

ZOOM GENERATION: FREQUENT USERS OF VIDEO CONFERENCING PLATFORMS THINK IT'S AN EXCELLENT ALTERNATIVE TO INTERACTING WITH PEOPLE

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INTRODUCTION: FEW CANADIANS ARE TIRED OF VIDEOCONFERENCING PLATFORMS LIKE ZOOM, AND IT PROVIDES A SENSE OF SECURITY TO THOSE THAT ARE FEARFUL OF LEAVING HOME DURING THE PANDEMIC

- If it's been yet another day of Zoom meetings, you are not alone. More than ever, people are using videoconferencing platforms (VCPs) as the alternative to in-person meetings, which are discouraged in the times of COVID-19. A report issued in April indicated that usage has risen to 300 million daily Zoom meeting participants, up from just 10 million in December. However, rivals like Microsoft Teams and Google Meet appear to be closing the gap.
- Microsoft said yesterday it now has 75 million daily active users of Teams, a 70 percent jump in just a month. Microsoft also recorded 200 million meeting participants in a single day this month (<https://www.theverge.com/2020/4/30/21242421/zoom-300-million-users-incorrect-meeting-participants-statement>)
- Mentions of “Zoom fatigue” have popped up more and more on social media, but a survey of Canadians reveals that it has yet to take hold in any significant way amongst Canadians. As our July 24th-26th survey reveals, most Canadians value these VCPs and see them as an excellent alternative to in-person meetings. There is a rising generation of “baby zoomers”, but beware, as the survey reveals many of its members fear going out in public. Those respondents find it stressful to go out in the context of the pandemic, and take comfort in the virtual world of Zoom and other VCPs.

HALF OF CANADIANS ARE USING VIDEOCONFERENCING PLATFORMS (ZOOM, WEBEX, ETC.) MORE THAN THEY DID BEFORE COVID-19; 7 IN 10 BETWEEN THE AGES OF 18 AND 24 ARE DOING SO, COMPARED WITH 1 IN 3 OVER THE AGE OF 65

How much more are you using videoconferencing platforms (Zoom, WebEx, Microsoft Teams or other) than you did before the COVID-19 pandemic?

	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65 +
Much more	26%	27%	25%	39%	30%	27%	31%	20%	16%
Somewhat more	23%	23%	23%	31%	30%	29%	20%	19%	17%
About the same	15%	16%	13%	13%	13%	15%	17%	14%	14%
Less	1%	1%	1%	3%	1%	2%	0%	0%	1%
I don't use videoconferencing platforms	34%	31%	37%	13%	26%	26%	30%	46%	52%
I don't know / I prefer not to answer	1%	2%	1%	1%	1%	1%	1%	2%	0%

BABY BOOMERS ARE USING VCP MORE FOR PERSONAL CONNECTIONS, WHILE USE FOR WORK IS MOST COMMON AMONGST THOSE AGED 35-44

For what purposes are you using videoconferencing platforms?

	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65 +
For work	24%	26%	22%	19%	30%	36%	31%	19%	4%
For personal reasons (ex. Stay in touch with friends/family)	37%	36%	38%	25%	28%	29%	29%	53%	65%
Both for work and personal reasons	30%	30%	30%	43%	34%	26%	35%	23%	17%
Other	6%	5%	7%	12%	3%	8%	2%	2%	9%
I don't know / I prefer not to answer	3%	4%	2%	1%	4%	1%	4%	3%	4%

QUEBECERS ARE MOST LIKELY TO USE VCP FOR WORK THAN OTHER CANADIANS

For what purposes are you using videoconferencing platforms?							
	Total	Atl.	QC	ON	MB/SK	AB	BC
For work	24%	18%	29%	24%	24%	24%	18%
For personal reasons (ex. Stay in touch with friends/ family)	37%	38%	39%	37%	40%	33%	36%
Both for work and personal reasons	30%	31%	23%	32%	29%	26%	39%
Other	6%	5%	8%	4%	5%	12%	5%
I don't know / I prefer not to answer	3%	7%	1%	3%	2%	5%	3%

