

CAN I ADD YOU TO MY FACEBOOK?

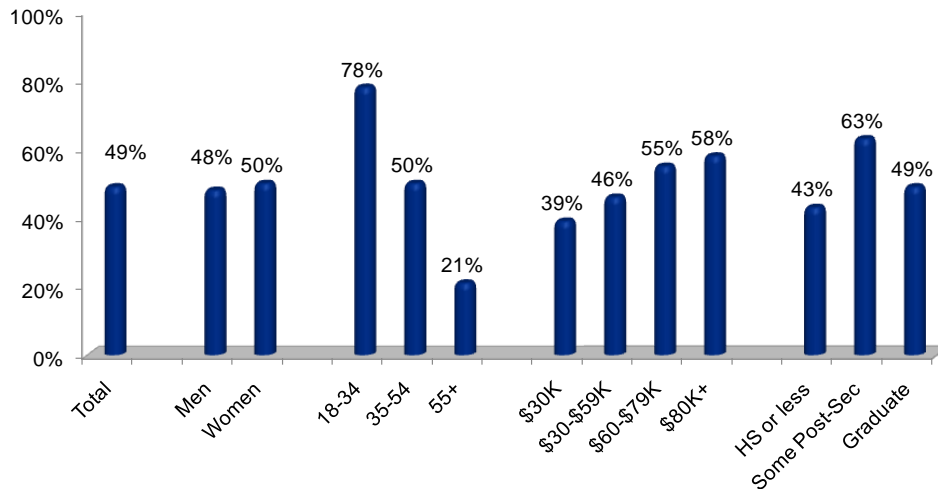
*One in Two Winnipeg Residents (49%) Have Joined
Ubiquitous Social Networking Website*

Winnipeg – If you know what Farmville is, or if you have ever decided to “unfriend” someone you are not particularly fond of, chances are you’re one out of every two Winnipeg residents (49%) with a profile on the social networking website Facebook.

A Probe Research poll conducted for the Winnipeg Free Press finds that nearly as many Winnipeg residents (49%) have a Facebook profile compared to 50 percent who have resisted signing up for this website (1% did not say if they had a Facebook profile). Not surprisingly, the vast majority of young adults (78% of those aged 18-34 years) have established a presence on this website, but they are joined online by one-half (50%) of those aged 35-54 years. And there’s a good chance their parents – and maybe even their grandparents – are joining this virtual community, as more than one in five adults aged 55 years and over (21%) have signed up for Facebook.

Facebook Use in Winnipeg - Among Selected Socio-Demographic Groups -

5. "Do you have a Facebook account?" (n=600)



Base: All respondents

Other findings include:

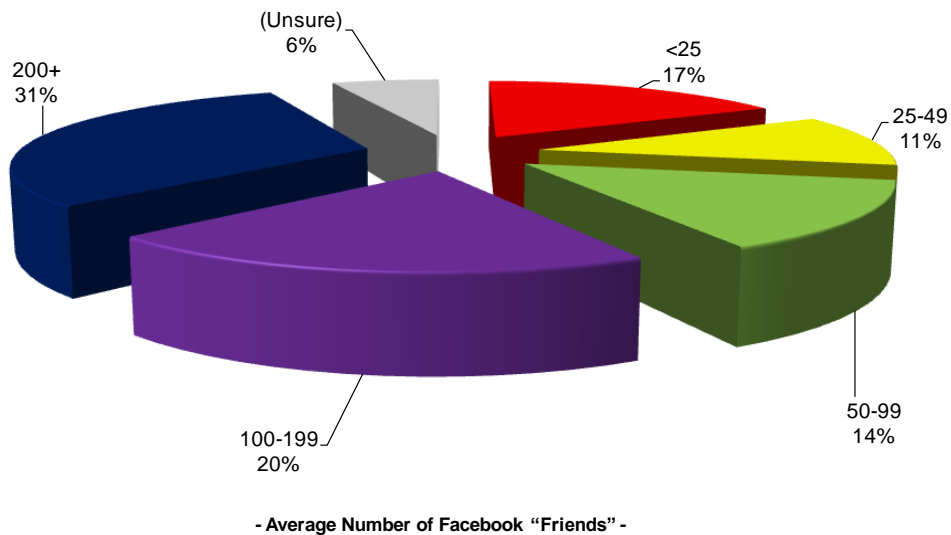
- People with children at home are more likely to be keeping tabs on their family and friends online, as 57 percent of parents with children under 15 years of age (compared to 46% of those without children at home) have created a Facebook profile.
- The wealthier you are, the more likely you are to have a Facebook account (58% of those earning more than \$80,000/year have a profile compared to just 39% of those with household incomes lower than \$30,000/year).
- Winnipeggers with some post-secondary education are most likely to have a Facebook profile (63% versus 49% of university and college graduates and 43% of those with a high school diploma or less).
- Supporters of the federal NDP (57%) and the federal Liberal Party (52%) are slightly more likely to have joined Facebook than those who back the federal Conservatives (45%).

You and Your 151 Closest Friends ...

A slight majority of those with Facebook accounts (51%) have added more than 100 people as their "friends" on this website, with 20 percent reporting they have between 100 and 199 friends and 31 percent reporting they have 200 or more friends. Fourteen percent have between 50 and 99 Facebook friends, 11 percent have between 25 and 29 friends and 17 percent have less than 25 friends. Six percent could not say how many people have "friended" them on Facebook.



