

ONLINE BEHAVIOURS

5 Key Findings to Guide Your Strategies for 2024



Table of Contents

Introduction	03
<hr/>	
1. Online Habits and Behaviours	06
<hr/>	
2. Adoption of Emerging Platforms	17
<hr/>	
3. Digital Fatigue and Anxiety	23
<hr/>	
4. Americans' Online Behaviours	30
<hr/>	
5. Platform Usage by Industry	37
<hr/>	
Conclusion	42
<hr/>	

What Keeps You Up at Night?



Ongoing projects constantly linger in your thoughts, and finding the reliable, precise data needed for decision-making proves challenging. Let's admit it: juggling the ever-emerging platforms and trends can become a dizzying endeavour.

Welcome to our 2024 DGTL Study, where we shed light on 5 key findings that will guide your thinking for your digital strategies in 2024.

This second edition reaffirms the importance of crafting a research-driven digital strategy.

Research empowers a deeper understanding of your audience's needs and expectations, including:

- [Actively used platforms;](#)
- [Top-performing content types;](#)
- [Preferred means to connect with brands;](#)
- [Brand perception insights;](#)
- [And so much more.](#)

At Leger DGTL, we convert insights into tailored strategies, seamlessly aligning with the unique expectations of our clients' audiences, unlocking maximum potential and return on investment.

While we can't guarantee the end of your sleepless nights, this study serves as your guiding light, illuminating the path to insights that provide certainty and ease of mind addressing the pressing questions that keep you awake night after night.

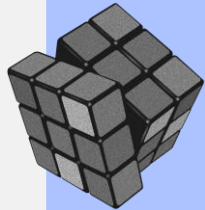
Happy reading!



Methodology

The 2024 DGTL Study represents a step forward in our research efforts. This year, we introduced a refined questionnaire designed to better capture the diversity of the communities we survey, aligning with Leger's commitment to diversity, equity, and inclusion (DEI). We also surveyed Canadians and Americans to enrich the depth of the insights presented in our study.

By improving our questions and including additional audiences, we create a more inclusive environment, which leads to better insights and more meaningful research.



We are Leger DGTL, the only agency uniting research and digital marketing. We are hyper-specialized in media strategy and brand content activation, powered by data.



In this report, data highlighted in green indicates a proportion significantly higher than that of other respondents. Conversely, data in red indicates a proportion significantly lower than that of other respondents.

How?

Online survey of **4,079 respondents** available in English or French.

Who?

General population 16 and over:

 Canada	3,046 respondents
 United States	1,033 respondents

When?

Data collection from **September 5 to October 4, 2023.**

Weighting

- **Canadian** results were weighted by gender at birth, age, region, mother tongue, education and presence of children in the household.
- **U.S.** results were weighted according to respondents' gender at birth, age, region, mother tongue, education, number of individuals in the household and ethnicity (Hispanic or not), according to Leger's weighting standards.

1

Online Habits and Behaviours

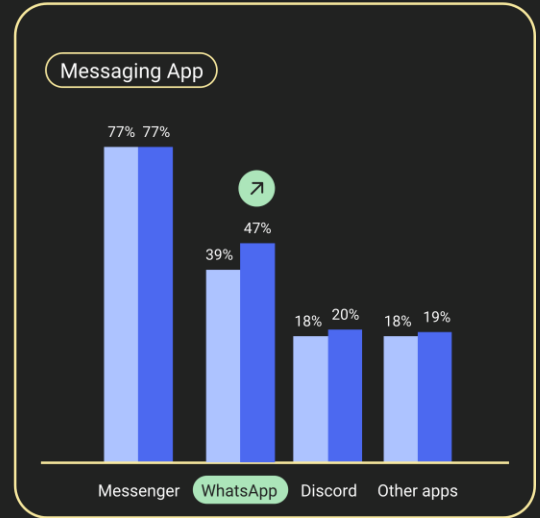
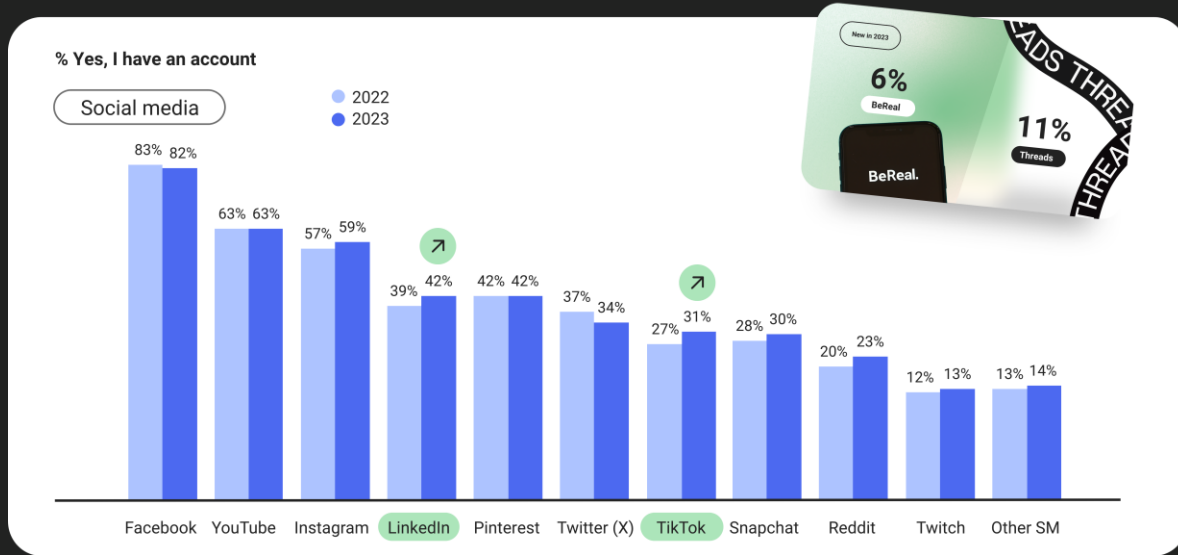
The new generations are transforming the digital landscape.

It's not just fashion that changes from one generation to the next; online behaviours evolve as well. While it's important to continue engaging with your more mature audiences, keeping an eye on and drawing inspiration from what younger people are doing is an excellent strategy: one day, these young people will become your target audience and bring with them all their digital knowledge and habits!

Where Are the Canadians?

The digital world is evolving, prompting Canadians to adapt their presence on different platforms.

This year, some digital consumption habits persist. For example, Facebook, YouTube, Instagram and Pinterest are not recording any significant increases or decreases in membership levels. However, other habits are emerging: a growing number of Canadians are joining LinkedIn, TikTok and WhatsApp.



