

# Canadians' reported experiences using social media

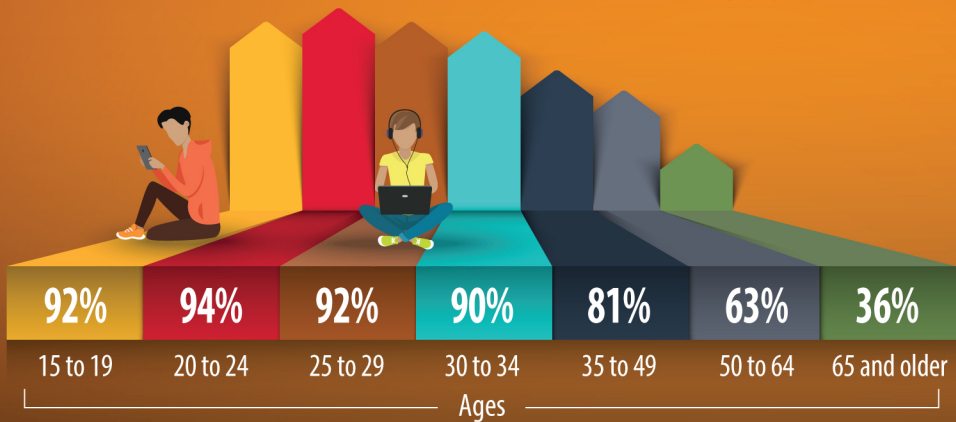
## 2018/2019



Over 90% of Canadians aged 15 to 34 regularly use social media.



Youth are the greatest and most intense social media users.



% of Canadians who use social media apps or websites, Canada, 2018/2019



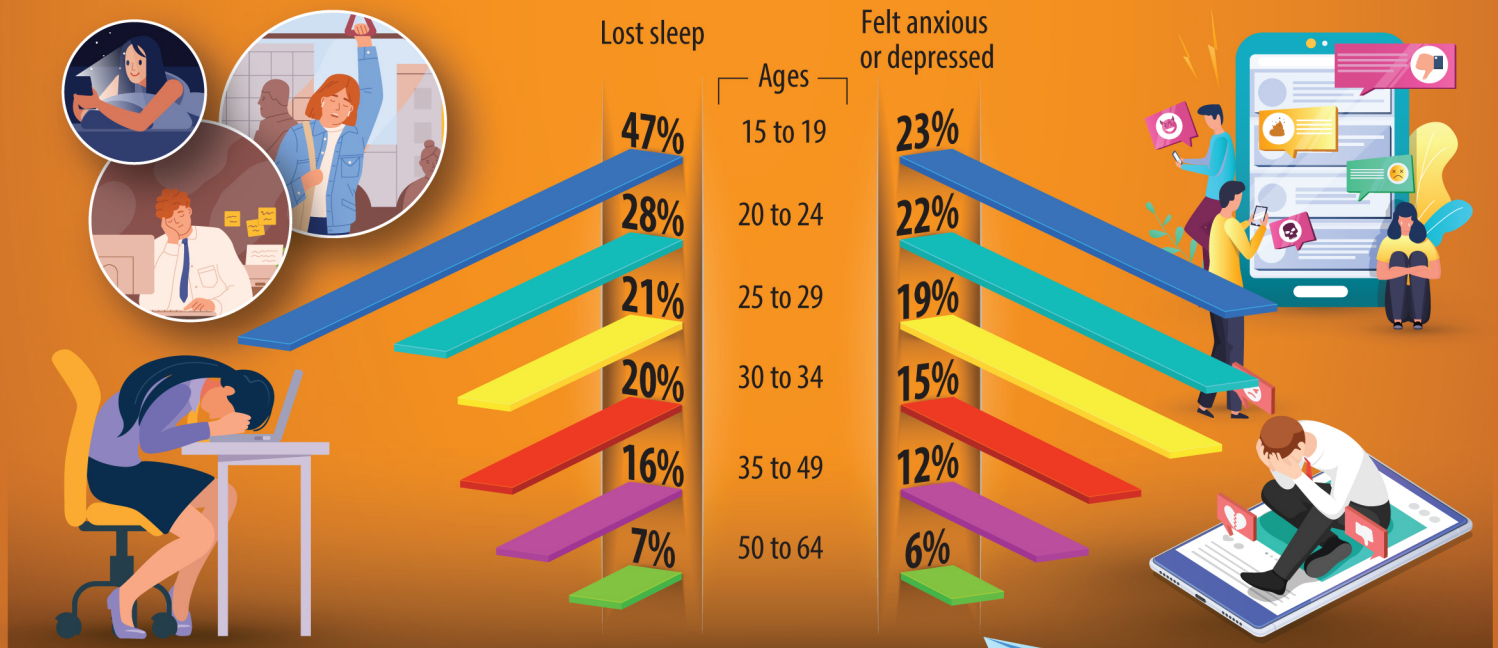
More than 50% of social media users aged 15 to 24 used three or more social media apps or websites, compared with less than 25% of those aged 30 and older.



Canadians report negative experiences associated with social media use.

Lost sleep was the most common negative experience associated with social media use. It was most prevalent among youth.

About one-fifth of youth experienced negative emotion-related outcomes.



Intensity of social media use is associated with these negative experiences.

Three times as many users with three or more accounts reported negative experiences as those with one account.



Source: Schimmele C., J. Fonberg and G. Schellenberg. "Canadians' assessment of social media in their lives." *Economic and Social Reports* 2021; 1(3): DOI: <https://doi.org/10.25318/36280001202100300004-eng>.

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