

CANADIANS & SOCIAL NETWORKING SITES

Facebook helps employers screen & develop talent...Social networking is the new frontier of recruiting and connecting with staff.

GRAPHS TO ACCOMPANY NEWS RELEASE

Prepared by: ZINC Research and Dufferin Research

Date: May 7, 2008



ZINC
RESEARCH

Introduction & Methodology

Canadians and Facebook Survey (April 2008)

- 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;
 - ❖ Strength of Facebook; and
 - ❖ Workplace opportunities.
- Data collection was conducted via online panel of 1,200 respondents..
 - ❖ Census representative – Data weighted by region, age and gender.
- Field dates: April 22 to 27, 2008.
 - ❖ Tracking from previous waves indicated as appropriate.
- 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.

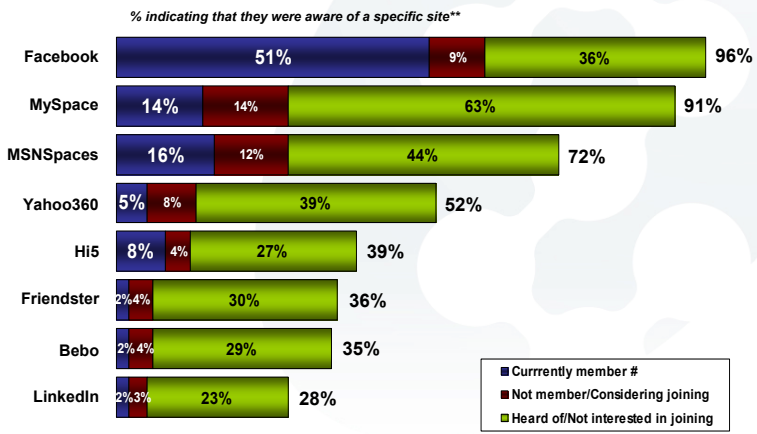


Dufferin
RESEARCH Partner & Online Research Specialists



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

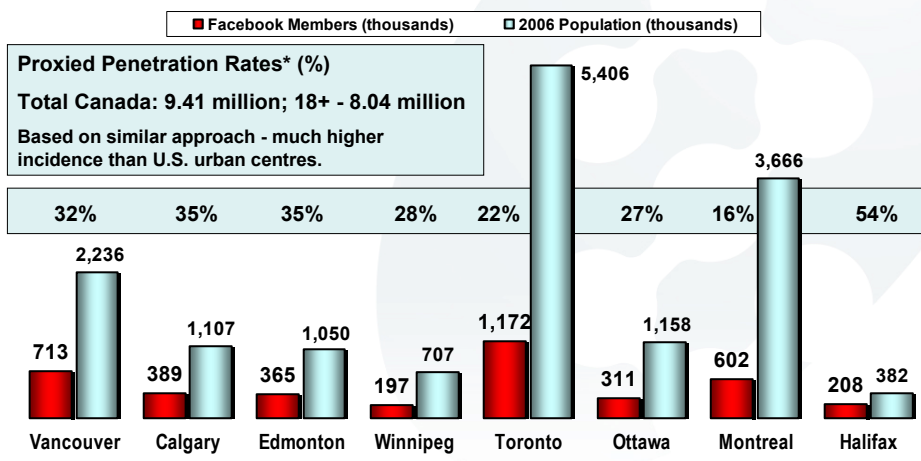
"Which of the following social networking websites are you a member of?"



* 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 (April 2008)



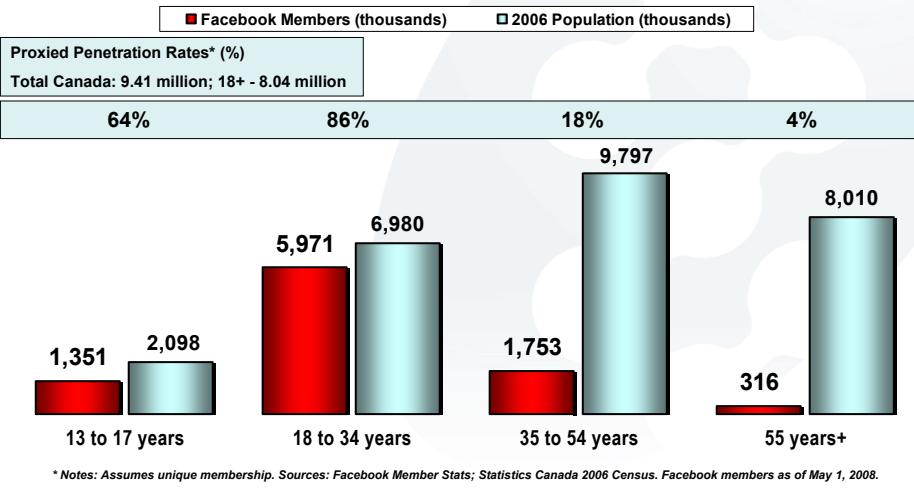
Canada: Facebook Members within Urban Centres A Surprising Level of Adoption



