



2010 Special Feature Reports

# The Ipsos Canadian inter@ctive Reid Report



Ipsos Reid

## The Ipsos Canadian Inter@ctive Reid Report

Now in its 16th year, the *Ipsos Canadian Inter@ctive Reid Report* was developed by Ipsos Reid to monitor Canadian Internet behaviours and attitudes in order to provide subscribers with the most authoritative, comprehensive and up-to-date information available on Canadians and the Internet. Our study is not simple measurement figures. Rather, it is the who, what, why, where, when and how of Canadians and the Internet. Whether you are in the high-tech sector, a traditional consumer company, or a social marketer, the information provided in this report will keep you up-to-date on what Canadians are doing online and why.

## 2010 Special Feature Chapter Reports

We are offering individual chapters from the 2010 report for purchase. Buy one special feature chapter report and get one free – the lowest price will be free.

Digital Marketing	\$500
Digital Music	\$500
Ecommerce (available for Q2 and Q4)	\$1,000
Email Marketing	\$500
Online Financial Services (available for Q1 and Q3)	\$1,000
ISP Satisfaction and Internet Issues	\$500
Mobile Broadband	\$500
Online Activities	\$500
Online Activities en Route	\$500
Online Customer Service	\$500
Online Groceries and Recipes	\$500
Online Health and Wellness	\$1,000
Online Job Searching	\$500
Online News	\$1,000
Online Social Networks	\$1,500
Online TV and Media	\$500

The following is an overview of the wealth of information and valuable insights included in each special feature report. As an added benefit – and to provide context for the research results – each report opens with a synopsis of the demographic profile of online Canadians by age, income, gender, region, household type, and Internet skill level.

## Digital Marketing

With more Canadians accessing the Internet than ever before and spending more time online, marketers are slowly moving more of their marketing budgets online to reach the desired audiences. In some respects, digital marketing is still in the nascent stages. *Inter@ctive Reid* asked online Canadians what they thought of the efforts of digital marketers so far. Topics covered in this chapter include:

- Online marketing recall and experiences
- Conversion rates
- Participation in online marketing activities

## Digital Music

Digital music, once considered the scourge of the music industry, has become a legitimate branch of the business and by all accounts its future. As digital sales increase, the music industry is creating a new business model that works with digital music rather than against it. Record companies that used to fight YouTube to have their artists' videos removed are now working with the video sharing site to release content and receive advertising revenue. Although digital music sales are currently dominated by iTunes, with the projected growth of the industry it comes as no surprise that some fierce competition is on the horizon. By next year, the Apple-owned company will be facing competition from Google and Sony – both of whom recently announced that they will soon be launching digital music services of their own. Topics covered in this chapter include:

- Digital music and CD ownership and purchase behaviour
- Digital music players and smartphones
- Opinions on digital music players, file sharing and content restrictions
- Online radio

## Ecommerce

Ecommerce has come a long way in the last 16 years. The fact is, Canadians are spending billions of dollars online annually. As they become more experienced with the Internet they also become more sophisticated consumers, knowing how to comparison shop and find the best deals. In an increasingly competitive marketplace, online marketers, retailers, and payment processors need to understand the changing landscape of the online retail environment in order to maximize their user experience and sales. Topics covered in this chapter include:

- Online purchase behaviour and experience
- Online consumer research
- Opinions on online shopping, purchase returns and consumer product reviews
- Use of money saving tools while online shopping
- Online shopping and mobile devices
- Holiday gift shopping and research (Q4)

## Email Marketing

Email is the killer app of the Web and was one of the main reasons people started to use the Internet. However, we may be seeing the first signs of change in how Canadians communicate online. While email is still popular, we see a significant decline in the number of weekly emails received by online Canadians. The big question is what happened? It would appear that variants of email are replacing the medium by more 'real-time' applications such as Facebook, Twitter, MSN and Blackberry Messenger. Topics covered in this chapter include:

- Email behaviour
- Willingness to provide email addresses to trusted providers
- Government regulations and spam
- The changing face of online communication

## Online Financial Services

Some Canadians haven't been into a 'bricks and mortar' bank in years. While in the past many consumers feared the consequences of exposing their financial information online, financial institutions have spent millions of dollars in security and infrastructure to build consumers' trust and make online banking a risk-free experience. What do online Canadians think of their experience in 2010? Online financial service companies, marketers and payment processors need to know what the changing landscape of the online financial services environment looks like in order to maximize their user experience and sales. Topics covered in this chapter include:

- Online banking, investing and trading behaviour
- Satisfaction with online financial institutions
- Opinions on online banking, investing and trading
- Personal computer security precautions
- Use of smartphones for financial activities

