

A majority of Canadians want CEOs to communicate on social media during a crisis – more than half feel that it should be done through the PR team with journalists

Signal Survey Summary

submitted by Nanos to Signal Leadership Communication Inc., July 2018
(Submission 2018-1237)



Summary

With the increased importance of public relations for companies, most Canadians feel that it is important for CEOs to use social media to communicate with the public and customers, as well as to provide updates when there is a crisis in the company. However, most Canadians don't want CEOs to share their own personal feelings about the problem over social media.

- **Six in ten Canadians feel that it is important or somewhat important to use social media to communicate with the public during a crisis** – Roughly six out of ten Canadians feel that it is important (28%) or somewhat important (33%) for CEOs to directly communicate with the public during a crisis. One in three feel that this is somewhat unimportant (15%) or unimportant (18%), while six per cent are unsure.
- **More than half of Canadians feel that its important or somewhat important to use social media to communicate with customers during a crisis** – Over five out of ten Canadians feel that it is important (25%) or somewhat important (31%) for CEOs to use social media to directly engage with customers during a crisis. Nearly four out of ten Canadians feel that this is somewhat unimportant (18%) or unimportant (20%) and six per cent are unsure.
- **A majority of Canadians feel that it is important or somewhat important for CEOs to share updates on the problem over social media** – Almost two in three Canadians feel that it is important (33%) or somewhat important (32%) for CEOs to post updates on the problem on social media when a company has a crisis or something major goes wrong. Three in ten Canadians felt that this was unimportant (15%) or somewhat unimportant (15%) while five per cent are unsure.
- **Over half of Canadians feel that it is somewhat unimportant or unimportant for CEOs to put their personal thoughts of the problem on social media** – A majority of Canadians think that it is somewhat unimportant (23%) or unimportant (30%) for CEOs to post how they feel about a crisis on social media while 16 per cent and 25 per cent feel that it is either important or somewhat important respectively. Seven per cent are unsure.

Summary

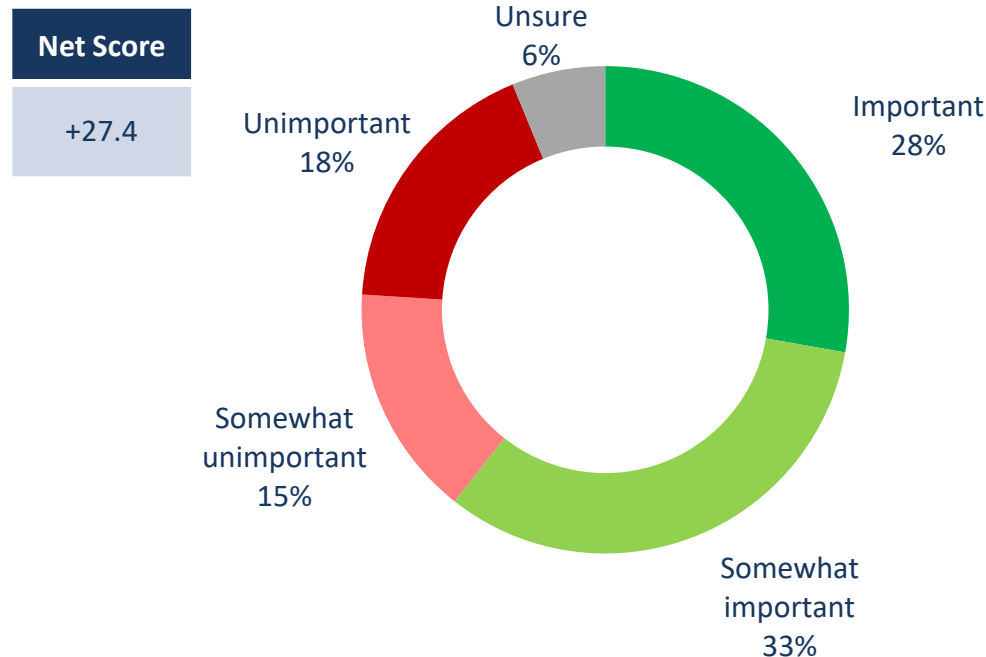
- **Almost six out of ten Canadians feel that it is important or somewhat important for CEOs to provide updates on a crisis over social media for journalists** – Just under six in ten Canadians feel that it is important (26%) or somewhat important (31%) for CEOs to provide updates on the crisis over social media for journalists. This is followed by under forty per cent of Canadians feel that it is somewhat unimportant (17%) or unimportant (19%), while six per cent are unsure.
- **More than half of Canadians feel that CEOs should communicate through their Public Relations (PR) team with journalists in the media** – Over half of Canadians (53%) feel that CEOs should communicate through their PR team to journalists in the media, followed by 34 per cent who say that CEOs should communicate with the public directly on social networks, while 13 per cent are unsure.

