

# Canadian Institute for the Administration of Justice

October 2016

# Insights West online study: 1049 Canadian adults

Used the following social networks at least twice per week:

- Facebook 71%
- YouTube 49%
- Twitter 27%
- Pinterest 23%
- Google 21%
- Instagram 20%
- LinkedIn 12%

# Canadian Public Relations Society

As of March 2016, Leger Marketing and McMaster revealed these statistics:

- 71% of Canadians in 2016 use social media compared to 56% in 2011
- Of those 71% who use social media:
  - 90% use Facebook
  - 73% use YouTube
  - 47% use Skype
  - 41% use Twitter
  - 41% use LinkedIn

# “What happens in an internet minute” by Yossi Abraham (Excelacom.com) May 7, 2015

Volume, variety and velocity of Big Data is growing at exponential rate. Data is increasing so quickly that global traffic is predicted to reach over 100 an trillion gigabytes in the next 10 years.

# In 60 seconds, the following will happen:

- Facebook: 293,000 statuses are updated and 136,000 photos are uploaded
- YouTube: 2.78 million video views and 300 hours of video are uploaded
- Google: 2.4 million search queries
- Amazon: \$119,760 in sales
- Emails: 204 million sent
- Twitter: 547,200 new tweets; 320 new accounts