## ISP Satisfaction and Internet Issues

The ISP Satisfaction and Internet Issues feature returns to take another look at online Canadians' satisfaction with their Internet service provider, as well as timely issues such as the concentration of content, net neutrality, and the recent Netflix launch in Canada. Topics covered in this chapter include:

- Home Internet access and satisfaction
- Mac vs. PC ownership
- Opinions on ISPs and access to online content
- Support for net neutrality
- Netflix

## Mobile Broadband

The Mobile Broadband special feature report focusses on two of the ways online Canadians are subscribing to mobile Internet: smartphones and mobile Internet sticks. Topics covered in this chapter include:

- Mobile device and provider market share
- Mobile device behaviour and satisfaction
- Mobile broadband opinions and preference over home Internet connection

## Online Activities

As the Internet continues to evolve, new activities appear, as do new methods of connection. The Online Activities chapter looks at what Canadians are doing online, how frequently and how much time they are spending doing these activities, and how much time they spend connected to the Internet from specific locations/devices. The Internet continues to evolve and we are now seeing the medium being used more frequently for entertainment purposes. This nascent trend may point to a future where the business models of the television industry will need to look drastically different in order to thrive and prosper. Add in the social networking phenomenon and the Internet is beginning to look remarkably different than it did just a few years ago. While the vast majority of online time continues to be from home, growing developments such as the increasing presence of smartphones and the proliferation of new devices such as tablet computing devices (iPad, the Kindle, etc.) could lead to the Internet experience being increasingly mobile. Topics covered in this chapter include:

- Online behaviour and skills
- Use of Internet for entertainment and other activities
- Popularity of website types

## Online Activities en Route

This special feature report investigates issues related to transportation and the Internet, including the use of mapping websites, GPS, public transportation, and going online while en route. Gone are the days of fumbling with a paper map to track a route to a new destination. Today you can find an address online, map alternative routes to get there, receive driving directions and estimated time of travel, and even view 360 degree pictures of your final destination. As technology becomes increasingly mobile, commuters are able to take it with them for assistance en route to their destination, to give them the ability to multi-task and get a jump on their day, or to simply provide entertainment while en route. One of the benefits of public transportation and carpooling is the ability to read and/or do work while in transit. The availability of handheld devices that allow people to do just that is ever growing and includes smartphones, iPads, digital book readers, and laptops. Topics covered in this chapter include:

- GPS and digital book reader ownership

and behaviour

- Use of online and GPS business directories
- Use of online tools for mapping, directions and other driving-related issues
- Use of public transportation GPS and online information
- Online access and behaviour while commuting

## Online Customer Service

For the first time the *Inter@ctive Reid Report* investigated the topic of online customer service. As we are living in an era where a handshake and a voice have been replaced with a 'contact us' button, a large amount of customer service is conducted online. It's an increasingly utilized method of customer service for all products and services, not just those purchased online. Even call centre menus are often designed to drive customers towards their website and away from the more expensive telephone customer service. Many companies have shipped these call centre jobs overseas in order to reduce costs, but the economics of web-based self serve still dictate that an effort is made to re-direct callers to the Internet. For some companies this has been successful, for others it has been a disaster. Customer service is one of the most important aspects of the marketing mix. Customers demand high quality service and delivering on this service helps to create customer loyalty. Failing to live up to customer expectations, online or offline, can have serious repercussions – whether it be tying up additional resources, losing the customer altogether, or getting a reputation as a company that is difficult to deal with. Topics covered in this chapter include:

- Online customer service experience
- Satisfaction with online customer satisfaction
- Customer service preferences

## Online Groceries and Recipes

Food. We all need it. For the first time the *Canadian Inter@ctive Reid Report* took a look at the online food category. Grocery shopping would seem like a natural fit for the Internet, lots of highly repeatable business, done at least weekly, by the majority of the population. Even with the big failures there is no shortage of companies looking at online grocery shopping. AmazonFresh is operating in the Seattle area, FreshDirect operates in the New York City area, and niche organic food companies like Spud.ca operate in parts of Canada. At these early stages of development, the Internet appears to be playing a support role rather than a full-fledged business model. Topics covered in this chapter include:

- Online grocery purchase behaviour
- Barriers to online grocery purchases
- Opinions on online grocery shopping
- Use of online grocery coupons and flyers
- Use of online recipes and other online food-related activities

