



MTM JR. August 12, 2021

The Top 4 Social Networks Among Canadians Aged 7 to 17

The MTM JR. release of the Staying Connected report provides an overview of social media usage among Canadian kids aged 7 to 17, including a deeper dive into the use of Instagram, Facebook, Snapchat and TikTok. Given the immense influence of social media on younger Canadians, it is important to understand how children are interacting with these platforms.

Some top findings include the following:

- Close to three quarters of kids aged 7-17 use social media. Girls are more likely (80%) to be social media users compared to boys (68%).
- The most popular activities across the top 4 social networks (Instagram, Facebook, Snapchat and TikTok) include liking or reacting to content, sending messages and watching videos. Despite Snapchat's Discover and Spotlight sections, users are more likely to use the platform for messaging (73%).
- Usage of different social media platforms can vary depending on age. Facebook is far more popular among older social networkers (18+) compared to younger users (7 to 17) (88% versus 34%).
- Social media usage also varies among different language markets. Francophone social networkers are more likely to use TikTok, with over half of them visiting the platform in the past month. On the other hand, anglophone social networkers are more likely to use online discussion platforms such as Twitter and Reddit.

About the MTM JR.

MTM Junior is the first annual youth media study in Canada and is a division of the Media Technology Monitor. Based on an online panel, the MTM JR. has spoken with over 1,701 households split equally among Anglophones and Francophones. Of the 1,701 households surveyed, data for 2,494 children was collected. For more information on the MTM JR. please visit our Portal at www.mtm-otm.ca or call: 1-855-898-4999.