



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

**GRAPHS TO ACCOMPANY NEWS RELEASE**

**Prepared by: ZINC Research and Dufferin Research**

**Date: December 31, 2007**



## Introduction & Methodology

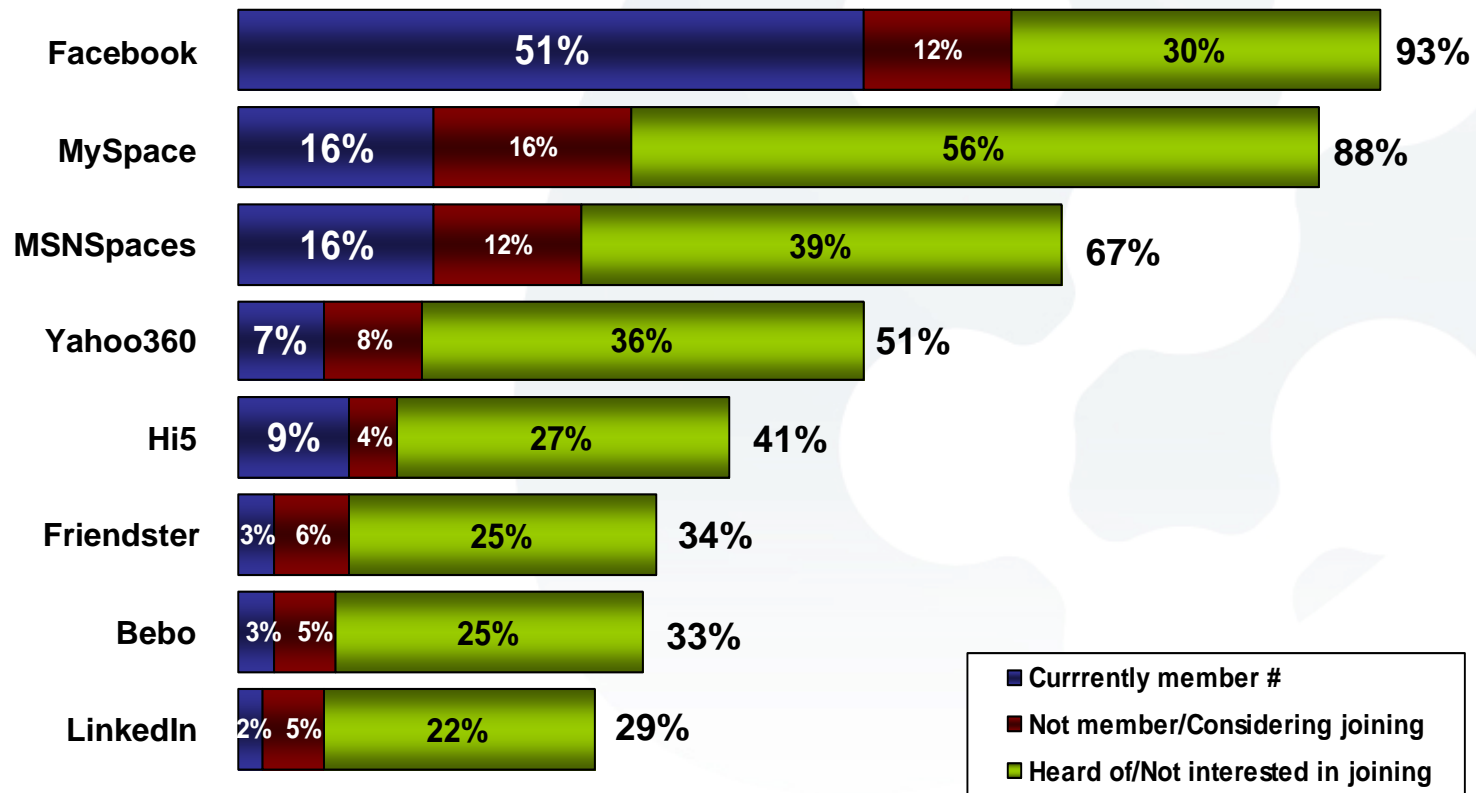
- ZINC Research and its partner, online research specialists, Dufferin Research recently conducted an online poll of online Canadians usage of social networking sites.
- Areas investigated include:
  - ❖ Sites used;
  - ❖ Time spent at sites; and
  - ❖ What sites are used for.
- Data collection was conducted 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.

