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The State of Social Media in Canada 2022

A Census-balanced Survey About Social Media Adoption and Use in Canada

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About this Report

This report was produced by the [Social Media Lab](#) at Ted Rogers School of Management, Toronto Metropolitan University.

The report is based on a census-balanced online survey of 1500 online Canadian adults (18+). The survey was conducted between May 12 and 31, 2022. See [Appendix A](#) for more information about data collection. [Appendix B](#) includes the survey questions used in the report.

Social Media Lab

The Social Media Lab is an interdisciplinary research laboratory at Ted Rogers School of Management at Toronto Metropolitan University. The lab studies how social media is changing the ways in which people and organizations communicate, share information, conduct business, and form communities, and how these changes impact society. The broad aim of the lab's research initiatives is to advance the public's understanding of the benefits and pitfalls of social media adoption.

Authors

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Additional Reports

For more information about our other 2022 public reports visit: <https://socialmedialab.ca/public-reports/>

- The Reach of Russian Propaganda & Disinformation in Canada (July 2022)
- The Influence of Social Media Influencers (October 2022)

Foreword

The report provides a snapshot of the social media usage trends amongst online Canadian adults based on an online survey of 1500 participants (see [Methods](#) for more details). This is an update to two similar surveys that the Social Media Lab released in 2018¹ and 2020².

Canada continues to be one of the most connected countries in the world. An overwhelming majority of online Canadian adults (94%) have an account on at least one social media platform. However, our new 2022 survey shows that the COVID-19 pandemic has ushered in some changes in where and how often Canadians are spending their time on social media. Overall, Canadians are spending less time on social media now that most pandemic restrictions have been lifted. Dominant platforms such as Facebook, messaging apps and YouTube are still on top, but newer platforms such as TikTok and more niche platforms such as Reddit and Twitch are gaining ground.

Highlights

1. TikTok (+11%), Reddit (+4%), and Twitch (+4%) had the largest increase in the number of users, relative to our data from 2020—See p.5.
2. LinkedIn's adoption rate in Canada saw the largest decrease, dropping 7% since 2020.
3. Facebook remains the most popular social media platform in Canada;

80% of online Canadian adults report having a Facebook account, followed by messaging apps (66%), YouTube (62%) and Instagram (51%)—See p.5.

4. Facebook also has the highest percentage of daily users (70%), but this percentage dropped from a previous high of 77% daily users in 2020 —See p. 6.
5. While the number of Canadians on TikTok is relatively small (26%), those who do use the platform visit it regularly (65% daily)—See p. 6 and 15.
6. Across all social media platforms, adoption tended to drop off with age —See pp. 7–17.
7. Young people aged 18–24 are the largest adopters of social media (except for Facebook and LinkedIn). —See pp. 7–17.
8. Women have adopted Facebook, Instagram, Pinterest, Snapchat, TikTok and messaging apps in higher proportions than men —See pp. 7–17.
9. Men have adopted YouTube, LinkedIn, Twitter, Reddit, and Twitch in higher proportions than women—See pp. 7–17.
10. While not true for all platforms, as a general trend, full-time or part-time Canadians are more likely to be on social media than those who are self-employed or not working See pp. 7–17.

¹ Gruz, Jacobson, Mai, & Dubois. (2018). The State of Social Media in Canada 2017. *Ryerson University Social Media Lab*. DOI:[10.5683/SP/AL8Z6R](https://doi.org/10.5683/SP/AL8Z6R)

² Gruz & Mai. (2020). The State of Social Media in Canada 2020. *Ryerson University Social Media Lab*. DOI:[10.5683/SP2/XIW8EW](https://doi.org/10.5683/SP2/XIW8EW)

Social Media Adoption

The survey asked Canadians whether they have an account on any one of thirteen social media platforms listed in the chart to the right. These platforms were included as choices in the survey due to their general popularity here in Canada and abroad.

Major changes since 2020

TikTok saw significant growth in Canada in 2022. Twenty six percent of Canadian adults now reported having a TikTok account. Among the platforms included in the survey, it had the largest gain (11%) in the number of Canadian adults who reported having an account on the platform in 2022, compared to 2020.

