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THE STATE OF SOCIAL MEDIA IN CANADA 2020

By Anatoliy Gruzd and Philip Mai



A Canada-Wide 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, Ryerson University. It is released as part of the [Social Media Data Stewardship Project](#) funded by the Canada Research Chairs Program.

The report is based on a census-balanced online survey of 1,500 online Canadian adults (18+). The survey was conducted between April 9–17, 2020. 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 Ryerson 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 aims of the lab's research initiatives are to provide

decision makers with additional knowledge and insights into the behaviors and relationships of online network members and understand how these interpersonal connections influence our choices and actions.

Authors

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Foreword

In the era of COVID-19, social media has often been touted as antidote to physical distancing. With so many of us stuck at home due to the pandemic, people have been spending a lot more time online and on social media.

Our new survey results show that an overwhelming majority of online Canadian adults (94%) have an account on at least one social media platform, making Canada one of the most connected countries in the world.

The report provides a snapshot of the social media usage trends and patterns amongst online Canadian adults based on an online survey of 1,500 participants (see Methods on p. 18 for more details). It is an update to a similar survey the Social Media Lab released in 2018¹.

Highlights

1. YouTube (+16%), Instagram (+8%), and LinkedIn (+7%) had the largest increase in the number of daily users, relatively to our data from 2017—See pp. 9–11.
2. Across all social media platforms, adoption tended to drop off with age —See pp. 7–17.
3. Young people aged 18–24 are the largest adopters of social media (except for Facebook and LinkedIn). —See pp. 7–17 and highlight #5.
4. Social media is more popular with women than it is with men. Women have adopted Facebook, Instagram,

Pinterest, Snapchat, TikTok and messaging apps in higher proportions than men —See pp. 7–17.

5. Men have adopted YouTube, LinkedIn, Twitter, Reddit, and Tumblr in higher proportions than women—See pp. 7–17.
6. Canadians in the highest household income group (\$80,000+) are more likely to use LinkedIn, than those who earn less—See p. 11.
7. While the number of online Canadians on TikTok is relatively small (15%), those who do use the platform visit it regularly (63% daily)—See p. 6 and 16.
8. Facebook remains the most popular social media platform in Canada; 83% of online Canadian adults report having a Facebook account, followed by messaging apps (65%), YouTube (64%) and Instagram (51%)—See pp. 7–10.
9. Facebook also has the highest percentage of daily users (77%), followed by messaging apps (69%) and Instagram (69%)—See p. 6.
10. However, all is not rosy for Facebook. Facebook's share of users aged 18–24, a key demographic for numerous markets, dropped 11% (from 95% in 2017 to 84% in 2020). But Facebook, as a company, made up for the loss with a 22% increase in Instagram users aged 18–24 (from 67% in 2017 to 89% in 2020) —See p. 7 and 10.

¹ Gruzd, 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)

Social Media Adoption

The survey asked Canadians whether they have an account on any one of twenty different popular social media sites.

New platforms included in 2020

Following recent anecdotal media reports about the rise of Chinese social media platforms in Canada such as TikTok (Douyin in China), WeChat (Weixin in China), QQ, Renren, Kuaishou, Youku Tudou, Qzone and Sina Weibo, we have included these platforms as part of our 2020 survey.

In addition to the top Western and Chinese-owned social media platforms, we also included messaging apps (e.g., WhatsApp, FB Messenger, Viber, Telegram, Line, IMO) and blockchain-based social media sites (e.g., Steemit, Minds, Memo, Gab Social). Messaging apps 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 sites.

