



SOCIAL NETWORKING: AN EXTENSIVE LOOK AT THE CURRENT LANDSCAPE

August 7, 2018 - [The Media Technology Monitor's](#) (MTM) newest report takes a deep dive into social networking. For many Canadians, social media has become an integral part of their day to day life. With over seven in ten Anglophones now using social networks and more networks than ever before, its well worth taking a closer look at this type of content and its users.

Key findings from the [Social Networking Report](#) include:

- Students, 18 to 34 year olds and those with children in their home lead the pack when it comes to social networking.
- While Facebook remains the most popular social network (used by 72% of online Anglophones) other networks, specifically Instagram, have shown more growth in recent years.
- For some social networks, people love to lurk by interacting with other content rather than creating their own. On Facebook, users are more likely to like or comment on other posts than they are to post their own content
- This behaviour continues with Instagram, where only two-thirds of users have posted any photos, while three-quarters of users have liked a post.

ABOUT THE MTM

The Media Technology Monitor (MTM©) is Canada's premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cellphone-only sample), the MTM has spoken with over 140,000 Canadians (equally split between Anglophones and Francophones) over the past decade, making it the most accurate and comprehensive media technology tracking survey of its kind. For more information on the MTM please visit our Portal at <http://www.mtm-otm.ca> or call: 1-855-898-4999.