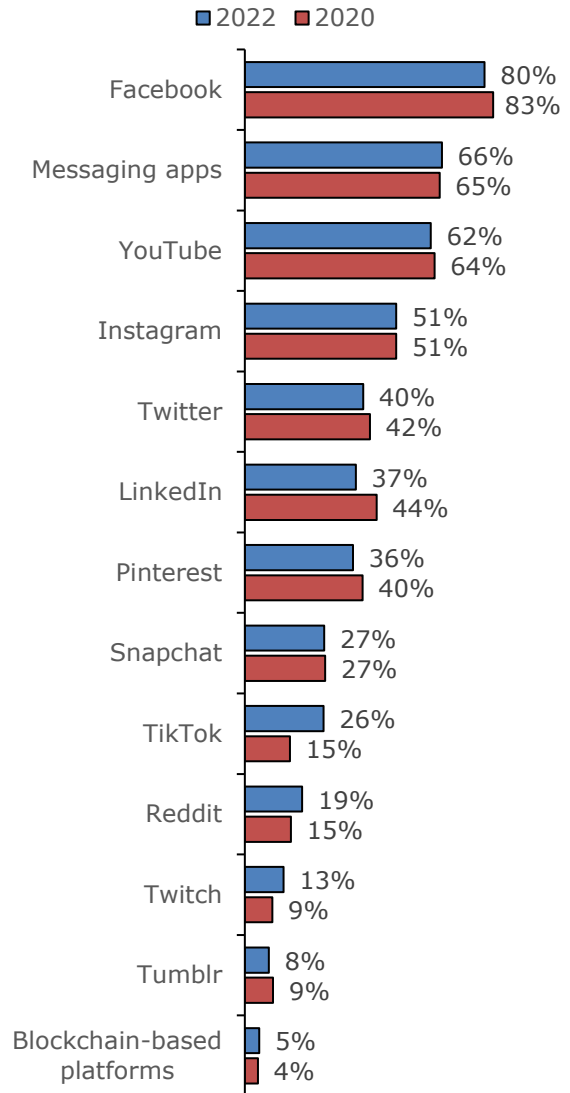
The number of Reddit and Twitch users have risen by 4%.

LinkedIn's adoption rate has dropped by 7% since our last survey in 2020, going from 44% to 37%.

The adoption rate of Facebook and Pinterest has also declined but not as drastically as LinkedIn's rate of decline, each dropping by 3% and 4% since 2020 correspondingly.

The user base of the remaining platforms in the survey did not exhibit any major changes (within +/- 2%) when compared to our data from 2020.

Online Canadian adults with a Social Media Account
(%, n=1500)



Note: All numbers are rounded to the nearest 1%.

Sources: "The State of Social Media in Canada 2022, 2020" Social Media Lab, Toronto Metropolitan University

Frequency of Social Media Use

While the survey asked about thirteen popular social media platforms, in the interest of brevity, only the eleven that reached a 10% adoption rate in Canada in 2022 are discussed in the remainder of this report.

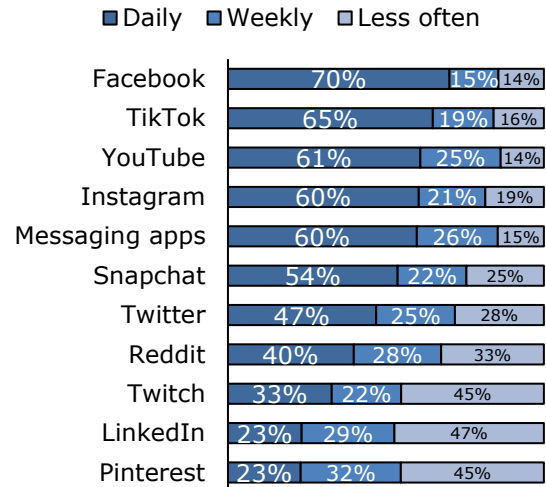
Facebook remains the most widely used social media platform in Canada, and it is also the platform with the highest percentage of daily users; a staggering 70% of Facebook users visit the platform daily³. Nipping at Facebook's heel is TikTok. Sixty five percent of TikTok users reported using the app daily in 2022.

YouTube, Instagram, and messaging apps comprise the third cluster of the most frequented platforms with around 60% of their users visiting daily.

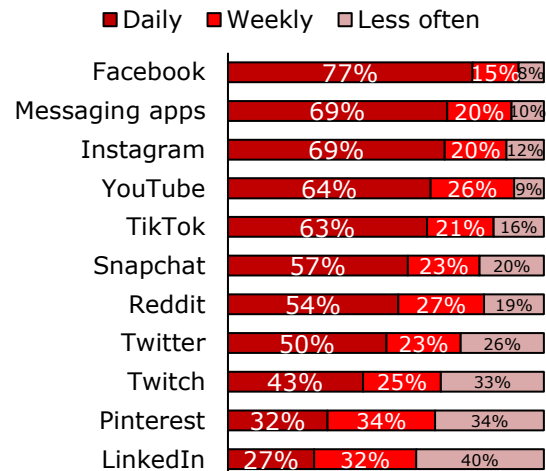
Snapchat, Twitter, and Reddit are in the fourth cluster with about 40-50% of their users visiting the platforms daily, followed by Twitch (33% daily). Finally, LinkedIn and Pinterest trail behind with the lowest daily use (23%).

In comparison with our data from 2020, TikTok is the only platform showing a slight 2% increase in the percentage of daily users. In contrast, Reddit has the largest drop of daily users (-14%). The rest of the platforms experienced a slight-to-moderate decrease of daily users (~3-10%). The overall decline in daily visits in 2022 suggests that users are spending less time on social media now that most COVID-19 pandemic restrictions have been lifted.

