



**CANADIANS & SOCIAL NETWORKING SITES
7 million+ can't be wrong – Facebook
continues to take Canada by storm**

GRAPHS TO ACCOMPANY NEWS RELEASE

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Date: December 31, 2007



Introduction & Methodology

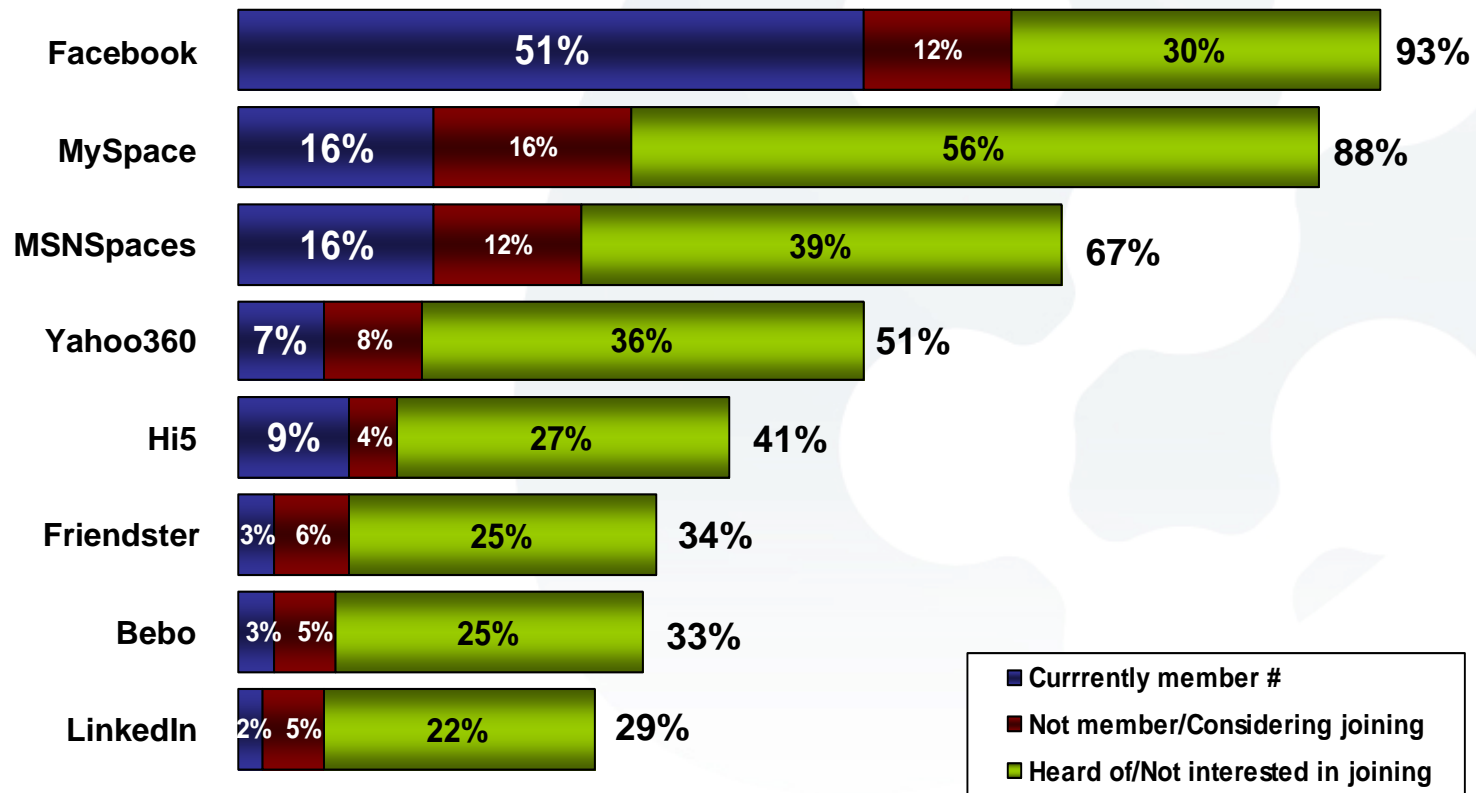
- ZINC Research and its partner, online research specialists, Dufferin Research recently conducted an online poll of online Canadians usage of social networking sites.
- Areas investigated include:
 - ❖ Sites used;
 - ❖ Time spent at sites; and
 - ❖ What sites are used for.
- Data collection was conducted via online panel of 1,200 respondents..
 - ❖ Census representative – Data weighted by region, age and gender.
- Field dates: November 19-23 and December 14-19, 2007.
- The survey was fielded exclusively in English.
- Caution should be used when examining sub-samples, as the margin of error increases with smaller base sizes.



Awareness of Social Networking Websites Canada* - Members/Interest/Aware of & not joining

"Have you heard of any of the following social networking websites?"

*% indicating that they were aware of a specific site***



■ Currently member #
 ■ Not member/Considering joining
 ■ Heard of/Not interested in joining

* Composite of "currently a member of," "not a member but may consider in the future" and "heard of but not interested in joining."
 # Maybe more reflective of sample online population.

