018; 18 years and older; 1,500 Respondents; top four box for trust on a nine point scale where 1 = 'do not trust at all', 9 = 'trust it a great deal'  
Further information regarding this statistic can be found on [page 8](#).  
**Source(s):** Edelman; [ID 508329](#)

1. Where do  
Canadians  
shop for  
information?

## **TAKEAWAYS:**

- 1. ONLINE, TV AND RADIO**
- 2. UNLESS YOU'RE TARGETING SPECIFIC AGE GROUPS**
- 3. THE SOCIAL MEDIA FACTOR: HIGH ENGAGEMENT, LOW TRUST**
- 4. FACEBOOK AND YOUTUBE**





**2. What kind of information do Canadians shop for?**



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**2. What kind of information do Canadians shop for?**

## **WHAT'S TRENDY?**

- 1. COST OF LIVING**
- 2. HEALTH CARE**
- 3. CLIMATE CHANGE**

**2. What kind of information do Canadians shop for?**

## **IN THE US?**

**1. ECONOMY**

**2. HEALTH CARE**

**3. EDUCATION**

**...**

**8. ENVIRONMENT**

**...**

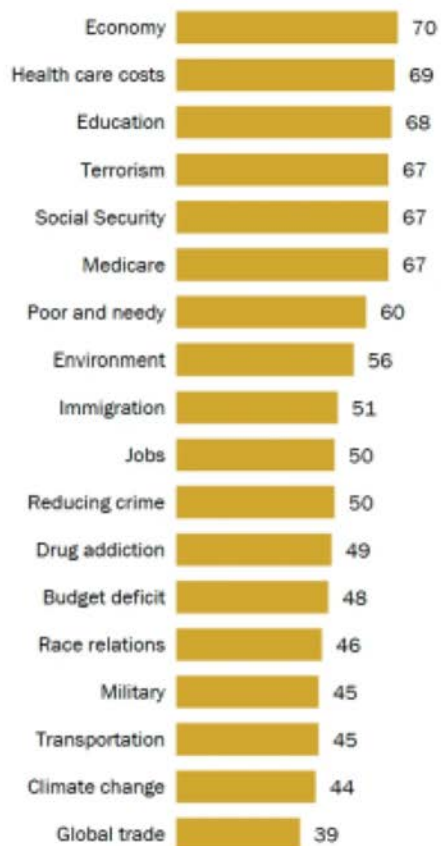
**17. CLIMATE CHANGE**



## Public's policy priorities for 2019

### Public's policy priorities for 2019

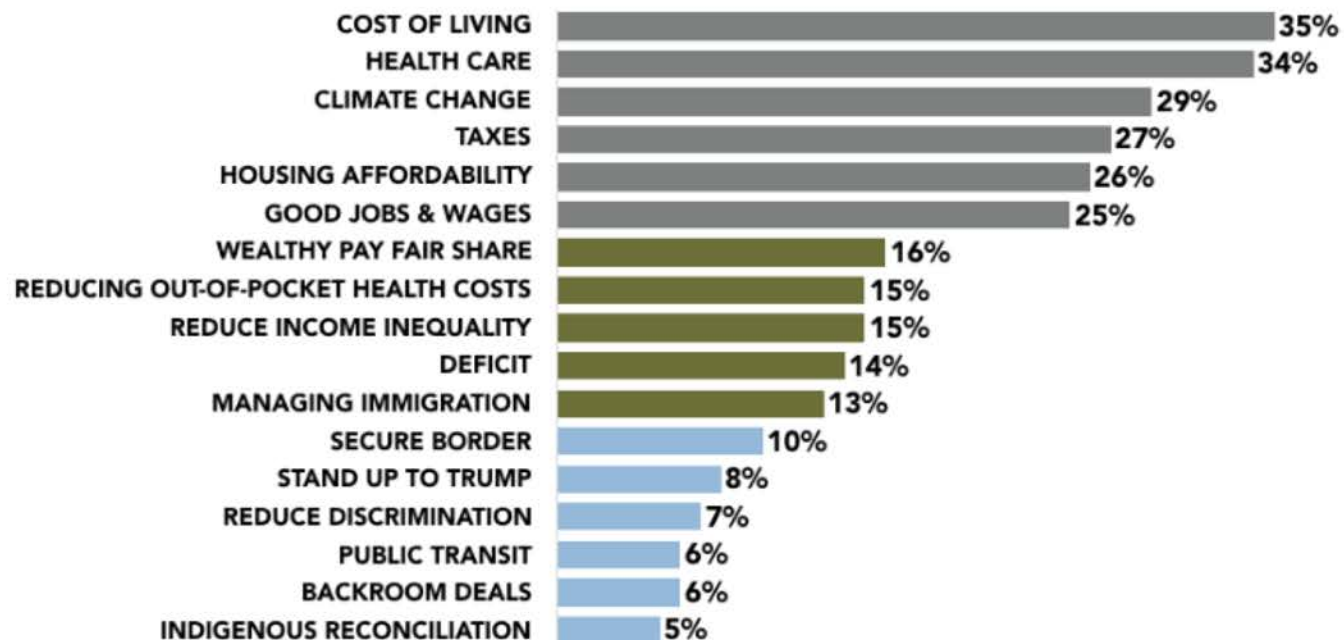
% who say \_\_\_\_ should be a top priority for Trump and Congress this year



Source: Survey of U.S. adults conducted Jan. 9-14, 2019.