Amongst users of each platform, frequency of use in **2022** (%)



Amongst users of each platform, frequency of use in **2020** (%)



Note: All numbers are rounded to the nearest 1%. The charts are sorted based on the **daily** percentage of users.

Sources: "The State of Social Media in Canada 2022, 2020" Social Media Lab, Toronto Metropolitan University

³ The percentages in this section are based on the number of users for each platform (see Appendix B).

Facebook

Facebook remains the dominant social media platform in Canada in 2022; 80% of online Canadian adults report having a Facebook account, making it the most widely adopted platform in the country. Women (86%) are more likely to be on Facebook than men (75%). The gender gap in favor of women users has widened from 5% in 2020 to 11% in 2022.

Beyond adoption, Canadians are also the most active on this platform with 73% of people reported using Facebook at least monthly; however, this is 6% less than what was reported in 2020 at the onset of COVID-19 pandemic lockdowns.

Facebook adoption is the strongest among people aged 25–44. The population of Facebook users aged 18–24 has rebounded slightly (increased by 2%) after dropping by 11% from 2017 to 2020. However, there is a small decline in both the overall adoption rates and MAU⁴ rates for people aged 45+.

Facebook adoption is consistently high across all income groups and education levels. The only outliers are users with a doctoral degree. Considering a relatively small sample size of this group, future research is needed to confirm whether users with doctorates have left the platform in large numbers.

Consistent with data from 2020, Canadians who are not employed (75%) in 2022 have the lowest adoption, whereas those who work full-time have the highest rate of adoption (86%) among Facebook users.

80% of online Canadian adults have a Facebook account

	2022		2020	
	Total	MAU	Total	MAU
All Online Adults	80%	73%	83%	79%
Women	86	79	86	81
Men	75	67	81	76
18–24	86	69	84	77
25–34	88	80	93	89
35–44	89	82	88	82
45–55	81	75	84	83
55+	72	67	76	72
<\$20K/year	78	73	84	79
\$20K–\$39K	83	73	83	78
\$40K–\$59K	80	75	84	81
\$60K–\$79K	78	72	83	78
\$80K–\$99K	79	72	86	82
\$100K–\$119K	86	76	83	79
\$120k+	79	71	80	76
Some school	82	78	73	70
High school	82	72	81	76
Some college	80	74	85	80
College diploma	81	75	82	80
Bachelor's	79	72	85	80
Master's	86	77	85	79
Professional degree	83	64	86	80
Doctorate	56	52	80	76
Full-time	86	79	87	84
Part-time	80	69	87	79
Self-employed	82	72	79	73
Not employed	75	69	78	74

Sources: "The State of Social Media in Canada 2022, 2020" Social Media Lab, Toronto Metropolitan University

⁴ MAU = Monthly Active Users

Messaging apps

Messaging Apps are the second most popular form of social media (66%) among online Canadian adults, with 61% of respondents reported using these apps at least monthly.

No substantial changes in the adoption and use of messaging apps in Canada are observed relatively to the 2020 stats.

Women (73%) are more likely to use messaging apps than men (59%).

Messaging app users are largely comprised of young people. Not surprisingly, over 80% of people aged 18–34 use a messaging app, with the adoption rate gradually dropping to 52% among those 55+.

While the adoption rate declines with age, the opposite relation is observed between adoption and the different income groups. In particular, adoption generally increases from 62% among those with less than \$20,000 annual household income to 72% in the highest income group (\$120,000+ annual household income).

There is no clear pattern based on the education levels.

Canadians who are employed full-time (73%) or part-time (74%) are more likely to adopt messaging apps than those who are self-employed (66%) or not employed (57%).

66% of online Canadian adults use a messaging app

	2022		2020	
	Total	MAU	Total	MAU
All Online Adults	66%	61%	65%	62%
Women	73	69	71	68
Men	59	54	60	57
18–24	83	74	83	81
25–34	81	78	83	82
35–44	78	73	66	64
45–55	65	61	67	64
55+	52	47	51	47
<\$20K/year	62	57	57	52
\$20K–\$39K	64	60	59	57
\$40K–\$59K	66	60	67	65
\$60K–\$79K	63	59	63	60
\$80K–\$99K	67	63	68	66
\$100K–\$119K	68	63	69	68
\$120k+	72	67	71	66
Some school	64	58	73	64
High school	61	55	57	56
Some college	63	58	65	60
College diploma	69	64	61	58
Bachelor's	68	63	70	68
Master's	73	71	70	67
Professional degree	64	61	73	69
Doctorate	64	60	56	56
Full-time	73	70	72	69
Part-time	74	67	70	69
Self-employed	66	61	67	63
Not employed	57	52	56	52

Sources: "The State of Social Media in Canada 2022, 2020" Social Media Lab, Toronto Metropolitan University

YouTube

YouTube is the third most popular social media platform in Canada. The adoption and use rates in 2022 are similar to what we have observed in 2020. 62% of online adults report having an account on the platform, with the majority (58%) reported being Monthly Active Users. Aside from Facebook and messaging apps, YouTube is the only other platform in our survey with a MAU above 50%.