NEARLY FOUR IN TEN VCP USERS ARE SPENDING AT LEAST AN HOUR PER DAY ON THE PLATFORM, WHILE 17% OF THE 18-24 AGE GROUP ARE SPENDING AT LEAST 3 HOURS WITH VCP

How many hours per day are you using these platforms on average?										
	Total	18-24	25-34	35-44	45-54	55-64	65 +	French	English	Others
1 hour or less	57%	40%	54%	56%	55%	62%	79%	66%	58%	43%
Between 1 hour and 3 hours	27%	40%	32%	28%	23%	25%	15%	21%	27%	38%
Between 3 hours and 6 hours	8%	12%	10%	9%	8%	8%	2%	6%	8%	12%
6 hours or more	3%	5%	4%	2%	5%	2%	0%	3%	4%	2%
I don't know / I prefer not to answer	4%	5%	1%	4%	9%	3%	4%	5%	4%	4%

CANADIAN VCP USERS ARE VERY POSITIVE ABOUT THE EXPERIENCE, AND QUEBECERS ARE ESPECIALLY SO

How do you feel about the experience of using videoconferencing?							
	Total	Atl.	QC	ON	MB/SK	AB	BC
TOTAL POSITIVE	84%	84%	94%	81%	80%	77%	83%
Very positive	22%	27%	25%	21%	20%	19%	19%
Somewhat positive	62%	57%	69%	60%	60%	58%	64%
TOTAL NEGATIVE	13%	12%	5%	16%	13%	19%	11%
Somewhat negative	11%	10%	5%	14%	13%	13%	8%
Very negative	2%	2%	0%	2%	0%	7%	3%
I don't know / I prefer not to answer	3%	4%	1%	3%	7%	4%	6%

NEARLY THREE IN FOUR CANADIANS SEE VCP AS AN EXCELLENT ALTERNATIVE TO INTERACTING WITH PEOPLE IN PERSON

To what extent do you agree with the following: videoconferencing is an excellent alternative to interacting with people?									
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65 +
TOTAL AGREE	72%	70%	74%	69%	73%	74%	79%	71%	67%
Strongly agree	22%	20%	23%	13%	21%	19%	30%	25%	19%
Somewhat agree	51%	50%	51%	55%	52%	55%	49%	46%	48%
TOTAL DISAGREE	19%	21%	17%	28%	22%	21%	15%	14%	18%
Somewhat disagree	15%	16%	14%	23%	16%	16%	12%	12%	13%
Strongly disagree	4%	5%	3%	5%	6%	5%	3%	2%	5%
I don't know / I prefer not to answer	9%	9%	8%	3%	4%	5%	6%	14%	15%

THE MORE YOU THINK THAT VCP ARE AN EXCELLENT ALTERNATIVE TO INTERACTING WITH PEOPLE, THE MORE YOU FIND IT STRESSFUL TO LEAVE YOUR HOME

When you have to leave your house and be out in public, to what extent do you find that stressful?	To what extent do you agree with the following: videoconferencing is an excellent alternative to interacting with people?			
	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
Very stressful	14.6%	5.9%	4.0%	3.0%
Somewhat stressful	40.2%	36.1%	29.2%	24.2%
Not very stressful	26.2%	40.8%	48.2%	30.3%
Not stressful at all	18.0%	17.2%	18.6%	42.4%
I don't know / I prefer not to answer	.9%			
Total	100.0%	100.0%	100.0%	100.0%

