

THE AGE OF SOCIAL SHARING

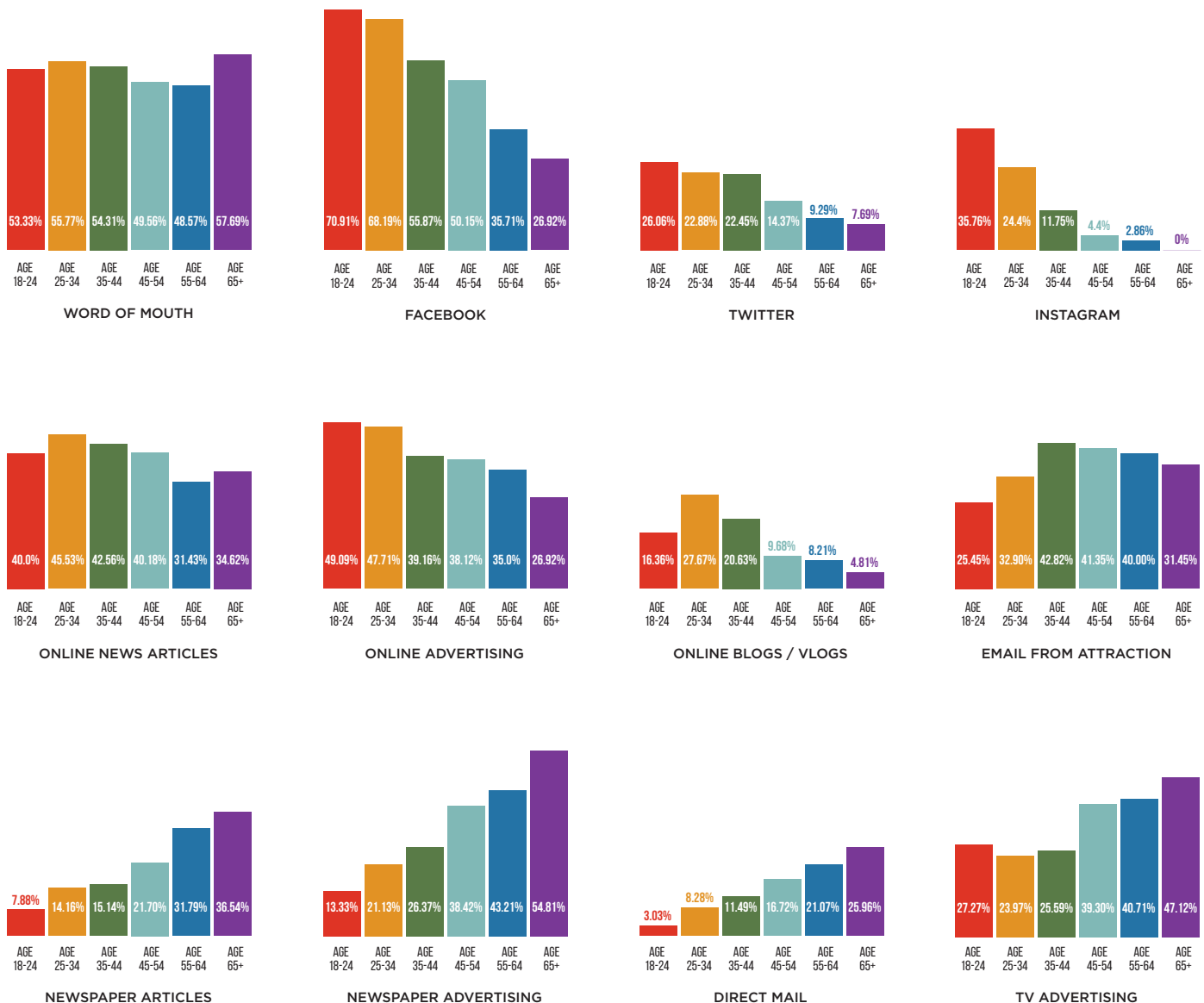
What are your sources for information about events and destinations?

Word of mouth and Facebook are the most popular sources of information about attractions and events, and organizations should encourage and incent customers to share their positive experiences.

Facebook far outperforms other social platforms and is a primary resource for those 54 or younger.

Online articles and advertising are also popular resources for all generations.

Direct mail, newspaper articles and print advertising are increasingly irrelevant for younger consumers.



Independent online survey of 1,800 Southern Ontario adults conducted in February 2016. Responses were weighted using Statistics Canada data to accurately reflect Ontario demographics. The survey has a margin of error of less than 4% with a confidence level of 95%.



107 ATLANTIC AVENUE, SUITE 204, TORONTO, ON M6K 1Y2 | TEL 416.408.4446 | INFO@FIELDDAY.COM