Unlike Facebook and messaging apps, men (66%) are more likely to have an account on YouTube than women (59%).

Adoption decreases with age, from 93% of people aged 18–24 having an account on YouTube to 40% for those 55+. The highest level of drop in YouTube's user base is among people aged 45 to 55.

YouTube adoption is the highest among those who have an annual household income less than \$20,000 (70%), among those with a professional (72%) or doctoral (80%) degree, and among those who are full-time (73%) and part-time (70%) employed.

62% of online Canadian adults have a YouTube account

	2022		2020	
	Total	MAU	Total	MAU
All Online Adults	62%	58%	64%	61%
Women	59	55	62	59
Men	66	61	66	63
18–24	93	88	90	89
25–34	86	82	81	79
35–44	80	73	76	72
45–55	58	55	66	64
55+	40	36	43	39
<\$20K/year	70	63	72	68
\$20K–\$39K	62	58	62	57
\$40K–\$59K	59	56	60	58
\$60K–\$79K	59	55	64	61
\$80K–\$99K	65	60	71	69
\$100K–\$119K	65	56	69	67
\$120k+	62	59	56	54
Some school	69	64	67	61
High school	58	53	60	56
Some college	58	54	67	64
College diploma	61	59	57	54
Bachelor's	64	60	68	67
Master's	68	62	64	62
Professional degree	72	64	67	63
Doctorate	80	64	60	60
Full-time	73	68	70	68
Part-time	70	68	72	70
Self-employed	66	61	64	61
Not employed	49	45	53	50

Sources: "The State of Social Media in Canada 2022, 2020" Social Media Lab, Toronto Metropolitan University

Instagram

Instagram is the fourth most popular social media platform in Canada. Among online Canadians, 51% report having an Instagram account and 45% reported accessing it at least monthly. Women (58%) are more likely to be on Instagram than men (43%). A comparable pattern was also observed in 2020.

Like our findings in 2020, 18–24-year-olds (87%) are the dominant group on Instagram. The 35–44 group has the highest growth rate (6%), compared to other age groups.

Unlike some platforms, Instagram appears to have a consistent appeal across all income brackets. The largest increase (11%), relative to our 2020 findings, was seen in the \$120k+ group.

Instagram is especially popular among those with a Master's (58%) or professional degree (56%).

Those who work full-time (64%) or part-time (62%) are more likely to have an Instagram account than self-employed (51%) or unemployed (35%).

51% of online Canadian adults have an Instagram account

	2022		2020	
	Total	MAU	Total	MAU
All Online Adults	51%	45%	51%	47%
Women	58	52	59	54
Men	43	37	43	40
18–24	87	82	89	87
25–34	79	72	76	73
35–44	65	60	59	53
45–55	44	35	45	41
55+	27	22	28	25
<\$20K/year	46	39	52	44
\$20K–\$39K	49	42	47	44
\$40K–\$59K	50	44	51	47
\$60K–\$79K	46	38	52	48
\$80K–\$99K	46	42	52	49
\$100K–\$119K	59	54	55	55
\$120k+	60	55	49	46
Some school	47	38	52	48
High school	47	40	49	45
Some college	49	43	50	45
College diploma	51	45	44	41
Bachelor's	53	47	56	53
Master's	58	53	54	52
Professional degree	56	44	51	49
Doctorate	48	36	56	56
Full-time	64	59	58	55
Part-time	62	59	64	61
Self-employed	51	37	48	45
Not employed	35	28	39	34

Sources: "The State of Social Media in Canada 2022, 2020" Social Media Lab, Toronto Metropolitan University

Twitter

Relative to our 2020 data, Twitter beats out LinkedIn to become the fifth most popular social media platform in Canada with 40% of online adults reported having an account on the platform. The increase in rank is largely due to fewer Canadians reported having a LinkedIn account (see the next section).

There is a statistical parity in the percentage of women and men on Twitter, but men appear to be slightly more active users (35% vs 31%).

Young people aged 18–24 (61%) are the most prevalent users on Twitter, while older people are the least likely to adopt Twitter. Only 24% of those 55+ have a Twitter account. The age distribution is similar to our observations in 2020.

Twitter is most popular among Canadians with an annual household income \$100k+ (46–48%), among individuals with a postgraduate degree (over 44%), and among those who are employed full-time (49%) or self-employed (49%).