The Big Picture in 2024

% Yes, I have an account

Social Media

	Total	Men	Women	16-24	25-44	45-64	65+
Facebook	82%	76%	87%	75%	90%	82%	73%
YouTube	63%	69%	57%	91%	79%	55%	39%
Instagram	59%	54%	64%	89%	78%	52%	28%
LinkedIn	42%	45%	39%	48%	53%	41%	26%
Pinterest	42%	27%	56%	60%	49%	38%	27%
Twitter (X)	34%	40%	28%	47%	41%	34%	17%
TikTok	31%	28%	33%	60%	45%	22%	7%
Snapchat	30%	26%	34%	73%	47%	17%	3%
Reddit	23%	30%	15%	51%	36%	13%	4%
Twitch	13%	18%	7%	41%	19%	4%	1%
Threads	11%	12%	9%	23%	16%	7%	2%
BeReal	6%	6%	6%	25%	8%	2%	0%

Messaging

	Total	M	W	16-24	25-44	45-64	65+
Messenger	77%	72%	83%	81%	86%	76%	65%
WhatsApp	47%	46%	48%	62%	60%	41%	28%
Discord	20%	27%	12%	61%	28%	9%	3%
Other	19%	22%	16%	29%	21%	17%	12%

On average, Canadians have

6.1
accounts



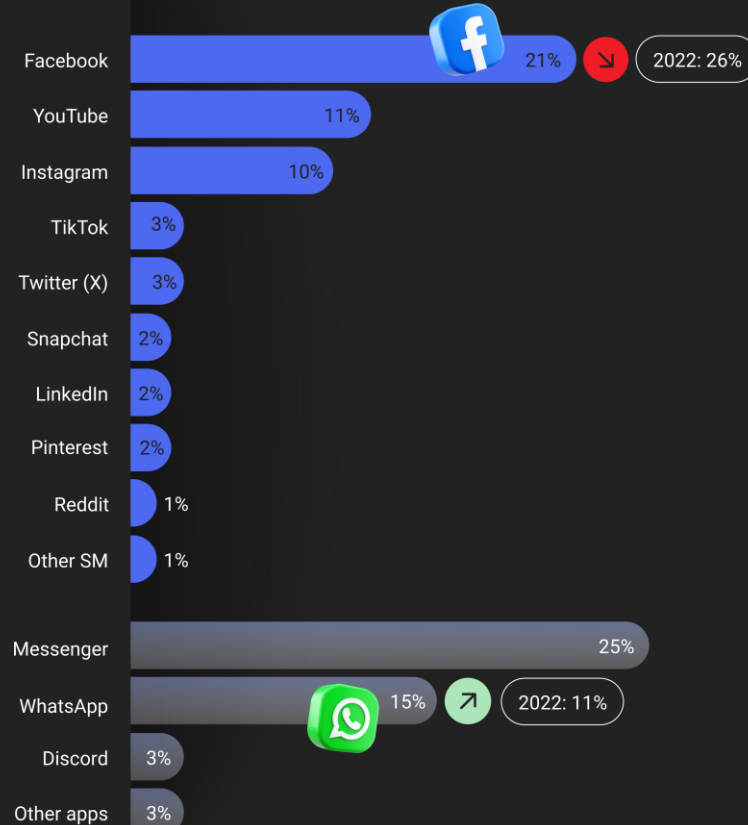
2x

Canadians aged under 45 are active on nearly twice as many platforms as those aged 45 and over.

Facebook Is Losing Ground

Although it still ranks first among the platforms that Canadian social media users would keep if they could choose only one, Facebook is gradually losing momentum. Of the 21% of internet users who prefer Facebook, 73% are aged over 45. Conversely, those under 45 would prefer to keep Instagram.

While other platforms maintain their rank compared to last year, WhatsApp stands out with an increase in digital platform users who would keep it as their sole platform.



Q8. If you could only keep ONE social media account or messaging app, would it be...?
 Base: Canadians who have an account on at least one social media or messaging app (n=2,910)
 Note: less than 1% of respondents selected Twitch, BeReal and Threads.

WhatsApp – Very popular with first-generation immigrants

75%

of first-generation immigrants have a WhatsApp account.

**34%**

of first-generation immigrants with an account on at least one digital platform would prioritize WhatsApp if they could keep only one platform.

48%

of first-generation immigrants use WhatsApp at least once a day. 61% use it at least once a week.



While Facebook still dominates the social media landscape in Canada, WhatsApp wins hands down when it comes to first-generation immigrants alone.

If done in a non-intrusive way, integrating WhatsApp into a brand's strategy can strengthen the relationship with audiences.

Recommendations

- 1 Use a multilingual approach to communicate with each of your audiences in their mother tongue, promoting understanding and inclusion.
- 2 Develop content focused on family, culture and shared experiences, in a context where family conversations are often at the heart of communications on WhatsApp.
- 3 Ensure responsive customer service to build trust and engagement with your audiences.

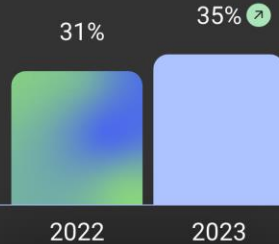
Influencers: Content Appreciated and Credible

Influencers are often very close to their followers: including them in your digital strategies can allow you to reach audiences that you might not be able to reach with your usual channels.

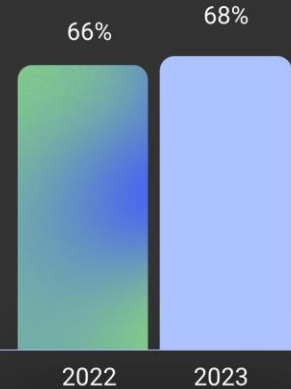
35%

of Canadians follow influencers, a significant increase from last year. Among these followers, 68% hold a positive perception of the credibility of influencers' content.