Base: All respondents (n=1,200)
 Source: Canada Voyageur Omni (December 2007)

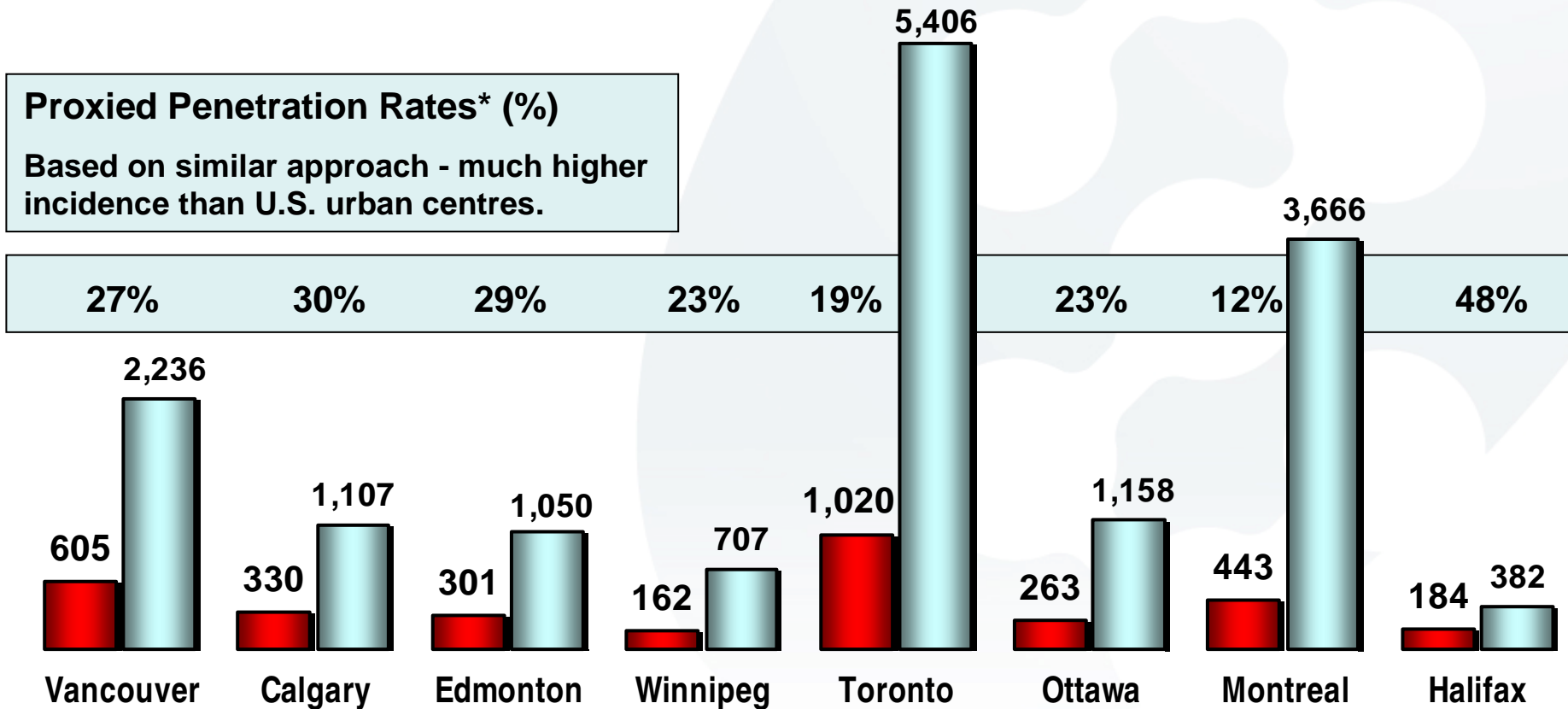




Canada: Facebook Members within Urban Centres A Surprising Level of Adoption

■ Facebook Members (thousands) □ 2006 Population (thousands)

Proxied Penetration Rates* (%)
Based on similar approach - much higher incidence than U.S. urban centres.



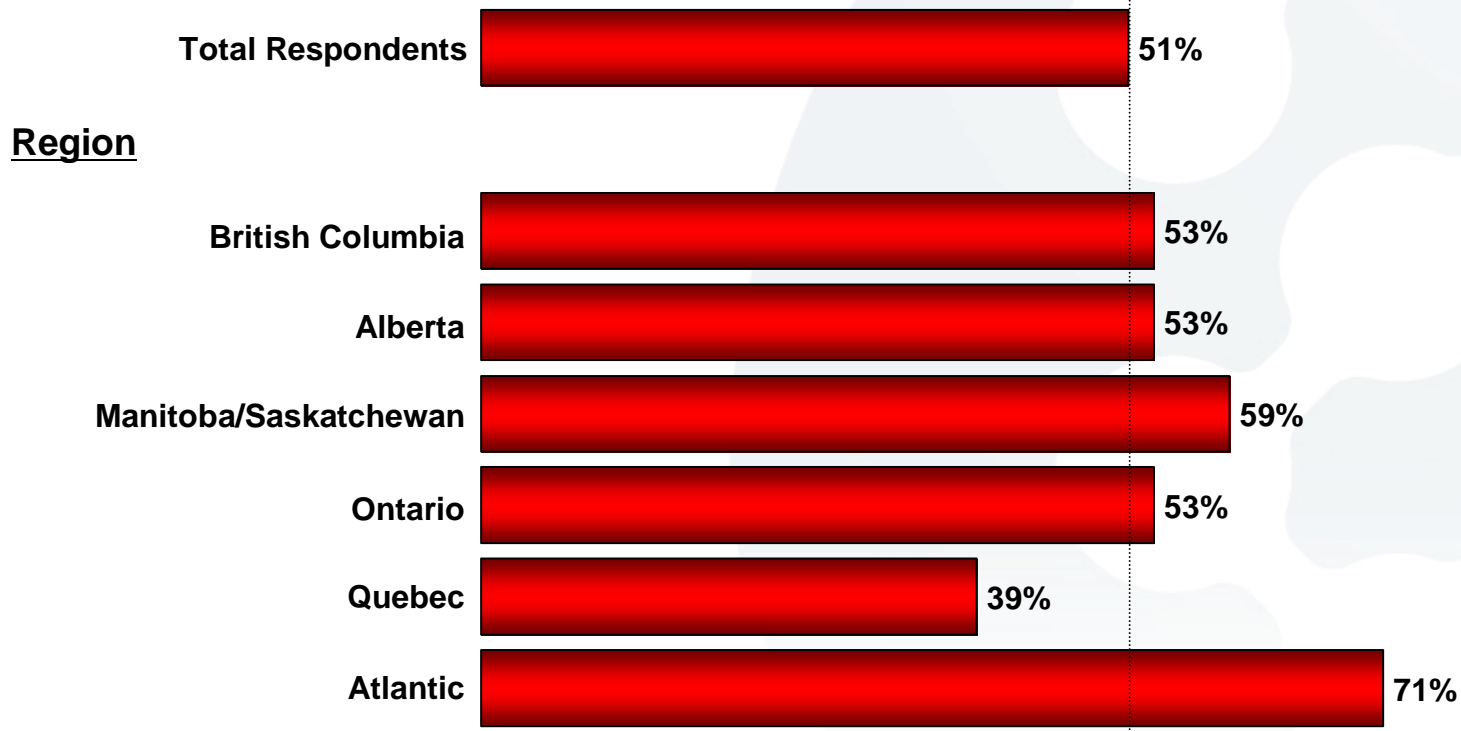
Notes: *Facebook members can only be part of a single city network, but do not necessarily reside there. Ottawa's population is actually the Ottawa-Gatineau CMA. Sources: Facebook City Networks; Statistics Canada 2006 Census. Facebook members as of Dec 29 2007. Note, already out of date.



