

Insights West

Alberta Social Media Release (April 17, 2013)

Which of the following social networking brands have you heard of before today? Choose all that apply.

	Total	Gender		Age			
		Male	Female	18-29	30-39	40-54	55+
BASE: Total	831	226	605	63	131	225	412
UNWEIGHTED BASE	778	344	434	64	129	227	359
Facebook	97%	95%	98%	95%	99%	96%	96%
Twitter	90%	91%	90%	89%	94%	90%	89%
Pinterest	54%	41%	64%	70%	77%	63%	37%
Instagram	45%	39%	49%	64%	76%	50%	27%
LinkedIn	61%	67%	56%	59%	74%	64%	54%
Tumblr	28%	35%	22%	48%	49%	34%	13%
Snapchat	3%	4%	3%	5%	10%	4%	1%
None of the above	3%	5%	1%	5%	1%	2%	4%

How often do you typically use each of the following? Choose one for each row.

	Total	Gender		Age				
		Male	Female	18-29	30-39	40-54	55+	
BASE: Total	831	226	605	63	131	225	412	
UNWEIGHTED BASE	778	344	434	64	129	227	359	
Facebook	Never	24%	28%	21%	17%	4%	22%	34%
	Less often than a few times a month	9%	15%	5%	0%	5%	13%	10%
	A few times a month	10%	12%	8%	3%	12%	6%	13%
	2-3 times a week	7%	6%	7%	5%	6%	5%	8%
	4-5 times a week	11%	13%	9%	9%	16%	13%	8%
	Daily	39%	26%	49%	64%	57%	42%	26%
	Don't know	0%	0%	0%	0%	0%	0%	0%
	AT LEAST WEEKLY	56%	45%	65%	78%	79%	59%	42%
EVER	75%	72%	79%	81%	97%	78%	65%	
Twitter	Never	73%	67%	78%	53%	51%	70%	86%
	Less often than a few times a month	10%	13%	9%	16%	18%	10%	7%
	A few times a month	5%	6%	4%	11%	12%	4%	3%
	2-3 times a week	3%	3%	3%	2%	6%	2%	3%
	4-5 times a week	3%	4%	1%	5%	5%	4%	1%
	Daily	6%	7%	5%	14%	5%	11%	1%
	Don't know	0%	1%	0%	0%	2%	0%	0%
	AT LEAST WEEKLY	11%	15%	9%	20%	16%	16%	4%
EVER	26%	33%	22%	47%	46%	30%	14%	

Pinterest	Never	76%	86%	68%	52%	60%	70%	89%
	Less often than a few times a month	10%	9%	10%	19%	13%	14%	4%
	A few times a month	6%	3%	9%	13%	10%	7%	4%
	2-3 times a week	2%	1%	3%	3%	5%	3%	1%
	4-5 times a week	2%	0%	4%	8%	2%	2%	1%
	Daily	3%	0%	5%	6%	6%	3%	1%
	Don't know	1%	1%	0%	0%	2%	0%	1%
	AT LEAST WEEKLY	7%	1%	12%	17%	13%	8%	3%
EVER	23%	13%	32%	48%	36%	29%	10%	
Instagram	Never	90%	92%	88%	70%	73%	91%	98%
	Less often than a few times a month	4%	2%	6%	8%	12%	4%	1%
	A few times a month	2%	1%	3%	5%	5%	2%	0%
	2-3 times a week	1%	1%	1%	2%	5%	0%	0%
	4-5 times a week	1%	0%	1%	2%	2%	0%	0%
	Daily	2%	2%	1%	14%	1%	2%	0%
	Don't know	1%	1%	1%	0%	2%	0%	1%
	AT LEAST WEEKLY	3%	4%	3%	17%	7%	3%	0%
EVER	10%	7%	12%	30%	24%	8%	1%	
LinkedIn	Never	70%	63%	76%	77%	63%	64%	75%
	Less often than a few times a month	12%	16%	9%	9%	18%	13%	10%
	A few times a month	8%	9%	7%	5%	10%	8%	8%
	2-3 times a week	5%	7%	4%	5%	5%	8%	3%
	4-5 times a week	2%	3%	2%	3%	3%	2%	1%
	Daily	1%	2%	1%	0%	1%	3%	1%
	Don't know	1%	0%	1%	2%	1%	0%	0%
	AT LEAST WEEKLY	9%	12%	6%	8%	9%	13%	6%
EVER	29%	37%	23%	22%	36%	34%	24%	
Tumblr	Never	94%	93%	95%	86%	90%	92%	97%
	Less often than a few times a month	3%	3%	2%	5%	2%	6%	1%
	A few times a month	0%	0%	1%	2%	1%	0%	0%
	2-3 times a week	1%	2%	0%	0%	2%	1%	0%
	4-5 times a week	0%	0%	0%	2%	1%	0%	0%
	Daily	1%	1%	0%	6%	0%	0%	0%
	Don't know	1%	1%	1%	0%	4%	0%	1%
	AT LEAST WEEKLY	2%	3%	1%	8%	3%	2%	0%
EVER	5%	6%	4%	14%	6%	8%	1%	
Snapchat	Never	97%	98%	97%	100%	92%	97%	99%
	Less often than a few times a month	1%	0%	1%	0%	1%	1%	0%
	A few times a month	0%	0%	0%	0%	1%	0%	0%
	2-3 times a week	0%	1%	0%	0%	2%	0%	0%
	4-5 times a week	0%	0%	0%	0%	0%	0%	0%
	Daily	0%	0%	0%	0%	0%	0%	0%
	Don't know	2%	1%	2%	0%	5%	1%	1%
	AT LEAST WEEKLY	0%	1%	0%	0%	2%	0%	0%
EVER	1%	1%	1%	0%	4%	2%	0%	