Major changes since 2017

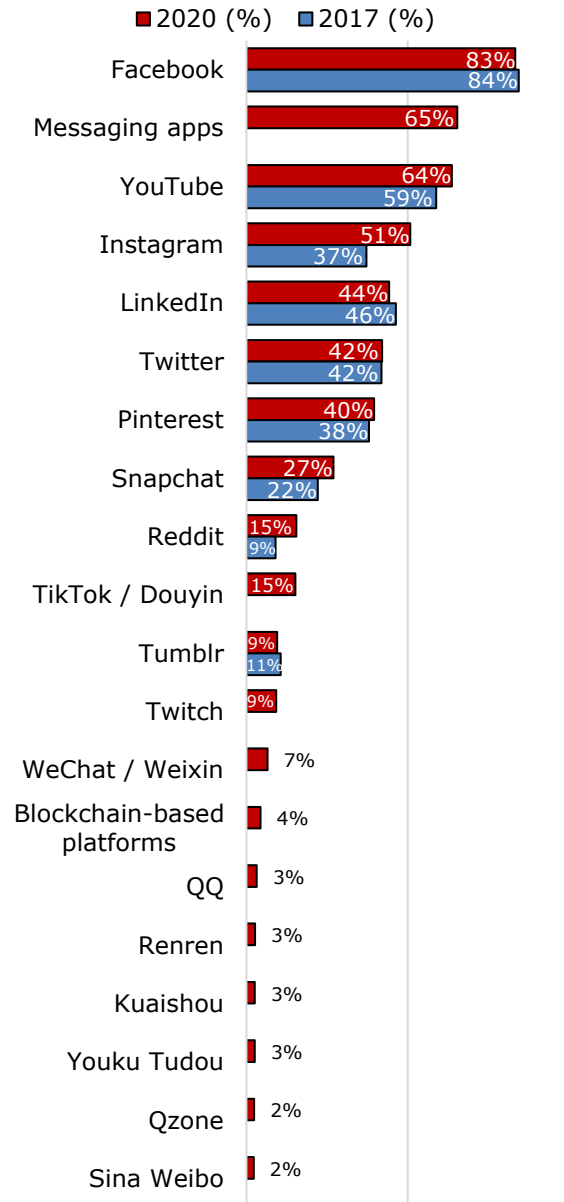
Instagram has seen the largest gain (14%) in the number of Canadian adults who reported having an account on the platform in 2020, compared to 2017. The number of Reddit, YouTube and Snapchat users have risen by 6%, 5%, and 5%, respectively.

Tumblr’s adoption rate has tumbled 2% since we last conducted this survey in 2017, going from 11% to 9%. As a result, Tumblr fell from the top 10 this year.

Except for TikTok, no other Chinese-owned social media platforms achieved

a 10% adoption rate in Canada in 2020. This was also true for new blockchain-based platforms.

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 2017, 2020"
Ryerson University Social Media Lab

Frequency of Social Media Use

While the survey asked about twenty different popular social media sites, in the interest of brevity, only those that reached a 10% adoption rate in Canada are included for discussion in the remainder of this report.

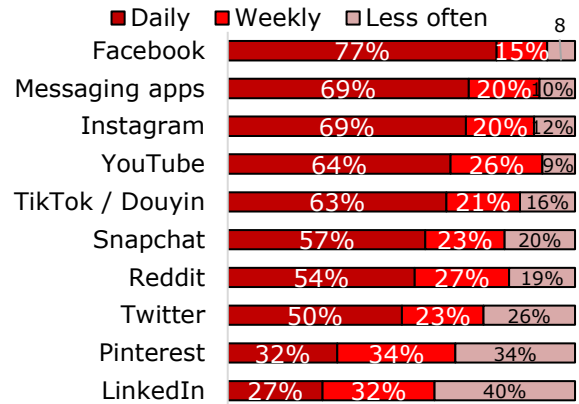
Facebook remains the most widely used social media platform in Canada, and it is also the platform with the highest percentage of daily users among the top ten; 77% of Facebook users visit the platform daily².

Messaging apps (69% daily), Instagram (69% daily), YouTube (64% daily), TikTok / Douyin (63% daily) comprise the second cluster of the most frequented platforms with over 60% of their users visiting daily. While the number of online Canadians on TikTok / Douyin is relatively small (15%), those who do use the platform visit it regularly.

Snapchat (57% daily), Reddit (54% daily), and Twitter (50% daily) are in the third cluster with about half of their users visiting the platforms daily. Finally, Pinterest (32% daily) and LinkedIn (27% daily) trail behind with the lowest daily use.

In comparison with our data from 2017, three platforms experienced an increase of daily users of 5% or higher: YouTube (16%), Instagram (8%), and LinkedIn (7%). The change for the other platforms in the survey was less than 5%. No data is available for Messaging apps and Tiktok as they were not included in the 2017 survey.

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



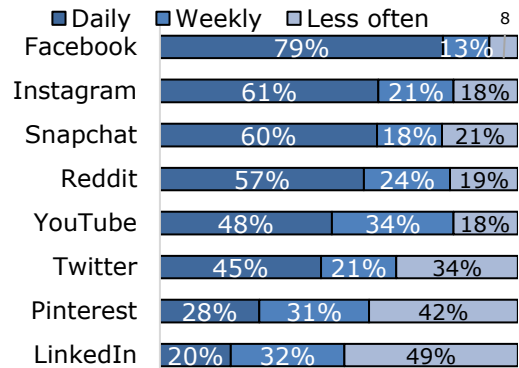
Note: All numbers are rounded to the nearest 1%.

Source: Survey conducted on Apr 7–19, 2020.

"The State of Social Media in Canada 2020"

Ryerson University Social Media Lab

Among users of each platform, frequency of use in **2017 (%)**



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

Source: Survey conducted June 1–July 15, 2017.