Facebook Membership: Canada Profile: Region#

"Which of the following social networking sites are you a member of?"

% of segment that are a member of Facebook



Base: All respondents (n=1,200); Source: Canada Voyageur Omni (December 2007)

Maybe more reflective of sample online population.



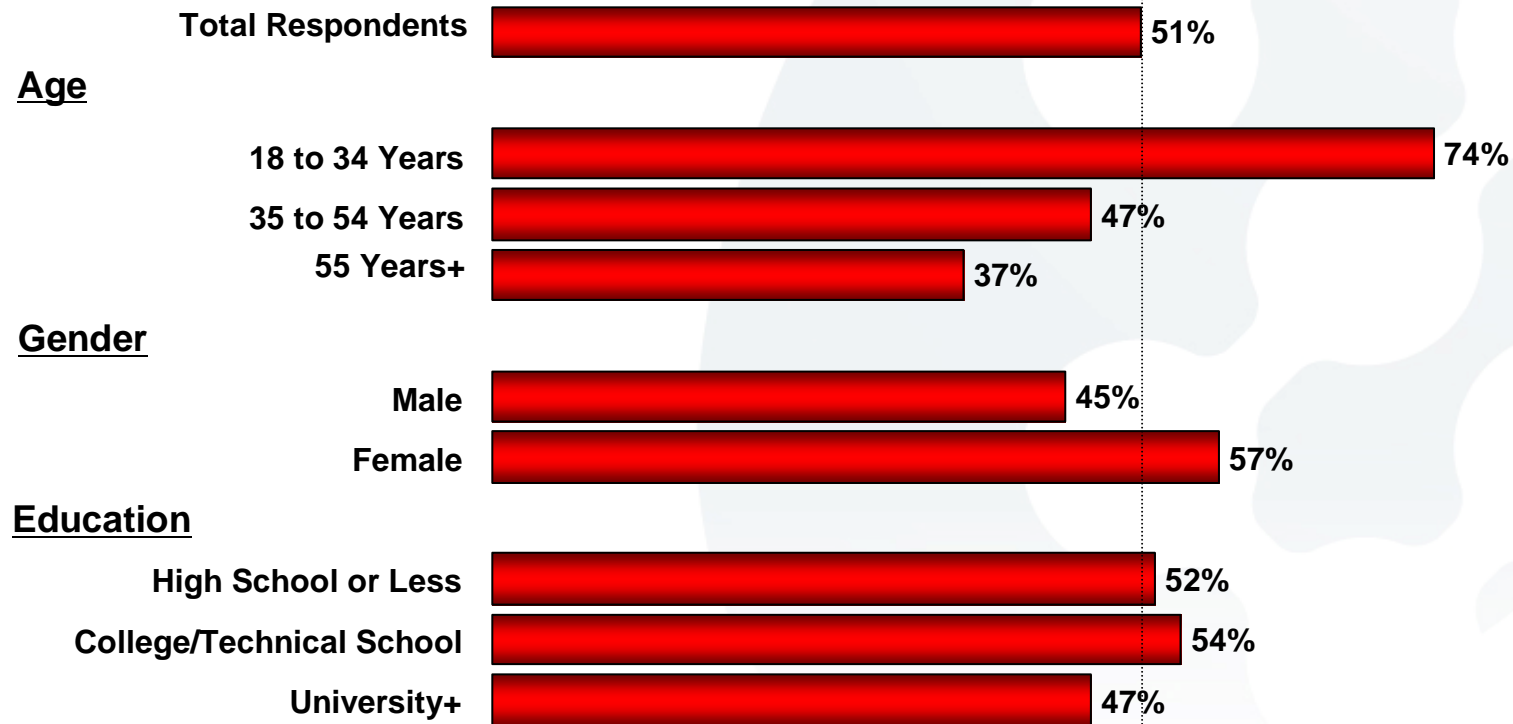
Partner & Online Research Specialists



Facebook Membership: Canada Profile: Age, Gender & Education#

"Which of the following social networking sites are you a member of?"

