

Social Media Platforms and Mobile Messaging Apps Used by Adults in Canada, by Demographic, Feb 2022

% of respondents in each group

	Gender		Age				
	Female	Male	18-24	25-34	35-44	45-54	55+
Facebook	75%	60%	53%	60%	64%	69%	75%
YouTube	67%	69%	70%	74%	68%	68%	65%
Facebook Messenger	59%	42%	45%	52%	46%	48%	54%
Instagram	40%	32%	60%	57%	44%	37%	20%
Telegram	4%	8%	12%	10%	7%	8%	2%
WeChat	3%	3%	4%	3%	2%	5%	1%
TikTok	27%	17%	52%	35%	20%	23%	11%
WhatsApp	25%	26%	35%	38%	33%	28%	14%
Viber	2%	2%	2%	3%	3%	2%	1%
Snapchat	19%	12%	57%	31%	10%	10%	4%
Twitter	18%	27%	32%	29%	26%	25%	16%
LinkedIn	17%	20%	15%	21%	25%	26%	12%
Line	1%	1%	2%	2%	2%	1%	1%

Note: n=2,012 ages 18+

Source: Reuters Institute for the Study of Journalism at the University of Oxford, "Digital News Report 2022" conducted by YouGov, June 15, 2022

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Social Media Platforms Used by Teens vs. Adults* in Canada, March 2020

% of respondents

	Teens	Adults*
Instagram	67%	47%
Snapchat	57%	23%
Facebook	48%	90%
TikTok	42%	4%
Twitter	25%	25%
WhatsApp	22%	27%
Pinterest	16%	26%
reddit	11%	14%

Note: teens ages 12-17; adults ages 18+; in the past month; *data is from MTM, fall 2019

Source: MTM Junior, "Sneak Peek 2020" conducted by Ad Hoc Research, May 7, 2020

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