



## Three Key Reports on Social Media Usage Among Canadians and Newcomers

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The Media Technology Monitor (MTM) releases three reports that put social networking in the spotlight. Whether it's for staying in touch, being entertained or informed, social media is a very important part of Canadian life. On a daily basis, the majority of people are following some sort of personalized online feed, keeping them up to date with friends, influencers, and even news content. The two MTM 18+ reports cover this topic among Canadians; the first one, "People and Platforms," looks at social media usage generally, the second one, "Too Much Influence," does a deep dive on people's perspectives on various social networks. The third report, "Social Insights" from MTM Newcomers, examines how those who have come to Canada in the past 5 years are using social networks. It explores the different platforms used and the amount of time spent on them.

Highlights from the featured three reports include

- Social networks are a vital part of life for the majority of Canadians. Three quarters of both anglophones and francophones engage in social networking regularly. But the overall usage of social networks has plateaued in recent years.
- The vast majority of Canadian social networkers use social media to connect with others. Two thirds of social networkers feel that it helps them remain in touch with people they care about.
- Increased toxicity on social media has not gone unnoticed. Seven in ten social networkers agree with the statement that "social media has become more toxic in recent years". This feeling is quite consistent across most demographics and social platform users.
- Social networking is one of the most popular online activities among Newcomers, with 5 in 6 having used a social network in the past month. Usage is higher among women, younger newcomers, and those with high school as their highest level of education.
- Prior to the removal of news on some of the top social networks, newcomers were more inclined to say that social media was their main source of news. Two in five newcomers who consume news mentioned social media as their primary source of news content.

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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 200,000 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](http://www.mtm-otm.ca) or call: 1-855-898-4999.