These observations are based on a hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between June 26th and June 28th, 2018 as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by Signal Leadership Communication Inc., and the research was conducted by Nanos Research.

Importance of social media use in communicating with the public

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26th to 28th, 2018, n=1000, accurate ± 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Important/ Somewhat important
Atlantic (n=100)	61.5%
Quebec (n=250)	56.8%
Ontario (n=300)	65.0%
Prairies (n=200)	59.7%
British Columbia (n=150)	58.4%
Male (n=520)	60.5%
Female (n=480)	60.7%
18 to 34 (n=178)	68.9%
35 to 54 (n=329)	58.4%
55 plus (n=493)	56.6%

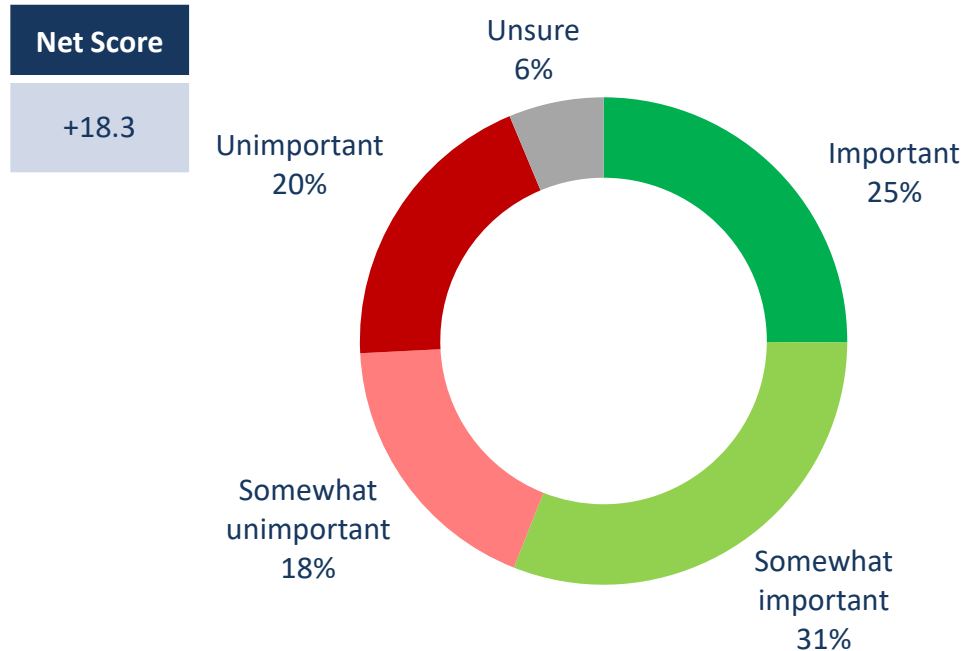
***Note:** Charts may not add up to 100 due to rounding

QUESTION – When a company has a crisis and something major goes wrong, are the following important, somewhat important, somewhat unimportant or unimportant as things to do to communicate about the problem [ROTATE]:

That the CEO use social media like Twitter, Facebook and LinkedIn to directly communicate with the public?

Importance of social media use to engage customers

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26th to 28th, 2018, n=1000, accurate ±3.1 percentage points plus or minus, 19 times out of 20.



