

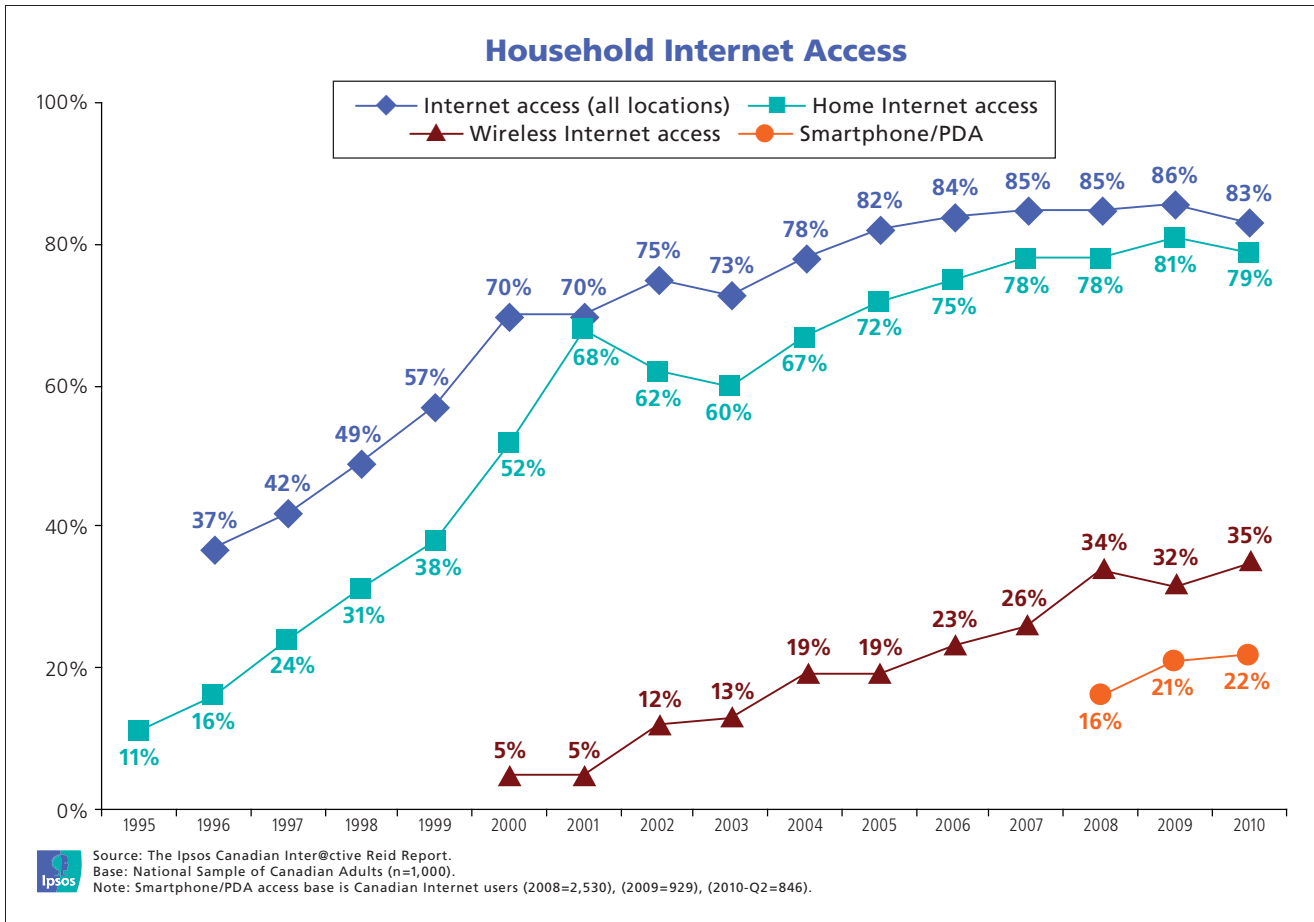


The Ipsos Canadian inter@ctive Reid Report 2011 Fact Guide

The Definitive Resource on Canadians and the Internet



Ipsos Reid



Canadians Online

While Internet access in general starts to flatten out, wireless and smartphone/PDA Internet access continue their steady increase.

- @ 83% of Canadians have Internet access from any location.
- @ 79% of Canadians have Internet access from home.
- @ Among those with home Internet access, 89% own a PC and 8% own a Mac; 4% own both PC and Mac computers.
- @ 35% have wireless Internet access, up from 26% three years ago.
- @ 22% have Internet access through a smartphone or PDA, up from 16% two years ago.
- @ 30% of online Canadians go online while travelling from one place to another, most frequently with a smartphone (64%) or laptop (30%).

Social Networking

Social networking continues to play a large role in the social lives of many online Canadians.