"The State of Social Media in Canada 2017"

Ryerson University Social Media Lab

² 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 2020; 83% 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 (81%).

Beyond adoption, Canadians are also the most active on this platform with 79% of people reported using the platform at least monthly. This is just one percent less than what was reported in 2017.

Facebook adoption is nearly ubiquitous among people aged 25–34 (93%), and has remained about the same or declined by less than 5% for age groups over 34. However, Facebook users aged 18–24 has shrunk drastically by 11%, from 95% to 84%. It is likely a sign that younger adults are moving to other platforms. On the other hand, Facebook remains the only platform in our survey where both the overall adoption rate (76%) and MAU³ rate (72%) for people aged 55+ surpass the 50% level.

Facebook adoption is consistently high across all income groups—ranging from 80% to 86%, and it has not changed by more than 5% since 2017.

Those with the least education (73%) are less likely to be on Facebook.

Consistent with data from 2017, Canadians who are not employed (78%) or self-employed (79%) have the lowest adoption, whereas those who work full-time or part-time have the highest adoption of Facebook (87%).

83% of online Canadian adults have a Facebook account

	2017		2020	
	Total	MAU	Total	MAU
All Online Adults	84%	80%	83%	79%
Female	88	85	86	81
Male	81	75	81	76
18–24	95	88	84	77
25–34	94	92	93	89
35–44	92	89	88	82
45–55	83	80	84	83
55+	75	69	76	72
<\$20K/year	82	77	84	79
\$20K–\$39K	80	77	83	78
\$40K–\$59K	87	82	84	81
\$60K–\$79K	84	81	83	78
\$80K–\$99K	86	83	86	82
\$100K–\$119K	88	83	83	79
\$120k+	82	78	80	76
Some school	75	75	73	70
High school	84	80	81	76
Some college	85	79	85	80
College diploma	83	79	82	80
Bachelor’s	85	81	85	80
Master’s	85	83	85	79
Professional degree	93	87	86	80
Doctorate	81	74	80	76
Full-time	90	86	87	84
Part-time	85	82	87	79
Self-employed	78	72	79	73
Not employed	77	73	78	74

Sources:
"The State of Social Media in Canada 2017, 2020"
Ryerson University Social Media Lab

³ MAU = Monthly Active Users

Messaging apps

Messaging Apps are the second most popular form of social media (65%) among online Canadian adults, with 62% of respondents reported using the platform at least monthly.

Women (71%) are more likely to use messaging apps than men (60%).

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 51% among those 55+.

While the adoption rate declines with age, the opposite relation is observed between adoption and the income group. In particular, adoption generally increases from 57% among those with less than \$20,000 annual household income to 71% in the highest income group (\$120,000+ annual household income).

There is no clear pattern based on education.

Canadians who are employed full-time (72%), part-time (70%) or self-employed (67%) are more likely to adopt messaging apps than those who are not employed (56%).

65% of online Canadian adults use a messaging app

	2017		2020	
	Total	MAU	Total	MAU
All Online Adults	-	-	65%	62%
Female	-	-	71	68
Male	-	-	60	57
18–24	-	-	83	81
25–34	-	-	83	82
35–44	-	-	66	64
45–55	-	-	67	64
55+	-	-	51	47
<\$20K/year	-	-	57	52
\$20K–\$39K	-	-	59	57
\$40K–\$59K	-	-	67	65
\$60K–\$79K	-	-	63	60
\$80K–\$99K	-	-	68	66
\$100K–\$119K	-	-	69	68
\$120k+	-	-	71	66
Some school	-	-	73	64
High school	-	-	57	56
Some college	-	-	65	60
College diploma	-	-	61	58
Bachelor's	-	-	70	68
Master's	-	-	70	67
Professional degree	-	-	73	69
Doctorate	-	-	56	56
Full-time	-	-	72	69
Part-time	-	-	70	69
Self-employed	-	-	67	63
Not employed	-	-	56	52

Sources:
"The State of Social Media in Canada 2017, 2020"
Ryerson University Social Media Lab

YouTube

YouTube is the third most popular social media platform in Canada; 64% of online adults report having an account on the platform, 5% more than what was reported in 2017. Canadians are active users of the video-sharing platform with the majority being Monthly Active Users (61%). Aside from Facebook and messaging apps, this is the only platform where the MAU is above 60%.

Unlike Facebook and messaging apps, men (66%) are more likely to have an account on YouTube than women (62%). A similar pattern was also observed in 2017.

Adoption decreases with age, from 90% of people aged 18–24 having an account on YouTube to 43% for those 55+. The highest level of growth of YouTube’s user base is among people aged 35 to 55.

YouTube adoption is the lowest among those who have an annual household income of \$120,000 or over (56%), and among those who are unemployed (53%).

