

Social network users spending more time online: MTM

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Anglophone Canadians who use social networks spend an average of about three hours more each week online than Internet users in general, according to a report released Wednesday.

Media Technology Monitor (MTM), a project of CBC/Radio-Canada, released data from a poll showing that 75 per cent of anglophone Canadians who use the Internet had visited a social networking site within the previous month. That was up from 71 per cent in 2013, and was as low as 18 per cent in 2006 before surging to 42 per cent in 2007, MTM said.

Facebook was used by 92 per cent of social networkers, followed by 33 per cent who used LinkedIn, 31 per cent who used Google+ and 27 per cent who used Twitter, the report said. MTM's survey found that social networkers spent an average of 24.5 hours a week online compared to 21.4 hours for Internet users in general. Reddit users — a category for which just eight per cent of social networkers fell into — were online 37.7 hours a week, on average, the report said.

The study also found social networkers were more likely than general Internet users to consume online video and audio content.

The results were based on phone and online surveys done with 4,002 anglophone Canadians by Forum Research between Oct. 8 and Dec. 12 last fall. Results based on the whole sample are considered accurate within 1.5 percentage points, 19 times out of 20, MTM said.