- @ 51% of online Canadians have visited an online social network or community.
- @ Online Canadians report spending more of their time online at social networking sites (16%) than on any other type of website.
- @ Although social networking remains the most popular with those under the age of 35, 94% of new social networking profiles in the past year came from those aged 35 years and older.
- @ Among those who use social networking sites, 90% have a profile on Facebook, 10% have a Twitter profile and 9% have a profile on LinkedIn.
- @ 19% of those with a social networking profile visit a social networking site every day; over one-third (35%) visit at least weekly.
- @ Online Canadians have an average of 123 "friends" on their online profiles, up from an average of 101 in 2009.
- @ 53% see the Internet as an important part of their social life, 75% of 18 to 34 year olds view the Internet this way.
- @ 21% have created a profile on a dating site.
- @ 5% have shared their current location with members of an online community.
- @ 63% are happy with the level of privacy provided by the social networking site they use the most.

Online Activities

Canadians are shifting more and more of their everyday activities online.

- @ 78% have conducted online banking; 44% bank online at least weekly.
- @ 65% have visited a magazine website; 37% visit at least monthly.
- @ 78% have purchased a product or service directly online; 20% make an online purchase at least monthly.
- @ 66% have listened to an online radio station; 17% listen to one at least weekly.
- @ 62% have uploaded photos to a website; 32% do so at least monthly.
- @ 54% have downloaded music or MP3 files, up from 47% in 2009.
- @ A majority of online Canadians have also gone online for movie times or critic reviews (70%) and for restaurant reviews or menus (65%).

Online News

As the newspaper industry struggles, Canadians embrace the Internet as a news source.

- @ 86% of online Canadians have visited a newspaper website; 34% do so at least weekly.
- @ 76% believe online news sources are faster at reporting breaking news.
- @ 67% consider online news sources to be reliable.
- @ 36% believe that online news gives them a more complete picture than their local or national newspaper can.
- @ 48% believe most traditional newspapers will not exist in their current form in 5 years.
- @ 16% receive news updates through social networking sites.
- @ 19% of smartphone owners have downloaded a news application to their device.
- @ 8% have used a 2D smartphone barcode to learn more about an article or story.

Online Activities Ever Done

		Q3-2009 (n=1,055)
Visited news or information websites	89%	85%
Visited a newspaper website	86%	86%
Conducted banking	78%	73%
Purchased product or service	78%	76%
Comparison shopped	75%	73%
Clicked on a website advertisement	72%	68%
Looked for movie times/critic reviews	70%	63%
Used instant messaging	68%	66%
Listened to radio	66%	60%
Visited a magazine website	65%	69%
Looked at restaurant reviews/menus	65%	—
Uploaded photos	62%	56%
Visited a blog	57%	57%
Downloaded digital music/MP3 files	54%	47%
Visited a social network	51%	54%
Researched for school	44%	49%
Downloaded television shows	39%	22%
Played games against people you don't know	39%	35%
Posted at forums	38%	41%
Played games against friends	35%	31%
Downloaded full-length motion pictures	27%	17%
Tracked an investment portfolio	27%	32%
Visited an online dating site	24%	22%
Bought or sold investments	14%	22%



Source: The Ipsos Canadian Inter@ctive Reid Report, Q2-2010.
Base: Canadian Internet Users (n=834).

Online TV and Media

The Internet is starting to replace television as the primary home entertainment source, particularly among younger generations.

- ⓐ On average, Canadian Internet users spend about the same amount of time online (**16.4** hours/week) as they do watching TV (**16.7** hours/week). Those aged 18 to 34 years spend significantly more time online (**18.5** hours/week) than they do watching TV (**11.3** hours/week).
- ⓐ **7%** of online Canadians own a TV, but do not currently subscribe to a cable or satellite television service, while another **1%** do not own a TV. Among 18 to 34 years olds, **18%** own a TV but do not subscribe to cable or satellite service while another **5%** do not own a TV.
- ⓐ Over one-in-five online Canadians have watched an entire television show online either through a TV station's website (**22%**) or other site (**17%**).
- ⓐ **39%** have downloaded a television show through a file sharing site, up from **22%** in 2009.
- ⓐ **27%** have used one of these sites to download a movie, up from **17%** in 2009.
- ⓐ **32%** of online Canadians would cancel their cable or satellite television service before their Internet access.

The Ipsos Canadian Inter@ctive Reid Report

This Fact Guide is only a snapshot of what's happening in the fast-moving online world. The Fact Guide is derived from snippets of the *Ipsos Canadian Inter@ctive Reid Report* – the most authoritative, comprehensive and up-to-date information about the web in Canada.

The report is delivered six times per year and is a detailed examination of who is on the Internet, why they are on it, and what they use it for. Subscribers to this report can stay in the know about the rapidly changing economic and social context of the Internet in Canada.

An annual subscription for the *Ipsos Canadian Inter@ctive Reid Report* is \$10,000.

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