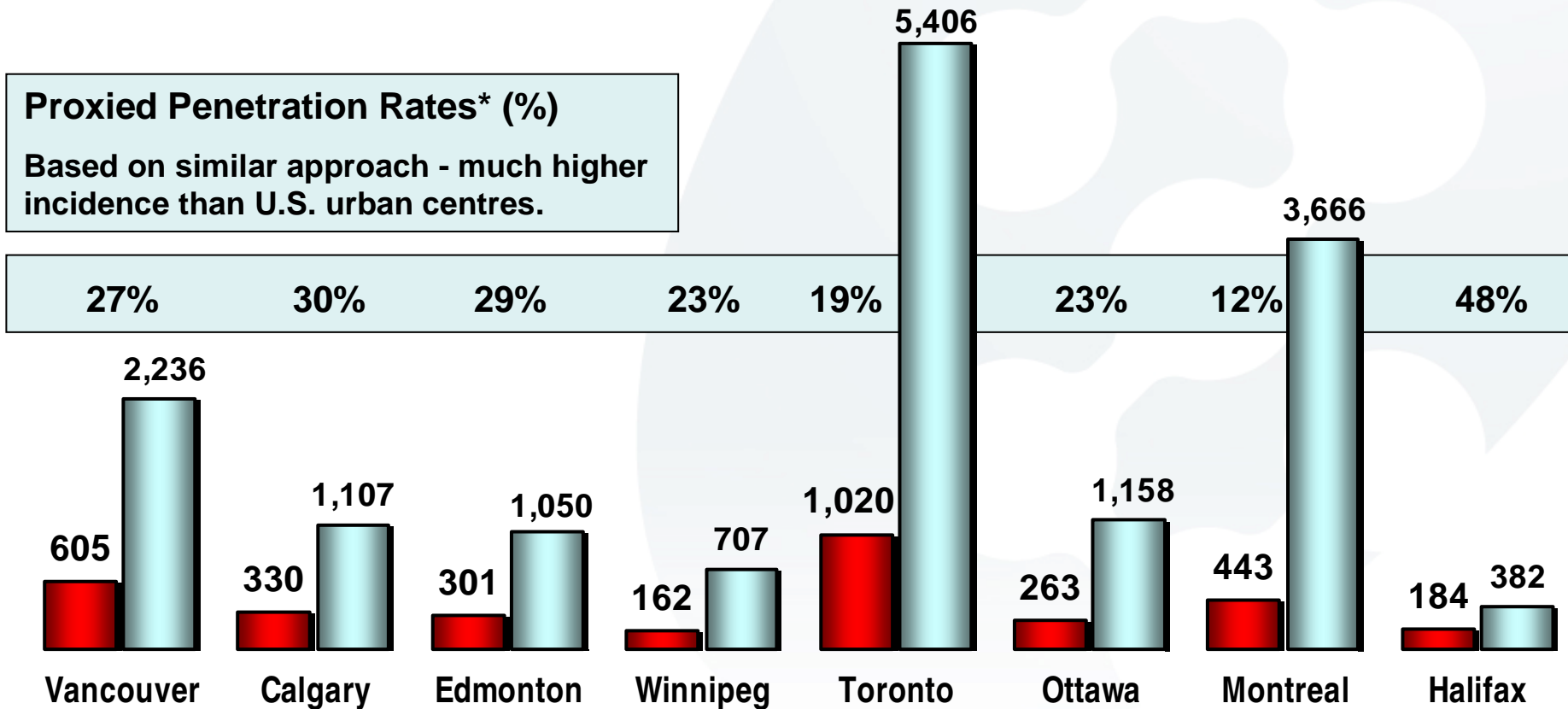
Base: All respondents (n=1,200)  
 Source: Canada Voyageur Omni (December 2007)



# 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.



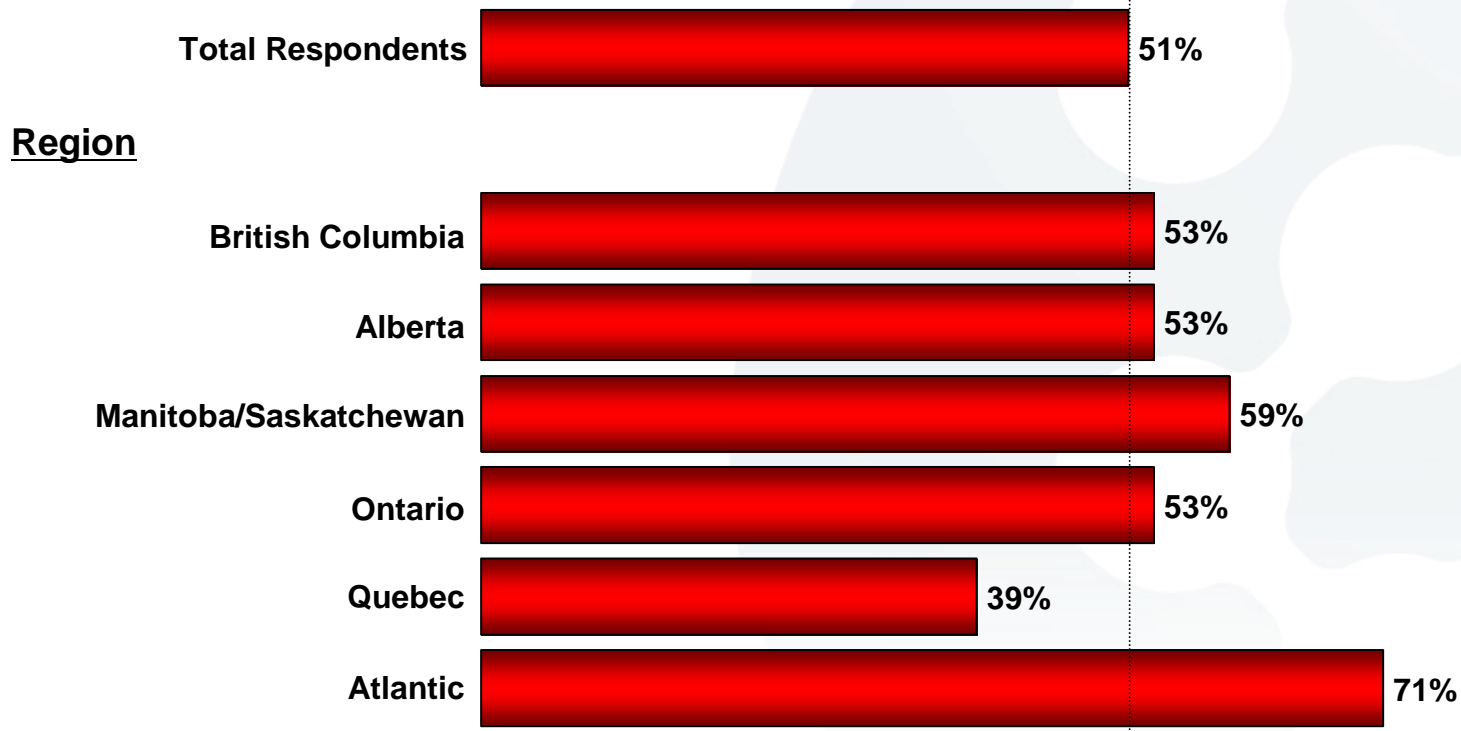
Notes: \*Facebook members can only be part of a single city network, but do not necessarily reside there. Ottawa's population is actually the Ottawa-Gatineau CMA. Sources: Facebook City Networks; Statistics Canada 2006 Census. Facebook members as of Dec 29 2007. Note, already out of date.



