

Social media usage among online producers

Half of all online producers are using social media; however it is viewed as a complimentary tool when it comes to doing business.¹ Even though social media is more heavily used for personal use, when it comes to doing business it is primarily used for research, to keep up with industry news and to network with producers. Usage among current social media users is likely to increase, while non-users will be slower to adopt the social media movement.

Half of all online producers are using social media

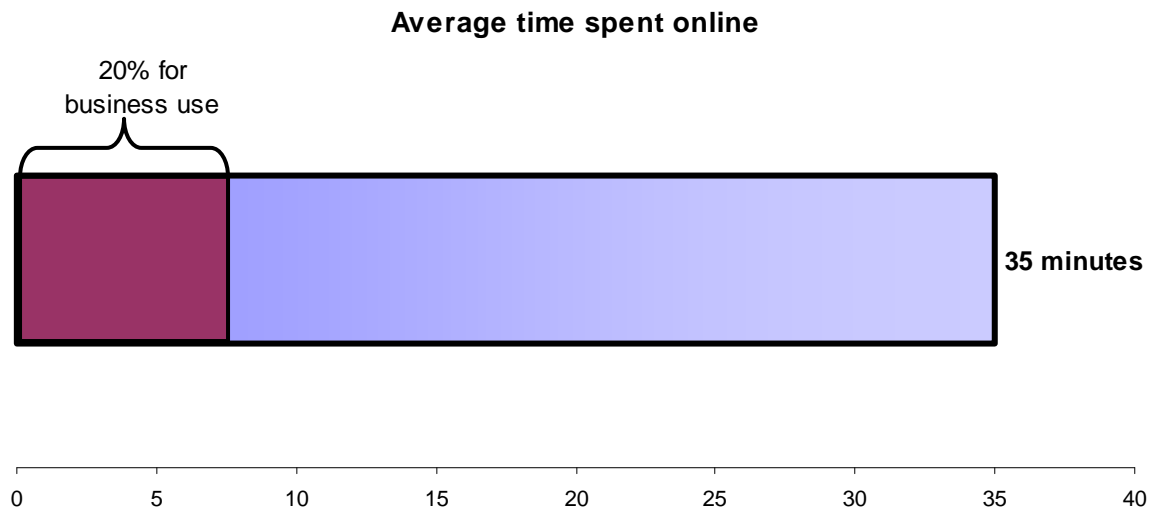
Half of all producers (54%) are using at least one social media network for either personal or business use. Four in ten producers who are online (44%) state that they spend more time using social media this year compared to last.

Age is a determining factor in social media usage

Age is a driving factor in determining whether or not a producer uses social media. Producers under 40 are more likely to use at least one social media application for personal (66%) and business use (35%) compared to producers over 40 (45% and 27% respectively).

Personal use of social media dominates over business use

Producers who use social media are much more likely to use it for personal reasons (54%) rather than business (30%). On an average day, producers who are online and using social media are spending 35 minutes doing so. Of that time, about 7 minutes or twenty percent is spent using it for business purposes.



Thinking of a typical day, how many minutes in total do you spend using social media for both personal and business use? (n = 558)²

