

WHEN THE POLITICAL AND SOCIAL BECOME BUSINESS



An Ipsos Context Trends Report on
Social Engagement in Canada

February 2021

1 – © Ipsos | Entrepreneurialism in the Time of the Pandemic



CONTEXT TRENDS, KNOWLEDGE ZONES IS PART OF THE FULL SUITE OF IPSOS CONTEXT ADVANTAGE

A data-driven, advisory service to help your organization adapt and thrive in a changing landscape



Context Now

Ipsos Disruption Barometer

Societal stability is a leading indicator of consumer behavior – monthly and quarterly tracking of trend line and insights.



Context Trends Knowledge Zones

Tracking of emerging domestic and global social and economic trends. Deep dives into key issues such as:

- Social cohesion and engagement
- Entrepreneurialism
- Gen Z, millennials, boomers
- Plastics and waste, climate change
- Health, ageing
- Coronavirus / COVID-19
- Racism



Context Next

Annual Future Cast with 10-year projection re: technology change and impact, society and social cohesion.



Context Reputation

Global trends and country specific tracking of the reputation of hundreds of companies with insights on your reputation levers and how to take action that aligns with current and future societal changes.



Context Social

Real time social media monitoring (volume, sentiment, trends, geo-tagging) of specific issues, events, crisis, etc. via **Ipsos Political and Trends Atlas**.



SOCIAL ENGAGEMENT

PEOPLE ARE ACTIVATING AROUND THE WORLD, BUT IS THIS A GOOD THING?

In Canada (and worldwide) there is clearly a movement toward a more socially active and engaged citizenry. People are expressing and acting on their beliefs much more than they have in the past, as evidenced by the recent spate of public protests and increasing public pressure on businesses to take a stand on social issues.

This can be a good sign of a healthy, participatory democracy.

But it can also be a challenge leading to socio-political instability and an indication of declining social cohesion.

WHAT DOES IT MEAN TO BE SOCIALLY ENGAGED?

Social engagement encompasses a wide variety of activities, including staying up-to-date on current news and events, looking for information on a specific issue, talking with friends and family about political or social issues, or commenting online about issues.

It can also include more concrete actions such as attending public meetings or protests, boycotting products or companies, or spending time or money on a cause, issue or community foundation.

SOCIAL ENGAGEMENT

CANADA RANKS IN TOP HALF OF COUNTRIES ON SOCIAL ENGAGEMENT

Canada ranks in the top half of countries on social engagement. One-quarter (24%) of Canadian citizens tend to be leading any debates about or trends in social, political or economic issues (“high” on social engagement).

SOCIAL ENGAGEMENT IS ALSO BEING MANIFESTED BY THE CREATION OF INTEREST GROUPS

One-in-five Canadians have started or have seriously considered starting an interest group. About one-in-ten say they are likely to do so in the near future.

SOCIAL ENGAGEMENT MOSTLY THE DOMAIN OF YOUNGER CANADIANS

Social engagement is driven by some demographics more than others, with generation being the strongest differentiator.

Social engagement is much higher among younger Canadians (particularly Gen Z), than older ones. While not as marked, it is also higher among those with higher education and income levels.

SOCIAL ENGAGEMENT CREATES BUSINESSES

Finally, it’s worth noting that entrepreneurs are another group with higher social engagement (including not only the social entrepreneurs starting interest groups, but also those who’ve started traditional businesses).

WHAT IT MEANS FOR GOVERNMENT AND BUSINESS

Government and business need to be cognizant of who is driving the public discourse and issue priorities.

While some of the louder voices are front and center, there are others who are not being heard. Government programs and policies need to take this into account since we expect that social engagement will only grow in the post-pandemic world.

Further, if the country’s post-pandemic economic recovery is driven by entrepreneurs, then we can expect to see Canadians become even more socially engaged in the future.

Businesses are increasingly being pressured to get involved in socio-political issues, so knowing who (and what) is driving social engagement is key to developing an appropriate response and understanding the potential risks to their bottom line.