# 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.



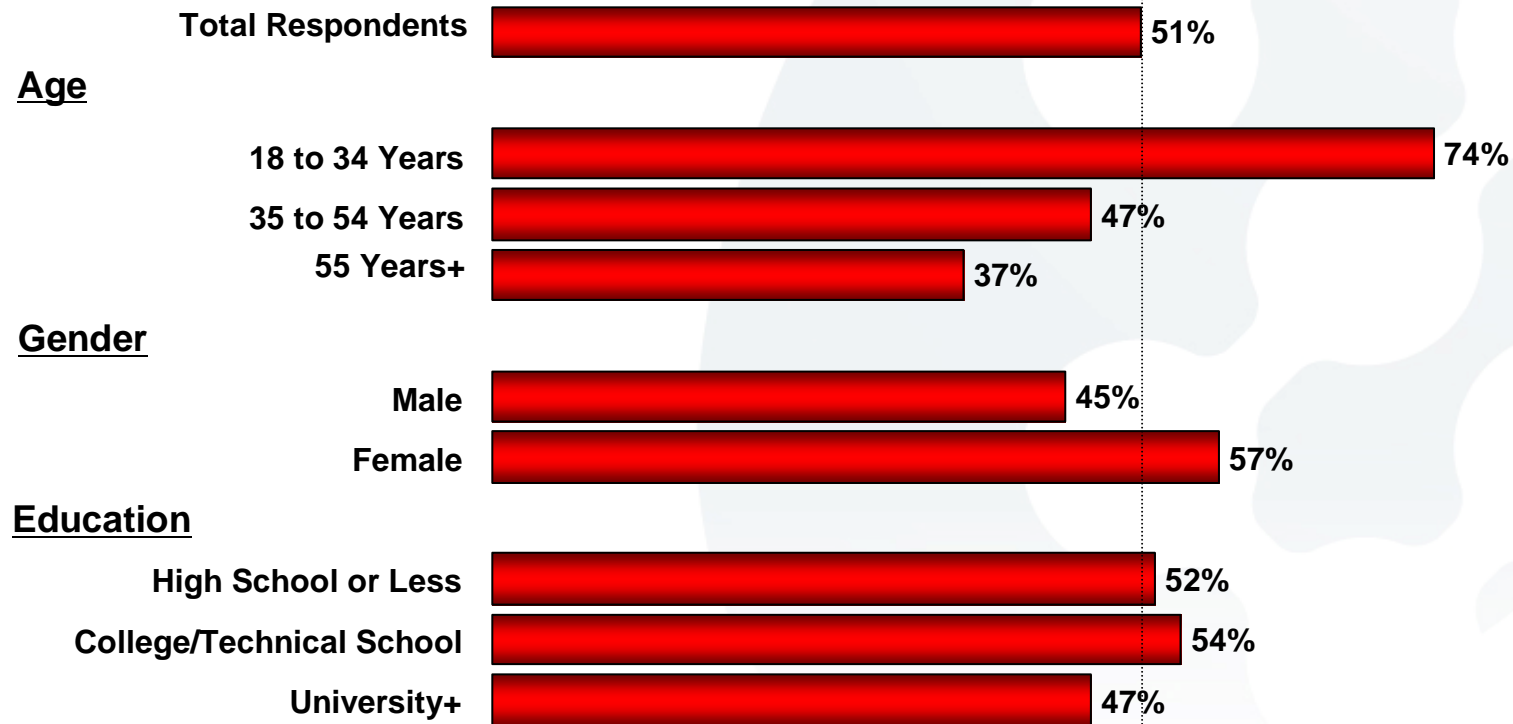
Partner & Online Research Specialists



# 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)

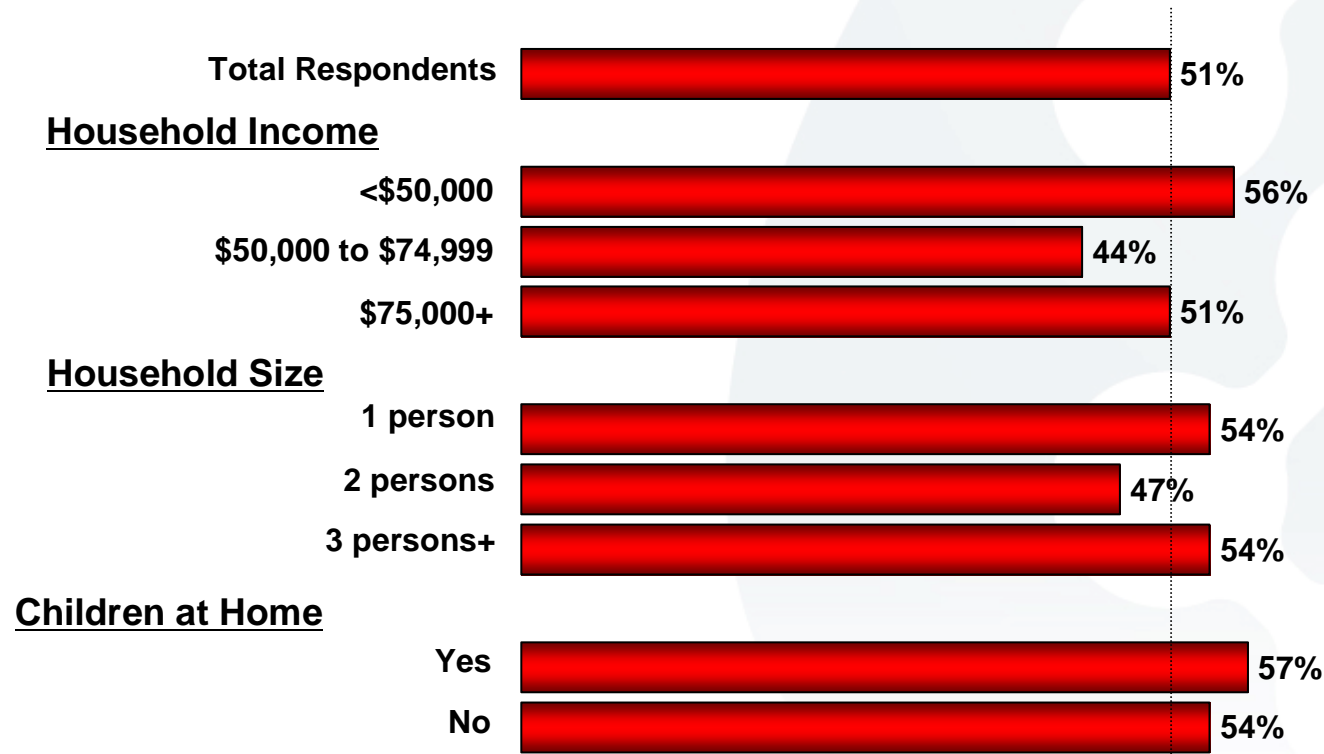
# Maybe more reflective of sample online population.



# Facebook Membership: Canada Profile: Household Income, Size and Children at Home<sup>#</sup>

*"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



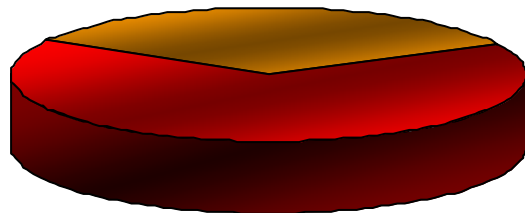
# Membership to Social Networking Sites Canada#