5. "Roughly how many Facebook friends do you have?" (n=293)

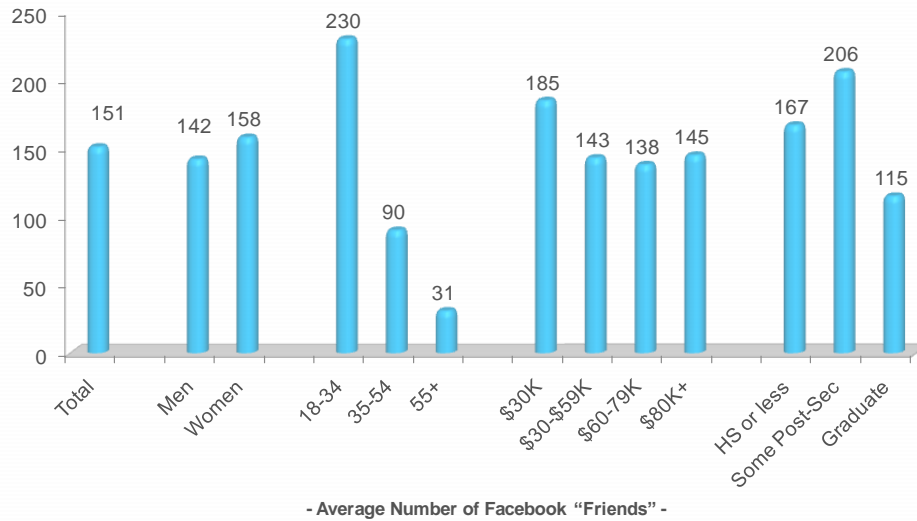


Base: All respondents

The average Winnipeg resident with a profile has 151 friends on Facebook. Once again, younger users are more likely to have a large number of friends on Facebook than older citizens (those aged 18-34 years have an average of 230 Facebook friends compared to an average of 90 friends among those aged 35-54 years, while on average, those aged 55 years and over have just 31 friends). In fact, 56 percent of those aged 18-34 years have more than 200 friends while just 13 percent of those aged 35-54 years have made a connection to this many people on Facebook.

Average Number of Facebook Friends - Among Selected Socio-Demographic Groups -

5. "Roughly how many Facebook friends do you have?" (n=293)



Base: All respondents

Other interesting facts:

- People living in northeast Winnipeg are arguably the biggest social butterflies on Facebook. Residents of neighbourhoods like Transcona, East Kildonan or Elmwood have 207 friends on average, with the majority of these citizens (53%) reporting that they have more than 200 friends. Their counterparts in southeast Winnipeg, meanwhile, have the lowest average number of friends on Facebook (109).

Average number of friends on Facebook:

Northeast Winnipeg: 207
Core Area: 151
Southwest Winnipeg: 146
Northwest Winnipeg: 118
Southeast Winnipeg: 109

- Women enjoy slightly more popularity than men on Facebook: 55% of women have more than 100 friends compared to just 48% of men. On average, women have 158 Facebook friends while men have 142 friends.
- Lower-income earners may be less likely to have a Facebook account in the first place, but those who have signed up are more likely to have more friends than wealthy people with Facebook profiles (42% of those

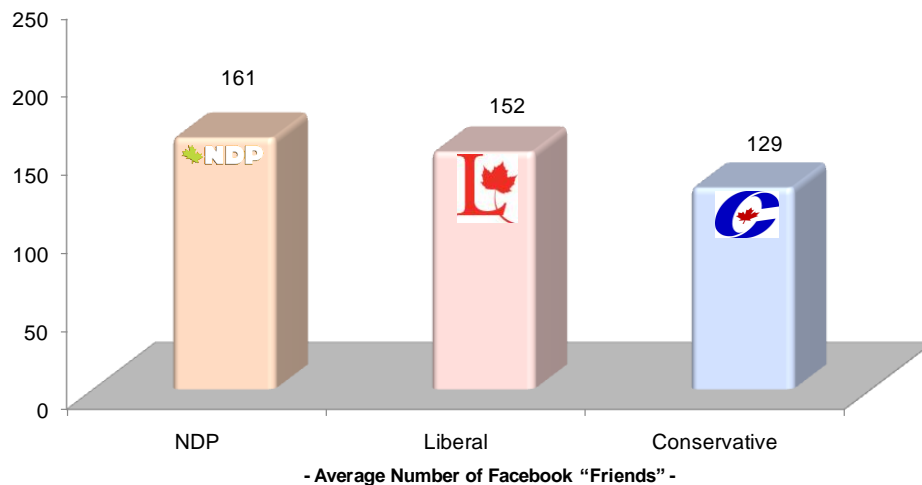
earning less than \$30,000/year have 200 or more friends compared to 30% of those earning more than \$80,000/year). The average low-income earner has 185 friends on Facebook, while those in the highest income bracket have an average of 145 friends.

- Those who have started but not completed post-secondary education have the highest average number of friends (206) while those who have finished university or college have, on average, half that amount of Facebook friends (115).
- The further left you are on the political spectrum, the more likely it is that you have a higher number of Facebook friends. Federal NDP supporters have an average of 161 friends and federal Liberal backers have an average of 152 friends, while those who prefer the federal Conservatives have 129 friends on average.

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Average Number of Facebook Friends - By Federal Party Preference -

5. "Roughly how many Facebook friends do you have?" (n=293)



Base: All respondents

This city-wide Omnibus survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between November 25th and December 5th, 2009 among a random and representative sampling of 600 Winnipeg adults. With a sample of 600, one can say with 95 percent certainty that the results are within +/- 4.0 percentage points of what they would have been if the entire adult population of Winnipeg had been interviewed. The margin-of-error is higher within each of the survey's population sub-groups. Modified random-digit dialing was used to ensure that all Winnipeg adults would have an equal opportunity to participate in this Probe Research survey. Minor statistical weighting has been applied to this sample to ensure that the age and gender balance correspond with the city as a whole.

For more information on this survey, please contact:

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