People who follow influencers on social media

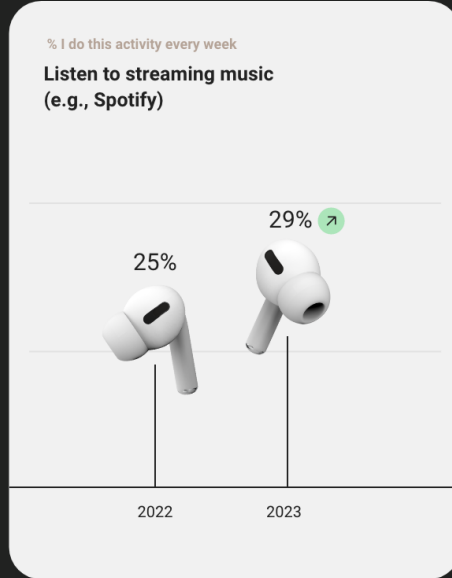


Content credibility

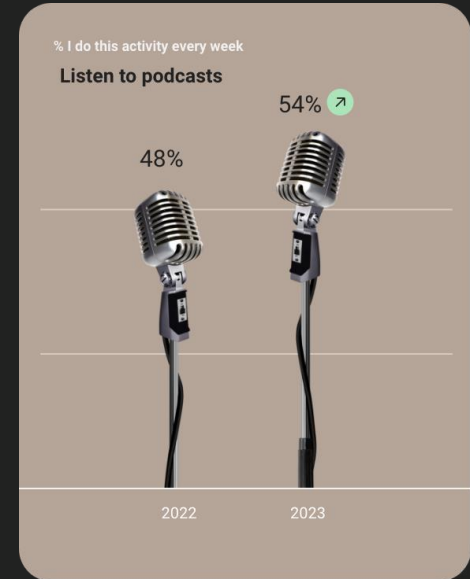


Canadians Are Listening

Audio is on the rise: more Canadians are streaming music and listening to podcasts on a weekly basis than in 2022.



Total	Men	Women	16-24	25-44	45-64	65+
54%	56%	52%	89%	75%	44%	21%



Total	Men	Women	16-24	25-44	45-64	65+
29%	33%	26%	42%	42%	24%	12%

Canadians Are Looking for Work

Catalyzed by labour shortages, the economic context, and the evolving motivations of employees, the professional dimension of the Web is gaining momentum.

Job seekers acknowledge the value of social networks in their job search, and brands should establish solid strategies to promote their employer brand and attract top talent in their respective industries.



How can I reach the right audience with my marketing strategy?

1 Position Yourself Strategically

Recognize the diverse platform preferences of users based on gender and age. As a brand, organization, or company, it's crucial to strategically position yourself according to your target audience. While platforms like TikTok, LinkedIn, and WhatsApp experience a rise in account creation, their popularity varies significantly across age groups and genders.

2 Anticipate the Post-Facebook Era

Facebook is still the Web's national capital and tops the list of most-owned accounts by Canadians. The platform is still relevant to the older demographic, and you should keep it in your marketing mix if that is the audience you are targeting. But if you haven't already, start diversifying or solidifying your presence on other channels to maintain a strong link with your community despite the changes in the social media landscape.

3 Consider Integrating Influencers into Your Strategies

Influencers are generally excellent at building authentic connections with their audiences. Their persuasive power, combined with the significant reach of their content, provides a strategic opportunity to promote your products or services in an engaging way.

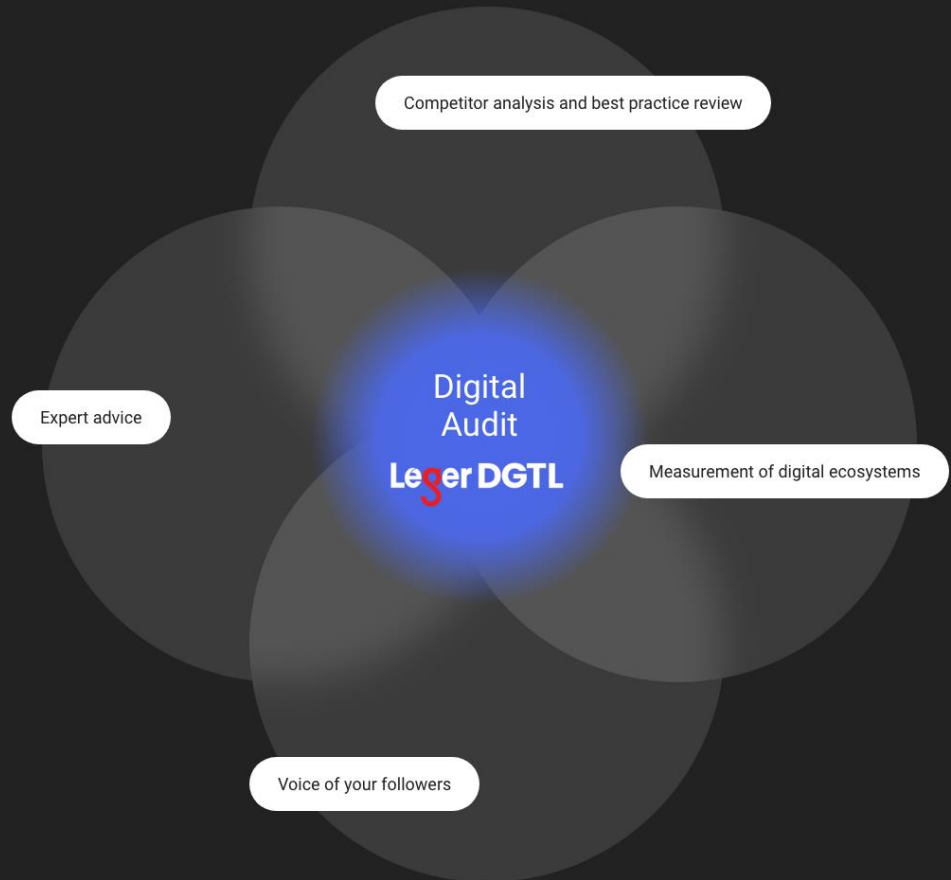
Leger DGTL Digital Audit

Our digital audit provides a comprehensive view of your online presence, covering content, media, and platforms. We leverage insights from your audience to enhance engagement and achieve tangible results.

Thanks to the "Voice of Your Followers" module, based on direct surveys with your followers, you get precise statistics that underpin our recommendations.

Conducted in collaboration with research experts at Leger, this add-on service reveals the unique perspectives of your audience on social networks, thus illuminating the reasons behind their reactions.

Curious? Contact our team for further details!



2

Emerging Platform Adoption

Canadians
are inclined to
sign up for new
platforms, but
consistent usage
is not guaranteed.

New platforms are both opportunities and nightmares in the daily lives of marketing professionals – we all remember the madness when Threads was launched.

So here are a few statistics to help you answer your boss' question: should we be on [insert name of new platform here]?

Canadians Are Looking for Unfiltered Connections

Threads and BeReal seem to have been born out of a growing desire for authenticity in the content and interaction that occurs online. WhatsApp and Discord are a notch above, providing spaces for instant, raw communication.