% of segment that are a member of Facebook



Base: All respondents (n=1,200); Source: Canada Voyageur Omni (December 2007)

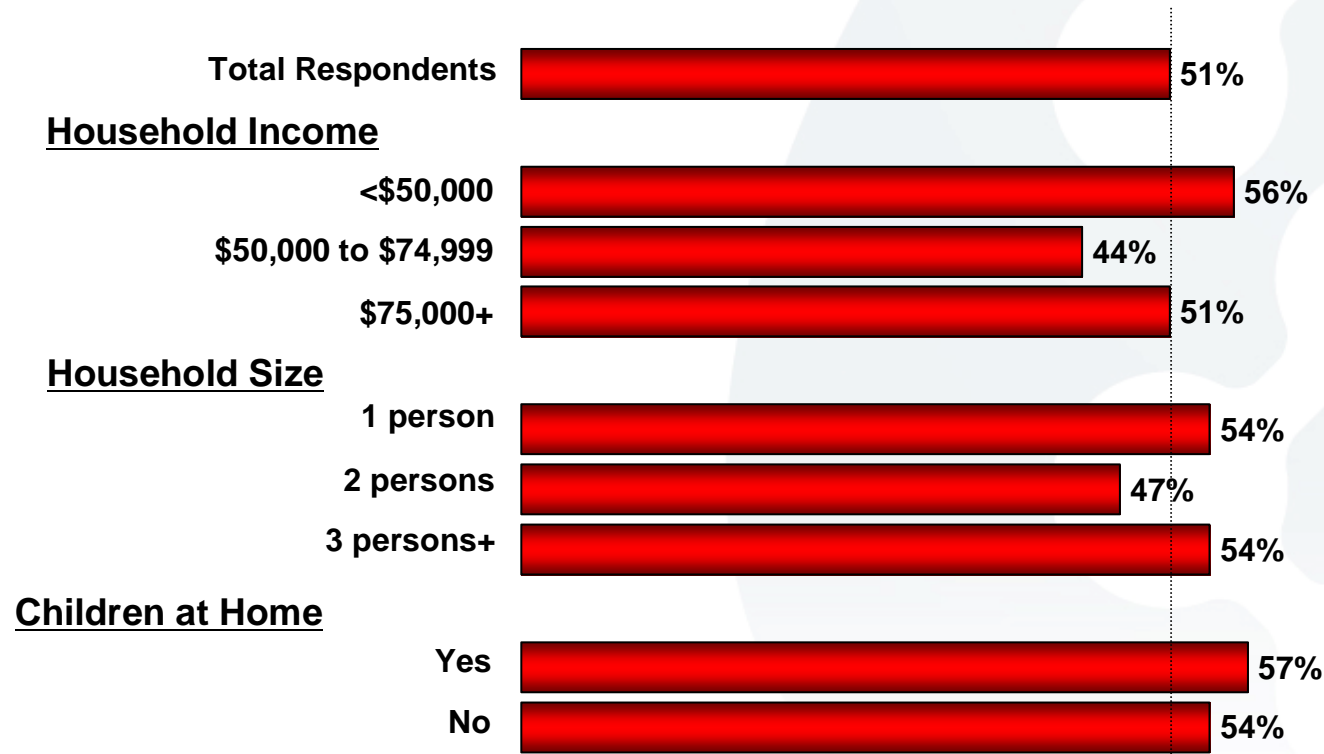
Maybe more reflective of sample online population.



Facebook Membership: Canada Profile: Household Income, Size and Children at Home[#]

"Which of the following social networking sites are you a member of?"

% of segment that are a member of Facebook



Base: All respondents (n=1,200); Source: Canada Voyageur Omni (December 2007)

[#] Maybe more reflective of sample online population.



Partner & Online Research Specialists



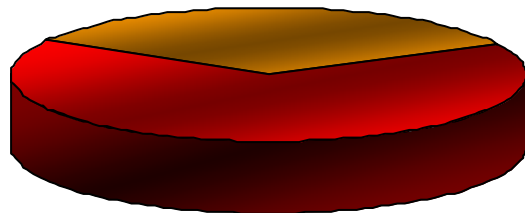
Membership to Social Networking Sites Canada#

"Which of the following social networking sites are you a member of?"

SEPTEMBER 2007

Currently a member of
Social Networking Site

34%



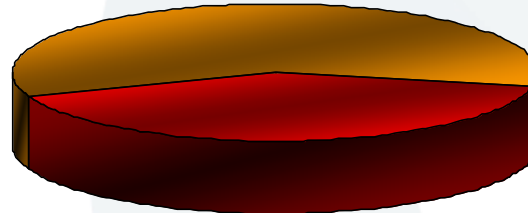
66%

NOT a member of Social
Networking Site

NOVEMBER 2007

Currently a member of
Social Networking Site

59%



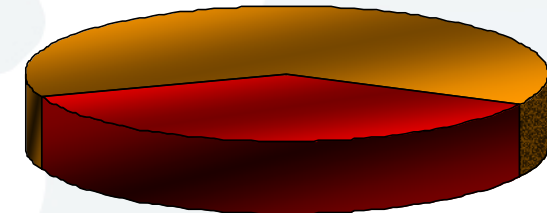
41%

NOT a member of Social
Networking Site

DECEMBER 2007

Currently a member of
Social Networking Site

63%



37%

NOT a member of Social
Networking Site

Over the 4 months of 2007 the number of online Canadians currently a member of a social networking site grew from 1 in 3 to over 3 in 5.