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

**SEPTEMBER 2007**

Currently a member of  
Social Networking Site

**34%**



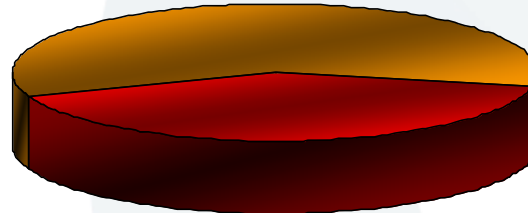
**66%**

NOT a member of Social  
Networking Site

**NOVEMBER 2007**

Currently a member of  
Social Networking Site

**59%**



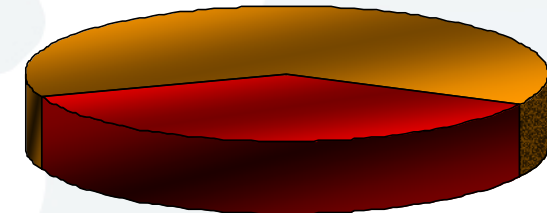
**41%**

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.**

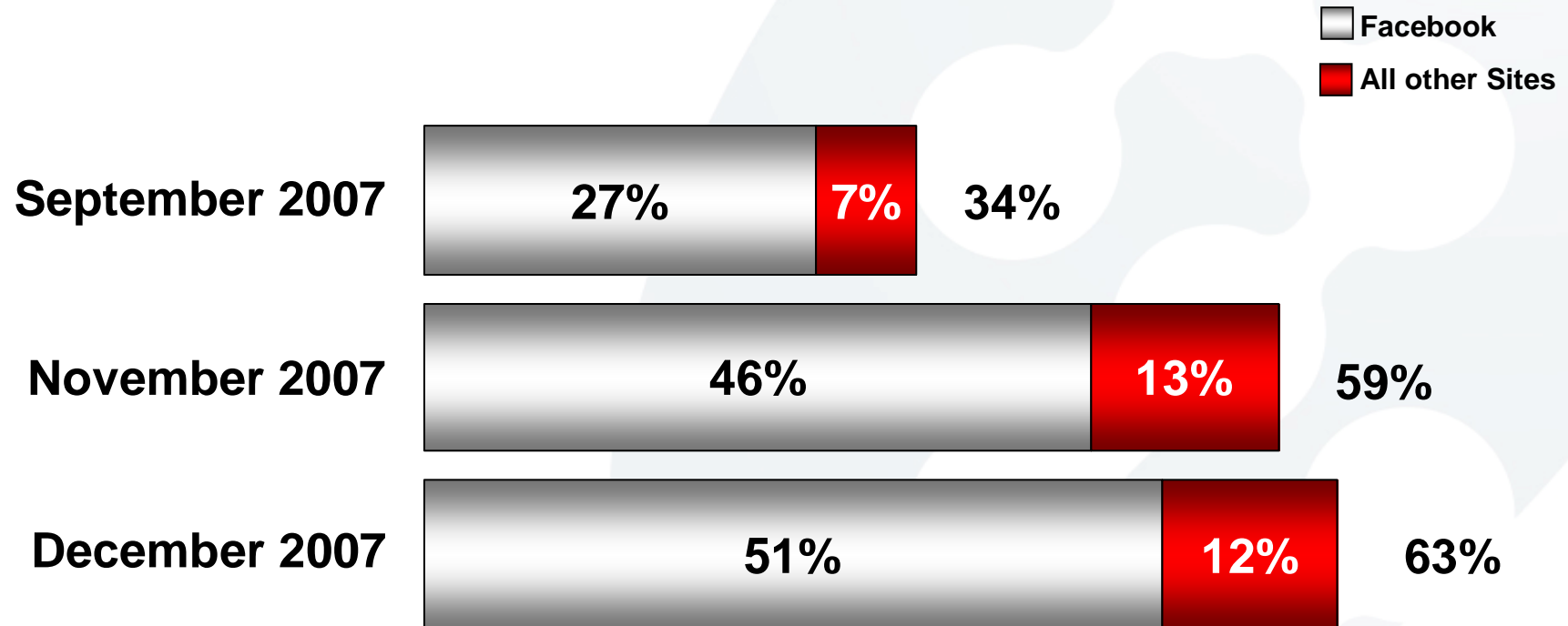
Base: All respondents (September, n=1,000; November and December, n=1,200); Source: Canada Voyageur Omnibus

# 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.

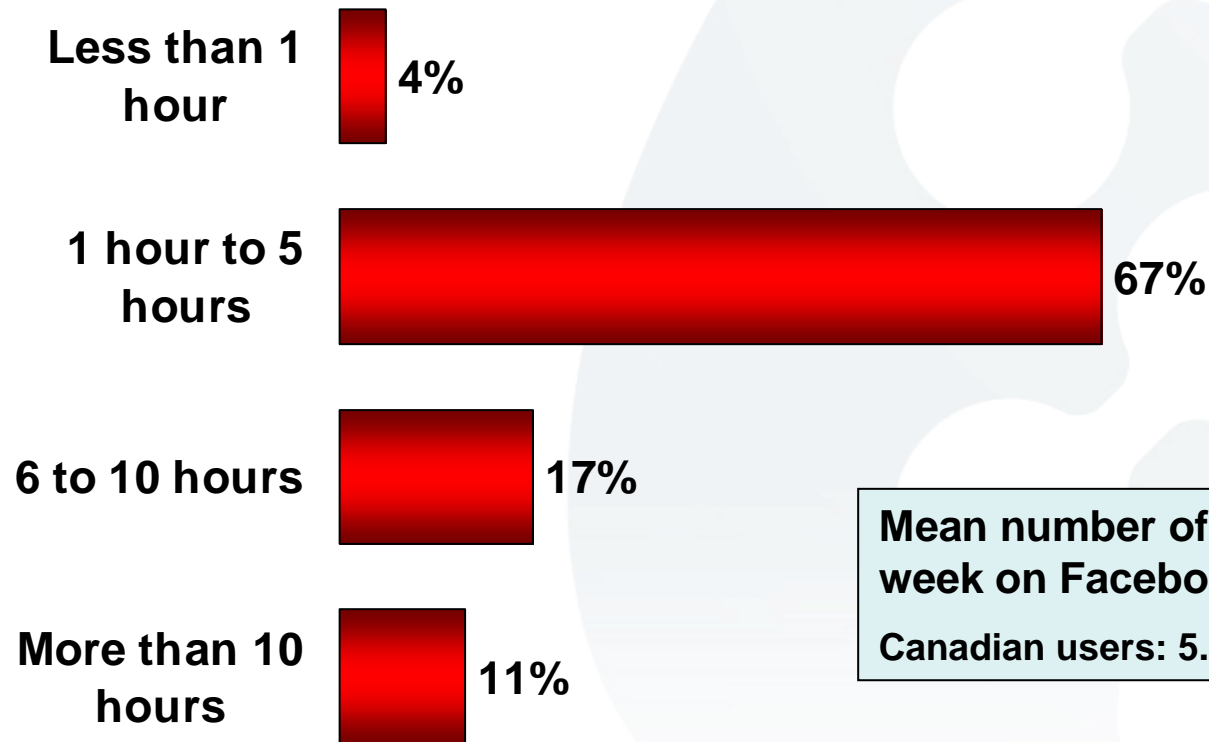
\* - Respondents can be members of numerous social networking sites.