40% of online Canadian adults have a Twitter account

	2022		2020	
	Total	MAU	Total	MAU
All Online Adults	40%	33%	42%	35%
Women	39	31	41	33
Men	40	35	43	38
18–24	61	46	65	56
25–34	53	46	54	47
35–44	52	45	49	41
45–55	39	33	43	38
55+	24	19	27	21
<\$20K/year	38	29	38	27
\$20K–\$39K	39	31	34	28
\$40K–\$59K	33	29	40	31
\$60K–\$79K	37	32	47	41
\$80K–\$99K	40	31	47	42
\$100K–\$119K	46	38	44	41
\$120k+	48	40	44	36
Some school	29	18	36	24
High school	33	25	37	28
Some college	42	33	39	35
College diploma	36	29	37	32
Bachelor's	43	39	49	42
Master's	49	45	45	38
Professional degree	47	39	45	39
Doctorate	44	36	40	32
Full-time	49	42	51	46
Part-time	41	34	47	41
Self-employed	49	32	34	33
Not employed	29	24	31	22

Sources: "The State of Social Media in Canada 2022, 2020" Social Media Lab, Toronto Metropolitan University

LinkedIn

LinkedIn is the sixth most popular social media platform in Canada; 37% of online adults reported having an account on the platform, with 27% using the platform at least monthly. This is a 7% drop since 2020.

Slightly more men (40%) surveyed have a LinkedIn account, as compared to women (34%). A similar gender gap was observed in 2020.

LinkedIn adoption is especially high among early career groups, 25-44 years old, 47% to 50% of whom are on LinkedIn. The oldest age group of 55+ (28%) and youngest age group of 18-24 years old (33%) have the lowest adoption rates.

Similar to the results from our 2020 survey, the higher the level of income and education, the higher the LinkedIn adoption rate.

LinkedIn also remains popular with those who are employed full-time (50%) and self-employed (45%).

Considering that LinkedIn is a business- and employment-related social media platform, we expected the platform to be popular among the unemployed group (23%), which was not the case. To unpack this result, we drilled down the "Not Employed" category, which consists of the following groups: "Unemployed and currently looking for work" (32% of them on LinkedIn), "Homemaker" (27%), "Unemployed and not currently looking for work" (24%), "Retired" (22%), and "Unable to work" (17%).

The percentage among those who are looking for a job is around 32%, but it is still not as high as among those who are already working full-time (50%).

37% of online Canadian adults have a LinkedIn account

	2022		2020	
	Total	MAU	Total	MAU
All Online Adults	37%	27%	44%	34%
Women	34	24	40	29
Men	40	31	48	40
18-24	33	28	35	27
25-34	50	43	53	45
35-44	47	35	49	43
45-55	39	24	47	36
55+	28	19	40	27
<\$20K/year	24	16	29	19
\$20K-\$39K	24	16	31	23
\$40K-\$59K	32	24	38	28
\$60K-\$79K	34	22	39	29
\$80K-\$99K	43	33	56	46
\$100K-\$119K	49	42	57	47
\$120k+	54	40	60	47
Some school	16	11	24	21
High school	20	13	25	19
Some college	35	24	36	24
College diploma	30	23	39	29
Bachelor's	50	36	54	43
Master's	61	51	63	52
Professional degree	50	42	67	55
Doctorate	44	36	76	68
Full-time	50	40	55	47
Part-time	36	28	42	32
Self-employed	45	28	53	37
Not employed	23	15	29	19

Sources: "The State of Social Media in Canada 2022, 2020" Social Media Lab, Toronto Metropolitan University

Pinterest

Thirty-six percent of online Canadian adults reported having a Pinterest account, with 27% reported accessing the platform at least monthly. It is down by 4% and 5% respectively from 2020.

Pinterest still sees the widest gap in adoption between men (21%) and women (51%) among the social media platforms included in this report.

In line with data from 2020, Pinterest adoption reduces with age. Young people aged 18–24 (55%) are the most prevalent age group found on Pinterest, while those 55+ (26%) are less likely to be on the platform.

Canadians with the lowest household income (under \$20K) are most likely to be on the platform (41%). This result is consistent with the previously mentioned observation about younger people (18–24) who are more likely to be on the platform. Nevertheless, the frequency of visits remains stable across all income groups (MAU: 24%-29%).

There is no clear trend in terms of Pinterest adoption and the level of education.

Those who work part-time (46%) and self-employed (42%) are more likely to adopt the platform. As with the majority of the social media platforms, Canadians who are not employed (31%) have the lowest adoption rate.

36% of online Canadian adults have a Pinterest account

	2022		2020	
	Total	MAU	Total	MAU
All Online Adults	36%	27%	40%	32%
Women	51	38	55	44
Men	21	16	24	20
18–24	55	44	54	44
25–34	53	41	50	46
35–44	38	28	44	37
45–55	33	24	36	26
55+	26	19	30	23
<\$20K/year	41	28	35	28
\$20K–\$39K	37	28	35	28
\$40K–\$59K	37	28	47	37
\$60K–\$79K	36	24	39	29
\$80K–\$99K	32	26	40	35
\$100K–\$119K	37	28	41	37
\$120k+	36	29	38	31
Some school	35	24	48	42
High school	36	27	37	28
Some college	41	30	41	31
College diploma	39	28	40	33
Bachelor's	33	25	42	35
Master's	36	32	33	30
Professional degree	33	28	37	24
Doctorate	28	16	32	28
Full-time	38	29	41	36
Part-time	46	36	45	38
Self-employed	42	30	32	24
Not employed	31	23	37	28

Sources: "The State of Social Media in Canada 2022, 2020" Social Media Lab, Toronto Metropolitan University

Snapchat

Roughly one quarter of online Canadians (27%) reported having a Snapchat account. This is the same adoption level as we found in 2020.

