



An Analysis of WhatsApp

Analysis of the Canadian Market

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Introduction



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The world of social networking has expanded far beyond just Facebook. With options for social networking today as diverse in their use as in their clientele, this new series of reports continue to look at some of the newer sites and apps that Canadians are using.

This report will do so by focusing on the use of WhatsApp amongst Canadians*.

The Media Technology Monitor (MTM) incorporates a mixed-methodology approach which includes a phone survey and a follow-up survey online. The data from this report comes primarily from the online portion of the survey unless otherwise noted.**

**Findings in this report are based upon the Spring 2017 data.*

***Data in this report coming from the phone portion of the survey will be identified with this symbol +.*