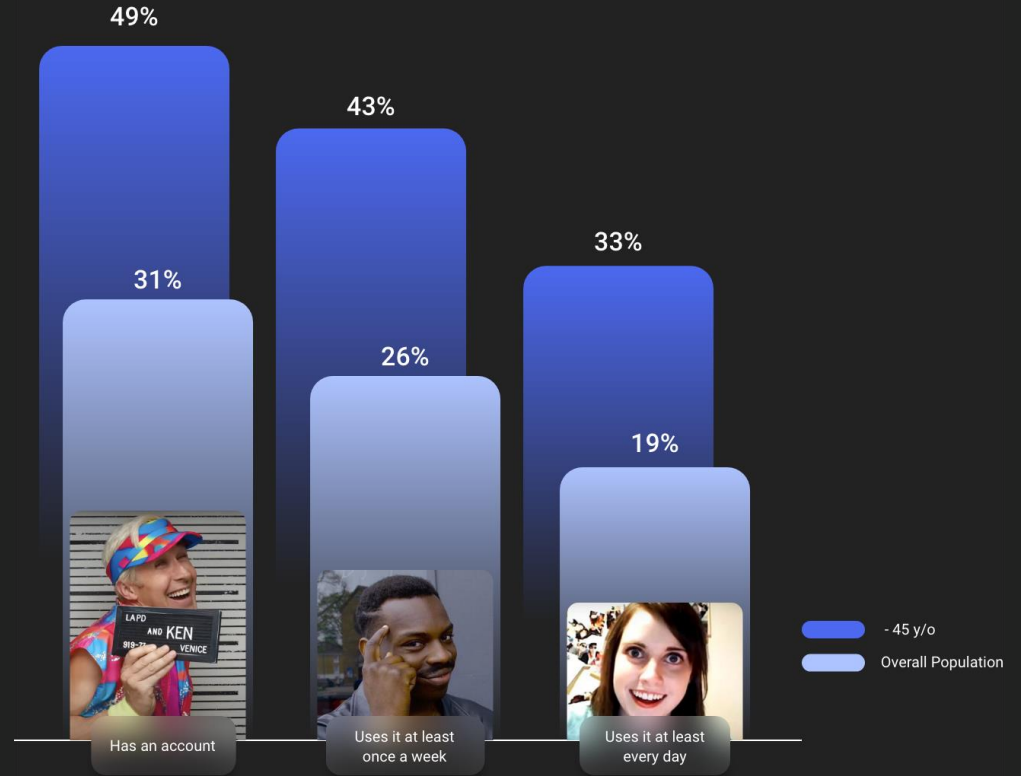
All these platforms want to capture the essence of spontaneity and transparency, offering users spaces where they can share moments of their lives in a more immediate and sincere way.

The platforms that have seen more unsubscribes than subscribes are Twitter, Twitch, Pinterest and Snapchat.



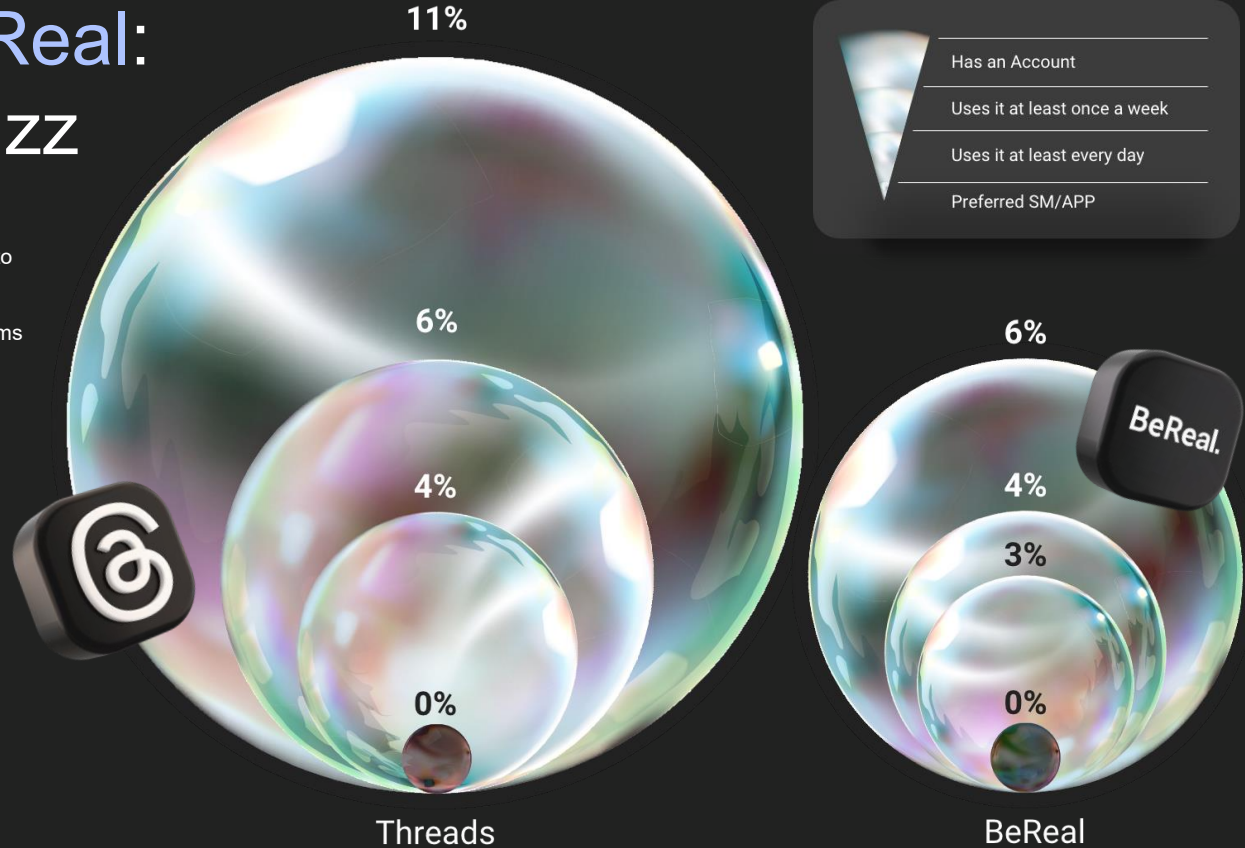
TikTok: More Than Just a Passing Trend

With a third of the population having a TikTok account, this platform continues to gain ground. Contrary to popular belief, its appeal is not limited to GEN Z; millennials (25-44) have also found their place on TikTok.