PEW RESEARCH CENTER

## TOP 3 ISSUES IMPACTING YOUR VOTE



Thinking to the next election, which THREE issues are most likely to impact how you will vote?

ABACUS DATA

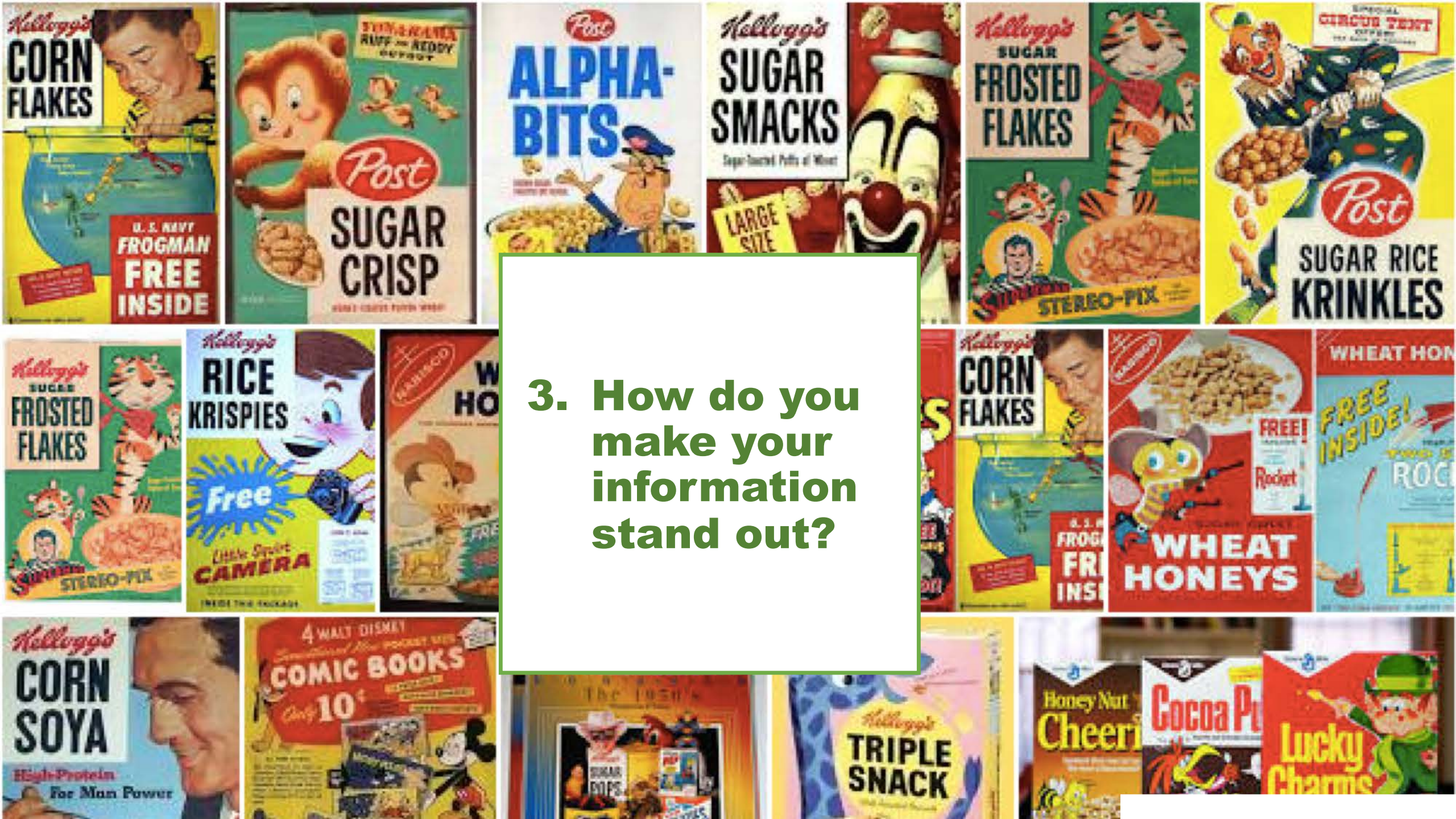
**2. What kind of information do Canadians shop for?**

## **TAKEAWAYS:**

**1. CANADIANS ARE SHOPPING FOR YOUR INFO**

**2. AMERICANS NOT SO MUCH**





3. How do you make your information stand out?



**3. How do you  
make your  
information  
stand out?**

**GUIDELINE #1:**

**SPIN OFF DIFFERENT  
PRODUCTS**

### 3. How do you make your information stand out?



**REPORT**



**TWEET**



**INFOGRAPH**



**BRIEF**



**VIDEO**



**BLOG / ARTICLE**



**PRESENTATION / WEBINAR**

**3. How do you  
make your  
information  
stand out?**

**GUIDELINE #2:**

**SCALE YOUR FORMATS**



3. How do you make your information stand out?

HOW YOU APPROACH YOUR RESEARCH:



3. How do you make your information stand out?

# HOW REGULAR PEOPLE APPROACH YOUR RESEARCH:



**3. How do you  
make your  
information  
stand out?**

**GUIDELINE #3:**

**REFINE YOUR MESSAGE**



3. How do you make your information stand out?



REPORT

20,000 WORDS



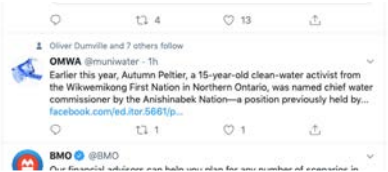
KEY MESSAGES

300 WORDS



BRIEF

3,000 WORDS



TWEET

30 WORDS



20 WORDS



BLOG/ARTICLE

700 WORDS

INFOGRAPH

SO FIED (news)

UN chief warns of 'point of no return' on climate change

Acty Pansa and Frank Jorabani  
The Associated Press  
Published Sunday, December 1, 2019 9:53AM EST  
Last Updated Sunday, December 1, 2019 9:53PM EST

10 WORDS!

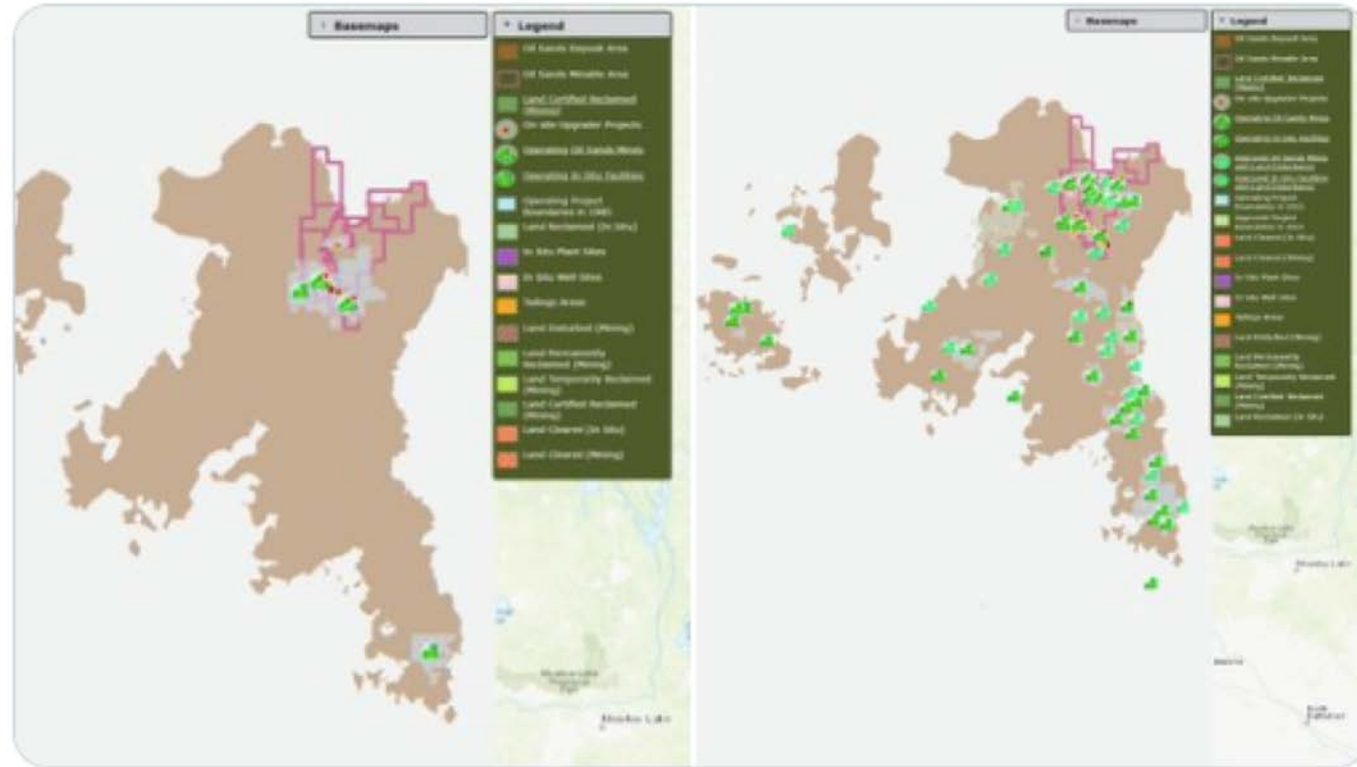
HEADLINE

### 3. How do you make your information stand out?



**Andrew Leach** 🇨🇦 🚲 🟢 @andrew\_leach · Nov 28

Here's oil sands land disturbance in 1985 vs 2015, in case anybody is interested in such a thing. The total disturbed area for mining alone is about 95k hectares today. All of Edmonton is 68k hectares.



