



Social Networking: 2009



Background

Online Social Networks have experienced a rapid rise in recent years. In fact, it seems like a day doesn't pass where you read about or hear someone talking about Facebook, MySpace or Twitter. With more and more online Canadians using social networks, many marketers and businesses in Canada are trying to determine how to fit them into their overall media strategy.

Even though online social networking is relatively new, it may define a generation of Internet users. In fact, its growth has been to the point where it can probably be no longer considered a 'fad'.

Online marketers and businesses need to know what the changing landscape of the online social networking environment looks like in order to maximize their sales and media strategy.

The Ipsos Inter@ctive Reid Report examined Social Networking in Q1-2009. The report examines the who, why, what, where and when of how online Canadians are using the Internet for social networking purposes.

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824 online interviews were conducted among a cross-section of Internet panelists. Ipsos Reid is the only research company in Canada to have a fully staged, randomly selected representative sample of Internet users across the country. The results are accurate to within $\pm 3.41\%$, 19 times out of 20.

Topics covered in this report include:

- Participation in online social activities.
- Frequency of past month social networking
- Frequency of past month online socialization activities
- Favorite site to chat/meet people
- Frequency of participation in various online social activities
- Importance of Internet on social life
- Importance of online activities in day to day life
- Impact of Internet on social life
- Awareness of online social networks or communities
- Frequency of visiting specific online social networks
- Prevalence of personal profiles
- Sites with profiles on
- Features embedded in personal profiles
- Weekly time spent browsing online social networks
- Number of friends in social network
- Length of time using online social networks
- Reasons for not having a personal profile
- Likelihood of placing a personal profile
- Visitation of online social networks from work
- Prevalence of office social networks
- Reason for office social network
- Use of social networks for professional purposes
- Reason for joining professional social network
- Importance of social networking to your career
- Professional social networking sites used
- Awareness of Twitter
- Use of Twitter
- Maintain a blog
- Purpose of blog
- Blog operators impact

Internet Access and Profiles Section

In addition, subscribers will also receive the demographic profile of online Canadians, giving them a clear understanding of who is online in Canada and adding valuable context to the results of the research.

This snapshot of our Access and Profiles section will give you a clear understanding of who online Canadians are by looking at the demographic breakdown of the Internet population by age, income, gender, region, household type, and Internet skill level.

About The Ipsos Canadian Inter@ctive Reid Report

The Ipsos Canadian Inter@ctive Reid Report was developed by Ipsos Reid to monitor Canadian Internet behaviours and attitudes in order to provide subscribers with the most authoritative, comprehensive and up-to-date information about the Web that is available. Our study is not simple measurement figures. Rather, it is the who, what, why, where, when and how of Canadians and the Internet. Whether you are in the high-tech sector, a traditional consumer company, or a social marketer, the information provided in this report will keep you up to date on what Canadians are doing online and why.

To obtain further information on the full version of this report, please visit:
www.ipsos-reid.com/IREID.cfm



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