64% of online Canadian adults have a YouTube account

	2017		2020	
	Total	MAU	Total	MAU
All Online Adults	59%	54%	64%	61%
Female	55	50	62	59
Male	62	58	66	63
18–24	90	88	90	89
25–34	79	76	81	79
35–44	64	59	76	72
45–55	55	50	66	64
55+	41	36	43	39
<\$20K/year	65	62	72	68
\$20K–\$39K	57	55	62	57
\$40K–\$59K	60	54	60	58
\$60K–\$79K	57	53	64	61
\$80K–\$99K	61	57	71	69
\$100K–\$119K	55	52	69	67
\$120k+	58	52	56	54
Some school	46	42	67	61
High school	56	51	60	56
Some college	58	54	67	64
College diploma	58	54	57	54
Bachelor’s	62	58	68	67
Master’s	58	54	64	62
Professional degree	53	49	67	63
Doctorate	59	48	60	60
Full-time	65	61	70	68
Part-time	60	55	72	70
Self-employed	56	49	64	61
Not employed	49	46	53	50

Sources:
"The State of Social Media in Canada 2017, 2020"
Ryerson University Social Media Lab

Instagram

Instagram is the fourth most popular social media platform in Canada. Among online Canadians, 51% report having an Instagram account and 47% access it at least monthly. This is up 14% over our findings in 2017.

The growth in the number of users is slightly higher for men (15%) than women (13%), but women (59%) are still more likely to be on Instagram than men (43%).

Similar to our findings in 2017, 18–24-year-olds (89%) are the dominant group on Instagram. While high levels of adoption are also found among 25–34-year-olds (76%), the “under 25” group has the highest growth rate (22%), compared to other age groups which saw growth rates between 11% and 14%.

Unlike some platforms, Instagram appears to have a consistent appeal across all income brackets, ranging from 47% to 55%. The largest increase (20%), relative to our 2017 findings, was seen in the \$60–\$79.9k group.

Instagram is especially popular among those with a Bachelor’s or Doctorate degree, and it had the highest growth (19%) among users with a graduate degree (Master’s or Doctorate).

Even though those who work full-time (58%) or part-time (64%) are more likely to have an Instagram account than self-employed (48%) or unemployed (39%), self-employed users have increased their presence on the platform by 22% since 2017.

51% of online Canadian adults have an Instagram account

	2017		2020	
	Total	MAU	Total	MAU
All Online Adults	37%	33%	51%	47%
Female	46	41	59	54
Male	28	24	43	40
18–24	67	65	89	87
25–34	62	58	76	73
35–44	45	42	59	53
45–55	32	25	45	41
55+	17	14	28	25
<\$20K/year	43	38	52	44
\$20K–\$39K	31	27	47	44
\$40K–\$59K	35	30	51	47
\$60K–\$79K	32	28	52	48
\$80K–\$99K	38	35	52	49
\$100K–\$119K	44	42	55	55
\$120k+	40	35	49	46
Some school	42	33	52	48
High school	32	27	49	45
Some college	37	31	50	45
College diploma	37	34	44	41
Bachelor’s	39	36	56	53
Master’s	35	30	54	52
Professional degree	47	42	51	49
Doctorate	37	33	56	56
Full-time	46	43	58	55
Part-time	44	39	64	61
Self-employed	26	22	48	45
Not employed	24	20	39	34

Sources:
"The State of Social Media in Canada 2017, 2020"
Ryerson University Social Media Lab

LinkedIn

LinkedIn is the fifth most popular social media platform in Canada; 44% of online adults report having an account on the platform, with 34% of them using the platform at least monthly.

Almost half (48%) of men surveyed have a LinkedIn account, whereas women (40%) are less likely to have an account.

LinkedIn adoption is quite high across age groups, but those in the oldest age group of 55+ (40%) and youngest age group of 18–24 years old (35%) have the lowest adoption rates.

Generally, the higher the level of education, the higher the LinkedIn adoption rate. Those with “some school” (24%) or a high school diploma (25%) are least likely to use LinkedIn, and individuals with a professional degree (67%) and doctorate (76%) have the highest adoption.

Similar to the results from our 2017 survey, LinkedIn is popular with those who are employed full-time (55%) and self-employed (53%).

Considering that LinkedIn is a business- and employment-related social media platform, we expected the platform to be popular among those not employed (29%). This, interestingly, was not the case. It is possible that some of the individuals who are not employed have already retired and are no longer seeking employment.