## Online Health and Wellness

Online healthcare may be the wave of the future, providing fast and convenient information to patients while easing the burden on healthcare professionals. However, despite the benefits of online healthcare, there remains much cause for concern. Most websites providing medical advice often indicate that they provide advice only and suggest that users consult with a medical professional, noting that when information is used in isolation and medical professionals are not consulted, there exists the danger of misdiagnosis and incorrect or lack of treatment. Online Canadians must be reminded that the healthcare information they learn online is meant to be used only in consultation with medical professionals, and not as a replacement for those with years of medical training and experience. Topics covered in this chapter include:

- Use and credibility of online health and pharmaceutical information and resources
- Online prescription and pharmaceutical purchase behaviour
- Use of online resources for self diagnosis and general health measurement
- Consensus of online and physician relayed information
- Use of online information about healthcare professionals

## Online Job Searching

In the wake of an economic downturn, the *Ipsos Canadian Inter@ctive Reid Report* decided to revisit the online job market. Although the recession in Canada was severe, it should be placed in context as well. Canada's current unemployment rate of 8.2% looks to be perfectly normal in comparison to historical figures, in particular to the rates prior to 1998. The online job market was last explored in early 2008 when employment levels were significantly higher. A lot has changed in the online job market in the last two years. One of the premier job searching sites HotJobs was sold by Yahoo! to Monster.com, Canada's homegrown success story. Workopolis continues to have a high level of recall as well. Other developments include the rise of job sites that claim to be more targeted in their approach, such as The Ladders, and the rise of social networking in the creation of employment opportunities through sites like LinkedIn. Topics covered in this chapter include:

- Online job search participation and behaviour
- Online salary calculators
- Social networking and career management
- Satisfaction with the Internet as a career management tool

## Online News

It is often hard to pinpoint the precise moment when a business must change course and adapt to changing technologies and new ways of doing things. There is no doubt that the newspaper business is currently undergoing a substantial transition in the Internet era. Consider some of the recent developments in North America. In 2009, the *Seattle Post-Intelligencer* shuts down and becomes an Internet-only publication after losing money every year since 2000. Canwest Media recently filed for bankruptcy and has sold the newspaper arm of the business to PostMedia Network for over \$1 billion. Layoffs have been rampant at many leading national and local daily newspapers, while at the same time we also see the rise of 'news' websites such as the Huffington Post and Slate.com. In light of these colossal shifts, *Inter@ctive Reid* took its first ever look at how online Canadians are using online news, and their opinions, habits and beliefs on the news industry in general. Topics covered in this chapter include:

- Online, offline and smartphone news consumption behaviour
- News type and medium preferences
- Online news and social networking sites
- Willingness to pay for news content
- Opinions on online news

## Online Social Networking

For many online Canadians, visiting a social networking site is now a daily activity—on par with checking their email. Once again, we look at the social networking phenomenon and what it means for Canadian businesses. Topics covered in this chapter include:

- Participation in online social activities
- Online social networking behaviour
- Use of professional social networking sites
- Twitter
- Privacy concerns

## Online TV and Media

The availability of online video is changing how television can, and is, being viewed. Many traditional television broadcasters are adopting an 'if you can't beat them, join them' attitude. They are utilizing online video technology that allows viewers to watch clips and/or whole episodes of their favourite television shows online with fewer commercials than standard television viewing. Television episodes can also be streamed online or downloaded for free without commercials (albeit often illegally) via file sharing sites, or legally by purchasing them through sites such as iTunes. Traditional television viewing faces the challenges of new media technologies that allow viewers to edit out commercials and watch programming on different hardware and on their own schedules. However, with all the money invested in large flat screen TVs, media rooms and sound systems, it is clear the television has not yet seen its demise as the home entertainment epi-centre. In place of the end of television we are likely to see the viewing format evolve to include the adoption of new technologies. Apple TV, Google TV, and Netflix are now offering Canadians use of their services allowing them to stream television shows directly from their computer to their televisions. The breadth of content may not yet be comparable to what is already available in the U.S., but many users are very excited about these technologies. The ability to search, download, and stream directly onto a television screen may become more appealing as technology continues to improve and more online Canadians become comfortable with new ways of viewing television. Topics covered in this chapter include:

- Usage of various media
- Downloading and online streaming behaviour
- Attitudes towards online TV and media
- 3D TV
- Web-based usage fees

### To learn more, please contact:

#### Daile MacDonald

Research Manager, Ipsos Reid

403.294.7397

[daile.macdonald@ipsos.com](mailto:daile.macdonald@ipsos.com)

Visit our website to download the prospectus, register for upcoming events, read articles, press releases and more at: [www.ipsos.ca/reid/interactive](http://www.ipsos.ca/reid/interactive)



Ipsos Reid