6

14

25

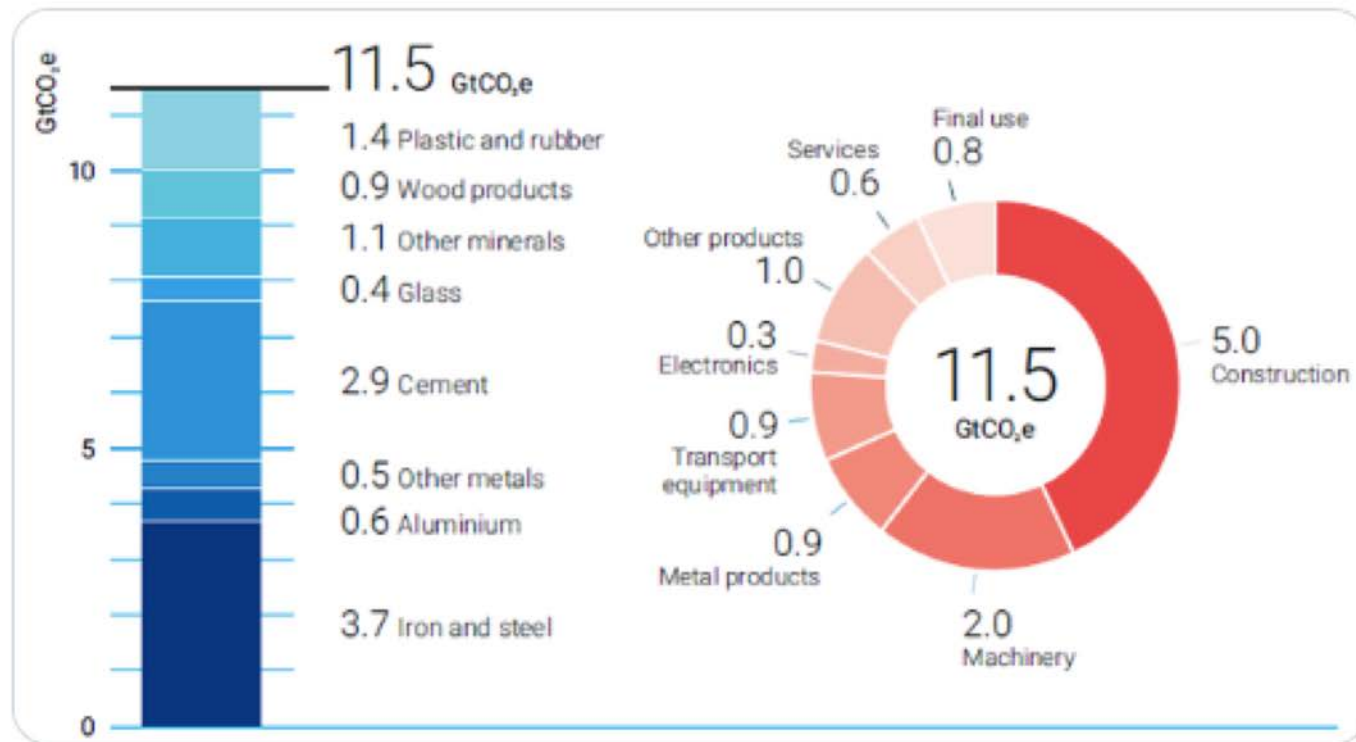


### 3. How do you make your information stand out?



**Simon Donner** @simondonner · Nov 26

Greenhouse gas emissions associated with the production of... stuff. One of the least discussed climate actions is simply choosing products that last longer. From: [unenvironment.org/resources/emis...](https://unenvironment.org/resources/emis...)





### 3. How do you make your information stand out?

## Canada lacks adequate funding model for climate science: report

IVAN SEMENIUK > SCIENCE REPORTER  
PUBLISHED JUNE 26, 2019

CANADA

## UN climate change report calls for 'unprecedented changes' in society

By Mia Rabson The Canadian Press  
Sun., Oct. 7, 2018 | 4 min. read

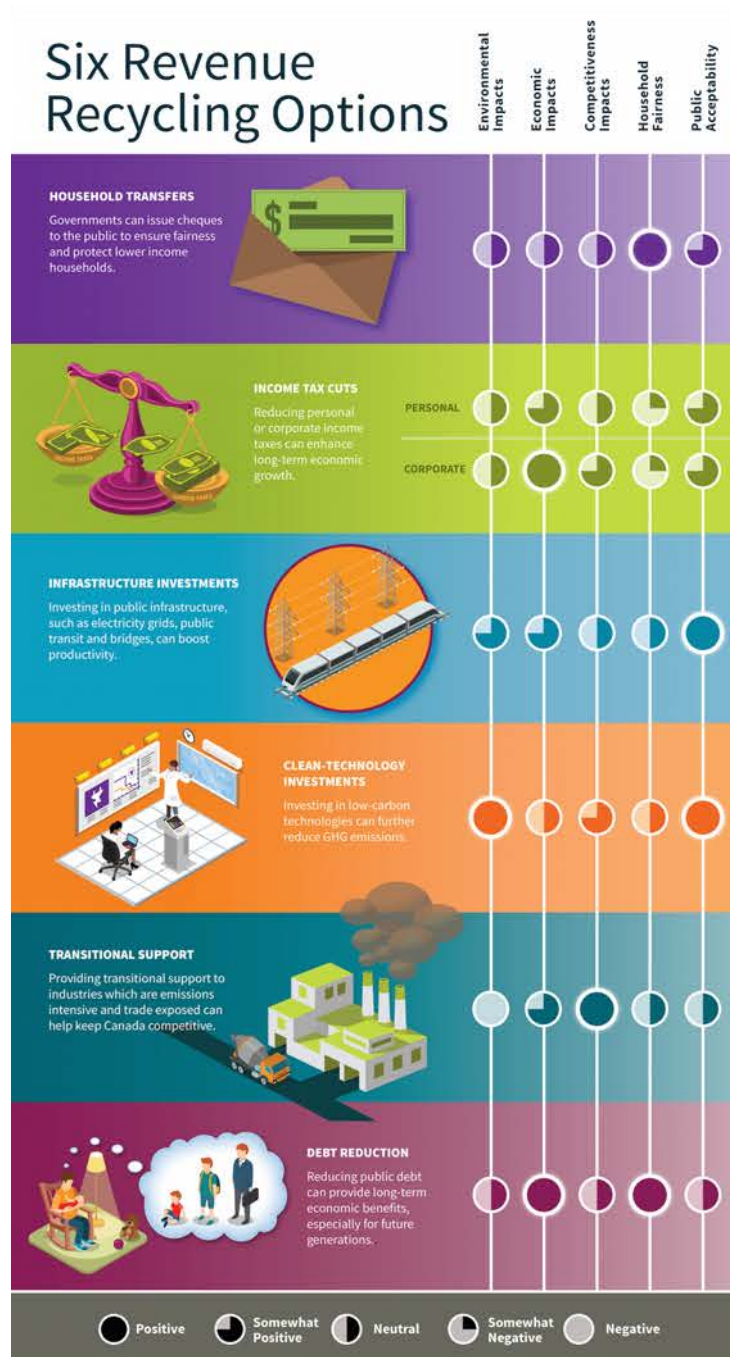
## Canada should quadruple carbon tax to meet 2030 targets, commission says