How much do you agree or disagree with each of the following statements? Choose one for each row.

		Total	Gender		Age			
			Male	Female	18-29	30-39	40-54	55+
BASE: Total		831	226	605	63	131	225	412
UNWEIGHTED BASE		778	344	434	64	129	227	359
Facebook is not cool anymore	AGREE	29%	35%	24%	31%	29%	27%	29%
	Agree strongly	8%	9%	6%	8%	2%	8%	9%
	Agree somewhat	21%	26%	18%	23%	27%	19%	20%
	Disagree somewhat	36%	33%	38%	36%	46%	32%	34%
	Disagree strongly	17%	11%	23%	20%	16%	18%	17%
	DISAGREE	53%	43%	61%	56%	61%	50%	51%
	Don't know	18%	22%	15%	11%	11%	23%	19%
Facebook is for older people now, not for young people who are up with the latest	AGREE	18%	19%	17%	23%	15%	17%	18%
	Agree strongly	3%	4%	3%	0%	4%	4%	3%
	Agree somewhat	15%	15%	14%	23%	11%	13%	15%
	Disagree somewhat	34%	32%	36%	33%	43%	33%	32%
	Disagree strongly	29%	26%	31%	36%	27%	25%	31%
	DISAGREE	63%	58%	67%	69%	71%	58%	63%
	Don't know	19%	23%	16%	8%	14%	25%	19%
Facebook is the best way to communicate with others online	AGREE	51%	44%	56%	61%	67%	50%	44%
	Agree strongly	13%	11%	15%	19%	23%	14%	8%
	Agree somewhat	38%	34%	41%	42%	44%	36%	36%
	Disagree somewhat	19%	22%	16%	19%	22%	20%	16%
	Disagree strongly	21%	25%	18%	17%	6%	19%	28%
	DISAGREE	40%	47%	34%	36%	29%	40%	44%
	Don't know	9%	9%	9%	2%	3%	11%	12%
I wouldn't keep up with many of my acquaintances if it wasn't for social networking sites	AGREE	45%	35%	53%	69%	70%	47%	30%
	Agree strongly	18%	13%	21%	30%	29%	22%	9%
	Agree somewhat	27%	22%	31%	39%	41%	26%	21%
	Disagree somewhat	16%	21%	13%	5%	16%	19%	16%
	Disagree strongly	32%	37%	28%	19%	12%	26%	45%
	DISAGREE	48%	58%	41%	23%	27%	46%	62%
	Don't know	7%	7%	7%	8%	3%	7%	8%
I would feel out of touch if I didn't use social networking sites/apps regularly	AGREE	36%	26%	44%	58%	56%	36%	24%
	Agree strongly	11%	7%	14%	30%	19%	10%	5%
	Agree somewhat	25%	19%	29%	28%	36%	26%	19%
	Disagree somewhat	21%	26%	17%	22%	25%	21%	19%
	Disagree strongly	39%	44%	34%	20%	17%	39%	49%
	DISAGREE	59%	70%	51%	42%	42%	60%	68%
	Don't know	5%	5%	5%	2%	2%	4%	7%