



Social Networking

Analysis of the English-Language Market

Published: August 8, 2018



Introduction



Use or distribution of MTM/OTM data is governed by your organization's client agreement and may require prior approval from CBC/Radio-Canada

Keeping in touch, creating and sharing content and learning the latest about the world around us. These are just some of the ways we engage with social media. With usage of reaching peak levels, and more networks available on more platforms than ever before, it begs the question, who is the average social networker?

This report considers use of social networks amongst Anglophone Canadians to find out.

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 phone portion of the survey unless otherwise noted.*