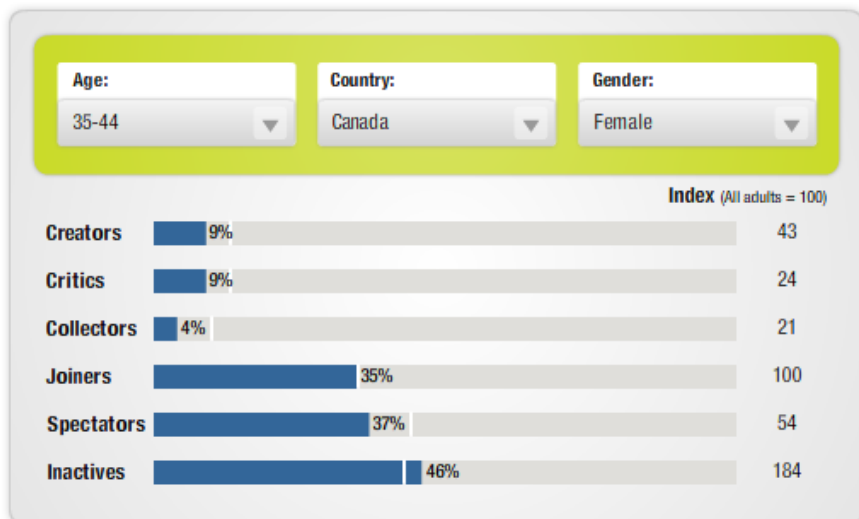
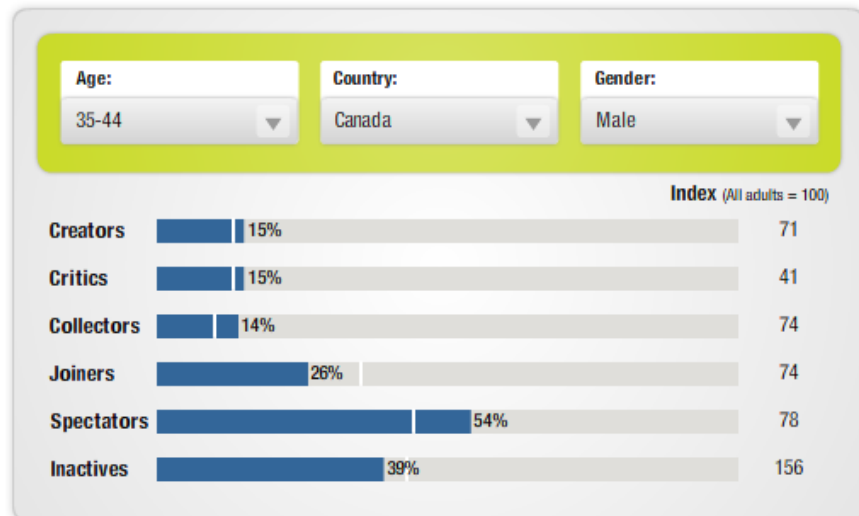
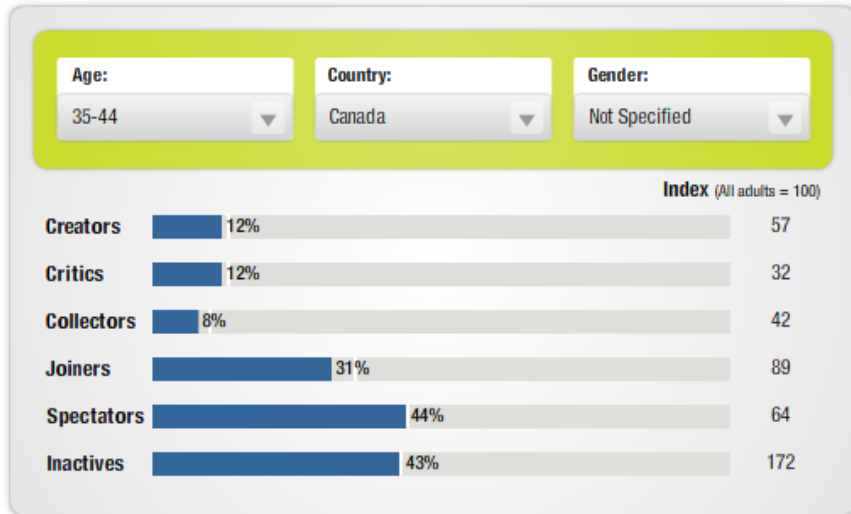