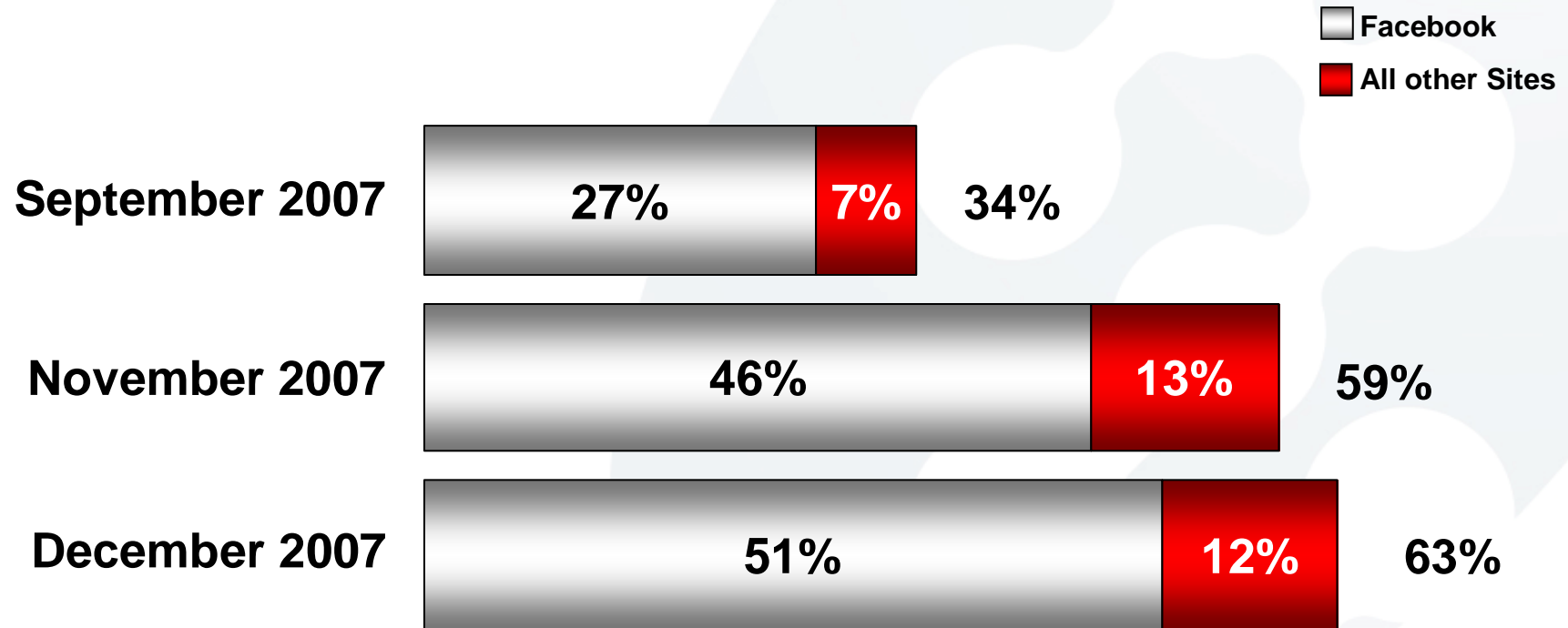
Base: All respondents (September, n=1,000; November and December, n=1,200); Source: Canada Voyageur Omnibus

Maybe more reflective of sample online population, but growth trend reflective of Facebook member tracking.



Membership to Social Networking Sites Canada – The Dominance of Facebook*#

“Which of the following social networking sites are you a member of?”



Facebook has commanded over three-quarters of respondents who indicate that they are a member of a social networking site.

Base: All respondents (September, n=1,000; November and December, n=1,200); Source: Canada Voyageur Omnibus.

