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News Release

7 million+ can't be wrong – Facebook continues to take Canada by storm

Survey shows half of online Canadians are members of Facebook

Calgary, AB – Over the past month something very interesting has happened in Canadian society. First, Toronto became the first North American city to have over one million subscribers to Facebook. And second, approximately half of online Canadians are now on Facebook. An ongoing national research study, conducted by ZINC Research and its partner Dufferin Research, shows that about half of online Canadians are members of this social networking site – almost double the rate just 3 months ago!

“2007 is the year that Facebook took Canada by storm,” says Brian F. Singh, Managing Director of ZINC Research. “In just over one year, there are now over seven million subscribers. This is phenomenal growth, and there is no indication that this is slowing down soon. Canadians love the Facebook book platform for its simplicity and ability to connect with and stay in contact with friends and family. They also appear to accept that this is the site for social networking.”

Tracking indicates that among online Canadians who subscribe to social networking sites that Facebook consistently accounts for over three-quarters of all memberships. While there is a broad cross-section of Canadians who have a Facebook page, members are more likely to be younger (18 to 34 years) and female.

“With our world becoming increasingly wired, Facebook appears to be bridging the gap with our online and real lives,” said Singh. “We see people who have connected with people from their past and, given how mobile we have become, being able to stay in contact friends and family from across the country and around the world – all via this easy to use and engaging platform.”

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“Canadians & Social Networking Sites” is one of a number of nationally syndicated studies conducted by ZINC Research Inc. and its partner, online research specialists Dufferin Research, via their monthly Voyageur Omnibus. This ongoing study tracks online Canadians interest, activity and membership to social networking sites.

This survey was conducted between November 19 to 23 and December 14 to 19, via an online poll of 1,200 Canadians (adults, 18 years+). The sample is census representative by region, gender and age. Based on global tracking, approximately 70% of Canadians have access to the Internet, and this methodology is considered representative of the Canadian population.

For further information about these survey results or the methodology, please contact either:

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