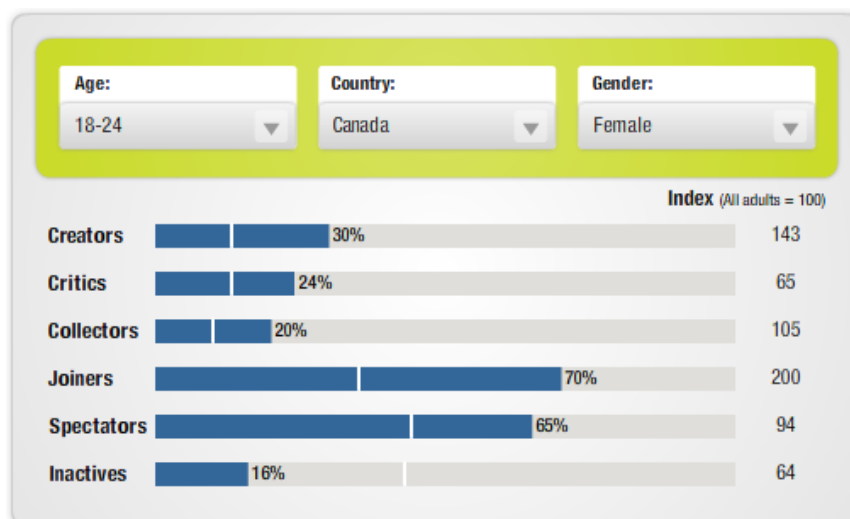
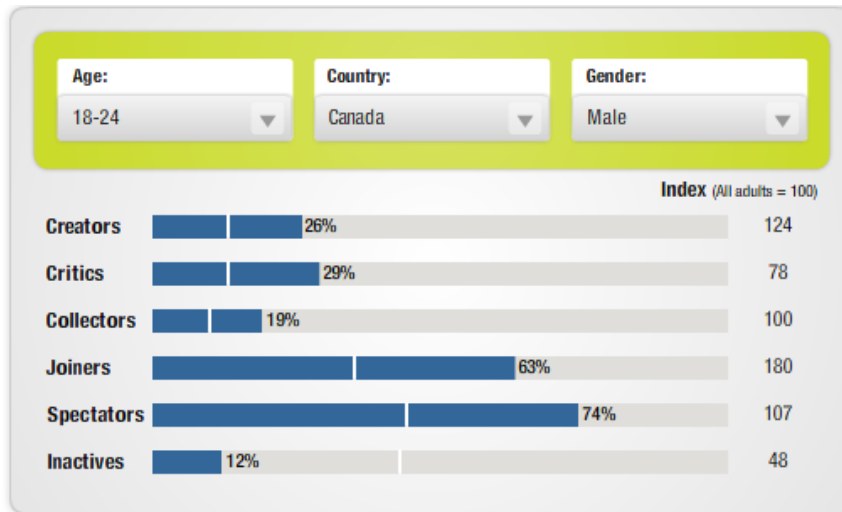
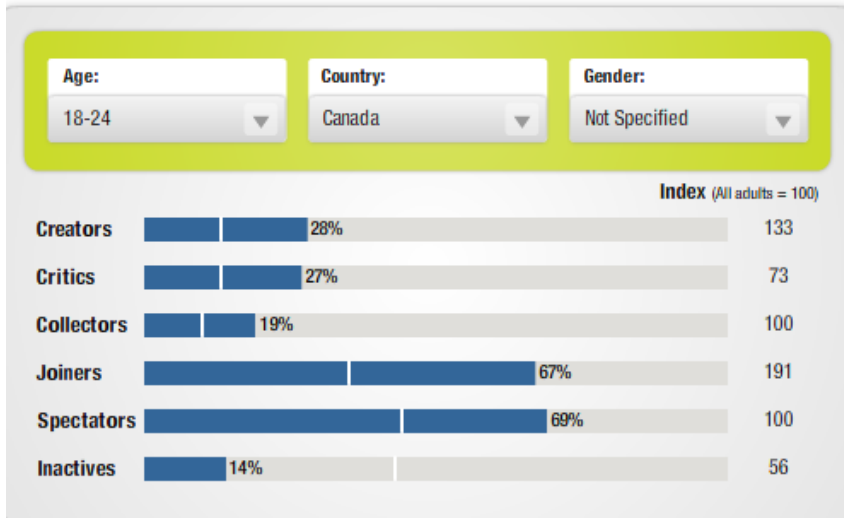


