



Who, What and Where - Canadians and Social Networking

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The MTM releases two reports which put social networking and TikTok in the spotlight. Few could have anticipated how drastically platforms like Facebook, Twitter, Instagram or TikTok would change our day to day lives and the broader influence observed in art and entertainment. The MTM's Stats and Statuses report focuses on understanding social networks and their anglophone users 18+ as they currently stand. Additionally, the TikTokers report is available on both the MTM and MTM JR platforms and it takes a deep dive into TikTok - who uses the platform, which other platforms its users are engaging with, and how they use the platform itself, with exclusive data about online Canadians aged 7 and older.

Highlights from the Stats and Statuses Social Media Report include:

- Almost 4 in 5 anglophone adults use social media regularly. Usage has remained stable since 2017 despite the popularity of various social media platforms increasing or decreasing over this same period.
- By integrating features from other websites and platforms, while still retaining many features, Facebook has stayed highly relevant - 7 in 10 anglophone Internet users 18+ are on the platform. The next most popular social platforms are Instagram (42%) and WhatsApp (33%).
- Smartphones are the most preferred and convenient way to access social media. Close to 9 in 10 (87%) anglophone social media users 18+ access social media platforms with their smartphones.

Highlights from the TikTok Report include:

- The penetration of TikTok has grown dramatically in a short period of time. Although kids' usage of the app is higher with 39% of children aged 7 to 17 using it, adults' usage increased from 12% in Fall 2020 to 21% in Fall 2022.
- Francophone kids aged 7 to 17 are more interested in TikTok than anglophone kids. However, the opposite holds true for adults; anglophones 18+ are more likely to be using TikTok than francophones 18+. Students are twice as likely to be using TikTok compared to the average 18+ Canadian.
- Kids on TikTok are more interested in consuming content on the platform than creating it. Half say they just use the platform to watch content from other accounts.

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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 or call: 1-855-898-4999.