***Note: Charts may not add up to 100 due to rounding**

Subgroups	Important/ Somewhat important
Atlantic (n=100)	57.0%
Quebec (n=250)	53.3%
Ontario (n=300)	60.0%
Prairies (n=200)	56.5%
British Columbia (n=150)	51.6%
Male (n=520)	57.2%
Female (n=480)	55.0%
18 to 34 (n=178)	56.8%
35 to 54 (n=329)	57.8%
55 plus (n=493)	54.1%

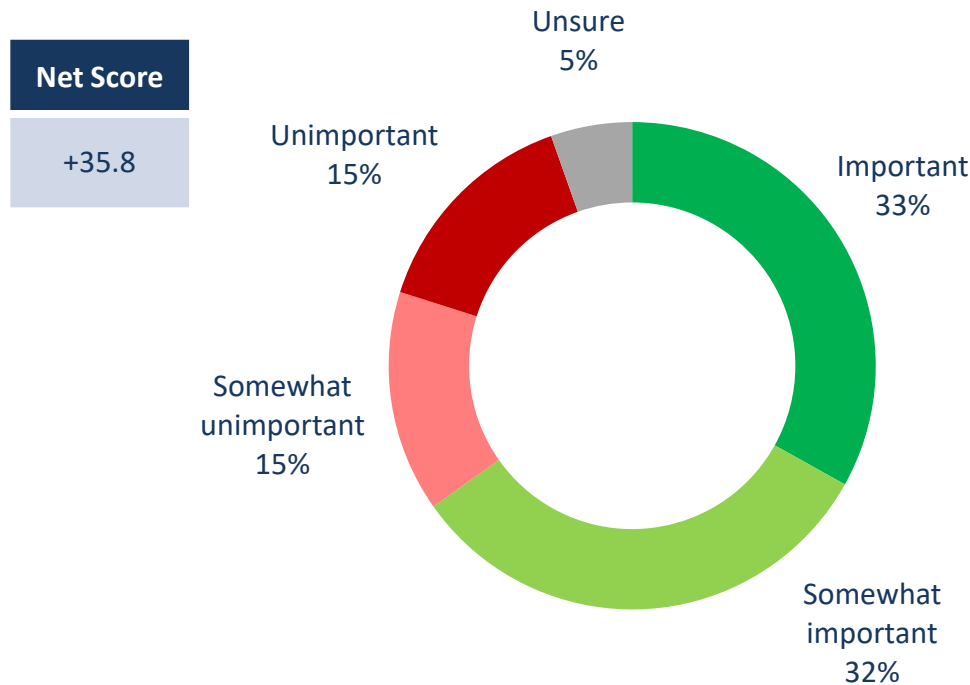
QUESTION – When a company has a crisis and something major goes wrong, are the following important, somewhat important, somewhat unimportant or unimportant as things to do to communicate about the problem [ROTATE]:

That the CEO use social media like Twitter, Facebook and LinkedIn to directly engage with customers



Importance of social media use for sharing updates

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26th to 28th, 2018, n=1000, accurate ± 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Important/ Somewhat important
Atlantic (n=100)	68.9%
Quebec (n=250)	63.1%
Ontario (n=300)	67.9%
Prairies (n=200)	64.6%
British Columbia (n=150)	61.8%
Male (n=520)	64.6%
Female (n=480)	65.8%
18 to 34 (n=178)	75.7%
35 to 54 (n=329)	62.8%
55 plus (n=493)	60.0%