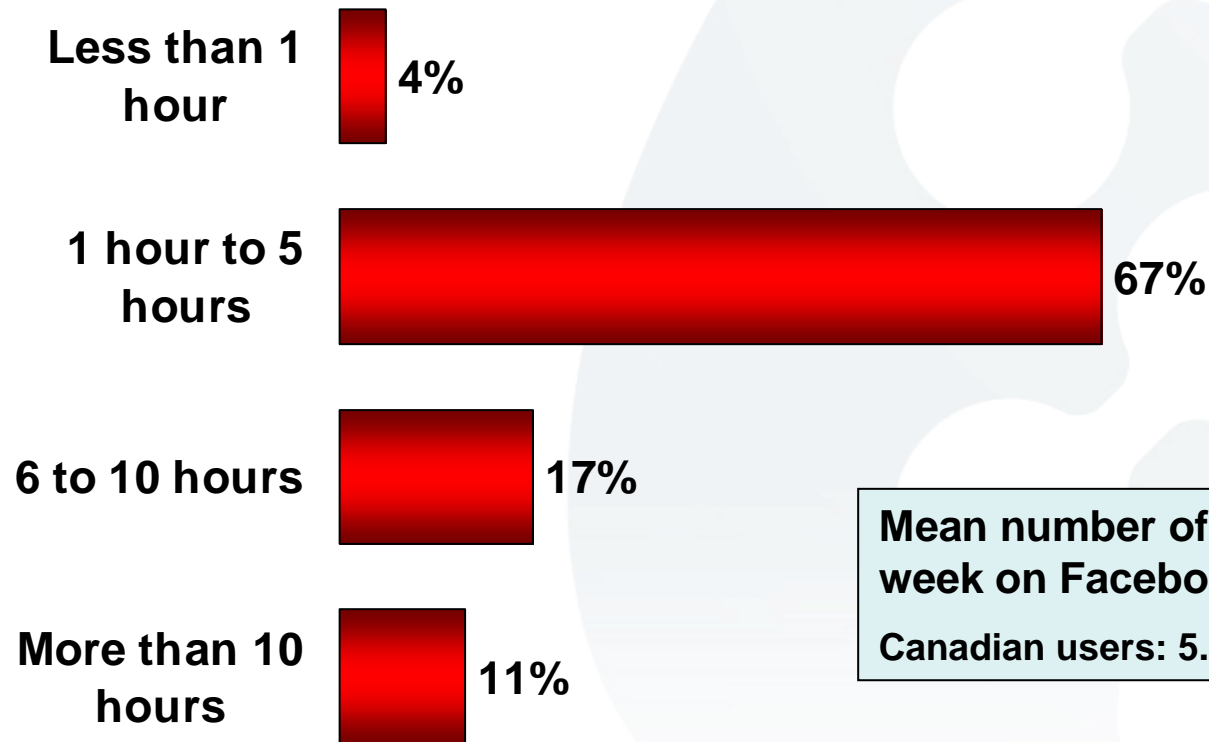
Maybe more reflective of sample online population, but growth trend reflective of Facebook member tracking.

* - Respondents can be members of numerous social networking sites.



Hours per Week Spent on Facebook... "Sticky"

"And how actively are you using that/these sites? Please indicate, on average, how many hours a week you spend using Facebook."



**Mean number of hours spent per week on Facebook:
Canadian users: 5.7 hours per week.**

% of respondents indicating how many hours they spend on Facebook per week

Base: Respondents who are members of Facebook (Canada, n=614)
Source: Canada Voyageur Omni (December 2007)

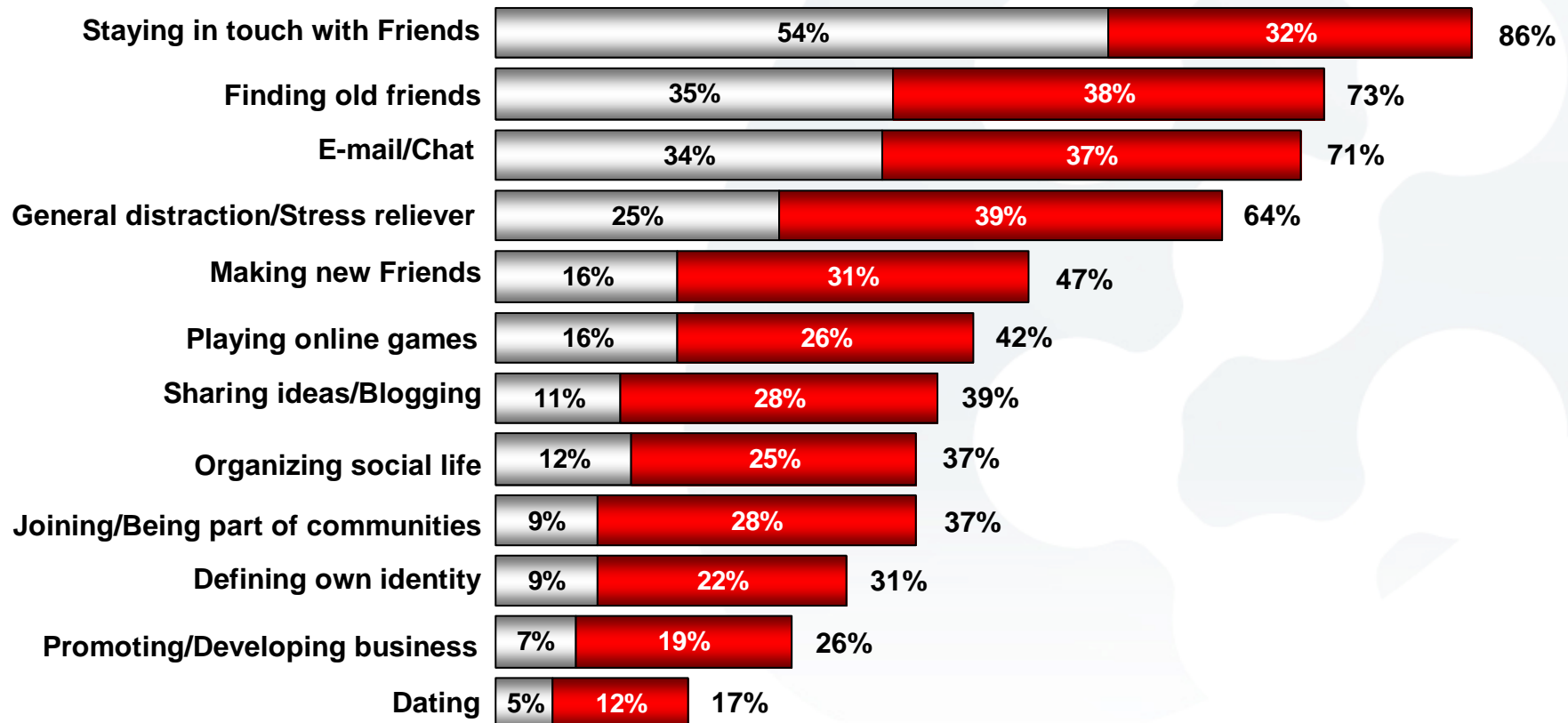


Usage of Social Networking Sites

“How important are the following aspects of social networking sites to you...?”