## What's The Social Technographics Profile Of Your Customers?



Data from Forrester Research Technographics® surveys, 2008. For further details on the Social Technographics profile, see [groundswell.forrester.com](http://groundswell.forrester.com).

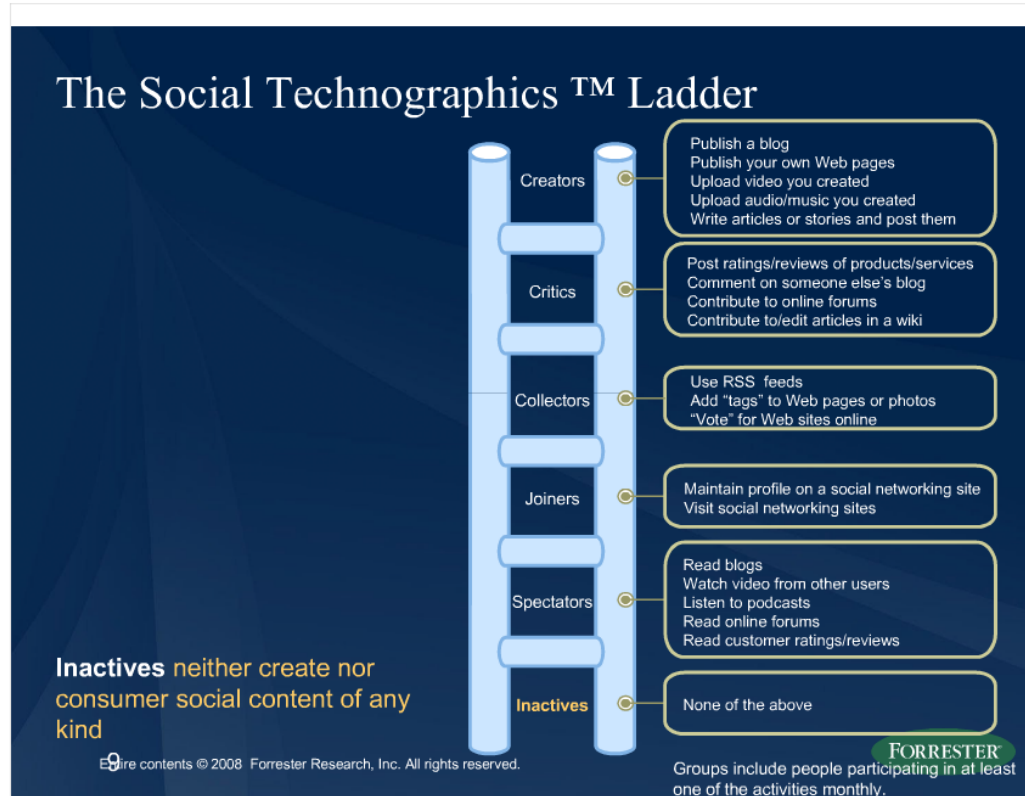
## What's The Social Technographics Profile Of Your Customers?



(see next page for definitions of the above categories)

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## What's The Social Technographics Profile Of Your Customers?



### Canadian Internet Project and other stats

- 51 per cent of Canadians aged 60 and older are online users
- Online use is particularly strong among teens, with 96 per cent aged 12-17 using the Net.
- 78 per cent of Canadians were current Internet users, compared with 66% of those born elsewhere. However, the rate was 78% among immigrants who arrived in Canada during the last 10 years. Most of these recent immigrants live in urban areas. They're coming from regions with smart phone use, etc. They're avid users.
- Non-Internet users watched about three to 3 1/2 hours more TV per week than Internet users. But those online used some other traditional media more than non-Internet users did. In other words, the Internet isn't necessarily displacing traditional media but in fact it could be enhancing and supplementing the value of those traditional media. You can't just rely on one channel of outreach/discussion/engagement.
- Forty per cent of Canadians were heavy Web users in 2007, surfing for 15 hours or more each week.
- 80 percent of Internet user households have high speed access.
- More than half of Internet users under 30 have visited a community or social networking site, as many as one in five Canadians over 60 have also visited these. Social networking sites have greater appeal for English-speaking Canadians (43 percent) than for French-speaking Canadians (24 percent).
- One-fifth (20%) of home Internet users reported contributing content by posting images, writing blogs, or participating in discussion groups. Of these people, over one-half were under the age of 30.

Data from Forrester Research Technographics® surveys, 2008. For further details on the Social Technographics profile, see [groundswell.forrester.com](http://groundswell.forrester.com).

## What's The Social Technographics Profile Of Your Customers?

- Forty percent of Canadian Internet users have visited a community or social networking site and almost one in four do so at least weekly. One in four young adults (28-29) visit social networking sites daily and are the most active contributors with 29 percent uploading material on a weekly basis.
- Women Outnumber Men on Most Social Networks
- On average, Internet users report that they spend approximately 16.3 hours per week with family and 8.6 hours a week with friends. Heavy Internet users report spending more time with family (18 hours) and a little more time with friends (9.3 hours). Therefore increased Internet use does not seem to mean users spend less time with family and friends.