44% of online Canadian adults have a LinkedIn account

	2017		2020	
	Total	MAU	Total	MAU
All Online Adults	46%	33%	44%	34%
Female	44	29	40	29
Male	49	36	48	40
18–24	40	26	35	27
25–34	53	39	53	45
35–44	49	37	49	43
45–55	48	37	47	36
55+	43	28	40	27
<\$20K/year	30	23	29	19
\$20K–\$39K	34	21	31	23
\$40K–\$59K	38	24	38	28
\$60K–\$79K	51	35	39	29
\$80K–\$99K	49	34	56	46
\$100K–\$119K	53	39	57	47
\$120k+	59	48	60	47
Some school	25	21	24	21
High school	21	11	25	19
Some college	43	24	36	24
College diploma	39	27	39	29
Bachelor’s	57	42	54	43
Master’s	66	54	63	52
Professional degree	69	42	67	55
Doctorate	59	48	76	68
Full-time	54	41	55	47
Part-time	39	23	42	32
Self-employed	56	45	53	37
Not employed	34	20	29	19

Sources:
 “The State of Social Media in Canada 2017, 2020”
 Ryerson University Social Media Lab

Twitter

Twitter is the sixth most popular social media platform in Canada as 42% of online adults report having an account on the platform. While the percentage of users is unchanged from the 2017 survey, the number of Monthly Active Users grew by 3%.

Men (43%) are slightly more likely than women (41%) to have a Twitter account and they are slightly more active users.

Young people aged 18–24 (65%) and 25–34 (54%) are the most prevalent users on Twitter, while older people are the least likely to adopt Twitter. Only 27% of those 55+ have a Twitter account. The age distribution is similar to our observations in 2017, with a slight increase among users under the age of 25 (by 5%) and a slight decrease among users in the 25–34 age group (by 5%).

Twitter is most popular among Canadians with an annual household income between \$60,000 and \$99,999 (47%), as well as among individuals with a college degree (over 40%).

42% of online Canadian adults have a Twitter account

	2017		2020	
	Total	MAU	Total	MAU
All Online Adults	42%	32%	42%	35%
Female	43	31	41	33
Male	40	33	43	38
18–24	60	47	65	56
25–34	59	45	54	47
35–44	50	40	49	41
45–55	40	32	43	38
55+	27	20	27	21
<\$20K/year	42	34	38	27
\$20K–\$39K	36	26	34	28
\$40K–\$59K	40	31	40	31
\$60K–\$79K	39	31	47	41
\$80K–\$99K	44	34	47	42
\$100K–\$119K	45	37	44	41
\$120k+	46	35	44	36
Some school	46	29	36	24
High school	36	28	37	28
Some college	46	33	39	35
College diploma	36	27	37	32
Bachelor's	45	27	49	42
Master's	47	39	45	38
Professional degree	47	36	45	39
Doctorate	33	26	40	32
Full-time	49	39	51	46
Part-time	47	36	47	41
Self-employed	38	26	34	33
Not employed	31	23	31	22

Sources:

"The State of Social Media in Canada 2017, 2020"
Ryerson University Social Media Lab

Pinterest

40% of online Canadian adults report having a Pinterest account, with 32% accessing the platform at least monthly. Compared to the 2017 survey, this is a marginal increase of 2% and 3% respectively.

The gap between women and men on this platform has narrowed since 2017 by 7%, but Pinterest still sees the widest gap in adoption between men (24%) and women (55%) among the social media platforms included in this report.

Pinterest adoption reduces with age. Young people aged 18–24 (54%) are most prevalent on Pinterest, while those 55+ (30%) are less likely to be on the platform.

Except for Canadians in the highest household income group, Pinterest adoption tends to increase with annual household income. There is also a peculiar jump in the \$40K–\$59K group, 47% of whom are on Pinterest.

As with the majority of the social media platforms (except for LinkedIn), Canadians that are self-employed (32%) and not employed (37%) have the lowest adoption rate.

40% of online Canadian adults have a Pinterest account

	2017		2020	
	Total	MAU	Total	MAU
All Online Adults	38%	29%	40%	32%
Female	56	44	55	44
Male	18	14	24	20
18–24	45	32	54	44
25–34	54	43	50	46
35–44	37	29	44	37
45–55	38	28	36	26
55+	30	24	30	23
<\$20K/year	34	25	35	28
\$20K–\$39K	35	30	35	28
\$40K–\$59K	36	28	47	37
\$60K–\$79K	41	31	39	29
\$80K–\$99K	40	31	40	35
\$100K–\$119K	42	33	41	37
\$120k+	36	25	38	31
Some school	29	21	48	42
High school	33	27	37	28
Some college	39	29	41	31
College diploma	42	33	40	33
Bachelor's	39	30	42	35
Master's	36	28	33	30
Professional degree	31	20	37	24
Doctorate	30	15	32	28
Full-time	42	32	41	36
Part-time	41	29	45	38
Self-employed	28	24	32	24
Not employed	34	26	37	28

Sources:
"The State of Social Media in Canada 2017, 2020"
Ryerson University Social Media Lab

Snapchat

Roughly one quarter of online Canadians (27%) report having a Snapchat account. This is 5% more than what we found in 2017.

