



**FOR IMMEDIATE RELEASE**

**Manitobans Know About Twitter But Few Use It Themselves**

Feb. 2, 2011 (Winnipeg, MB) – Most Manitobans have heard of Twitter by now, but a relatively small proportion of the adult population has signed up for this social networking service.

A survey conducted for the Manitoba Chapter of the Canadian Marketing Association (CMA MB) by Probe Research Inc. found that nine-in-ten Manitoba adults (91 per cent) say they have heard of Twitter, with knowledge of this social networking site nearly universal among:

- Younger and middle-aged adults (95 per cent of those aged 35-54 years and 93 per cent of those aged 18-34 years, versus 87 per cent of those aged 55 years and over)
- Individuals with higher levels of formal education (94 per cent of university and college graduates, versus 85 per cent of those with a high school diploma or less)
- Those with higher household incomes (98 per cent of those earning more than \$100,000/year, versus 86 per cent of those earning less than \$30,000/year)

However, among those who have heard of Twitter, very few actually tweet themselves – eight per cent of those surveyed have an account on this website, with 92 per cent of those surveyed not bothering to tweet. Once again, younger adults were slightly more likely to have signed up for Twitter (13 per cent, versus 8 per cent of 35-54 year olds and 3 per cent of those 55 years and over).

The survey also found of those small numbers of Manitobans who do use Twitter, only about one-quarter (26 per cent) follow the tweets of a particular company or their products and services.

“More and more Manitoba companies are signing up for social networking websites like Twitter, but these results suggest that these messages are reaching a relatively small portion of their potential customer base,” said Jason Abbott, President CMA MB). “Since Twitter is still relatively new, this could change, but it’s important for marketers to realize the current limitations of this medium as they develop their social media strategies.”

**The CMA Manitoba** strives to keep Manitoba marketing professionals at the forefront of their industry by recognizing and educating our members, and by providing a forum for industry professionals to meet and share information.

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*Probe Research conducted this survey via telephone interviews taken between Nov. 24 and Dec. 11, 2010 among a random and representative sampling of 1,001 adults residing in Manitoba. With a sample of 1,001, one can say with 95 per cent certainty that the results are within  $\pm 3.1$  percentage points of what they would have been if the entire adult population of Manitoba had been interviewed. The margin of error is higher within each of the survey’s population sub-groups.*