



The biggest social network

Understanding Canadian Facebook Users

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Introduction



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Social networking has changed. Advances in technology allow users to access endless amounts of text, picture and video content in bite sized pieces. This isn't just a way to get in touch with old friends any more - social networks are playing a major part in marketing campaigns, dissemination of news and ideas, and creating a star culture all their own. This series of three reports examines how users of specific social networks stand out from others.

This report focuses on the use of Facebook amongst Canadians to see how they compare to the average social network user and find out what makes them distinct.

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.*



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

Facebook Defined

Facebook allows users to post status updates, follow other users and accounts, upload and share photos and videos, and use text or video chat to communicate with users via their Facebook Messenger service.

In addition to personal accounts, the website also hosts pages for businesses that function in the same way. Another feature, Facebook groups, allows users to join open or closed communities to discuss a specific topic of interest. Users are also now able to livestream footage of themselves via the Facebook Live feature.