SOCIAL ENGAGEMENT INDEX

SOCIAL ENGAGEMENT INDEX

A Social Engagement Index was created by combining responses to the below, where:

- **High Participation** = done 4+ items
- **Moderate Participation** = done 2-3 times
- **Low Participation** = done 0-1 items

Which of these things*, if any, you have done in the last 12 months? (Select all that apply) [RANDOMIZE]

- Attended a public meeting, rally, speech or protest
- Changed a purchase behaviour/boycotted a product/company because of social, environmental, ethical concerns
- Contributed time/money to a charity/cause/community organization
- Written a comment or original ideas online regarding a social issue or political issue
- Engaged in discussions with friends or family on political or social issues and tried to convince them of your point of view
- Spent time searching out information to inform yourself/learn more about a particular social, political or consumer issue you might be concerned with/interested in
- Regularly stayed up-to-date on news and current events

SOCIAL ENGAGEMENT INDEX BY COUNTRY

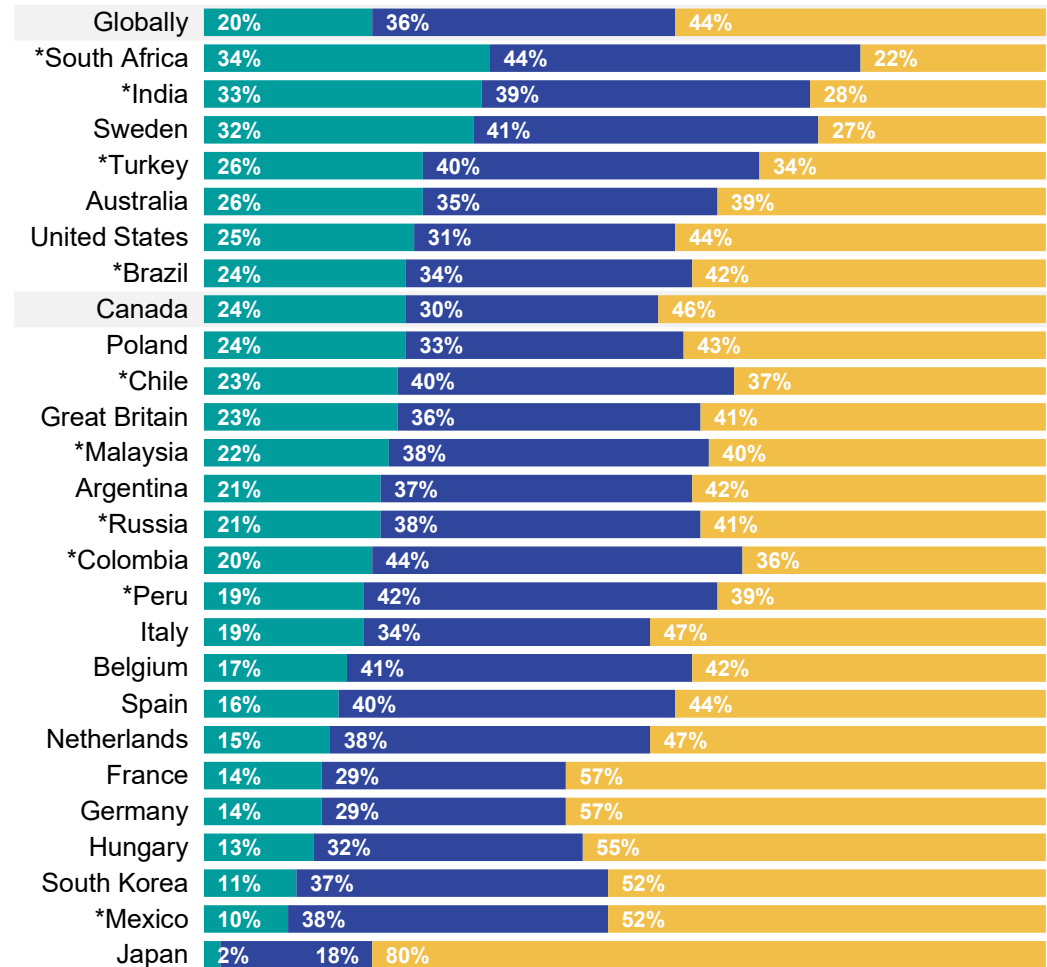
One-quarter (24%) of Canadian citizens tend to be leading any debates about or trends in social, political or economic issues (“high” on social engagement).

Canada ranks in the top half of countries on social engagement.