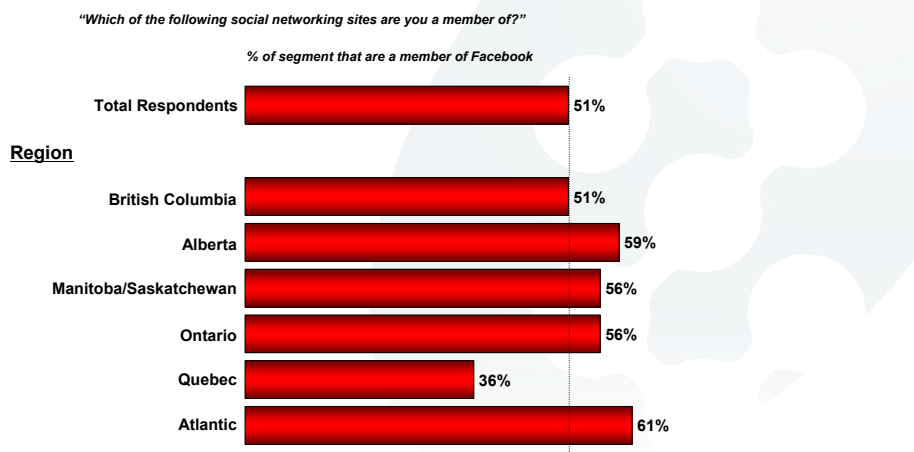
Notes: *Facebook members can only be part of a single city network, but do not necessarily reside there. Ottawa's population is actually the Ottawa-Gatineau CMA. Sources: Facebook City Networks; Statistics Canada 2006 Census. Facebook members as of May 1, 2008.



Canada: Facebook Members by Age Group A Youthful & Young Adult Phenomena



Facebook Membership: Canada[#] Profile: Region



Maybe more reflective of sample online population.

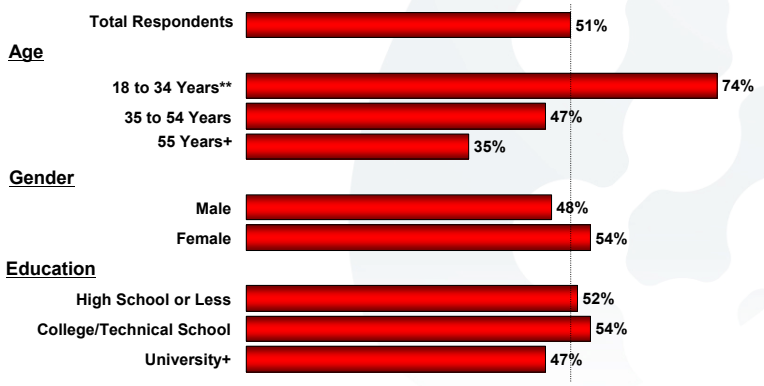
Base: All respondents (n=1,200); Source: Canada Voyageur Omni (April 2008)



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



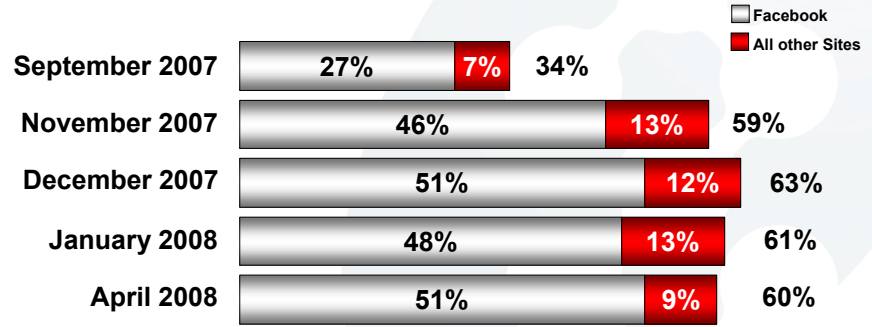
Maybe more reflective of sample online population.
** - Reporting Sample.