The platform remains a favorite among women (32%).

Young people 18–24 years old (72%) and 25–34 years old (62%) continue to make up the largest user groups on the platform. They are also most active on the platform with 65% and 56%, respectively, being Monthly Active Users.

Compared to the 2020 survey results, the 25–34 age group grew by 13%, likely at the cost of a drop among the youngest (18–24) and oldest (55+) age groups by 6% and 2% respectively.

Adoption follows a U-shape in terms of income groups, with the low and highest earners are more likely to be on the platform.

Adoption is relatively consistent in terms of education: peaking at 33% for those without a high school diploma.

There is a noticeable difference in adoption rates between those who work full-time (37%) or part-time (43%) and those who are self-employed (28%) or not employed (12%).

27% of online Canadian adults have a Snapchat account

	2022		2020	
	Total	MAU	Total	MAU
All Online Adults	27%	23%	27%	24%
Women	32	28	31	27
Men	21	17	23	21
18–24	72	65	78	72
25–34	62	56	49	44
35–44	28	22	28	24
45–55	17	11	16	14
55+	4	3	6	5
<\$20K/year	33	27	26	21
\$20K–\$39K	25	21	24	21
\$40K–\$59K	26	22	23	19
\$60K–\$79K	21	17	28	25
\$80K–\$99K	24	22	31	29
\$100K–\$119K	37	33	34	33
\$120k+	28	21	25	23
Some school	33	24	12	9
High school	26	23	33	29
Some college	28	22	23	20
College diploma	28	23	22	19
Bachelor's	24	21	32	28
Master's	27	25	27	26
Professional degree	28	22	18	16
Doctorate	28	24	32	32
Full-time	37	32	33	30
Part-time	43	40	43	37
Self-employed	28	18	18	16
Not employed	12	9	16	14

Sources: "The State of Social Media in Canada 2022, 2020" Social Media Lab, Toronto Metropolitan University

TikTok

Twenty-six percent of online Canadian adults reported having an account on TikTok, with the majority of them (or 24% of 1500) reported using it at least monthly.

The gender gap among TikTok users has widened since when we last surveyed Canadians two years ago; 30% of women and 23% of men report having an account, increasing the gap from 2% in 2020 to 7% in 2022.

Not surprisingly, adoption largely skews towards younger age groups, as 76% of those aged 18–24 have an account on the platform. However, compared to our data from 2020, the fastest growing demographics on the platform are those who are between 25 and 34 years old (54%).

There are no clear patterns among TikTok users based on the annual household income and education levels, potentially suggesting that the platform adoption breaks into different social circles.

Canadians who are employed part-time (45%) continue to be the largest population on the platform (percentage wise).

26% of online Canadian adults have a TikTok account

	2022		2020	
	Total	MAU	Total	MAU
All Online Adults	26%	24%	15%	14%
Women	30	28	16	14
Men	23	20	14	14
18–24	76	70	55	53
25–34	54	51	24	23
35–44	28	25	17	15
45–55	19	17	6	6
55+	6	5	3	2
<\$20K/year	30	25	16	14
\$20K–\$39K	26	24	15	14
\$40K–\$59K	26	25	13	11
\$60K–\$79K	20	18	16	15
\$80K–\$99K	28	26	21	20
\$100K–\$119K	35	31	18	18
\$120k+	25	23	11	10
Some school	35	27	15	12
High school	27	24	19	19
Some college	24	22	14	12
College diploma	30	27	11	10
Bachelor's	24	23	15	14
Master's	25	23	18	17
Professional degree	19	19	8	8
Doctorate	32	28	24	24
Full-time	34	31	19	17
Part-time	45	42	28	27
Self-employed	20	18	7	7
Not employed	15	13	8	8

Sources: "The State of Social Media in Canada 2022, 2020" Social Media Lab, Toronto Metropolitan University

Reddit

Nineteen percent of online Canadian adults are on Reddit. This is a 4% increase from the 15% adoption rate recorded in 2020, and a 10% increase from the 9% adoption rate recorded in 2017.

Twenty-two percent of men and 17% of women report having a Reddit account, with a similar gender gap observed in 2020.

Reddit's users largely come from younger age groups: 45% for 18–24-year-olds and 41% for 25–34-year-olds. The 25–34-year-olds account for the largest share of growth (11%) since 2020.