Very Important
 Somewhat Important

Very Important/Somewhat Important



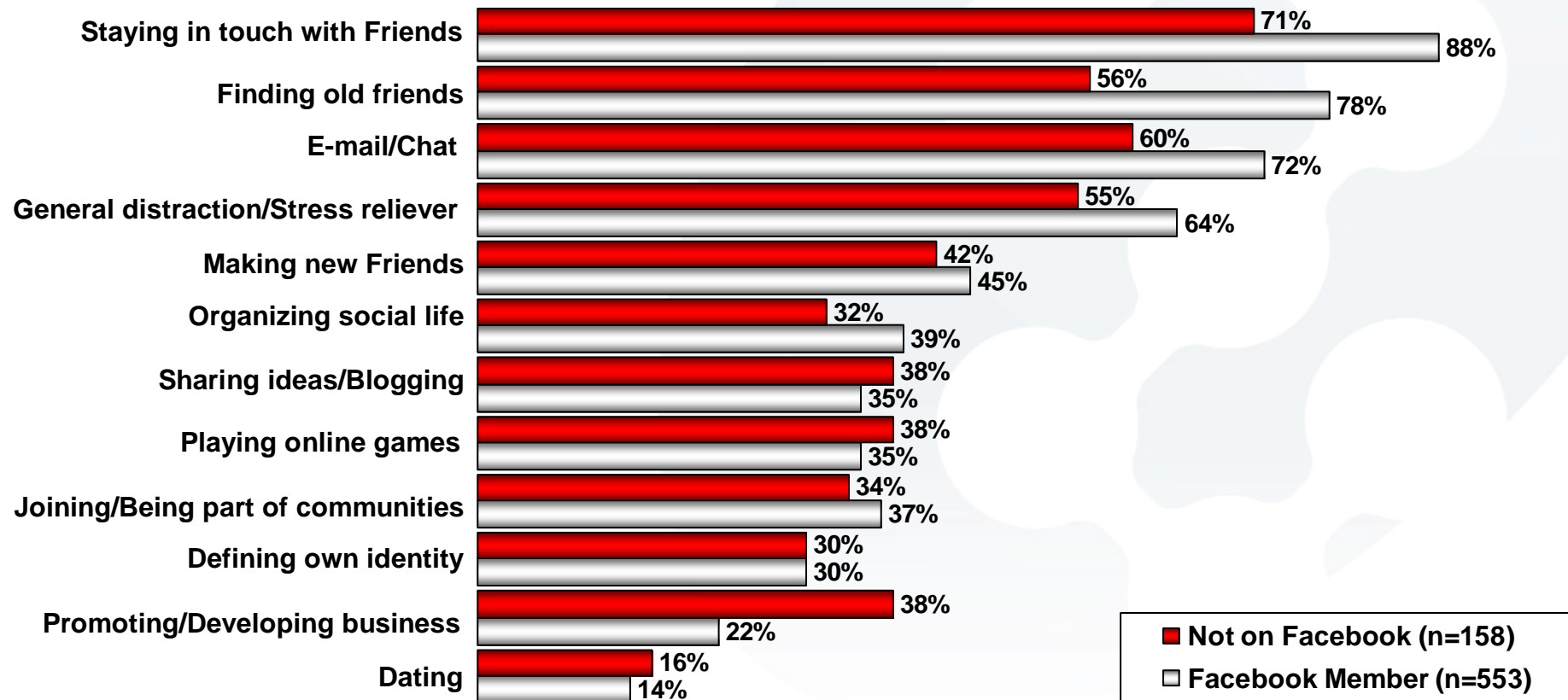
Base: Respondents that use/are registered on a social networking site (n=753); Source: Canada Voyageur Omni (December 2007)



Usage of Social Networking Sites Comparison of Facebook & Non-Facebook Users

“How important are the following aspects of social networking sites to you...?”

Very Important/Somewhat Important



Base: Respondents that use/are registered on a social networking site (n=711), Source: Canada Voyageur Omni (Nov 2007)

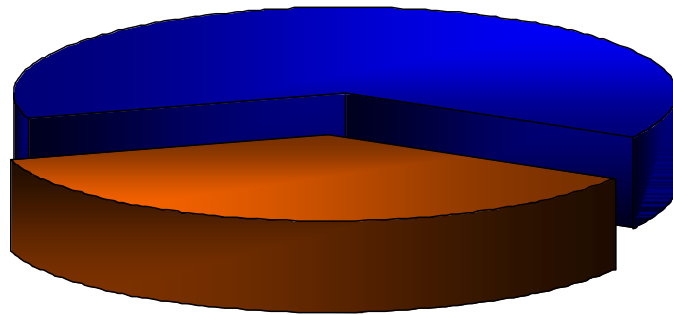


Rating Facebook Relative to Other Social Networking Sites

"Which of the following social networking sites are you a member of?"
"Do you consider Facebook to be...?"