Interestingly, social engagement in Canada remains unchanged since 2018. But it has increased significantly in the US.

SOCIAL ENGAGEMENT INDEX

High Moderate Low



High Vs
2018 +6%

High Vs
2018 0%

Not asked in China and Saudi Arabia
*samples represent a more affluent, connected population



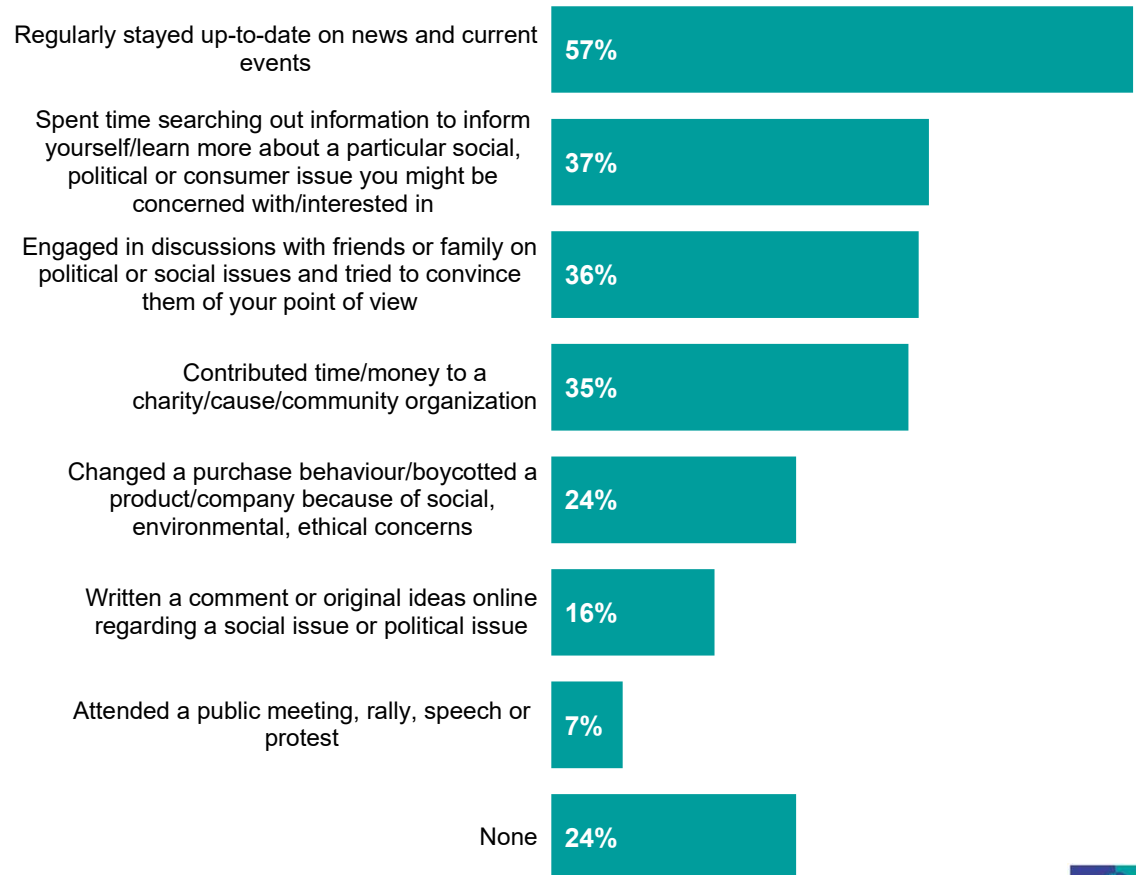
COMPONENTS OF SOCIAL ENGAGEMENT CANADA

Social engagement in Canada is led by staying current on the news, searching out information on issues, engaging in discussion with friends and contributing to causes.

Fewer, but still a sizeable minority, have changed purchase decisions and authored content online. And just shy of one-in-ten have attended public meetings, rallies, speeches, etc.