While women are more likely to join Snapchat (31%) than men (23%), since 2017 men (+7%) have signed up for the platform at a slightly higher rate than women (+3%).

Young people 18–24 years old (78%) and 25–34 years old (49%) still make up the largest user groups on the platform. They are also most active on the platform with 72% and 44%, respectively, being Monthly Active Users.

Compared to the 2017 survey results, the main source of growth of Snapchat users came from the 18–24 (12%) and 35–44 (9%) age groups. Since we only survey individuals who are 18 and over, it is likely that teens under 18 who were on Snapchat in 2017, but were not part of our survey at that time, are included in the 2020 data. If that is the case, it would suggest the platform is retaining users as they mature.

Adoption is relatively consistent across income groups—ranging from 23% to 34%. But adoption does not follow a predictable pattern in terms of education: picking for those with a high school diploma (33%), Bachelor’s (32%), and Doctorate degree (32%).

There is a large difference in adoption rates between those who work full-time (33%) or part-time (43%) and those who are self-employed (18%) or not employed (16%).

27% of online Canadian adults have a Snapchat account

	2017		2020	
	Total	MAU	Total	MAU
All Online Adults	22%	19%	27%	24%
Female	28	25	31	27
Male	16	12	23	21
18–24	66	62	78	72
25–34	46	39	49	44
35–44	19	15	28	24
45–55	13	11	16	14
55+	5	3	6	5
<\$20K/year	24	18	26	21
\$20K–\$39K	19	16	24	21
\$40K–\$59K	24	22	23	19
\$60K–\$79K	20	17	28	25
\$80K–\$99K	21	18	31	29
\$100K–\$119K	26	22	34	33
\$120k+	22	19	25	23
Some school	25	17	12	9
High school	18	17	33	29
Some college	24	20	23	20
College diploma	20	17	22	19
Bachelor’s	26	23	32	28
Master’s	18	16	27	26
Professional degree	22	16	18	16
Doctorate	11	11	32	32
Full-time	29	26	33	30
Part-time	29	27	43	37
Self-employed	10	8	18	16
Not employed	13	9	16	14

Sources:
"The State of Social Media in Canada 2017, 2020"
Ryerson University Social Media Lab

Reddit

15% of online Canadian adults are on Reddit. This is a 6% increase from the 9% adoption rate recorded in 2017. 18% of men and 13% of women report having a Reddit account, with a similar gender gap observed in 2017.

Reddit's users largely come from younger age groups: 41% for 18–24-year-olds and 30% for 25–34-year-olds. They also account for the largest share of growth since 2017: 13% and 14% respectively.

Canadians who are employed full-time (21%) or part-time (20%) are about twice as likely to adopt Reddit than those who are self-employed (11%) or not employed (8%). The user groups of those who work full-time or part-time have experienced the largest increase in adoption (9% each) since 2017.

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 used with caution.

15% of online Canadian adults have a Reddit account

	2017		2020	
	Total	MAU	Total	MAU
All Online Adults	9%	8%	15%	14%
Female	8	7	13	11
Male	10	9	18	17
18–24	28	26	41	38
25–34	16	15	30	28
35–44	8	8	18	15
45–55	7	6	9	8
55+	2	2	3	3
<\$20K/year	3	3	14	10
\$20K–\$39K	8	8	11	9
\$40K–\$59K	8	8	12	11
\$60K–\$79K	9	8	18	17
\$80K–\$99K	11	9	20	19
\$100K–\$119K	9	9	20	19
\$120k+	11	10	15	13
Some school	0	0	9	6
High school	7	7	15	14
Some college	10	10	17	14
College diploma	8	7	12	10
Bachelor's	11	10	18	16
Master's	8	8	17	17
Professional degree	11	9	12	12
Doctorate	7	0	16	12
Full-time	12	11	21	20
Part-time	11	9	20	17
Self-employed	5	5	11	11
Not employed	5	4	8	6

Sources:
"The State of Social Media in Canada 2017, 2020"
Ryerson University Social Media Lab

TikTok / Douyin

Following media reports of the fast rise of Douyin, a Chinese video sharing app, and a subsequent release of its international version called TikTok in 2017, we decided to include this platform as part of our 2020 survey.

15% of online Canadian adults reported having an account on one of these two apps, with the majority using it at least monthly.

There is a relatively narrow gender gap among TikTok / Douyin users; 16% of women and 14% of men report having an account.

