



Fresh Intelligence Survey Reveals that Social Media is Important to Consumers Across Canada

TORONTO—March 31, 2009—According to results of a survey of 700 Canadians* this past weekend by Fresh Intelligence, an on-demand intelligence gathering company, the use of social media is important in the day-to-day lives of Canadians for personal interactions, but not yet in the workplace. 83% of respondents to the ‘*Canadians Perspective of Social Media*’ survey use social media to connect with friends and interact with others on a personal level, while only 16% use it for both personal and business use.

Personal use of social media tools by Canadians has been popular for some time, with almost half (44%) indicating that they have been using social media tools for three or more years, and another 41% for the past one to two years. This correlates with the substantial growth of more established sites such as Facebook, YouTube and Flickr and the increasing growth of new social networks vying for consumer attention, such as Twitter (40% awareness but only 2% had used it in the past day). Surprisingly, Facebook awareness was quite low among those surveyed, but frequency of use was extremely high for those who use the popular social network.

The more time with the mouse, the less consumers leave the house

Canadians are spending a lot of time using social media tools and networks. Only 23% of respondents indicated that they use social media for less than 1 hour/week, 34% indicated 1-3 hours/week, and over 15% indicated 10 or more hours/week.

63% agree that social media allows them to feel connected and informed and 70% admit social media is fun and engaging. Half of those surveyed find it educational and informative, but results show that social media still has a long way to go to make into Canadians’ daily job function.

“Social media might be a relatively new way to engage and communicate with people, but many respondents believe it is clearly making headway with the Canadian public. Canadians are however undecided and seem somewhat unsure or reluctant to form an opinion about the social media tools that are available to them,” says Corrine Sandler, President of Fresh Intelligence. “Given how new social media is in the workplace, it is not surprising that almost half of those we surveyed (48%) did not have an opinion on how social media affects their jobs.”

Does social media have a place in the Canadian work force?

According to the Fresh Intelligence survey, workplace use of social media tools is relatively new, with 57% of respondents indicating they have been using social media tools at work for less than one month and only 31% using social media tools at work for the past one to five years. Canadians are not sure yet how to utilize or integrate social media into their job function: 58% do not find social media tools useful in their job function and just 14% view social media as helpful to the workplace.

Access to survey results; Participation in media survey

Media can visit the Fresh Intelligence newsroom at www.freshintelligence.com to sign up to receive the complete results from the *Canadians Perspective of Social Media* survey conducted this past weekend.



The recent rise in the use of and reference to social media tools and networks by media has also prompted Fresh Intelligence to conduct a survey of media (journalists, editors, bloggers, freelance writers) across Canada. To participate in this survey and gain access to the results in real time, media can visit the Fresh Intelligence newsroom at www.freshintelligence.com and select 'Media Survey and Live Results' for *Media Perspectives of Social Media*.

The *Canadians Perspective of Social Media* survey was conducted by Fresh Intelligence in tandem with its official launch. Fresh Intelligence provides a real-time window into collective thinking through customer advisory panels, ad hoc survey research (such as this report), and strategic marketing.

About Fresh Intelligence

Fresh Intelligence is the fastest, on-demand intelligence gathering company, providing 24 hour access to consumer insight – the lifeblood of brands – at quarter the cost of conventional research. The company enables unprecedented consumer engagement and real-world feedback to connect, collaborate and co-create with target markets. Headquartered in Toronto, Canada, Fresh Intelligence is the exclusive intelligence gathering group at Capital C. More information is available at: <http://www.freshintelligence.com/>.

**Panel provided by Research Now based on a sample size of 700 Canadians.*

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