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



# 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*

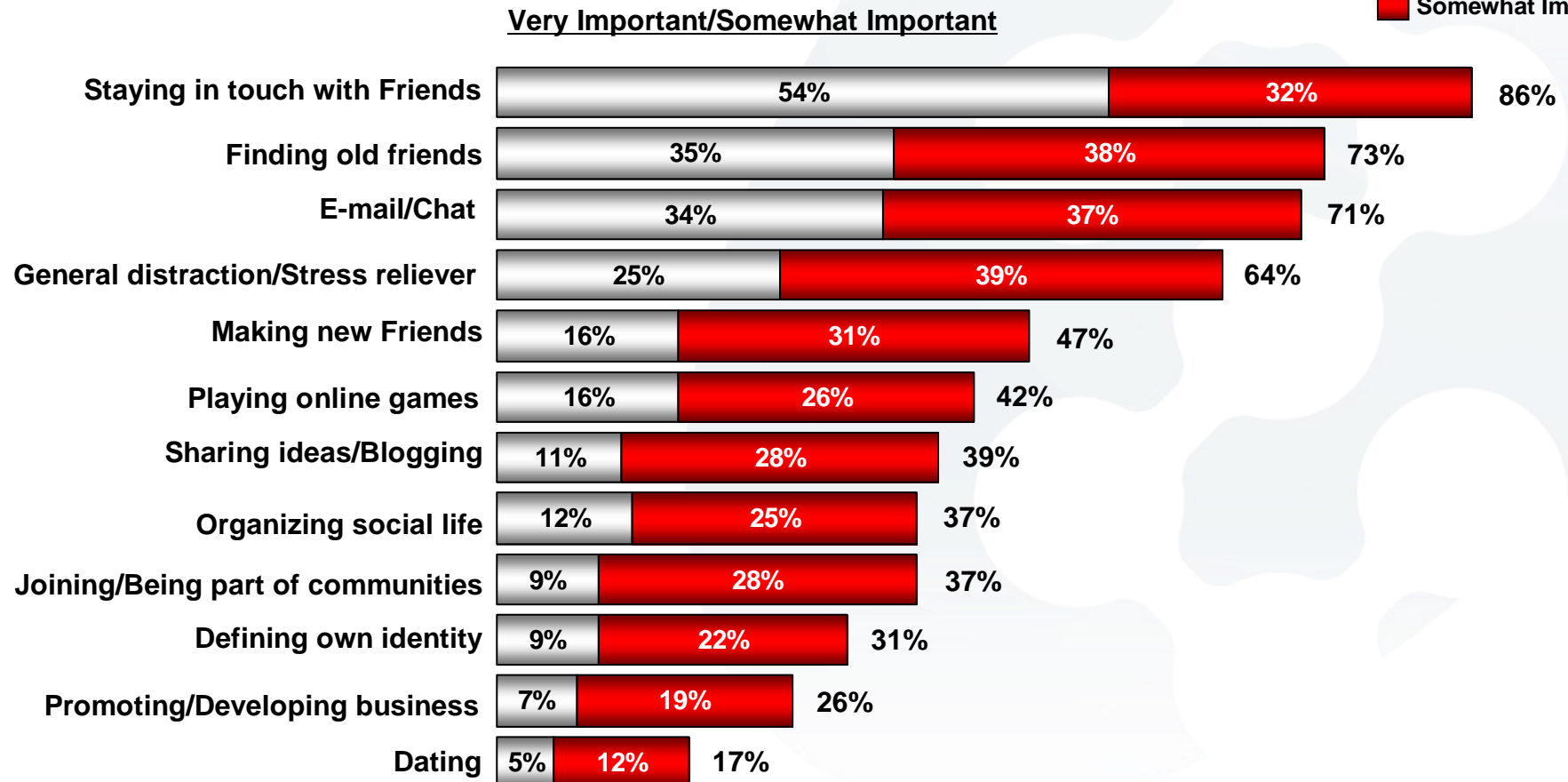
Base: Respondents who are members of Facebook (Canada, n=614)  
Source: Canada Voyageur Omni (December 2007)



