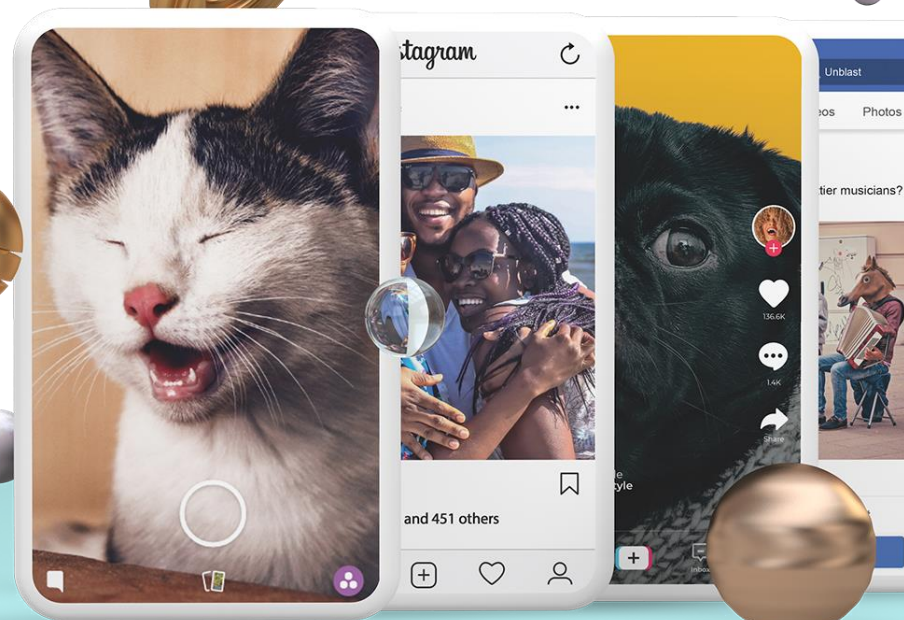




#NewData

Teens and Social Media

Analysis of Canadians aged
12 to 17 years old



Introduction

Social media has become an increasingly common part of day to day life, for both teens and adults. Widespread adoption of smartphones, coupled with social media platforms tailored to these devices, means that limitless amounts of curated content is a tap away. What does all this mean for teens?

This report provides an overview of use of social media among Canadian teens aged 12 to 17, including a deeper dive into teens using Instagram, Facebook, Snapchat and TikTok.

To better understand the media consumption habits of today's youngest audiences and consumers visit www.mtmjunior.ca for access to the full data set, reports page and more.



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