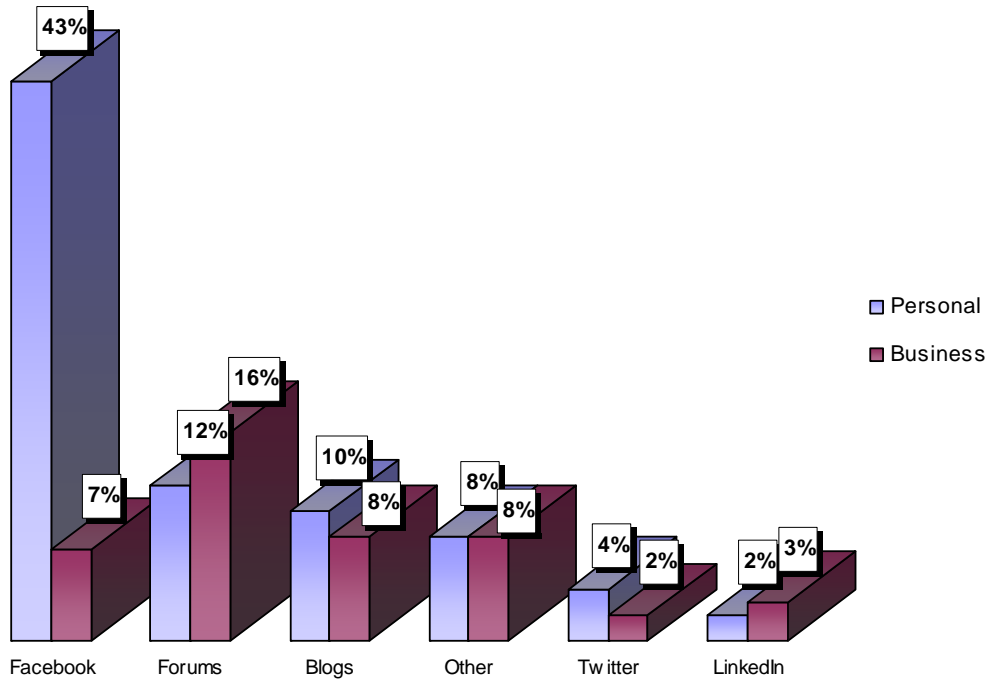
What percentage of the time noted above is spent using these social media tools for business purposes? (n=558)

¹ This survey was deployed electronically. Only those producers who are online were able to respond, therefore the views of those who are not online are not represented.

² Only those respondents who indicated that they use Facebook, Twitter, LinkedIn, Blogs, Forums or an "other" social media application for either personal or business use were asked this question, therefore decreasing the sample size from 883 to 558.

Facebook the most popular social media application

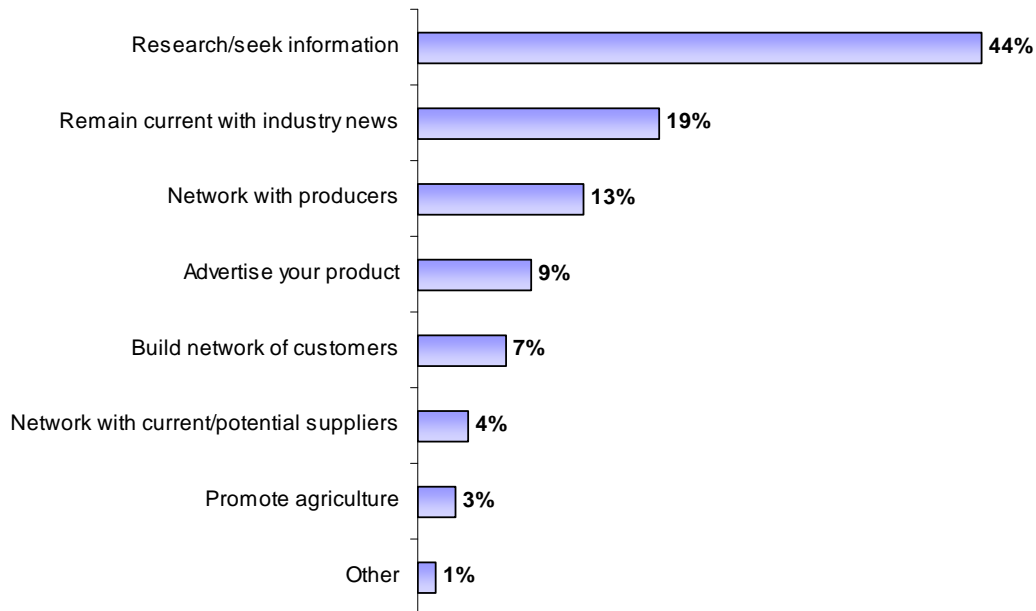
When it comes to using social media for personal use, Facebook is the application most commonly used. While four in ten online producers are using Facebook for personal use (43%), less than one in ten are using it for business (7%). Producers under 40 are more likely to use Facebook for both personal (56%) and business (11%) compared to producers over 40 (34% and 4% respectively).



