



FIND OUT HOW CANADIANS ARE EMBRACING SOCIAL NETWORKING

September 27, 2016 - The Media Technology Monitor (MTM) releases a new social networking report. Accessing social media sites is one of the most common activities Canadians do on the Internet today. In fact, the number of people who social network today has grown exponentially with the number of users having more than quadrupled in the last decade. This is not surprising as social networking has literally transformed how people meet, share content, access news, stay in contact with friends and family and connect with brands. Understanding who's using social media, what sites are the most popular with which demographics and how people are accessing them plays an important role in any business strategy.

The MTM's [Social Networking](#) report highlights include:

- Canadians love their social networks. Just over 8 in 10 Anglophone social networkers use social media on a daily basis. Daily usage is even higher among Francophone social networkers.
- While the computer is still the most popular means of accessing social media, smartphones are becoming increasingly popular with newer sites like Snapchat and Instagram driving use.
- Facebook still remains the most popular site among Anglophone social networkers at 92%, but nearly half of all Gen Z social networkers use Snapchat.

To find out more about [Social Networking](#) or the MTM, please visit our new Portal at www.mtm-otm.ca or call us at: 1-855-898-4999.