

Social Media Trends - Canada - May 2018

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Canadians are active social media users with the majority of consumers visiting certain platforms on a daily and weekly basis, with Facebook and YouTube driving much of the social media activity.

This report looks at the following areas:

- Older cohorts prefer not to engage with social media
- Most exhibit restrained usage of social media
- A small share inquired brands through social media

A notable share of consumers have utilized social media to access discounts and special offers, and leading behaviours and attitudes suggest that they believe that social media is a good source of news, reviews and a resource for researching a product or service. Operators in the category face hurdles such as data privacy and security, engaging older users and staying relative in a changing market through modern features (eg augmented reality) and intuitive design.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Media consumption is changing

Social media usage will benefit from a growing population and diversity

Younger consumers will help aid growth

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Facebook's data scandal

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Abbreviations

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