



What's Your Child Doing on Facebook?

Online Canadian Teens (76%) are Significantly More Likely than Parents (56%) to Have a Social Network Profile; Facebook Still Dominates

Calgary, AB, June 22, 2009 - A new study shows from Ipsos Reid shows that online Canadian teens are significantly more likely to have a social network profile than online Canadian adults. Over three-quarters (76%) of online Canadian teens aged 12-17 now have a social network profile, up from 50% in 2007. The rate of increase is higher than that reported for the online adult population, which increased from 39% to 56% over the same time period. These are some of the findings from "Online Teens: What's the Next Generation Doing Now," a new study conducted and released by Ipsos Reid. Study author Mark Laver noted, "Teenagers are sometimes thought as societal barometers for new trends and embracing new technology. Online teenagers' use of social networks has expanded rapidly in the past 18 months; however, their parents' usage hasn't kept up. Consequently, some parents will have little to no clue about what their children are doing online."

Of note, many online teens have social network accounts at more than one site. Of the online Canadian teenagers with social networking profiles, almost all (93%) have a profile on Facebook. The next most popular social networking sites for these teens are Windows Live Space (29%), and MySpace (19%). Facebook is the only site to experience a significant increase in the last 18 months, increasing by 24 percentage points (up from 69%).

"Facebook has clearly broken away from the crowd in terms of being the primary site for social networking, although a few niche providers have a following as well. Businesses wishing to engage consumers through online social networks will need to do some research to understand the dynamics of each site," Laver continues.

"Clearly, the social networking phenomenon has been a huge success with the younger generation. The rapid uptake in social networking by Canadian teenagers may point toward slight shifts in how teens communicate with each other. The all night telephone call may be replaced through a variety of text, sms and im/chat messages, including those inside of social networks," concludes Laver.

This release is based on the findings of an Ipsos Reid syndicated study, the Inter@ctive Reid Report, released in April, 2009. This online survey of 362 Canadian teenagers aged 12-17 was conducted via the Internet using Ipsos Reid's online panel. The results are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the Ipsos online panel provide results that are intended to approximate a probability sample. An unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 5.15 percentage points, 19 times out of 20.

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