

# Kids? Adults? Newcomers?

The MTM releases new social media reports on each!

**MTM 18+** | **June 12, 2024**

For most Canadians, including adults, kids, and newcomers, social media is an integral part of daily life, whether it's used to follow personalized online feeds, keep up with friends and influencers, or simply as a brief distraction between tasks. There are a variety of different ways to gauge the success and impact of these platforms and their users. The MTM releases three reports that highlight the prominence of social media among different groups.

The MTM 18+ report Data Collection on Social Connections takes a look at social media use in the anglophone market: what platforms are being used, how much time is spent on social networking and what are respondents' habits when it comes to online ads.

The MTM Jr. report Keep Scrolling for More provides an overview of social media usage among Canadian children aged 7 to 17.

Additionally, the MTM Newcomers Diasporas and Digital Connection examines how newcomers are using social networking compared to the Canadian-born population, their time spent, and the different platforms used.

Highlights from the three reports:

- **Usage:** Social media is popular across the board. 7 anglophones in 10 (71%) report using at least one social media platform in the past month. Usage is even higher among children and newcomers, 91% of newcomers and 90% of kids used a social networking platform in the past month. However, kids aged 7 to 11 are 42% less likely to use social media compared to teens (90% versus 52%).
- **Platforms:** Among anglophone and newcomer social networkers, Facebook still leads the pack - close to four fifths of Canadian social media users (78%) and over three fourths (76%) of newcomers use Facebook. When it comes to children, TikTok stands out as the most popular social media platform, with 53% of children using social media having used TikTok in the past month.
- **Online Safety:** More than 9 in 10 parents (92%) take steps to keep their kids safe on social media. Parents of girls are more likely than parents of boys to have talks about staying safe online, set parental controls, adjust privacy settings and use 2 factor authentication. Parents of anglophone kids are two times more likely to monitor what kids post online than parents of francophones (47% vs 21%).
- **Ads:** Anglophone social networkers are more than twice as likely as anglophone non-social networkers to click on ads or to buy something from an ad. Redditors are more likely to click on ads than users on any other platform (55%) and those who use Pinterest are more likely than others to buy something from an ad (28%). Also of note: anglophone social networkers with children in their homes are more likely to purchase items from online ads than those anglophones without.

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## Webinar

Join us on June 13 at 1:30 pm EDT for an exciting webinar as we dive deep into the media habits of Canadian kids.

[REGISTER TO THE ENGLISH WEBINAR](#)

## 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.