SOCIAL ENGAGEMENT INDEX COMPONENTS

■ Done in past year

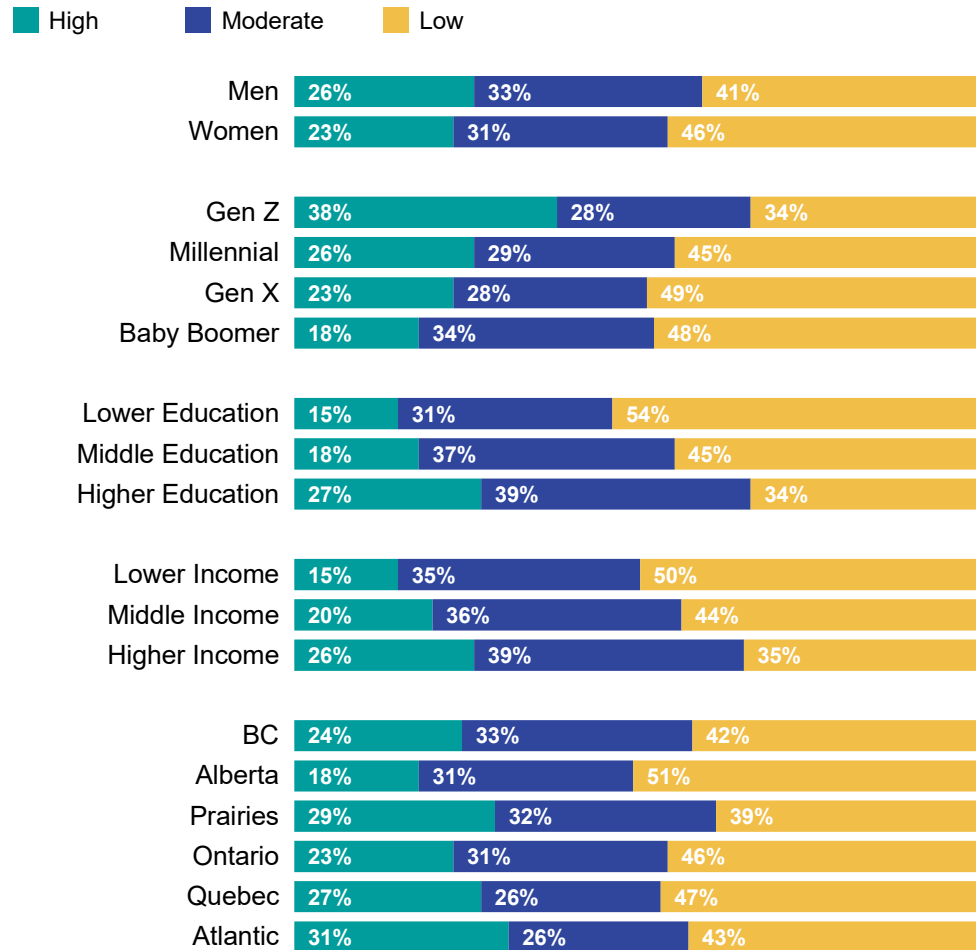


SOCIAL ENGAGEMENT BY DEMOGRAPHICS CANADA

Social engagement is clearly driven by some demographics. Generation seems to be the strongest differentiator. It is much higher among younger Canadians, particularly Gen Z, than older Canadians.

While the differences are not as stark, it is also higher among higher education and higher income, along with residents in the Prairies, Quebec and Atlantic.