Base: All respondents (n=1,200); Source: Canada Voyageur Omni (April 2008)



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/December/January/April, n=1,200); Source: Canada Voyageur Omnibus.
* - Respondents can be members of numerous social networking sites.

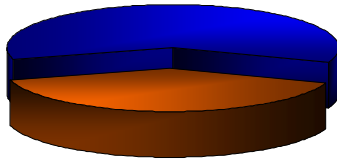
Maybe more reflective of sample online population, but growth trend reflective of Facebook member tracking.



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
60%

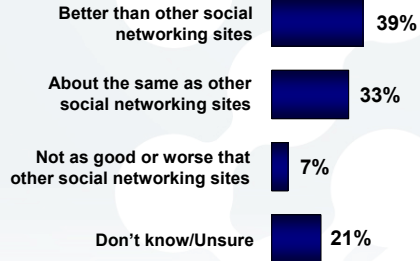


No interest in joining or never heard of Facebook
40%

Base: All Respondents (n=1,200)
 (Voyageur Omni, April 2008)



Rating Facebook relative to other social networking sites



Base: Members of Facebook and those who are not a member and considering joining Facebook (n=721)

NET DIFFERENCE: +32 points
 (Better than other sites minus not as good or worse than)



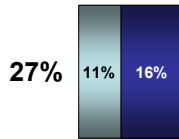
Facebook – Workplace Opportunities Profile Review & Recruitment

"Please indicate your level of agreement with..."

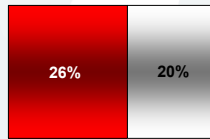
Somewhat/Strongly Disagree

Strongly/Somewhat Agree

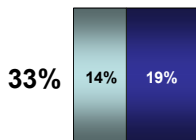
Gap:



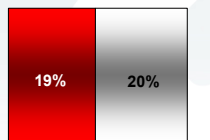
I have no problem with my current employer viewing my Facebook profile.
 (Neutral/DK: 27%)



46% + 19



I have no problem with prospective employers looking at my Facebook profile in addition to my CV/resume when looking for a job.
 (Neutral/DK: 28%)



39% + 6

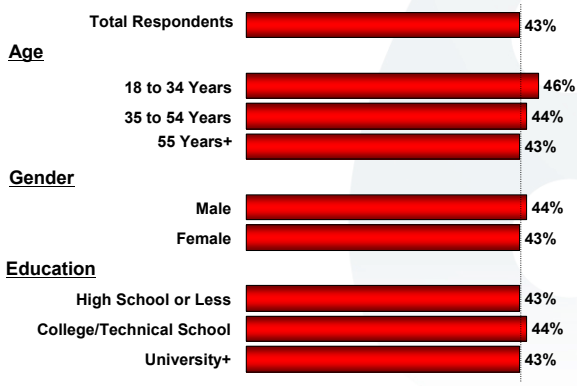
Base: Respondents who are members of Facebook (Canada, n=615); Source: Canada Voyageur Omni (April 2008)



Facebook – Workplace Opportunities Current Employer Reviewing Profile

"Please indicate your level of agreement with: I have no problem with my current employer viewing my Facebook profile."

% of Facebook member segment* indicating they Strongly/Somewhat Agree with statement



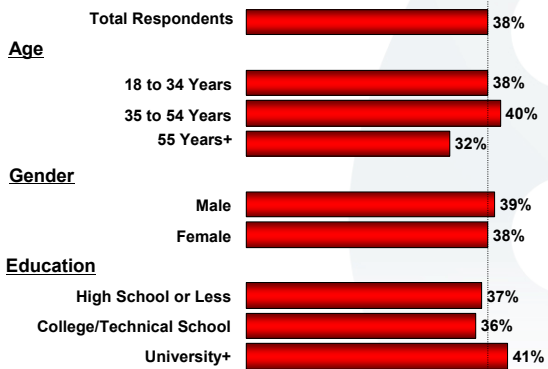
Base: Respondents who are members of Facebook and considering joining (Canada, n=721); Source: Canada Voyageur Omni (April 2008)



Facebook – Workplace Opportunities Prospective Employers Reviewing Profile

"Please indicate your level of agreement with: I have no problem with prospective employers looking at my Facebook profile in addition to my CV/resume when looking for a job."

% of Facebook member segment+ indicating they Strongly/Somewhat Agree with statement



Base: Respondents who are members of Facebook and considering joining (Canada, n=721); Source: Canada Voyageur Omni (April 2008)