Several social media tools currently exist online. Do you use any of the following social media tools for business or personal use? (n = 883)

Three main business uses for social media: research and seek information, remain current with industry news and network with other producers

Online producers identified three main business uses for social media. The most common use is to help research and look for information (44%), followed by remaining current with industry news (19%) and networking with other producers (13%). Producers over 40 are more commonly using social media for research (51%) while producers under 40 are more apt to use it to advertise their products (13%).



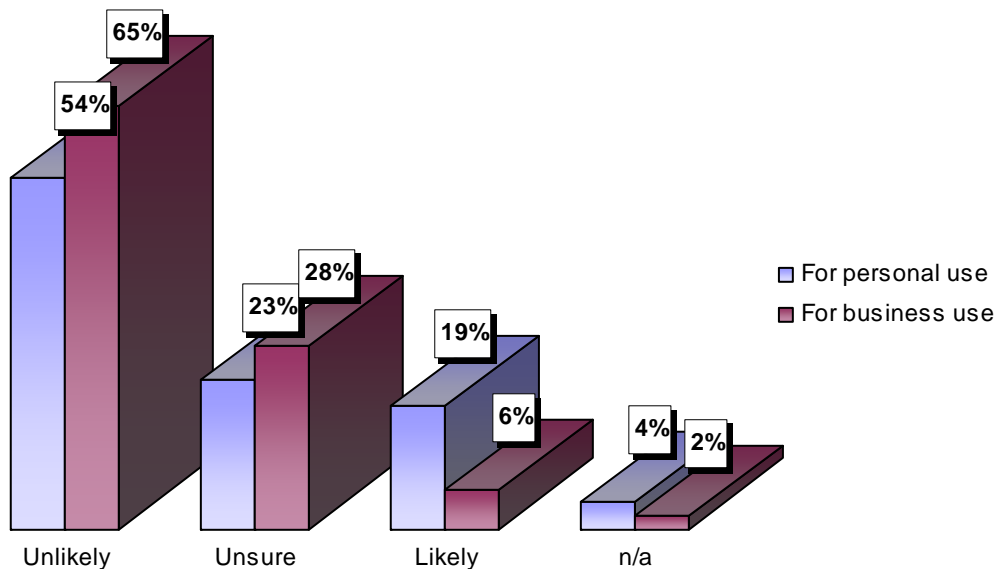
Below is a list of possible business uses for social media. Please rank the top three reasons why you use social media for business purposes. (n = 368)³

³ Only those respondents who indicated that a percentage of their time using social media is for business purposes were asked this question, therefore dropping the sample size from 883 to 368.

Current users will increase usage, skeptics will be slow to adopt

Use of social media is expected to grow among producers who are currently online and already using social media; four in ten (39%) believe they will spend more time using social media in the upcoming years. Producers under 40 (45%) are more likely to agree with this statement than producers over 40 (34%).

Adoption will lag with non-users for two main reasons: they don't have the time (43%) or they don't see value in using social media (30%). Half of non-users told us they are unlikely to start using social media for personal use (54%). Producers over 40 (59%) are more likely to agree with this statement compared to producers under 40 (45%). No matter what their age, two thirds of online producers are unlikely to use social media for business use (65%).



Looking ahead to next year, how likely are you to start using social media? (n = 517)⁴

⁴ Only those respondents who indicated that they do not use social media for personal or business use OR those who do use social media but not for business purposes were asked this question, therefore dropping the sample size from 883 to 517.

Methodology

The Vision panel is comprised of FCC customers and non-customers and has geographical representation from all provinces and sectors.