SOCIAL ENGAGEMENT INDEX



ACTIVATING VIA CREATION OF INTEREST GROUPS

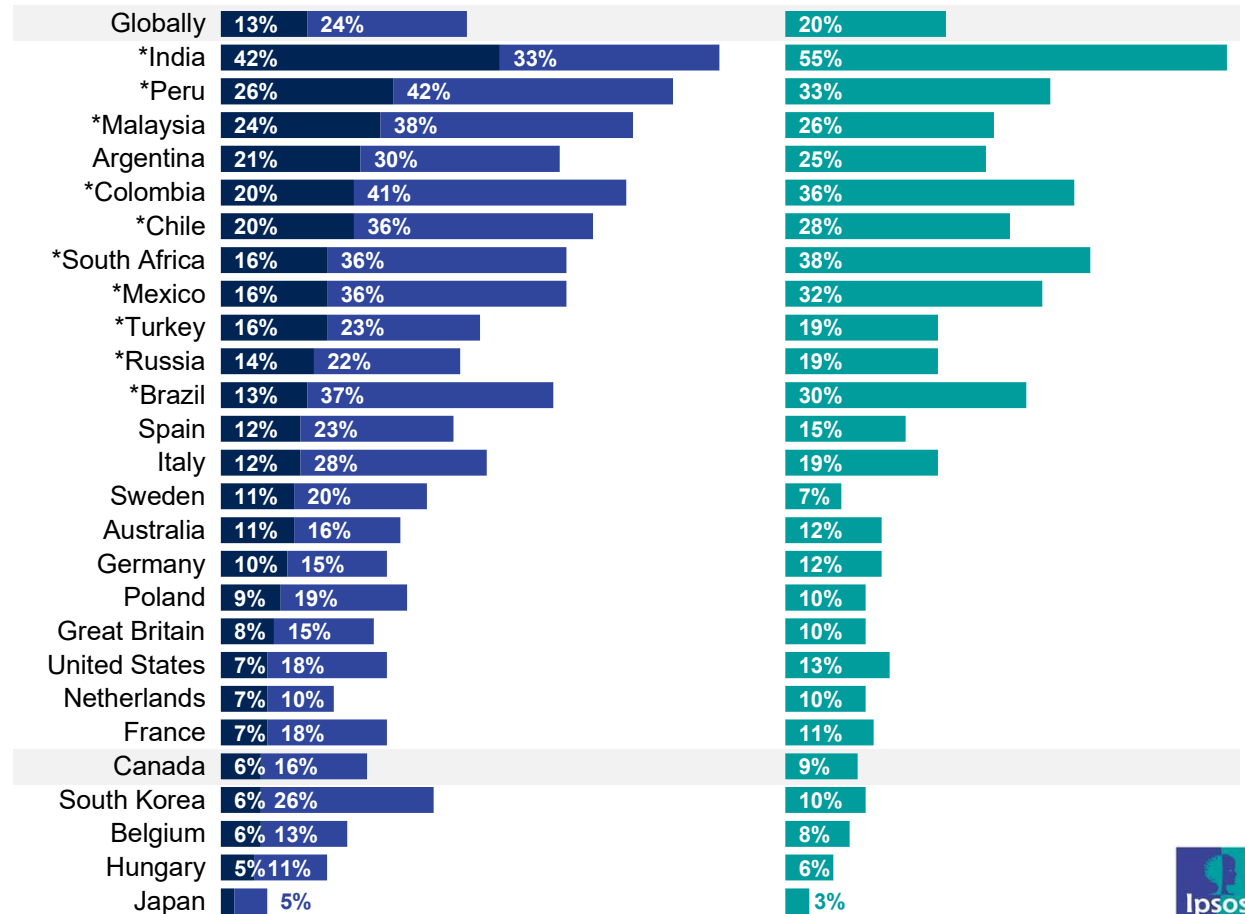
Canada ranks well down the list of countries in activating by creating interest groups and aspirations to start an interest group.

Several LATAM countries, India and Malaysia have the highest proportion of citizens who say that have started an interest group in the past. Canada, South Korea, Belgium, Hungary and Japan are the lowest.

Likelihood to start an interest group is highest in many LATAM countries, South Africa and India.

