



THE USE OF SOCIAL MEDIA AMONG ANGLOPHONES

THE MEDIA TECHNOLOGY MONITOR (MTM) RELEASES A NEW REPORT EXPLORING SOCIAL NETWORKING USAGE

August 1, 2019 – For many Canadians social networking has changed how they live their day-to-day lives. Widespread adoption has not only changed the way we connect and communicate with others, but has even impacted how we learn, stay informed, and access information. This report examines the popularity of different social networking sites, including which networks are growing, and the devices used to connect to these platforms. This report also examines the media consumption habits of social networkers, to better understand how they engage with them.

The MTM's **Social Networking** report highlights include:

- Three quarters of Canadian Anglophones are using social networking sites. These platforms are even more popular among students, and those between the ages of 18-34. However, overall use of social networks among monthly internet users has remained stagnant since 2014.
- Social media has remained an important news source for many. For instance, a third of Anglophones consult Facebook for online news content.
- Instagram has more than doubled its usage since 2014, reaching 38%.

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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 www.mtm-otm.ca or call: 1-855-898-4999.