MARIEKE WALSH >  
OTTAWA  
PUBLISHED NOVEMBER 27, 2019

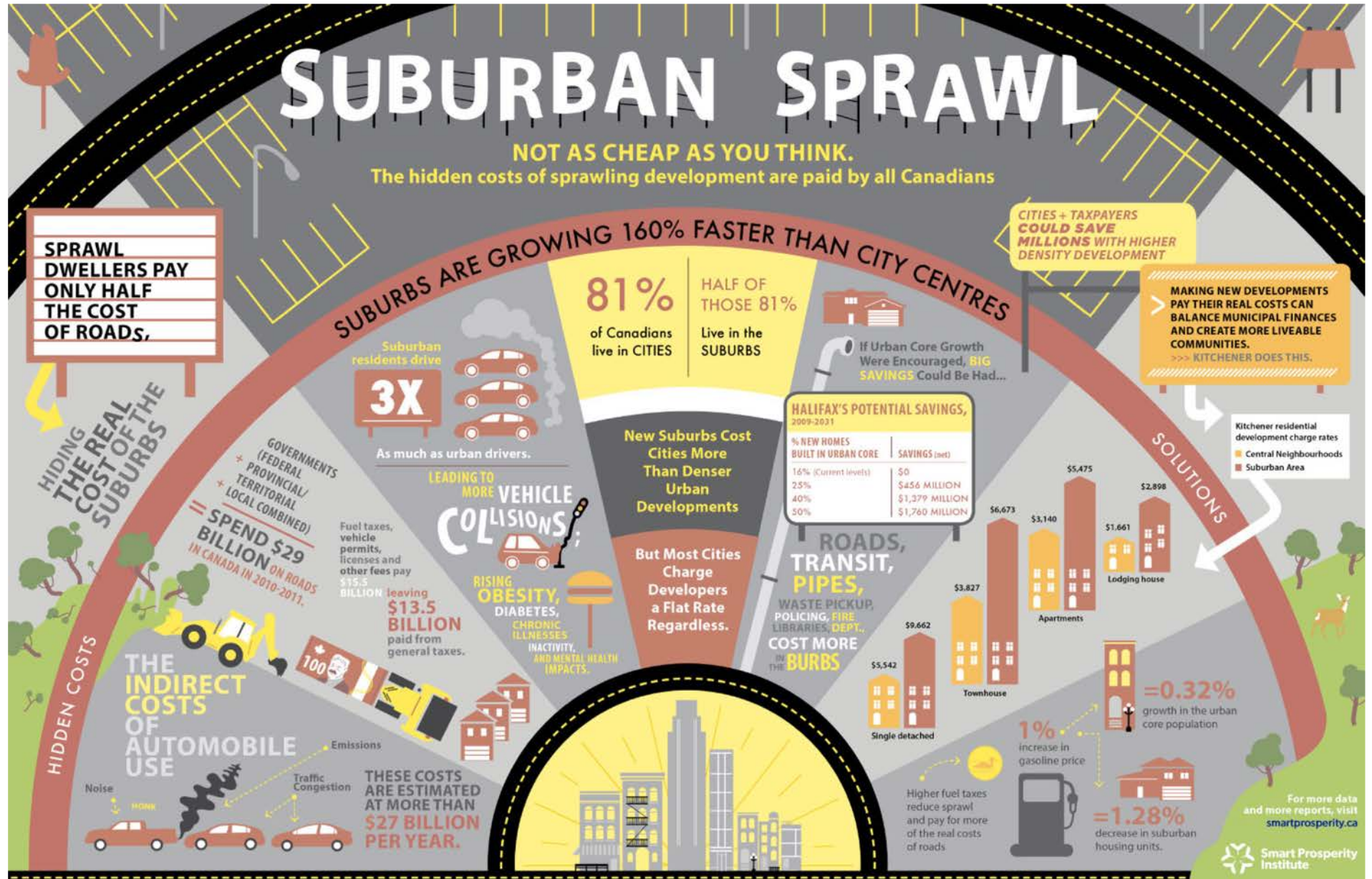
### Climate change

## Most countries' climate plans 'totally inadequate' - experts

### 3. How do you make your information stand out?



3. How do you make your information stand out?





3. How do you make your information stand out?



# US\$1 trillion

Potential material cost savings per year of a circular approach by 2025

**EIGHT REASONS FOR CANADA TO BUILD A CLEAN ECONOMY NOW**

[institute.smartprosperity.ca](https://institute.smartprosperity.ca)