***Note:** Charts may not add up to 100 due to rounding

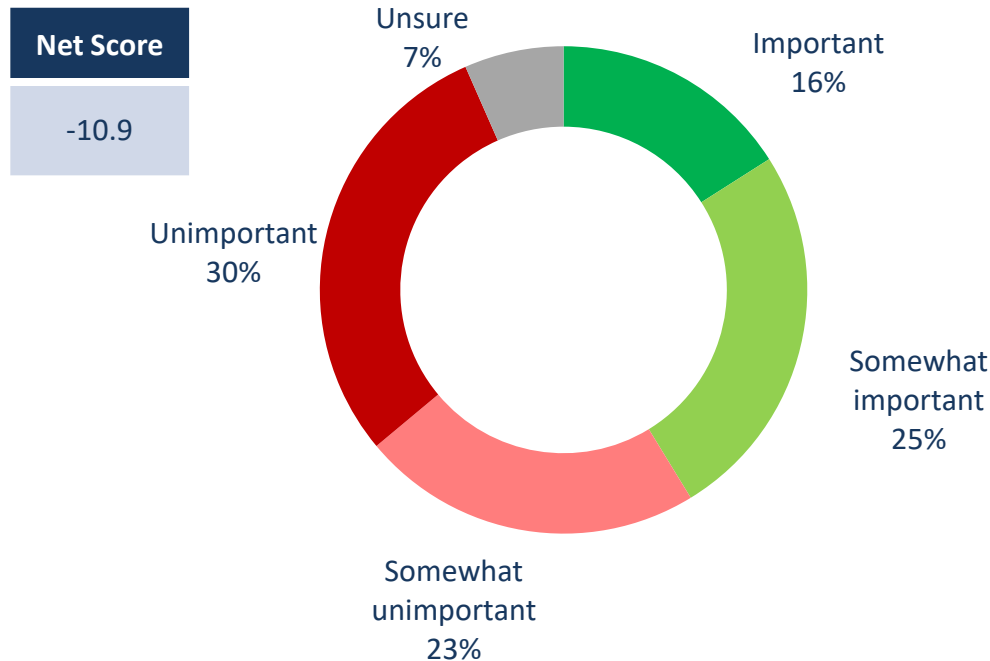
QUESTION – When a company has a crisis and something major goes wrong, are the following important, somewhat important, somewhat unimportant or unimportant as things to do to communicate about the problem [ROTATE]:

That the CEO use social media like Twitter, Facebook and LinkedIn share updates about the problem.



Importance of social media use for CEO to explain feelings about problem

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26th to 28th, 2018, n=1000, accurate ±3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Unimportant/ Somewhat unimportant
Atlantic (n=100)	50.4%
Quebec (n=250)	54.8%
Ontario (n=300)	49.7%
Prairies (n=200)	51.4%
British Columbia (n=150)	54.6%
Male (n=520)	51.2%
Female (n=480)	53.0%
18 to 34 (n=178)	57.4%
35 to 54 (n=329)	51.4%
55 plus (n=493)	49.1%

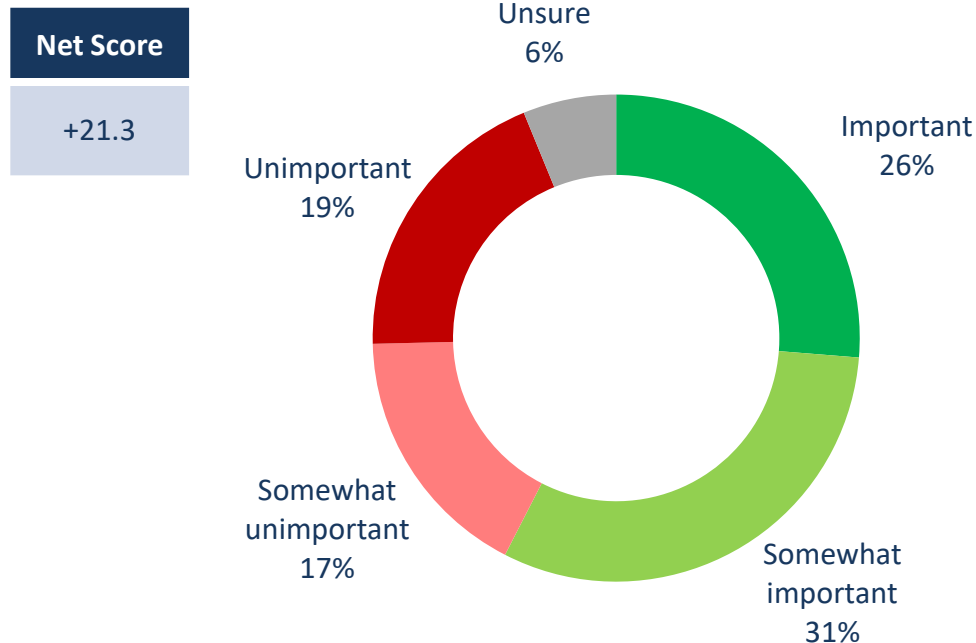
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QUESTION – When a company has a crisis and something major goes wrong, are the following important, somewhat important, somewhat unimportant or unimportant as things to do to communicate about the problem [ROTATE]:

That the CEO use social networks like Twitter, Facebook and LinkedIn to explain how he or she feels about the problem

Importance of social media for providing updates to media

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26th to 28th, 2018, n=1000, accurate ±3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Important/ Somewhat important
Atlantic (n=100)	64.6%
Quebec (n=250)	56.1%
Ontario (n=300)	60.9%
Prairies (n=200)	51.7%
British Columbia (n=150)	56.5%
Male (n=520)	55.2%
Female (n=480)	59.8%
18 to 34 (n=178)	55.2%
35 to 54 (n=329)	59.0%
55 plus (n=493)	57.8%

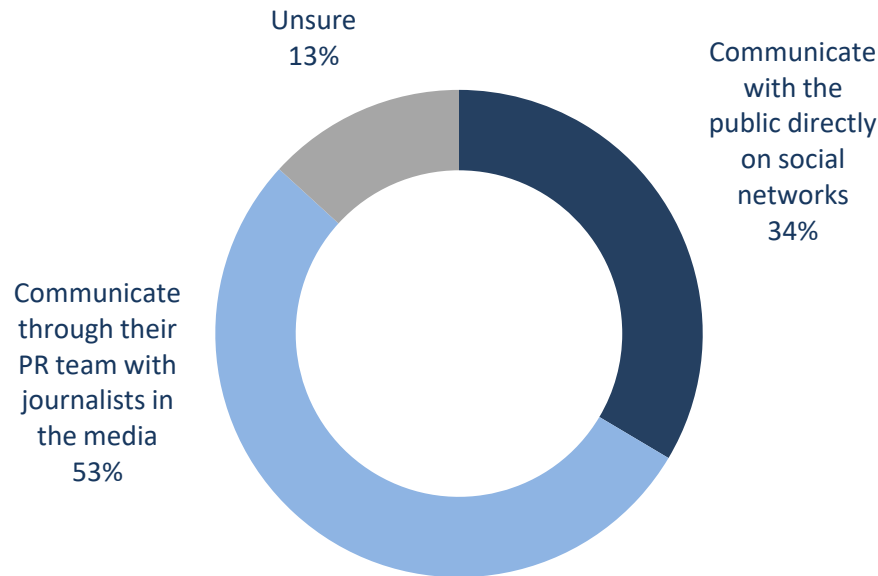
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QUESTION – When a company has a crisis and something major goes wrong, are the following important, somewhat important, somewhat unimportant or unimportant as things to do to communicate about the problem [ROTATE]:

That the CEO use social media like Twitter, Facebook and LinkedIn to provide updates about the problem for journalists in the media

Preferred method of public relations

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26th to 28th, 2018, n=1000, accurate ± 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Communicate with journalists through PR	Communicate with public on Social Networks
Atlantic (n=100)	49.8%	38.1%
Quebec (n=250)	59.0%	28.3%
Ontario (n=300)	50.4%	36.6%
Prairies (n=200)	54.3%	33.7%
British Columbia (n=150)	50.2%	32.8%
Male (n=520)	54.0%	33.3%
Female (n=480)	52.5%	33.7%
18 to 34 (n=178)	48.8%	36.0%
35 to 54 (n=329)	55.0%	31.2%
55 plus (n=493)	54.8%	33.9%

***Note: Charts may not add up to 100 due to rounding**

QUESTION – When a company has a crisis because something major goes wrong, should a CEO [ROTATE] communicate with the public directly on social networks or communicate primarily through their PR team communicating with journalists in the media?



Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between June 26th and June 28th, 2018 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

The research was commissioned by Signal Leadership Communication Inc. and was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

Technical Note

Element	Description
Organization who commissioned the research	SIGNAL Leadership communications Inc.
Final Sample Size	1000 Randomly selected individuals.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	June 26 th to June 28 th , 2018.
Language of Survey	The survey was conducted in both English and French.
Standards	This report meets the standards set forth by the MRIA which can be found here: https://mria-arim.ca/polling

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	10 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was module five of an omnibus survey. Previous modules asked about the trade relationship between Canada and the United States and Indigenous People, federal party leaders , and opinions of radiologists.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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Tabulations

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When a company has a crisis and something major goes wrong, are the following important, somewhat important, somewhat unimportant or unimportant as things to do to communicate about the problem: [RANDOMIZE]