# Usage of Social Networking Sites

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

Very Important  
Somewhat Important



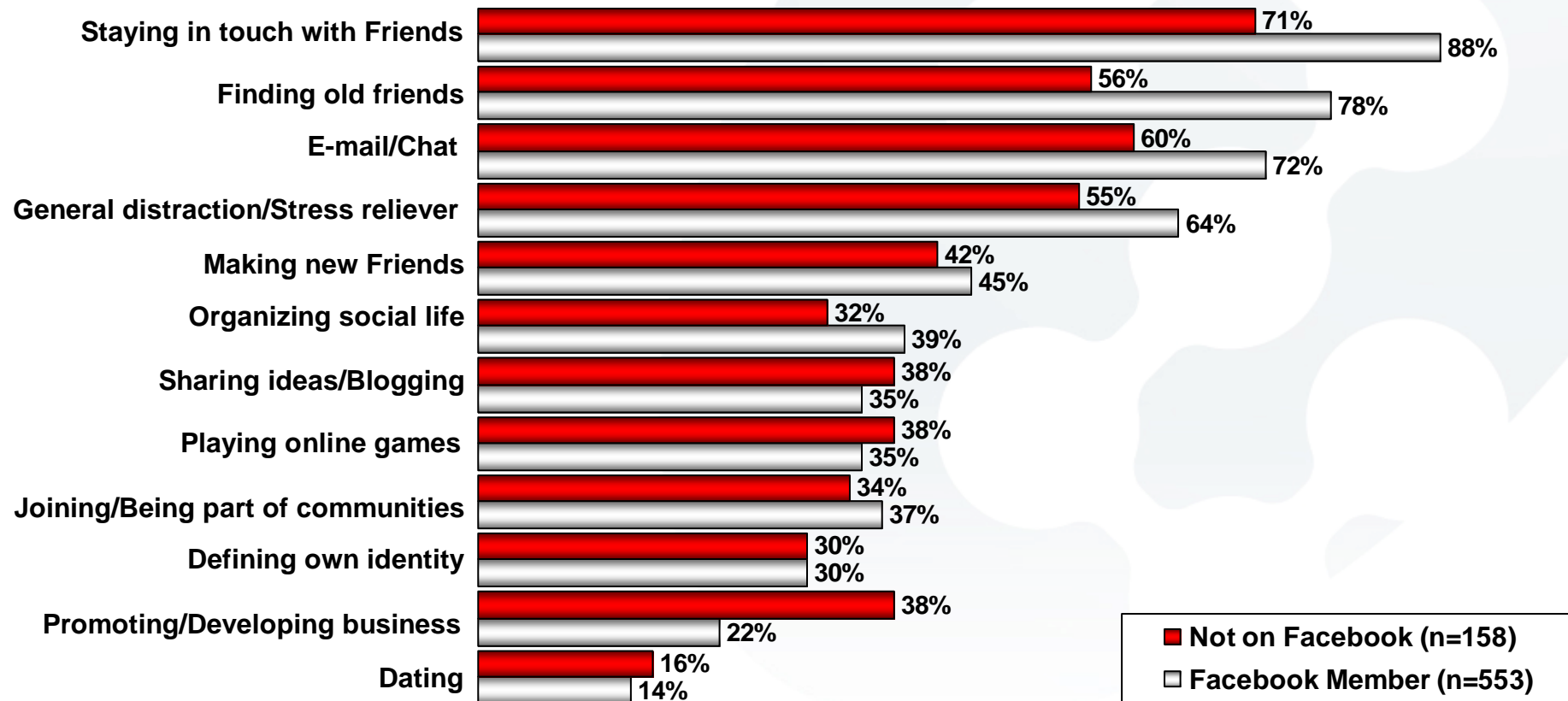
Base: Respondents that use/are registered on a social networking site (n=753); Source: Canada Voyageur Omni (December 2007)