Not surprisingly, adoption largely skews towards younger age groups, as 55% of those aged 18–24 have an account on the platform.

Canadians who are employed part-time (28%) or full-time (19%) are at least twice as likely to adopt this platform as those who are not employed (8%) or self-employed (7%).

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

15% of online Canadian adults have a TikTok / Douyin account

	2017		2020	
	Total	MAU	Total	MAU
All Online Adults	-	-	15%	14%
Female	-	-	16	14
Male	-	-	14	14
18–24	-	-	55	53
25–34	-	-	24	23
35–44	-	-	17	15
45–55	-	-	6	6
55+	-	-	3	2
<\$20K/year	-	-	16	14
\$20K–\$39K	-	-	15	14
\$40K–\$59K	-	-	13	11
\$60K–\$79K	-	-	16	15
\$80K–\$99K	-	-	21	20
\$100K–\$119K	-	-	18	18
\$120k+	-	-	11	10
Some school	-	-	15	12
High school	-	-	19	19
Some college	-	-	14	12
College diploma	-	-	11	10
Bachelor's	-	-	15	14
Master's	-	-	18	17
Professional degree	-	-	8	8
Doctorate	-	-	24	24
Full-time	-	-	19	17
Part-time	-	-	28	27
Self-employed	-	-	7	7
Not employed	-	-	8	8

Sources:
"The State of Social Media in Canada 2017, 2020"
Ryerson University Social Media Lab

Tumblr

While Tumblr did not make our top 10 list of the most popular social media platforms in Canada this year, we have included it in this report for general interest and to facilitate the comparison with data from 2017.

Of the social media platforms detailed in this report, Tumblr has the smallest population of users—meaning the platform remains niche in use across Canadian demographic groups. 9% report having a Tumblr account, down 2% from 2017. And only 7% of Canadians report visiting the platform at least monthly.

This year's data shows that women (9%) are nearly as likely to be on the platform as men (10%). This finding is an interesting change from 2017 when women were nearly twice as likely to be on the platform than men.

18–24 year olds (27%) are almost twice as likely to adopt the platform as 25–34 year olds (17%); Tumblr adoption drops to 10% or below for those age 35 and older. This distribution is similar to our observations in 2017, with the exception of a 10% drop in users aged 18–24.

Tumblr is more popular among people who work full-time (13%) or part-time (13%), but it appears the platform lost some users in the part-time group as their adoption rate dropped from 20% in 2017 to 13% in 2020.

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 and education should be used with caution.

9% of online Canadian adults have a Tumblr account

	2017		2020	
	Total	MAU	Total	MAU
All Online Adults	11%	8%	9%	7%
Female	13	9	9	6
Male	7	6	10	8
18–24	36	27	27	19
25–34	17	12	17	14
35–44	10	6	10	7
45–55	6	6	5	3
55+	3	2	3	1
<\$20K/year	16	12	10	5
\$20K–\$39K	12	6	11	6
\$40K–\$59K	10	8	6	5
\$60K–\$79K	10	7	10	7
\$80K–\$99K	12	9	11	9
\$100K–\$119K	8	6	13	11
\$120k+	8	7	8	6
Some school	8	4	9	6
High school	10	8	8	6
Some college	9	3	10	5
College diploma	9	6	9	7
Bachelor's	13	11	11	8
Master's	10	8	10	8
Professional degree	11	9	2	2
Doctorate	11	11	16	12
Full-time	12	9	13	10
Part-time	20	15	13	10
Self-employed	3	1	5	3
Not employed	8	5	5	3

Sources:
"The State of Social Media in Canada 2017, 2020"
Ryerson University Social Media Lab

Appendix A. Method

Data Collection and Cleaning

Data was collected using Dynata, a market research firm. The survey was open from April 9-17, 2020 and was hosted on Qualtrics, an online survey platform. We received a total of 1,500 completed responses, excluding incomplete responses and those 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.

Ethics

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

Percentage Reporting

All percentages are rounded to the nearest 1%.

Margin of Error

A margin of error is not reported since an online survey is not a random probability sample.

Change Log

The current version (v.5) of the report reflects minor formatting changes, updated references for the tables and charts, and the deletion of “Reddit”

from Highlight #4 on page 4, which was listed there in error.

Sampling

To increase the representativeness of the data and reflect the demographic mix of Canada, we used proportional quota sampling to recruit respondents. The quotas were based on gender, age, and geographical region⁴ to match the distributions in the 2019 Statistics Canada population estimates as shown in the table below.

