



# The 2011 Ipsos Canadian Inter@ctive Reid Report

## The Most Comprehensive Study of Canadians and the Internet



Since 1995, Ipsos Reid has been tracking the “who’s, what’s, and why’s” of Internet usage and attitudes among Canadians. This has made the *Ipsos Canadian Inter@ctive Reid Report* the longest running and most comprehensive, authoritative study of Canadians and the Internet in Canada.

We track all of the standard Internet activities, and we move quickly to ensure we have baseline measures on up-and-coming issues. From social media to mobile advertising and apps, if it has happened online it has been measured and written about in the *Ipsos Canadian Inter@ctive Reid Report*. This means that subscribers to this report can stay in-the-know about the rapidly changing economic and social context of the Internet in Canada.

### New and Improved for 2011

We are excited to introduce a number of improvements to the study.

- *More timely results.* We are moving from a quarterly reporting schedule (4 reports/year) to a bi-monthly reporting schedule (6 reports/year).
- *New ‘breaking issues’ section.* Topics will be rotated in each wave of reporting to make room to explore hot, breaking issues in the digital space.
- *Flexible, online reporting.* We are introducing new online reporting tools to give subscribers flexibility to access relevant information on topics of interest.

### Research Methodology

Data will be collected bi-monthly throughout 2011. Each interviewing period, we cover two to three in-depth subject matters, along with a breaking issues section. As always, subscribers can purchase proprietary questions at any time.

Each questionnaire will be 15 minutes in length. A sample size of 800 Canadian Internet users – defined as adults who use the Internet for at least one hour per week – complete an online questionnaire. Respondents are chosen at random from Ipsos Reid’s Canadian Internet Panel.

The table below shows the number of completed interviews by province/region with the new bi-monthly design.

Region/Province	# of Completed Interviews
Atlantic Canada	61
Quebec	189
Ontario	308
Manitoba/Saskatchewan	53
Alberta	78
British Columbia	111
TOTAL	n=800 every two months

### Special Feature Report Topics

Special feature reports delve in-depth in a particular subject area – and we will cover a minimum of two topics per wave – so 12 per year. Here’s an example of the types of online topic areas that have been covered in the past several years that we continue to track on a regular basis.

- Internet Access and Profiles
- E-commerce
- Financial Transactions
- Music
- E-mail Marketing
- Mobile Broadband
- Job Hunting
- Groceries and Recipes
- Social Networking
- Health and Wellness
- News
- Customer Service
- Mobile Surfing
- TV and other Media
- Security, Privacy and Identity theft
- Teen Behaviours, Activities and Opinions
- Seniors Behaviours, Activities and Opinions





### Breaking Issues Topics

The breaking issues section will focus on hot, breaking topics such as Wikileaks and Web Usage Based ISP Billing, New Mobile Apps, Tablets, and other new digital developments.

### Report Timing

Subscribers receive reports six times a year based on the following timeline:

#### Reporting Schedule

Issue 1:	May 2011
Issue 2:	June 2011
Issue 3:	August 2011
Issue 4:	September 2011
Issue 5:	November 2011
Issue 6:	January 2012

### The Inter@ctive Reid Extranet

Subscribers will continue to get access to the Ipsos Canadian Inter@ctive Reid Extranet. The Extranet includes online access to pre-2011 Inter@ctive Reid reports, as well as the ability to access questionnaires used in previous reports. Another popular feature of the Extranet is the ability to view the data tables.

### Pricing

An annual subscription to the *Ipsos Canadian Inter@ctive Reid Report* is \$10,000. Individual chapters within any of the bi-monthly reports can be purchased for as little as \$1,000 each.

The annual subscription includes:

- Six bi-monthly reports;
- Input into the selection and design of special feature topics; and
- Access to the Ipsos Canadian Inter@ctive Reid Extranet.

### Contact Us

To learn more, please contact:

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