Threads and BeReal: A Short-Lived Buzz

Despite the initial craze, Threads and BeReal have failed to engage their users, leaving a trail of fading interest. For 2024, caution is advised: the initial appeal of these platforms is proving to be more fleeting than deep-rooted, requiring strategic consideration before any investment.



How do you determine whether a new platform is worth investing in?

The emergence of new platforms undoubtedly represents a major challenge for marketing professionals, who find themselves juggling their desire to innovate with the need to develop sustainable, carefully executed marketing strategies.

1 Evaluate the Type of Content Posted

Determine whether the platform is aligned with your brand's content strategy and objectives. Some platforms are better suited to visual content, while others are more focussed on text or video.

2 Evaluate User Profiles

Assess whether the demographics of the platform's users match your target audience and check their level of engagement.

3 Consider TikTok

Its ever-growing popularity makes it an excellent platform for reaching the working population and a younger audience. In 2023, about one third (31%) of the Canadian population is on TikTok. Canadians who joined TikTok this year primarily did so for entertainment (48%), to follow interesting accounts (44%), or to keep up with trends (32%).

3

Digital Fatigue and Anxiety

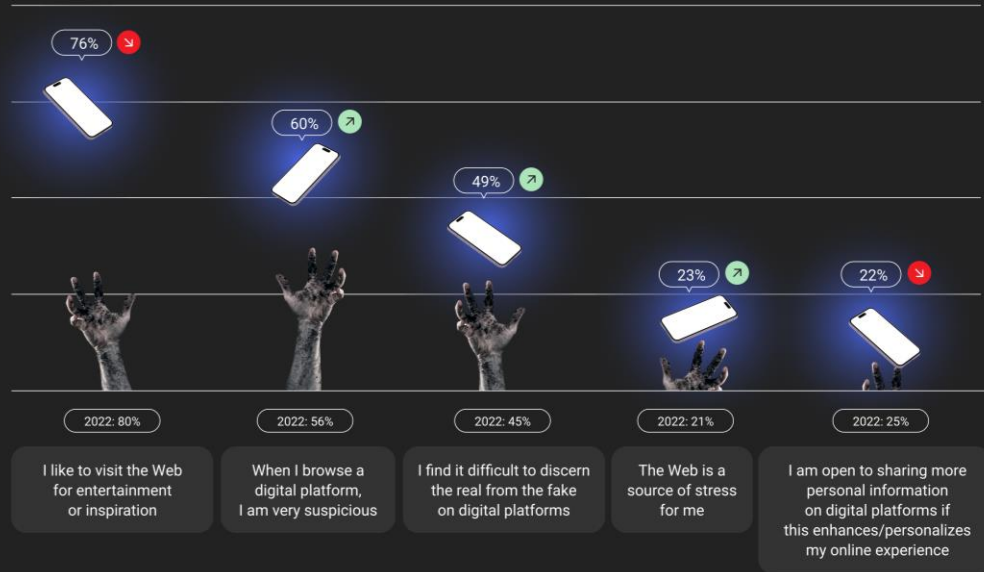
Digital fatigue and anxiety are two **very real** phenomena.

Canadians excel at the art of online scrolling. But with this habit comes boredom, anxiety and doubts about content credibility. In this context, the desire to connect and communicate with our community, whether real or virtual, is even stronger, as is our urge to follow people and accounts that make us feel good.

A Less Enjoyable Digital Presence

Information overload, constant notifications, pressure to stay connected, negative content, multiplicity of platforms, data protection issues... Canadians' distrust of content and platforms is trending upwards compared to last year, reducing their enjoyment of the Web.

% Agree



Digital Technology as a Source of Stress

About a quarter (23%) of the population reports feeling stressed by digital media. Yet only 15% of Canadians with an account on at least one digital platform have implemented mechanisms to limit their time on social networks.

This disparity suggests that, despite the stress, reducing online time may not be the preferred solution for Internet users. What if, instead, they seek to enhance the quality of their content, making their online experience more meaningful and less stressful? Brands could play a crucial role in creating more engaging, informative, or entertaining content to meet this demand.

15%

"I set up mechanisms to limit the time I spend on social media or messaging apps."

Less bogus content...

Lack of interest in posted content is the main source of digital fatigue. What's more, among those who left a social media platform in the past year, at least 40% cited a content-related reason.

Reasons for quitting a platform this year

40%

Lack of interest in content

Wow



31%

Doesn't suit me anymore

27%

For privacy/security reasons

- 26% Toxic content
- 24% No longer need the platform
- 21% Lack of time for this platform
- 21% To reduce my stress/lessen the impact on my mental health
- 19% Change in the platform's vocation or policies
- 14% My social circle is no longer there or is no longer active
- 12% The accounts I follow are no longer there or active
- 8% Other reason(s)

...more positive interactions

Despite this fatigue, Internet users seem to feel good when they engage in meaningful conversations. Brands have a vested interest in developing human, positive and enriching communication strategies – a ray of hope in an increasingly toxic digital universe.

Reasons for joining a platform this year



- 19% To keep informed/see news
- 17% To keep up with the trends/be up to date
- 17% To be part of a community
- 13% To meet new people/network
- 13% For a specific need
- 11% To express myself
- 11% Because it's in the news
- 8% Other reason(s)

How can I make my content more engaging?

Despite digital fatigue and anxiety, Internet users stay connected. So, it's up to brands to create content that will be perceived as interesting, relevant and value-added.

Would you like to know which types of content resonate most with your audience? In collaboration with Leger's research teams, Leger DGTL's Voice of Your Followers module allows you to effectively survey your subscribers and highlights concrete insights to guide your strategy.

Contact us

1 Humanize Your Brand

Internet users prefer to interact with people rather than companies, so, give your brand a personality to create a more authentic connection.

2 Put Aside Overly Polished Content

[Create User Generated Content](#) (UGC), post photos without filters or graphic elements. Use the functionalities (typography, colours, stickers, etc.) specific to each platform.

3 Focus on Conversations

Integrate messaging apps in your strategy: WhatsApp, Chatbot, SMS, etc.

