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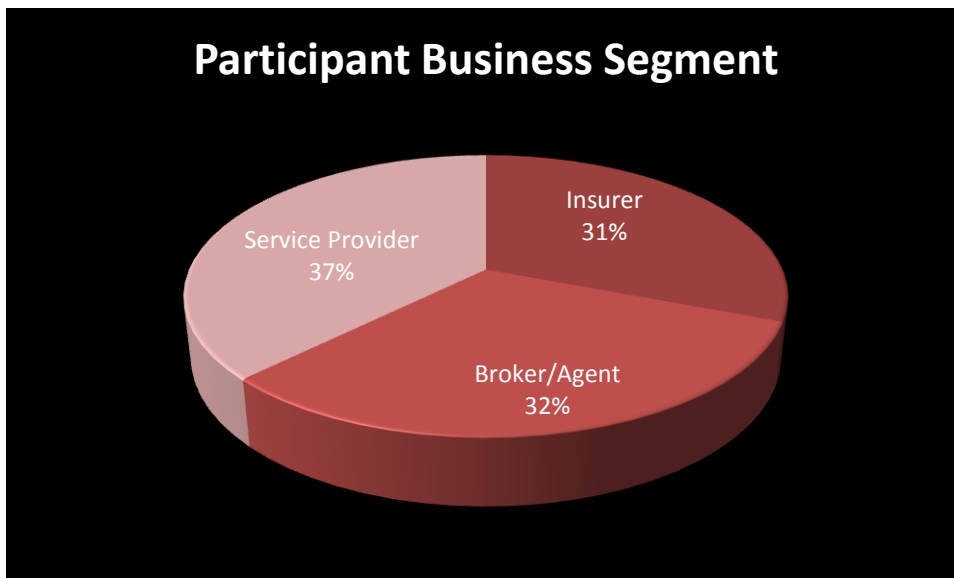
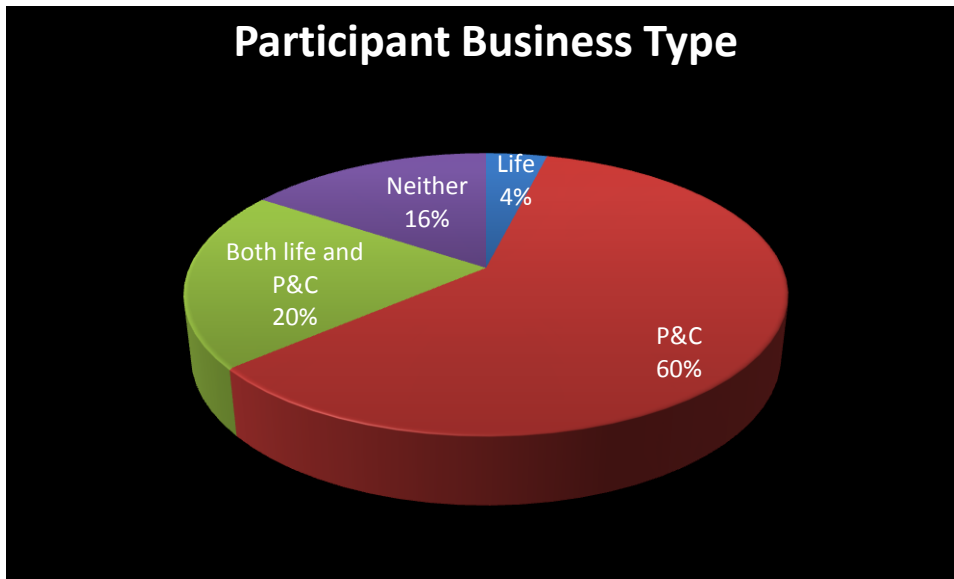
Webinar: Social Media in P&C Insurance in Canada

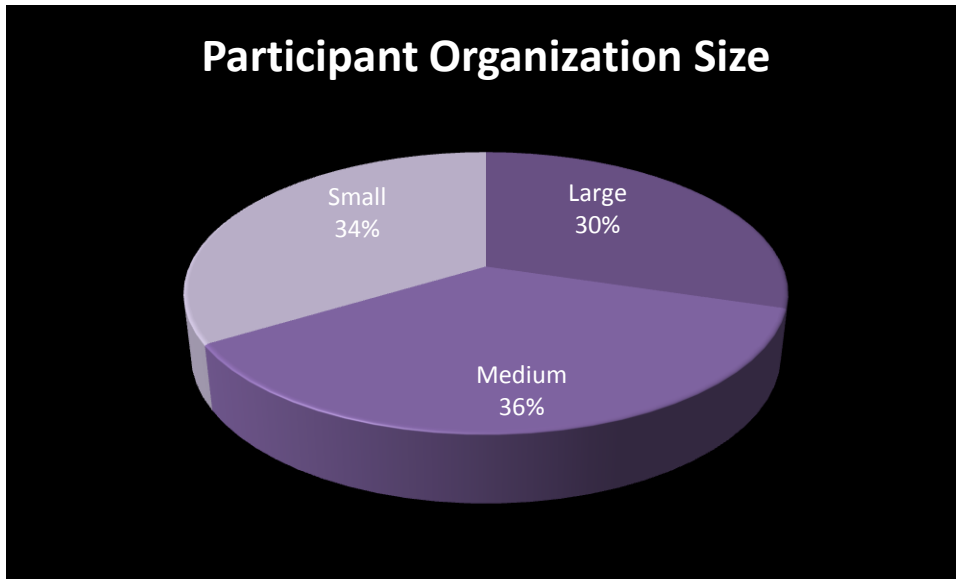
Results from Post-Webinar Survey August 23, 2011