Census-Balanced Sampling by Gender, Age, and Region

CANADA	2019%
GENDER	
Female	50.65
Male	49.35
AGE	
18–24	11.14
25–34	17.21
35–44	16.46
45–54	16.13
55+	39.07
REGION	
Western (Alberta, British Columbia, Manitoba, and Saskatchewan)	31.60
Atlantic (New Brunswick, Newfoundland and Labrador, Nova Scotia, and Prince Edward Island)	6.63
Ontario	38.98
Quebec	22.79

⁴ Unfortunately, the study could not survey participants from Northwest Territories, Nunavut, and 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? ⁵	Female	760	51%
	Male	740	49%
Q. What is your age group?	18-24yr	167	11%
	25-34yr	258	17%
	35-44	247	16%
	45-54yr	242	16%
	55+	586	39%
Q. What is your province of residence?	Western Provinces (Alberta, British Columbia, Manitoba, and Saskatchewan)	474	32%
	Atlantic Provinces (New Brunswick, Newfoundland and Labrador, Nova Scotia, and Prince Edward Island)	99	7%
	Ontario	585	39%
	Quebec	342	23%
Q. What is your total household income?	Less than \$20,000	145	10%
	\$20,000 to \$39,999	239	16%
	\$40,000 to \$59,999	264	18%
	\$60,000 to \$79,999	237	16%
	\$80,000 to \$99,999	213	14%
	\$100,000 to \$119,999	150	10%
	More than \$120,000	252	17%
Q. What is your highest level of education earned?	Some school, no degree	33	2%
	High school graduate	243	16%
	Some college, no degree	244	16%
	College diploma	318	21%
	Bachelor's degree	433	29%
	Master's degree	155	10%
	Professional degree (J.D., M.D., D.O., etc.)	49	3%
	Doctorate degree	25	2%
Q. Are you currently employed?	Full-time	658	44%
	Part-time	176	12%
	Self-employed	122	8%
	Not employed	544	36%

⁵ 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 "trans*, non-binary, two-spirit, genderqueer, or other" and 0.5% (7 people) did.

Appendix B. Survey Questions (cont.)

Social Media Adoption and Use Questions

While the survey asked Canadians about twenty different social media sites, only those that reached a 10% adoption rate in Canada were included in the report. These are: Facebook, Messaging Apps, YouTube, Instagram, LinkedIn, Twitter, Pinterest, Snapchat, Reddit, and TikTok.

Even though Tumblr did not reach a 10% adoption rate in Canada this year, we have included it in this report for general interest and to facilitate the comparison with data from 2017.

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 sites (e.g., Steemit, Minds, Memo, Gab Social).

	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 ⁶ (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	1250	83%	240	16%	10	1%	1183	79%	968	77%	182	15%	100	8%
Messaging apps	980	65%	496	33%	24	2%	936	62%	680	69%	200	20%	100	10%
YouTube	955	64%	515	34%	30	2%	914	61%	613	64%	252	26%	90	9%
Instagram	762	51%	713	48%	25	2%	711	47%	523	69%	149	20%	90	12%
LinkedIn	663	44%	816	54%	21	1%	514	34%	181	27%	214	32%	268	40%
Twitter	630	42%	842	56%	28	2%	531	35%	316	50%	148	23%	166	26%
Pinterest	593	40%	879	59%	28	2%	482	32%	187	32%	202	34%	204	34%
Snapchat	404	27%	1067	71%	29	2%	358	24%	230	57%	92	23%	82	20%
Reddit	232	15%	1249	83%	19	1%	208	14%	125	54%	63	27%	44	19%
TikTok / Douyin	227	15%	1259	84%	14	1%	211	14%	143	63%	48	21%	36	16%
Tumblr	142	9%	1342	89%	16	1%	102	7%	56	39%	27	19%	59	42%
Twitch	138	9%	1345	90%	17	1%	115	8%	59	43%	34	25%	45	33%
WeChat / Weixin	98	7%	1386	92%	16	1%	85	6%	54	55%	24	24%	20	20%
Blockchain based	66	4%	1416	94%	18	1%	62	4%	44	67%	12	18%	10	15%
QQ	48	3%	1441	96%	11	1%	42	3%	29	60%	11	23%	8	17%
Renren	40	3%	1448	97%	12	1%	37	2%	24	60%	7	18%	9	23%
Kuaishou	39	3%	1450	97%	11	1%	37	2%	23	59%	8	21%	8	21%
Youku Tudou	39	3%	1451	97%	10	1%	37	2%	23	59%	8	21%	8	21%
Qzone	36	2%	1447	96%	17	1%	34	2%	20	56%	11	31%	5	14%
Sina Weibo	34	2%	1448	97%	18	1%	33	2%	19	56%	13	38%	2	6%

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

⁶ MAU = Monthly Active Users

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Acknowledgments

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⁷ 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)