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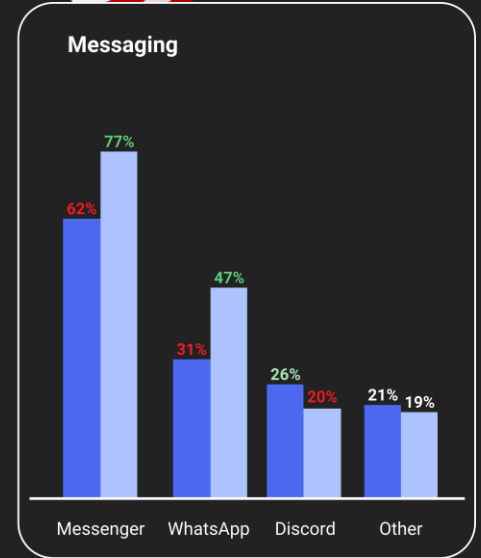
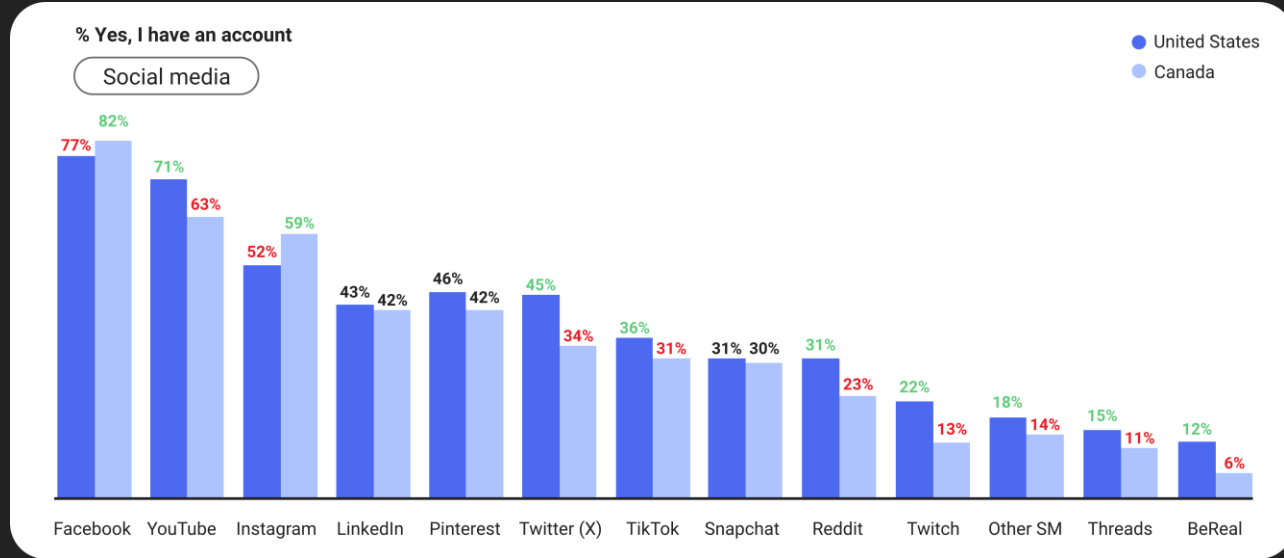
Americans' Online Behaviours

Americans have a strong and diverse online presence and generally trust the Internet.

Only 46% of Americans say they trust newspapers more than social media (compared to 58% in Canada). This trust in social media is a great advantage for brands that devote resources and budgets to planning and implementing digital strategies.

Where Are the Americans?

Americans stand out for a stronger presence on a variety of social media platforms, especially "non-traditional" platforms such as Reddit, Twitch and Discord. This reflects a dynamic adaptation to the digital world, giving brands multiple touch points to engage their audiences.



Q3. Do you have an account on the following social media or messaging apps? | Bases: Canadian population 16+ (n=3,046) and American population 16+ (n=1,033)

Americans' Online Habits

Besides being present on various platforms, Americans participate in a diverse array of online activities. While some marketers might perceive this plethora of choices as a potential challenge, we view it as a tangible opportunity for brands to enhance and diversify their strategies!

Moreover, over half of Americans (61%) admit to "virtual window shopping", presenting an opportunity to leverage in retargeting strategies.



Q1. How often do you engage in the following activities on the Internet?
 Bases: Canadian population 16+ (n=3,046) and American population 16+ (n=1,033)

Yes to Advertising, as Long as It's Well-Targeted

Not only do Americans have more confidence than Canadians in the content they consume on different platforms, they are also much more receptive to advertising.

I am open to sharing more personal information on digital platforms if they allow me to **receive personalized offers** based on my purchase history



I prefer brands or products that **produce ads that I like** (the ads they make are funny, entertaining, informative, original, etc.)



I don't like ads on the Web



I try to **avoid** Web ads (private browsing, ad blocker, etc.)



I am open to sharing more personal information on digital platforms if this **enhances/personalizes my online experience**



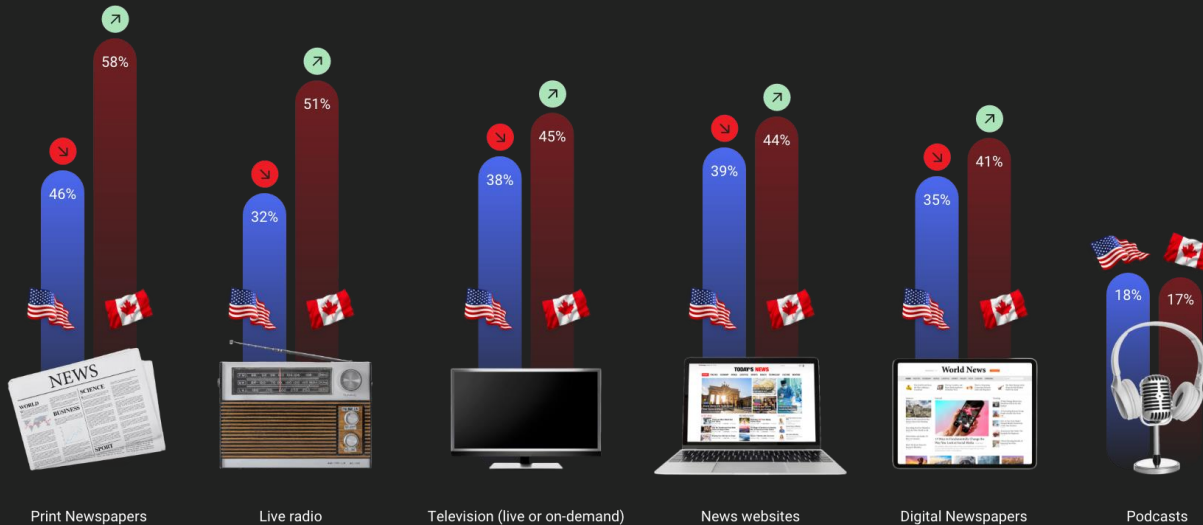
Q22. Do you agree with the following statements related to advertising on the Web/digital platforms?