Joe Golobic
8/29/2011

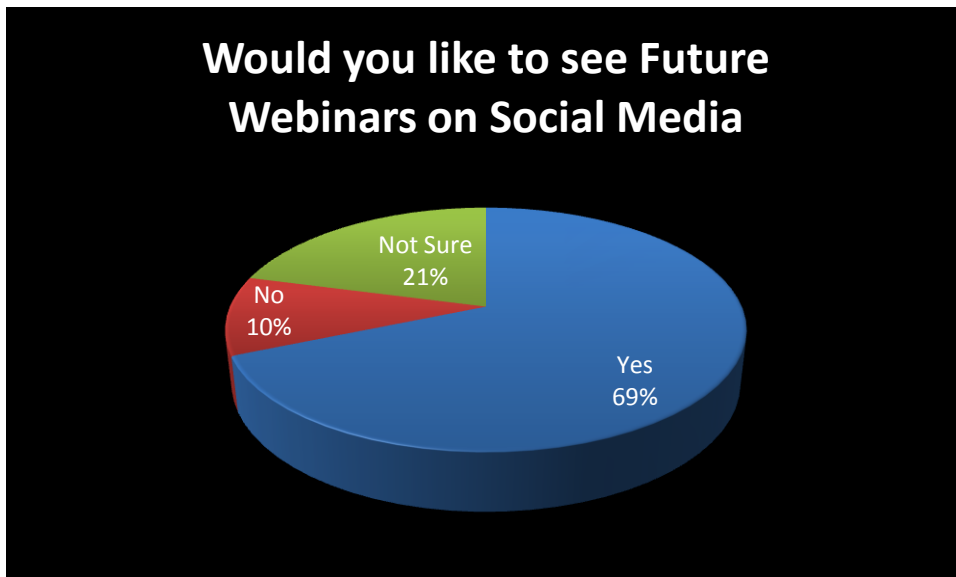
A short survey was undertaken in July 2011 by Insurance-Canada.ca to get a quick assessment of the use of social media by people in the Insurance industry in Canada. A webinar was held on August 23, 2011 to review the results for the three groups which responded in significant numbers. A quick survey was presented at the conclusion of the webinar. This document shows the results of the survey.

The webinar participants who took the survey classified themselves with these characteristics.

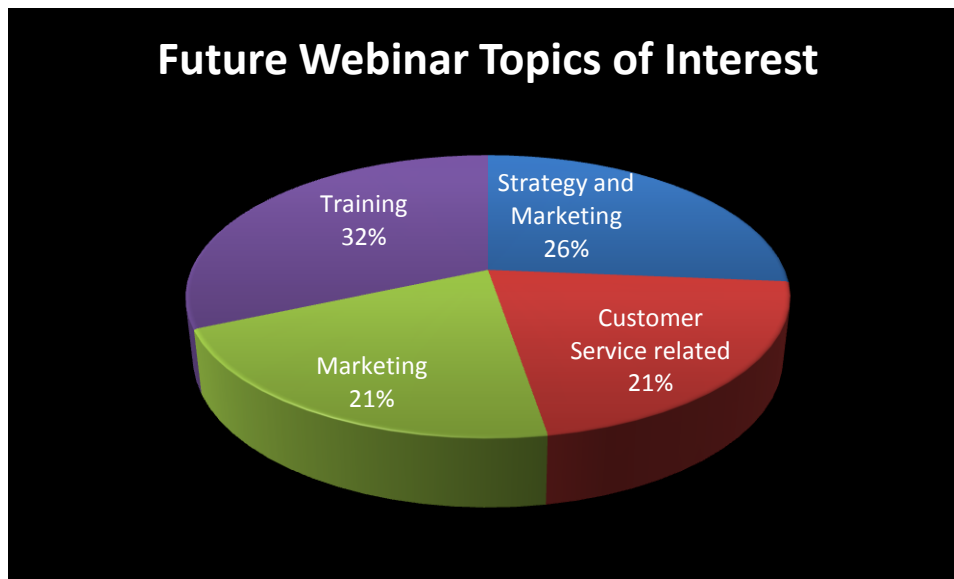




The respondents were generally interested in more social media topics.



The respondents indicated a roughly equal interest in four different topic areas.



Future surveys and webinars will be promoted in the Chronicle – the Insurance-Canada.ca weekly newsletter – and on the Insurance Canada [social business section](#) of the website.

Comments:

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