## US\$500 billion

Global market potential for bioproducts in the coming years

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## 65 million

New jobs from clean solutions by 2030

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## \$4 billion

Cost of collapse of Canada's cod fishery in 1990s

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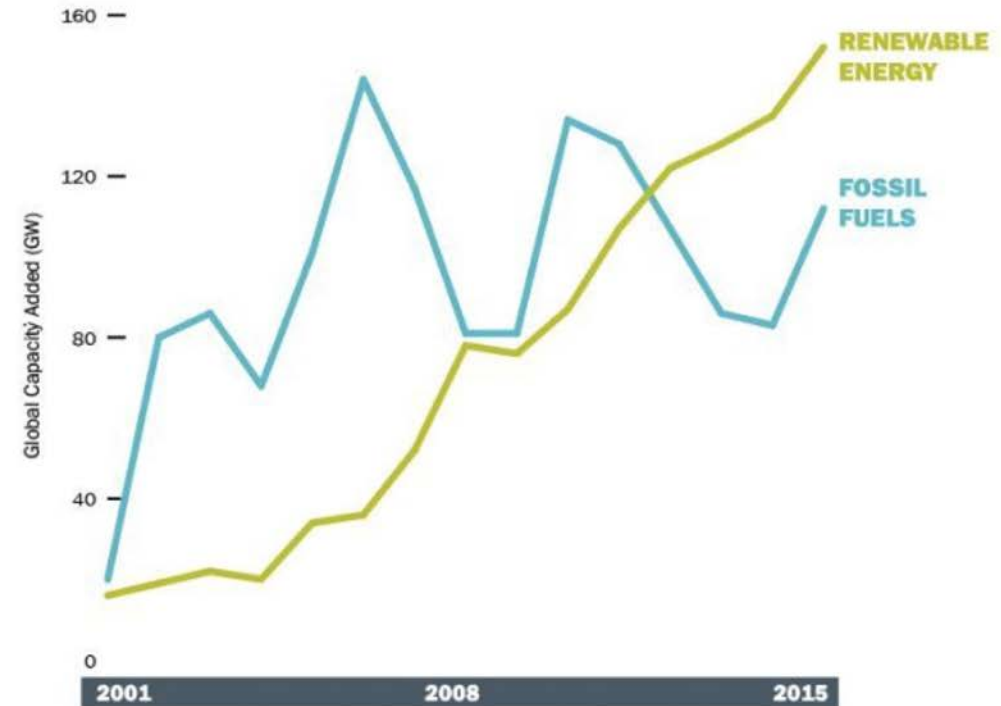


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### 3. How do you make your information stand out?

‘Alternative’ energy? Since 2011, renewable energy has been the preferred choice for new power.

Source: Data from Bloomberg New Energy Finance



CLEAN ENERGY CANADA

[cleanenergycanada.org](http://cleanenergycanada.org)