The survey was sent to a total of 1636 Vision panelists, including both primary producers and agriculture related businesses. Of these, 883 completed the survey, translating into a 54% response rate.

NOTE: All data was subsequently weighted to reflect the provincial distribution of farms in Canada as reported in the 2006 Census of Agriculture.

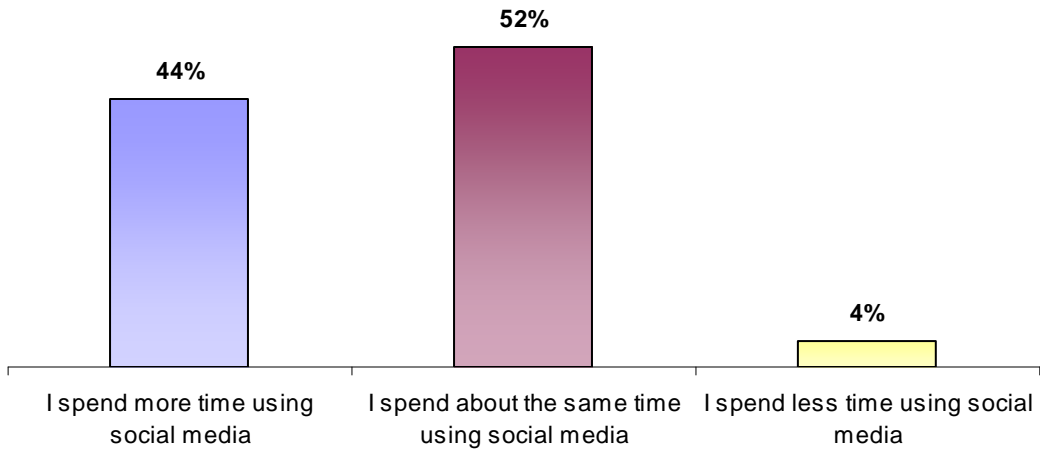
Note on analysis of subgroups: When reference to subgroups, such as age is made throughout the text, only those differences that are *both* statistically significant *and* relevant will be highlighted.

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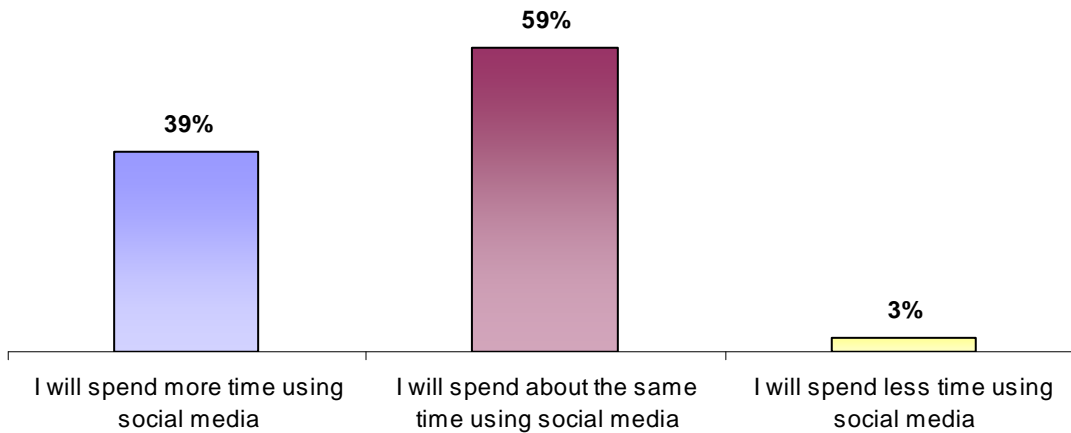
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Additional Charts:



Compared to last year, do you feel that you spend more or less time using social media for business purposes? (n = 368)⁵



Looking ahead to next year, do you feel that you will spend more or less time using social media for business purposes? (n = 368)

⁵ Only those respondents who indicated that a percentage of their time using social media is for business purposes were asked this question, therefore dropping the sample size from 883 to 368.