Q21. Do you agree with the following statements related to the digital platforms you visit/consult? Note: By "digital platforms," we mean all the digital platforms at your disposal: websites, social media, apps, streaming platforms, etc.

Bases: Canadian population 16+ (n=3,046) / American population 16+ (n=1,033)

A High Level of Trust in Social Media

% Inspires more trust than social media



The credibility of traditional media is being called into question. The polarization of information and concerns about bias are prompting Americans to turn to social media as more credible sources of information.

They generally have more confidence in platforms, even emerging platforms, and fewer (37% in the U.S. vs. 49% in Canada) say they have difficulty recognizing true from false on digital platforms.

Q21B. Do the following sources of information inspire more, as much or less TRUST than social media? Q21. Do you agree with the following statements related to the digital platforms you visit/consult? Note: by "digital platforms," we mean all the digital platforms at your disposal: websites, social media, apps, streaming platforms, etc. | Bases: Canadian population 16+ (n=3,046) and American population 16+ (n=1,033)

Should I target Canadians and Americans in the same way?

The American market is both mature and pioneering.

By monitoring what is happening with our southern neighbours, we can identify strong indicators that help anticipate upcoming trends in Canada.

If you are a Canadian brand, this gives you the opportunity to integrate these trends into your strategies and gain a competitive edge.

1 Hypersegment Your Platforms

Expand the platforms where your brand is active and tailor your strategy for each. The diversity of platforms become an advantage for your brand, helping you reach a more targeted audience and solidify your place in the digital landscape.

2 Embrace Content Repurposing

As Americans are on different platforms and consume different types of content, repurposing (and adapting) your different content can help you engage with your audiences more effectively.

3 Segment your audiences to better personalize your content

Americans welcome advertising: capitalize on this receptiveness to carve a distinctive space in their minds by presenting content and ads that genuinely align with their interests, needs, and their position in the buying journey.

5

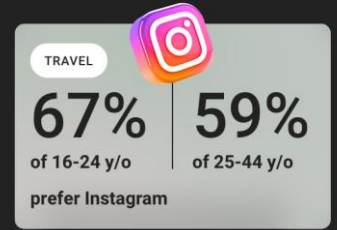
Platform Usage by Industry

Preferences for digital platforms vary significantly according to demographic segments and user interests.

This highlights the importance of a targeted digital strategy to effectively reach different audiences on the channels they use most.

Usage Trends: Nature, Health and Wellness, Sports and Travel

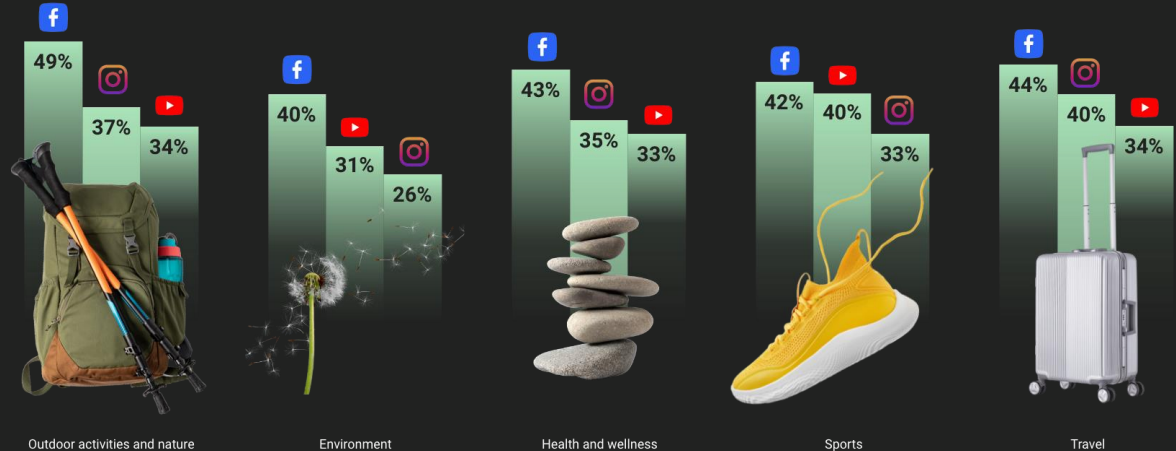
As a platform dedicated to long-form content, vlogs, and educational tutorials, YouTube is a great reference for sports content.



Who hasn't dreamed of being on a beach in the Bahamas or hiking in the Dolomites after seeing a Reel on Instagram?

With its visual focus, Instagram is favoured by travel and nature enthusiasts. Not surprisingly, the age under 45 prefers this platform for consuming content.

Preferred Social Media Platform for Viewing Content by Interest



QINT1 to QINT15. Which of the following social media outlets on which you have an account do you use to look at content, pages or accounts related to [FIELD OF INTEREST]? To answer, please rank a maximum of three social media outlets, starting with the one you use most in connection with [field of interest].

Base: different according to the field of interest | Note: the total may exceed 100%. Up to three of interest could be selected.

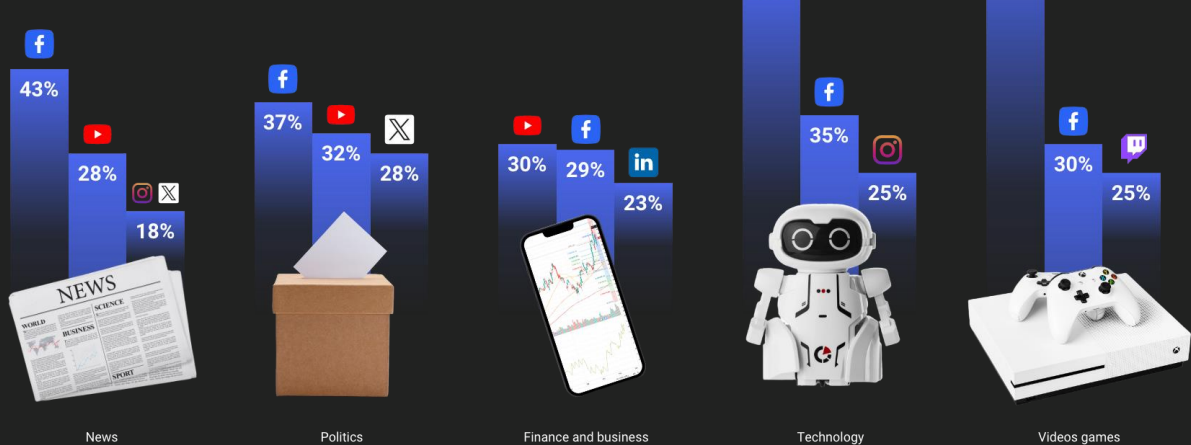
Usage Trends: News, Politics, Finance, Technology, and Video Games

VIDEO GAMES

49%
of 16-24 y/o prefer Twitch



Preferred Social Media Platform for Viewing Content by Interest



Facebook: Public Opinion and Hot Topics

Facebook is a platform where discussions and opinions play a central role. 74%* of the population has not taken any alternative measures to stay informed in response to Bill C-18, which led to the cessation of sharing Canadian news on Meta. This still makes it a popular platform for reaching people interested in politics and news.