SFU

**3. How do you  
make your  
information  
stand out?**

## **GUIDELINE #4:**

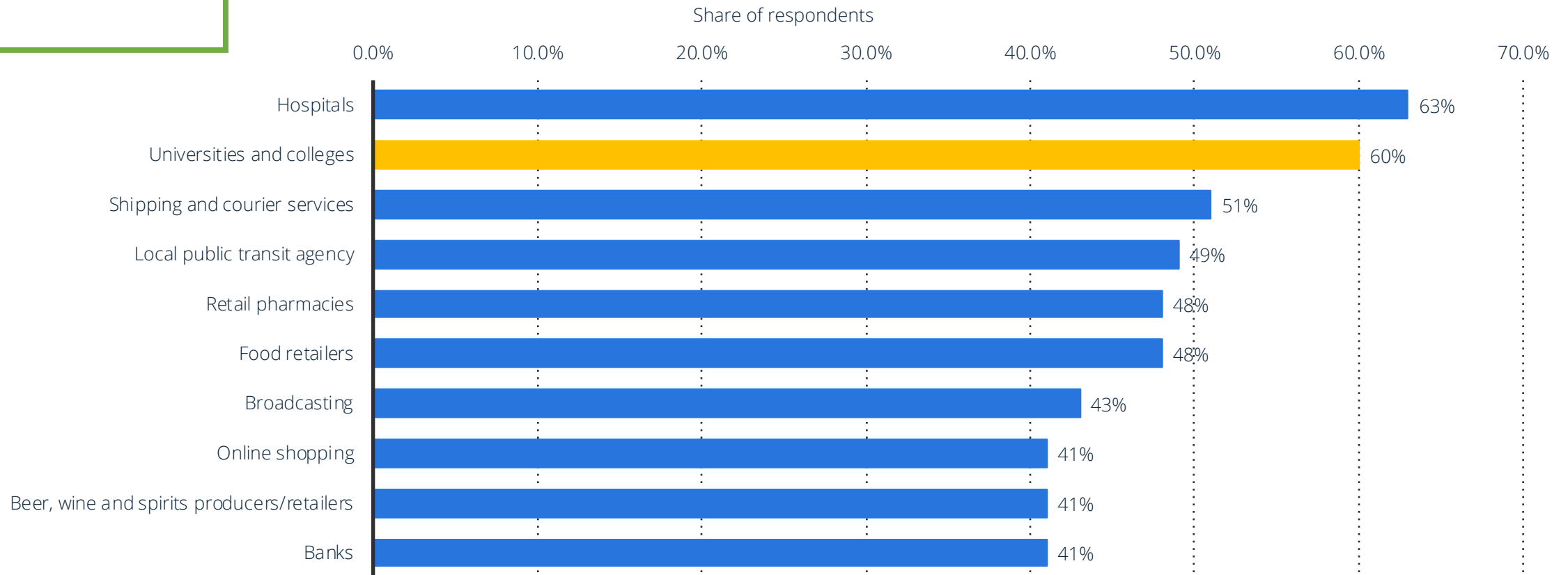
# **PROMOTE YOUR AFFILIATIONS**



### 3. How do you make your information stand out?

## Percentage of consumers who trust in selected industries in Canada in 2019

Leading most trusted industries in Canada 2019

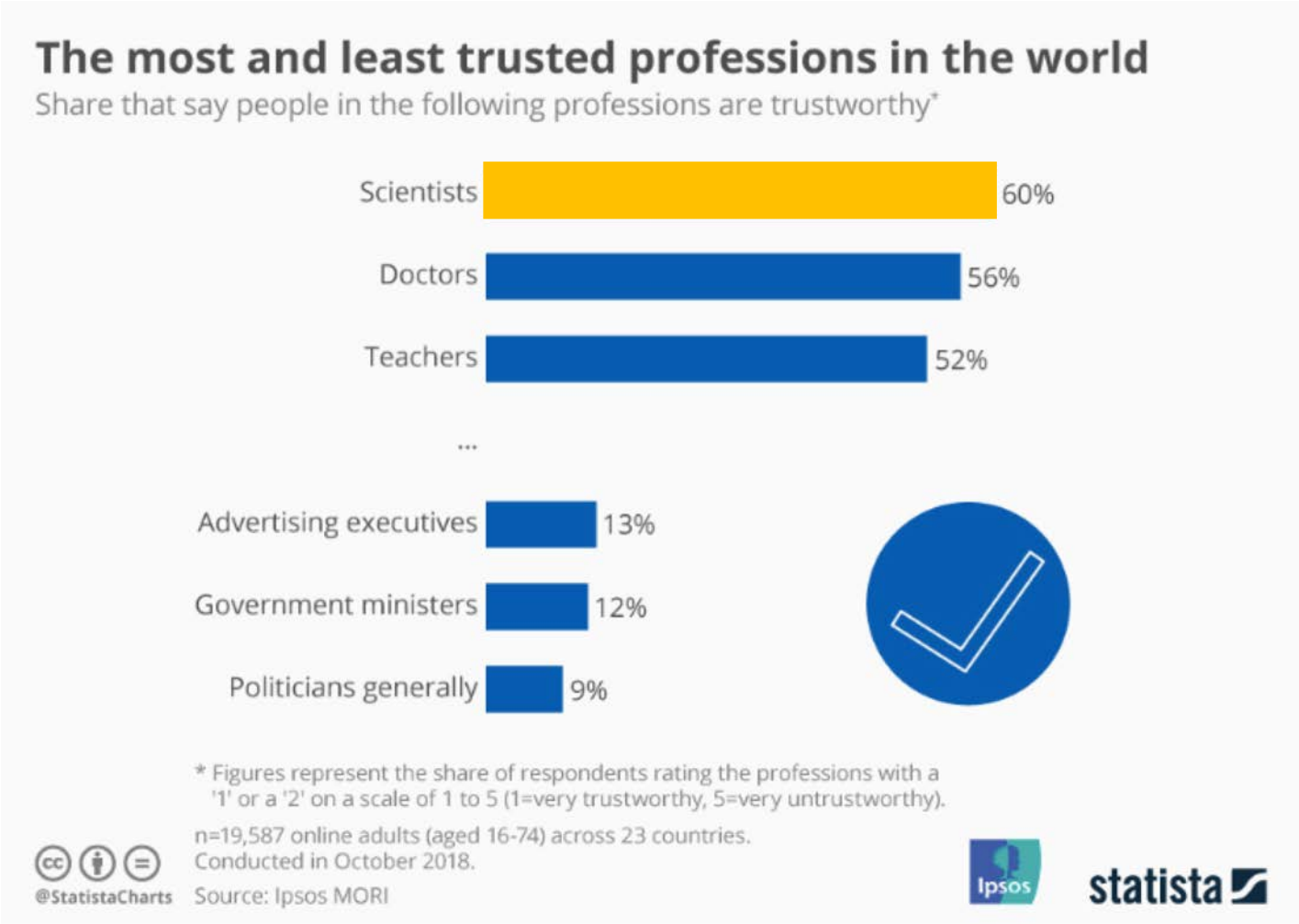


**Note:** Canada; 2019\*; 1,543 Respondents

Further information regarding this statistic can be found on [page 8](#).

