



HOW CANADIANS "PLUG IN" DAILY

MATTERS OF OPINION 2017

#MattersOfOpinion



61% CHECK FACEBOOK AT LEAST DAILY



56% WATCH NEWS ON TV AT LEAST DAILY



44% VISIT A NEWS WEBSITE AT LEAST DAILY



21% READ A PRINTED NEWSPAPER AT LEAST DAILY



14% CHECK TWITTER AT LEAST DAILY

IF WE HAD TOLD YOU IN 2005 (THE YEAR FACEBOOK LAUNCHED IN CANADA) THAT ABOUT SIX IN TEN WOULD CHECK THE SITE AT LEAST ONCE EVERY DAY ONLY A DECADE LATER, YOU WOULDN'T HAVE BELIEVED US.