			Region						Gender		Age		
			Canada 2018-06	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
That the CEO use social media like Twitter, Facebook and LinkedIn to directly communicate with the public	Total	Unwgt N	1000	100	250	300	200	150	520	480	178	329	493
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Important	%	27.8	34.5	21.0	31.2	28.0	27.3	28.3	27.3	28.6	26.1	28.6
	Somewhat important	%	32.8	27.0	35.8	33.8	31.7	31.1	32.2	33.4	40.3	32.3	28.0
	Somewhat unimportant	%	15.4	14.2	18.1	14.0	15.0	15.3	15.2	15.7	11.0	16.6	17.5
	Unimportant	%	17.8	16.0	17.4	17.1	20.2	18.2	19.7	16.1	16.1	19.5	17.6
	Unsure	%	6.2	8.4	7.6	3.9	5.1	8.0	4.7	7.5	4.0	5.4	8.3

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		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Important	%	25.1	34.6	18.5	31.1	24.6	18.7	24.9	25.4	22.8	24.2	27.6
	Somewhat important	%	30.9	22.4	34.8	28.9	31.9	32.9	32.3	29.6	34.0	33.6	26.5
	Somewhat unimportant	%	18.2	17.9	17.8	18.0	17.7	20.1	18.1	18.2	19.9	16.3	18.5
	Unimportant	%	19.5	16.7	20.1	18.3	21.0	20.4	20.0	19.0	18.7	21.1	18.6
	Unsure	%	6.3	8.4	8.9	3.6	4.8	7.9	4.7	7.8	4.6	4.9	8.7

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		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Important	%	33.1	42.1	25.3	37.2	31.6	34.0	32.4	33.8	43.0	26.1	32.3
	Somewhat important	%	32.1	26.8	37.8	30.7	33.0	27.8	32.2	32.0	32.7	36.7	27.7
	Somewhat unimportant	%	14.7	10.4	14.4	16.4	16.0	13.1	13.5	15.9	9.5	17.9	15.6
	Unimportant	%	14.7	12.2	15.7	12.2	15.0	19.0	17.2	12.3	10.7	14.7	17.4
	Unsure	%	5.4	8.4	6.8	3.4	4.4	6.1	4.7	6.1	4.0	4.6	7.0

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	Important	%	16.0	25.1	11.4	19.4	16.7	9.8	16.6	15.4	9.4	17.2	19.5
	Somewhat important	%	25.3	16.3	25.8	26.9	26.9	25.0	27.0	23.7	27.4	25.5	23.7
	Somewhat unimportant	%	22.7	22.8	25.1	21.2	20.8	24.0	23.3	22.0	24.0	20.5	23.7
	Unimportant	%	29.5	27.6	29.7	28.5	30.6	30.6	27.9	31.0	33.4	30.9	25.4
	Unsure	%	6.6	8.2	8.0	3.9	5.0	10.7	5.2	8.0	5.8	5.9	7.8

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	Somewhat important	%	31.3	30.2	34.0	32.5	28.6	28.6	27.8	34.7	36.6	32.9	26.1
	Somewhat unimportant	%	17.1	12.2	18.6	16.3	19.3	16.2	19.8	14.5	21.0	14.8	16.3
	Unimportant	%	19.2	13.9	17.2	18.7	24.0	20.5	20.2	18.2	19.6	20.2	17.9
	Unsure	%	6.2	9.4	8.0	4.2	5.0	6.9	4.9	7.5	4.1	6.0	7.9

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When a company has a crisis because something major goes wrong, should a CEO [ROTATE] communicate with the public directly on social networks or communicate primarily through their PR team communicating with journalists in the media?	Total	Unwgt N	1000	100	250	300	200	150	520	480	178	329	493
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Communicate with the public directly on social networks	%	33.5	38.1	28.3	36.6	33.7	32.8	33.3	33.7	36.0	31.2	33.9
	Communicate through their PR team with journalists in the media	%	53.2	49.8	59.0	50.4	54.3	50.2	54.0	52.5	48.8	55.0	54.8
	Unsure	%	13.2	12.2	12.8	13.0	12.0	17.0	12.7	13.8	15.2	13.8	11.4

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