Canadians who are employed full-time (26%), part-time (26%) or self-employed (24%) are more than twice as likely to adopt Reddit than those who are not employed (10%). Those who are self-employed have experienced the largest increase in adoption (13%) since 2020, but proportionally, they are not as frequent visitors of the platform as those who work full-time or part-time.

Due to the overall small number of Reddit users in our sample, the distribution of the users based on the annual household income level and education should be interpreted with caution.

19% of online Canadian adults have a Reddit account

	2022		2020	
	Total	MAU	Total	MAU
All Online Adults	19%	16%	15%	14%
Women	17	14	13	11
Men	22	18	18	17
18–24	45	34	41	38
25–34	41	36	30	28
35–44	23	19	18	15
45–55	14	10	9	8
55+	5	3	3	3
<\$20K/year	14	11	14	10
\$20K–\$39K	19	16	11	9
\$40K–\$59K	19	15	12	11
\$60K–\$79K	15	12	18	17
\$80K–\$99K	20	17	20	19
\$100K–\$119K	24	21	20	19
\$120k+	23	18	15	13
Some school	20	13	9	6
High school	14	10	15	14
Some college	18	14	17	14
College diploma	17	14	12	10
Bachelor's	24	20	18	16
Master's	23	21	17	17
Professional degree	22	19	12	12
Doctorate	20	8	16	12
Full-time	26	23	21	20
Part-time	26	21	20	17
Self-employed	24	15	11	11
Not employed	10	7	8	6

Sources: "The State of Social Media in Canada 2022, 2020" Social Media Lab, Toronto Metropolitan University

Twitch

Of the social media platforms detailed in this report, Twitch has the smallest population of users—meaning the platform remains niche in use across Canadian demographic groups. 13% of online Canadian adults report having a Twitch account. And only 10% of Canadians report visiting the platform at least monthly.

This year's data shows that women (11%) are narrowing the gap in the adoption rate with men (15%).

The platform is the most popular among 18–24 year-olds (42%) and 25–34 year-olds (31%). This is not surprising as Twitch focuses on video game live streaming.

Due to the overall small number of users of this platform in our sample, the distribution of the users based on the annual household income level, education and employment status should be interpreted with caution.

13% of online Canadian adults have a Twitch account

	2022		2020	
	Total	MAU	Total	MAU
All Online Adults	13%	10%	9%	8%
Women	11	7	4	2
Men	15	13	15	13
18–24	42	32	33	27
25–34	31	25	19	17
35–44	13	10	8	6
45–55	6	4	4	3
55+	1	1	1	1
<\$20K/year	14	8	8	6
\$20K–\$39K	10	9	7	5
\$40K–\$59K	13	10	9	8
\$60K–\$79K	9	6	10	7
\$80K–\$99K	16	14	13	13
\$100K–\$119K	22	19	15	13
\$120k+	11	7	6	4
Some school	15	9	6	0
High school	13	8	11	9
Some college	14	11	10	7
College diploma	13	9	7	6
Bachelor's	11	10	9	8
Master's	13	12	10	8
Professional degree	25	19	12	12
Doctorate	16	12	16	8
Full-time	17	14	12	11
Part-time	25	19	14	12
Self-employed	15	8	6	5
Not employed	6	4	5	3

Sources: "The State of Social Media in Canada 2022, 2020" Social Media Lab, Toronto Metropolitan University

Appendix A. Method

Data was collected using Dynata, a market research firm. The survey was open from May 12 to May 31, 2022 and was hosted on Qualtrics, an online survey platform. We received a total of 1500 responses, excluding responses completed under 5 minutes. The survey was made available to online Canadian adults in English. The term “online Canadian adults” refers to Internet users aged 18 and older. To increase the representativeness of our sample, we used proportional quota sampling to recruit respondents, with quotas based on age, gender, and geographical region that matched the distributions of the 2021 Statistics Canada population estimates⁵.

We recognize gender is not binary; however, the sampling question was phrased to be in line with Statistics Canada for recruiting a representative sample of Canadian adults. Later in the survey, participants were invited to self-identify as non-binary and 5 people did; 3 people preferred to self-describe themselves and 1 preferred not to answer this question.

Ethics

The data is anonymized and presented in aggregate in this report. Prior to data collection, Research Ethics Board approval was obtained from Toronto Metropolitan University. Participants were shown a comprehensive consent form.

⁵ Unfortunately, the study could not survey participants from Northwest Territories, Nunavut, and

Census-Balanced Sampling by Gender, Age, and Region

CANADA	2021
GENDER	
Women	51.24%
Men	48.76%
AGE	
18–24	10.09%
25–34	16.60%
35–44	16.50%
45–54	15.70%
55+	41.12%
REGION	
Western (Alberta, British Columbia, Manitoba, and Saskatchewan)	31.47%
Atlantic (New Brunswick, Newfoundland and Labrador, Nova Scotia, and Prince Edward Island)	6.73%
Ontario	38.72%
Quebec	23.08%

Social Media Platforms Reported in the Survey

While the survey asked Canadians about thirteen different social media platforms, only those that reached a 10% adoption in Canada were discussed in detail in the report. These eleven platforms are: Facebook, YouTube, Instagram, Twitter, LinkedIn, Pinterest, Snapchat, TikTok, Reddit, Twitch, and Messaging apps.