**Source(s):** Proof; [ID 548892](#)

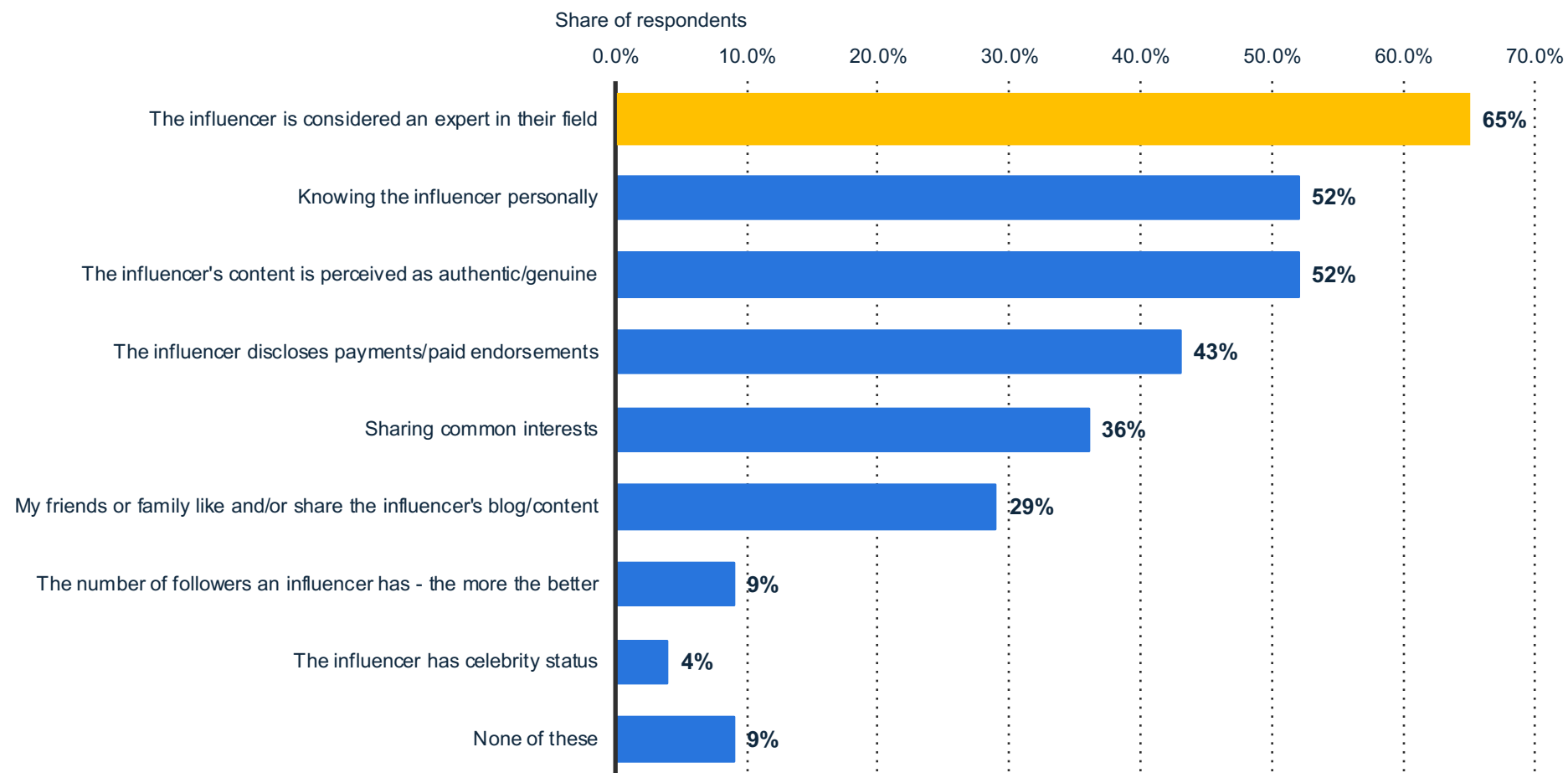
3. How do you make your information stand out?



### 3. How do you make your information stand out?

## Perspectives on factors that increase trust in influencer content in Canada as of February 2018

Leading factors increasing trust in influencer content in Canada 2018



**Note:** Canada; January 18 to February 5, 2018; 1,560

Further information regarding this statistic can be found on [page 109](#).

Source(s): Proof; [ID 856863](#)

3. How do you  
make your  
information  
stand out?

## **TAKEAWAYS:**

- 1. SPIN YOUR RESEARCH INTO  
MANY DIFFERENT PRODUCTS**
- 2. SCALE YOUR FORMATS**
- 3. REFINE YOUR MESSAGE TO  
THE POINT THAT YOU'RE  
UNCOMFORTABLE WITH IT**
- 4. PROMOTE YOUR  
AFFILIATIONS**





## **How to Get Regular People to Pay Attention to your Research**



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