Q1NT1 to Q1NT15. Which of the following social media outlets on which you have an account do you use to look at content, pages or accounts related to [FIELD OF INTEREST]? To answer, please rank a maximum of three social media outlets, starting with the one you use most in connection with [field of interest] | Base: different according to the field of interest | Note: the total may exceed 100%. Up to five three of interest could be selected.

*QC18-2. Have you personally taken alternative measures to keep informed because of this decision (e.g., downloading news apps, subscribing to newspapers or media)? | Base: Canadian population (n=3,046)

Usage Trends: Arts and Culture, Gastronomy, Beauty, Fashion, and Luxury Goods

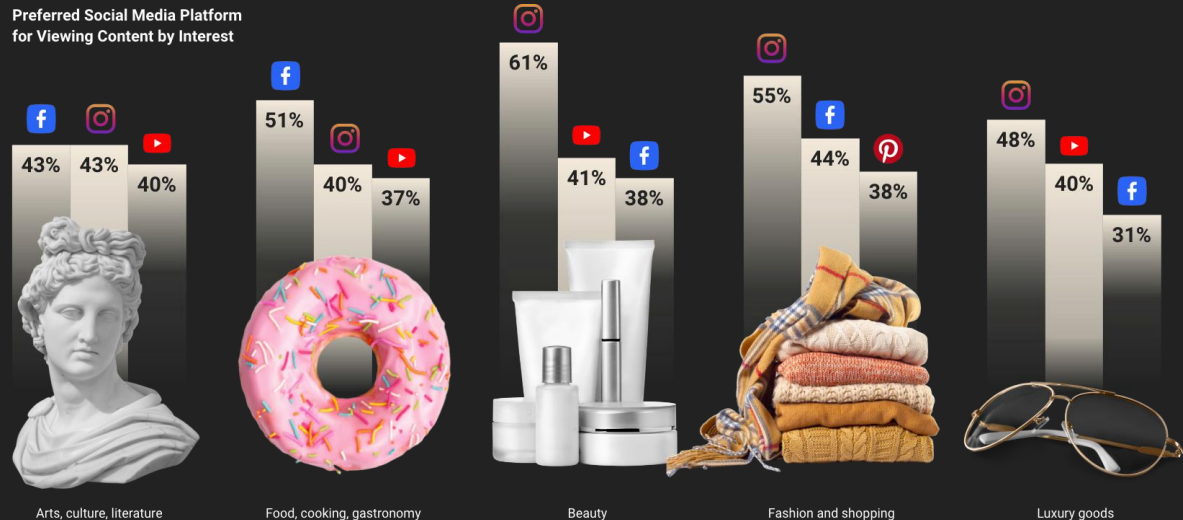
BEAUTY

58%

of 16-24 y/o prefer Tik Tok

Most fashion, beauty, and luxury enthusiasts visit Instagram to consume the content that interests them. That said, if your brand targets the younger demographic aged 16 to 24, then you'll have to turn to TikTok!

Preferred Social Media Platform for Viewing Content by Interest



Q1NT1 to Q1NT15. Which of the following social media outlets on which you have an account do you use to look at content, pages or accounts related [FIELD OF INTEREST]? To answer, please rank a maximum of three social media outlets, starting with the one you use most in connection with [field of interest].

Base: different according to the field of interest | Note: the total may exceed 100%. Up to three of interest could be selected.

KEY TAKEAWAYS

5 Key Findings to Guide Your Strategies for 2024

1 New generations are reshaping the digital landscape

Younger people are increasingly moving away from Facebook, with many now following influencers on Instagram. In time, these younger demographics will have significant purchasing power — it's crucial to evolve alongside them.

2 While the registration rate for emerging platforms is high, actual usage remains low

On the contrary, TikTok continues to expand its reach, now attracting more than just Gen Z. It's seeing increasing activity from those aged 44 and under.

3 The phenomena of digital fatigue and anxiety are very much a reality

Despite this, people are staying online, seeking interactions that are more human, positive, and fulfilling.

4 The American online presence is diverse, and often sets trends

Keeping an eye on developments in the U.S. can help in identifying upcoming trends and incorporating them into your strategies ahead of time.

5 The choice of platforms varies greatly based on interests

Once you understand your audience's interests, direct your marketing efforts toward the platforms where they are most active.

Connect with Your Audience with the DGTL Interactive Report

The new DGTL Interactive Report, developed in close collaboration with our research and analytics teams, represents a significant advancement in effectively developing your marketing plan.

This DGTL Interactive Report offers you the ability to filter data from the DGTL 2024 study, allowing you to better understand the actual preferences of your audience. Whether by age group, gender, region (province or country), or interests, you can precisely select the platforms on which to invest your resources with confidence.

Contact us to obtain your report

Gender

Female Male Identify your gender

Age group

0 10 20 30 40 50 60 70 80 90 100

Regions/Country

Canada British Columbia Manitoba/Saskatchewan Alberta Ontario Quebec Atlantic Provinces United States

Native language

French English Other language

Immigrant

1st Generation 2nd Generation

Interests

News Health and wellness Travel Food, cooking and gastronomy Sports Outdoor activities and nature Environment Politics Arts, culture and literature Finance and business Technology Fashion and shopping Video games Beauty Luxury products

Interested in Taking It to the Next Level?

If the findings presented in this study have inspired you to rethink your 2024 strategies, let's talk about it!

Leger DGTL is your preferred partner for realizing your digital marketing projects. Our approach is based on research and offers personalized support.

Leger DGTL



We specialize in tackling daily challenges, including:

- [Developing your content strategy and managing its production;](#)
- [Imagining and deploying advertising campaigns;](#)
- [Analyzing your digital ecosystem to enhance its performance;](#)
- [Bringing your employer brand to life and strengthening your digital recruitment capabilities;](#)
- [Providing ongoing support or even becoming an extension of your current capacity;](#)
- [Defining a measurement plan to better use your data and make informed decisions;](#)
- [Training and supporting you in your digital transformation.](#)

Leger DGTL

The only agency uniting
research and digital marketing