MORE FREQUENT USERS OF VCP ARE MORE STRESSED ABOUT LEAVING THEIR HOMES

When you have to leave your house and be out in public, to what extent do you find that stressful?	How much more are you using videoconferencing platforms (Zoom, WebEx, Microsoft Teams or other) than you did before the COVID-19 pandemic?			Total
	Much more	Somewhat more	About the same	
Very stressful	12.2%	6.8%	4.1%	7.8%
Somewhat stressful	38.5%	38.7%	34.5%	35.0%
Not very stressful	35.2%	39.8%	37.3%	37.0%
Not stressful at all	14.2%	14.7%	23.6%	19.6%
I don't know / I prefer not to answer			.5%	.5%
Total	100.0%	100.0%	100.0%	100.0%

MORE FREQUENT DAILY USERS OF VCP ARE MORE STRESSED ABOUT GOING OUT IN PUBLIC DURING THE PANDEMIC

When you have to leave your house and be out in public, to what extent do you find that stressful?	How many hours per day are you using these platforms on average?				Total
	1 hour or less	Between 1 hour and 3 hours	Between 3 hours and 6 hours	6 hours or more	
Very stressful	7.0%	11.2%	11.1%	33.3%	9.6%
Somewhat stressful	34.3%	40.5%	54.0%	25.0%	38.4%
Not very stressful	40.8%	37.6%	27.0%	25.0%	37.6%
Not stressful at all	17.8%	10.7%	7.9%	16.7%	14.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

THE MORE YOU VALUE VCP, THE MORE STRESSED YOU ARE ABOUT GOING OUT IN PUBLIC

When you have to leave your house and be out in public, to what extent do you find that stressful?	How do you feel about the experience of using videoconferencing?			
	Very positive	Somewhat positive	Somewhat negative	Very negative
Very stressful	16.0%	7.4%	3.7%	5.3%
Somewhat stressful	32.9%	39.3%	40.2%	21.1%
Not very stressful	31.5%	38.0%	43.0%	42.1%
Not stressful at all	19.2%	15.2%	13.1%	31.6%
I don't know / I prefer not to answer	.5%			
Total	100.0%	100.0%	100.0%	100.0%

MAJORITY OF IMMIGRANTS ARE USING VCP MORE THAN THEY DID BEFORE COVID-19

How much more are you using videoconferencing platforms (Zoom, WebEx, Microsoft Teams or other) than you did before the COVID-19 pandemic?	BORN: Were you born in Canada?		Total
	Yes	No	
Much more	24.5%	32.2%	26.0%
Somewhat more	23.6%	22.2%	23.3%
About the same	14.5%	14.4%	14.6%
Less	0.6%	2.2%	0.9%
I don't use videoconferencing platforms	35.8%	27.4%	34.1%
I don't know / I prefer not to answer	0.9%	1.5%	1.1%
Total	100.0%	100.0%	100.0%

IMMIGRANTS SPEND A LOT MORE TIME ON VCP THAN NON-IMMIGRANT, WITH 53% SPENDING AT LEAST ONE HOUR PER DAY, COMPARED WITH 35% OF NON-IMMIGRANTS

How many hours per day are you using these platforms on average?	BORN: Were you born in Canada?		Total
	Yes	No	
1 hour or less	60.5%	43.9%	57.0%
Between 1 hour and 3 hours	24.6%	38.5%	27.4%
Between 3 hours and 6 hours	7.9%	8.8%	8.3%
6 hours or more	2.5%	6.1%	3.2%
I don't know / I prefer not to answer	4.5%	2.7%	4.1%
Total	100.0%	100.0%	100.0%

METHODOLOGY

- Web survey using computer-assisted Web interviewing (CAWI) technology.
- From July 24 to July 26 2020
- 1,517 Canadians, 18 years of age or older, randomly recruited from LEO's online panel.
- Using data from the 2016 Census, results were weighted according to gender, age, mother tongue, region, education level and presence of children in the household in order to ensure a representative sample of the population.
- No margin of error can be associated with a non-probability sample (Web panel in this case). However for comparative purposes, a probability sample of 1517 respondents would have a margin of error of $\pm 2.52\%$, 19 times out of 20,
- The research results presented here are in full compliance with the CRIC Public Opinion Research Standards and Disclosure Requirements.

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