Members of or considering joining Facebook

63%



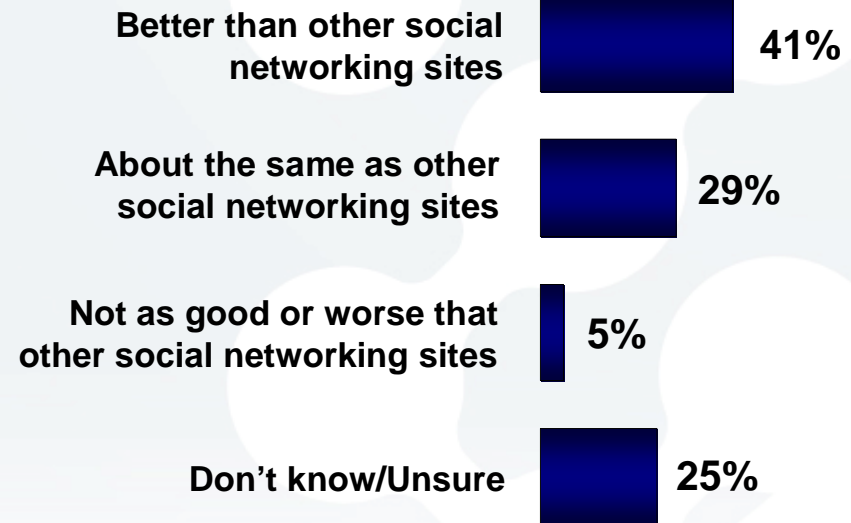
No interest in joining or never heard of Facebook

37%

Base: All Respondents (n=1,200)



Rating Facebook relative to other social networking sites



Base: Members of Facebook and those who are not a member and considering joining Facebook (n=755)

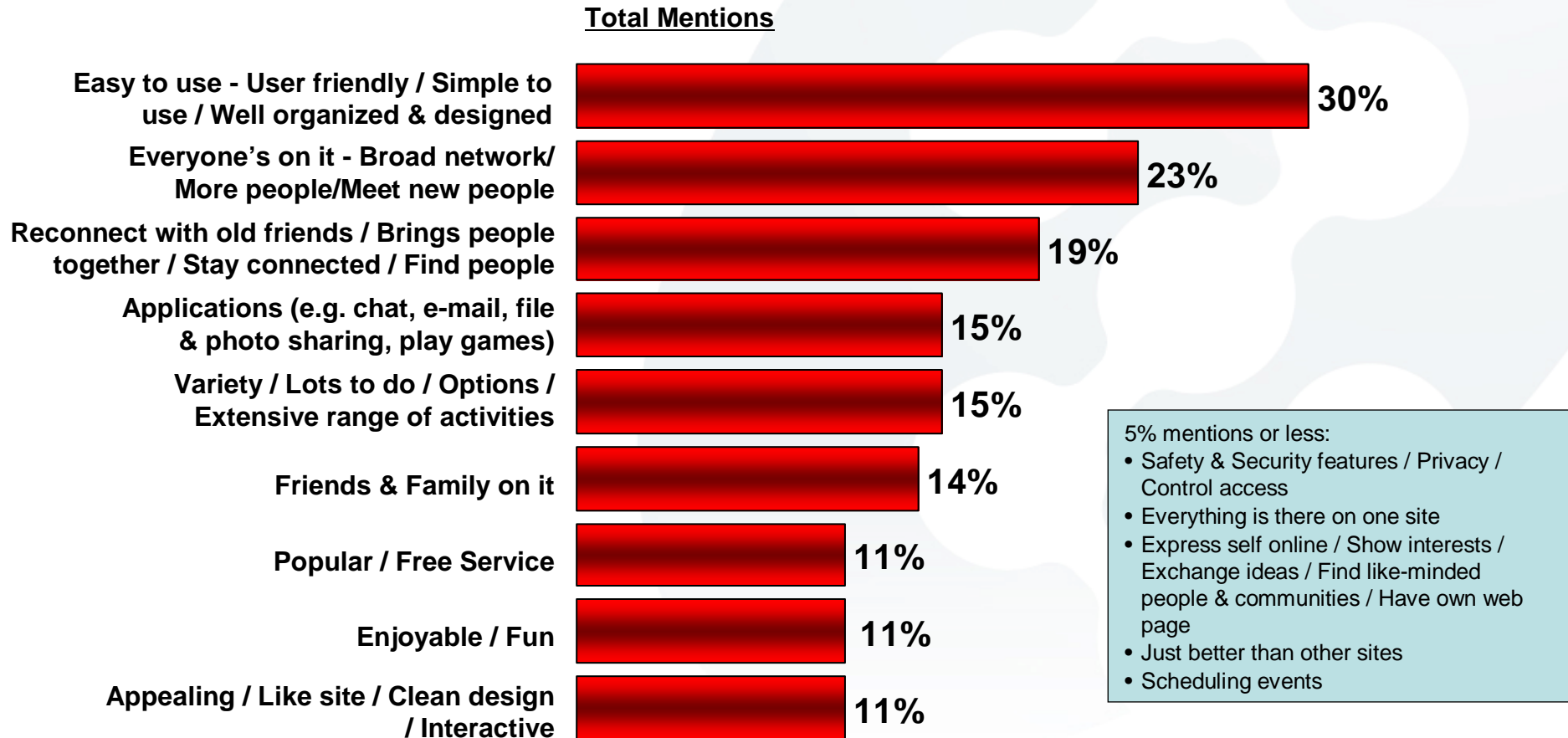
NET DIFFERENCE: +36 points

(Better than other sites minus not as good or worse than)



Perceptions Why Facebook is Better than Other Social Networking Sites

“Why do you think Facebook is better than other social networking sites?”



Source: Canada Voyageur Omni (Nov 2007)

Base: Respondents who are members or are considering joining Facebook and see Facebook as better than other social networking sites (n=270)