Percentage Reporting

All percentages are rounded to the nearest 1%. A margin of error is not reported since an online survey is not a random probability sample.

Yukon due to insufficient membership in the online panel.

Appendix B. Survey Questions

For this report, we analyzed the following questions from our survey:

Demographic Questions

		n	% of 1.5k
Q. For the purposes of this study, how would you like to be identified? ⁶	Women	769	51%
	Men	731	49%
Q. What is your age group?	18-24yr	151	10%
	25-34yr	249	17%
	35-44	247	16%
	45-54yr	236	16%
	55+	617	41%
Q. What is your province of residence?	Western Provinces (Alberta, British Columbia, Manitoba, and Saskatchewan)	472	31%
	Atlantic Provinces (New Brunswick, Newfoundland and Labrador, Nova Scotia, and Prince Edward Island)	101	7%
	Ontario	581	39%
	Quebec	346	23%
Q. What is your total household income?	Less than \$20,000	132	9%
	\$20,000 to \$39,999	270	18%
	\$40,000 to \$59,999	250	17%
	\$60,000 to \$79,999	235	16%
	\$80,000 to \$99,999	212	14%
	\$100,000 to \$119,999	156	10%
	More than \$120,000	245	16%
Q. What is your highest level of education earned?	Some school, no degree	55	4%
	High school graduate	287	19%
	Some college, no degree	236	16%
	College diploma	335	22%
	Bachelor's degree	394	26%
	Master's degree	132	9%
	Professional degree (J.D., M.D., D.O., etc.)	36	2%
	Doctorate degree	25	2%
Q. Are you currently employed?	Full-time	636	42%
	Part-time	160	11%
	Self-employed	71	5%
	Not employed	633	42%

⁶ We recognize gender is not binary; however, the sampling question was phrased to be in line with Statistics Canada for recruiting a representative sample of Canadian adults. Later in the survey, participants were invited to self-identify as non-binary and 5 people did; 3 people preferred to self-describe themselves and 1 preferred not to answer this question.

Appendix B. Survey Questions (cont.)

Social Media Adoption and Use Questions

While the survey asked Canadians about thirteen different social media platforms, only the eleven that reached a 10% adoption rate in Canada were included for discussion in the report. These are: Facebook, Messaging Apps, YouTube, Instagram, Twitter, LinkedIn, Pinterest, Snapchat, TikTok, Reddit, and Twitch. Twitch reached a 10% adoption rate in Canada for the first time since our last report in 2020.

Tumblr was not included in this report, as the platform failed to reach a 10%

adoption rate in Canada for the second time in a row.

Messaging apps (e.g., WhatsApp, FB Messenger, Viber, Telegram, Line, IMO) were combined into one category called “messaging apps” due to the similarities in their affordances and use cases. The same approach was taken with blockchain-based social media platforms (e.g., Steemit, Minds, Hive).

	Q. Do you have an account on the following social media sites or messaging apps?						Q. How often do you visit the following social media sites / messaging apps?							
	Yes		No		Unsure		MAU ⁷ (Several times a day; Daily; Weekly; Monthly)		Daily (Several times a day; Daily)		Weekly		Less Often (Monthly; Less than monthly; Never)	
	n	% of 1.5k	n	% of 1.5k	n	% of 1.5k	n	% of 1.5k	n	% of Users	n	% of Users	n	% of Users
Facebook	1207	80%	286	19%	7	0%	1097	73%	847	70%	187	15%	173	14%
Messaging apps	992	66%	489	33%	19	1%	921	61%	593	60%	255	26%	144	15%
YouTube	936	62%	546	36%	18	1%	869	58%	570	61%	238	25%	128	14%
Instagram	762	51%	722	48%	16	1%	672	45%	460	60%	161	21%	141	19%
Twitter	596	40%	883	59%	21	1%	493	33%	280	47%	148	25%	168	28%
LinkedIn	558	37%	918	61%	24	2%	411	27%	130	23%	164	29%	264	47%
Pinterest	544	36%	936	62%	20	1%	410	27%	125	23%	173	32%	246	45%
Snapchat	400	27%	1088	73%	12	1%	338	23%	215	54%	87	22%	98	25%
TikTok	396	26%	1091	73%	13	1%	361	24%	257	65%	76	19%	63	16%
Reddit	289	19%	1191	79%	20	1%	234	16%	115	40%	80	28%	94	33%
Twitch	195	13%	1284	86%	21	1%	150	10%	64	33%	43	22%	88	45%



These percentages are based on the number of users in our survey for each platform.

⁷ MAU = Monthly Active Users

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