



Social networking part of daily life for most Canadians: MTM

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OTTAWA – With social networking now one of the most popular online activities among Canadians, it is vital that industry experts understand what sites are the most popular, who is using them, and the way that the sites are being accessed, says a new report from Media Technology Monitor (MTM).

Social Networking: Analysis of the English-Language Market examines the use of social networks amongst Anglophone Canadians, and delves into how they are being used to share content, meet new people, and to connect with brands.

Highlights from the report include:

- Canadians are hooked on social networking, with 82% of social networkers being avid daily users;
- Facebook is the most prevalent, but other social networking sites – such as LinkedIn and Twitter – are gaining in popularity; and
- Social networkers are spending three hours more online in a typical week compared to other online Anglophones. In fact, Twitter, Snapchat, and Reddit users are spending approximately 35 hours a week online overall.

MTM is the research arm of the CBC.