



## + Great Minds Swipe Alike

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The MTM JR releases a new report on how teenagers react to advertised posts when on social media.

Social media has become a big part of many teens' lives, and it is hard to understand them as individuals if we don't take into account the big impact that media has on their lives. The prominence and the wealth of information that social media can gather about users allow these platforms effectively tailor content and advertising. It is critical to consider how teens perceive and engage with advertising as a result of the unique landscape social media platforms present.

This report gives a brief overview of social media usage among Canadians aged 12 to 17 years old, and focuses on their behaviours surrounding ads on social media.

Highlights from this report include:

- Social media usage has remained stable since 2019. Almost 9 in 10 teenagers use social media platforms on a regular basis.
- When an ad appears while using any social media app, the vast majority of kids skip the ad as soon as they can. Teenage girls, middle children and teens that own a Samsung phone are more likely to watch an ad when it appears.
- There is a slight preference for ad posts by influencers than by brands or stars. YouTube is by far the platform where teens report being more favorable about advertisements.

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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](http://www.mtm-otm.ca) or call: 1-855-898-4999.