STARTED AN INTEREST GROUP

Started 1+ No, but seriously considered



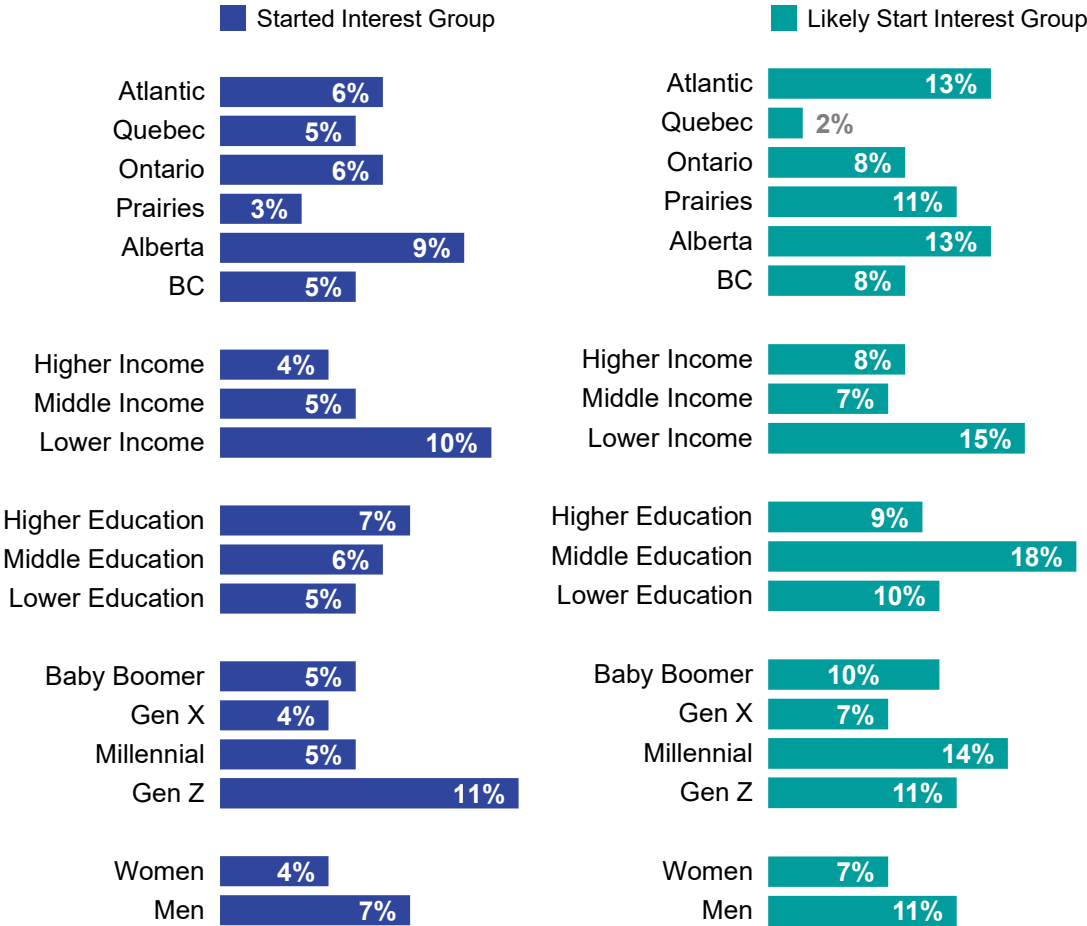
Not asked in China, Saudi Arabia
*samples represent a more affluent, connected population



ACTIVATING VIA CREATION OF INTEREST GROUPS BY DEMOGRAPHICS

In Canada, past social entrepreneurialism (interest group creation) has been somewhat higher among men, Gen Z, those with lower incomes and Alberta residents.

Potential future social entrepreneurialism tends to be higher among men, younger Canadians, those with middle education and lower income levels, and residents of Atlantic Canada and Alberta.



METHODOLOGY

The survey was conducted in 28 countries via the Ipsos Online Panel system between November 20 and December 4, 2020.

Interviews were conducted with 20,504 adults aged 18-74 in Canada, the U.S.A., South Africa, Malaysia and Turkey and 16-74 in all other countries.

The sample consists of approximately 1,000 individuals in Australia, Belgium, Brazil, Canada, mainland China, France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in Argentina, Chile, Colombia, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be taken as representative of their general adult population under the age of 75.

The samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

The data is weighted so that each country’s sample composition best reflects the demographic profile of the adult population according to the most recent census data.

Where results do not sum to 100 or the ‘difference’ appears to be +/- 1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of “don’t know” or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos’ use of credibility intervals, please visit the Ipsos website. The publication of these findings abides by local rules and regulations.

CONTACTS

Mike Colledge
President
Ipsos Public Affairs
mike.colledge@ipsos.com



Chris Martyn
Chief Research Officer
Ipsos Public Affairs
chris.martyn@ipsos.com



Jennifer McLeod Macey
Vice President
Canadian Public Affairs
jennifer.macey@ipsos.com



© 2021 Ipsos. All rights reserved. No license under any copyright is hereby granted or implied.

The contents of this document are confidential, proprietary and are strictly for the review and consideration of the addressee and its officers, directors and employees solely for the purpose of information. No other use is permitted, and the contents of this document (in whole or part) may not be disclosed to any third party, in any manner whatsoever, without the prior written consent of Ipsos.



About Ipsos

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
www.ipsos.com

Game Changers

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.