# 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)

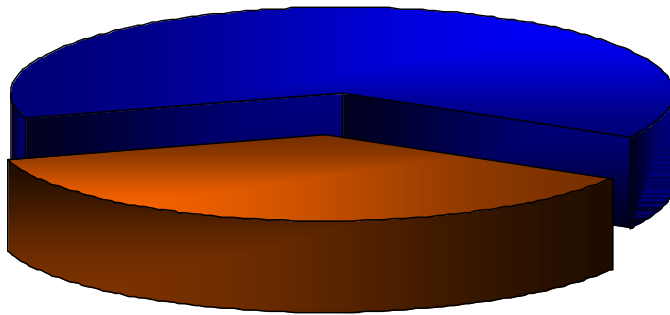


# Rating Facebook Relative to Other Social Networking Sites

*"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%**



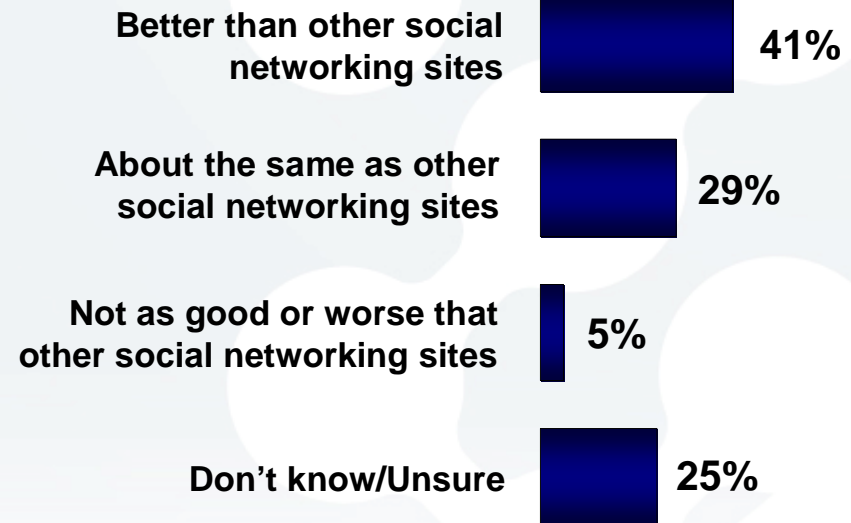
**No interest in joining or never heard of Facebook**

**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)

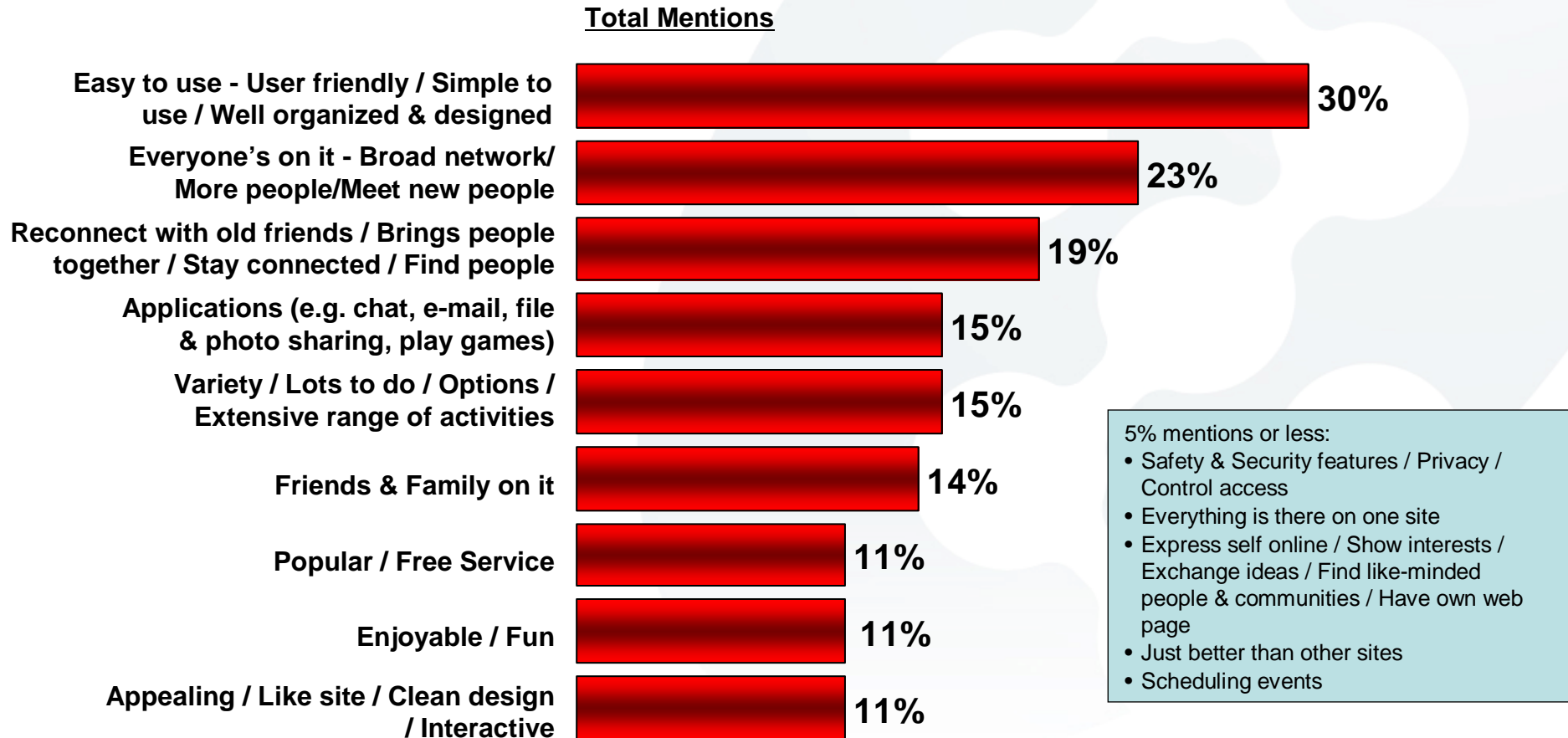
**NET DIFFERENCE: +36 points**

(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)