DGTL Study

2026 Edition

Leger DGTL

Data-Driven Social Media Behaviour and Insights

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We're excited to share the latest edition of the DGTL Study, a project we continue to shape with dedication and passion, made possible through the close partnership between Leger's research teams and the Leger DGTL marketing team.

This year is shaped by a theme of **stability**.

After several years of rapid transformations, sometimes seen as temporary or hard to keep up with, many trends and behaviours are now taking root. And that's good news—for brands, it's finally time to go further. To trust what once felt fragile. To build strategies that are sharper, bolder, and more in tune with how people really engage.

At Leger DGTL, we believe that the strongest ideas are born where data meets strategic intuition. That's the power of this study—clear insights, grounded in reality, that spark creative, relevant, and above all, well-informed decisions.

Happy reading — and happy reflecting.

Methodology

How?

An online survey of **4,561 respondents**, carried out through Leger's LEO panel.

Who?

General population aged 16 and older.

- → **Canada:** 3,561 respondents
- → **United States:** 1,000 respondents

When?

Data collected between **May 22 and June 5, 2025.**

Reader's Notes

The data presented have been **rounded**. As a result, totals may not always add up exactly to 100%.
In this report, figures shown in green indicate a proportion significantly higher than that of other respondents. Conversely, figures shown in red indicate a proportion significantly lower.

Arrows highlight significant changes compared with the results from the 2025 DGTL Study.

Weighted Results

- → 🍁 **In Canada,** results were weighted to account for sex at birth, age, region, mother tongue, education level, and whether children are present in the household.
- → 🦅 **In the United States,** results were weighted to reflect sex at birth, age, region, mother tongue, education, household size, and ethnicity (Hispanic vs. non-Hispanic).

Key Findings

TikTok and AI as go-to search tools.

Consumers, especially younger ones, are turning to TikTok or AI tools to find answers, get recommendations, and ultimately make decisions.

Engagement is moving into the DMs.

Younger audiences favour interactions in DMs, as well as content shared with a specific person or saved for themselves.

The web is a source of stress.

Even though passing the time remains the primary motivation on social media, there is a sense of fatigue with the platforms and a growing interest in more informative, educational, or simply more thoughtful content.

The line between true and false has never been blurrier.

The most effective messages are clear, direct, concise, and transparent.

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2026's big, beautiful chart

% Total Yes	2026	2025	M	W	16-24	25-44	45+
Facebook	83%	84%	79%	88%	75%	89%	82%
YouTube	70%	68%	74%	65%	90%	84%	57%
Instagram	65%	64%	59%	71%	90%	81%	50%
LinkedIn	42%	44%	46%	39%	50%	52%	34%
Pinterest	41%	42%	26%	56%	59%	47%	34%
TikTok	37%↑	33%	33%	40%	67%	51%	22%
Snapchat	31%	31%	28%	33%	71%	45%	13%
Twitter (X)	31%↓	34%	37%	25%	45%	39%	22%
Reddit	27%	26%	33%	22%	51%	42%	14%
Threads	18%↑	14%	17%	18%	24%	24%	12%
Twitch	13%	13%	19%	8%	35%	20%	4%
Bluesky*	9%	n.d.	12%	7%	11%	13%	7%
WeChat*	7%	n.d.	9%	5%	13%	10%	4%
BeReal	6%	6%	8%	5%	21%	9%	2%
Other social media	15%	14%	17%	13%	33%	20%	8%

% Total Yes	2026	2025	M	W	16-24	25-44	45+
Messenger	80%	79%	74%	86%	74%	87%	78%
WhatsApp	52%	51%	52%	52%	63%	62%	44%
Discord	22%	21%	27%	17%	57%	31%	9%
Other messaging apps	20%	21%	22%	18%	30%	23%	16%

*New addition this year

Q3. Do you have an account on the following **social media or messaging apps**? Base: All respondents (n= 3,561 CAN, n= 1,000 USA)

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I use these platforms at least once a day

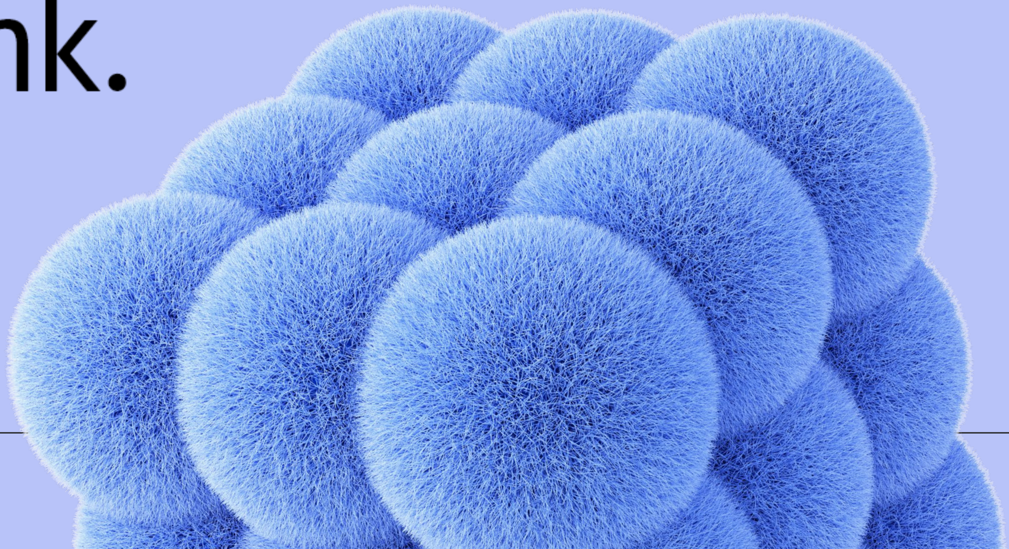
🍁 Newcomers to Canada (those who arrived within the last five years) are more inclined to use WhatsApp (85%) and YouTube (76%) on a daily basis.

	% Total at least once a day	2026	2025	M	W	16-24	25-44	45+
Social Media	Facebook	62%	63%	55%	69%	42%	68%	63%
	Instagram	43%	43%	38%	47%	73%	61%	26%
	YouTube	41%	40%	50%	33%	57%	54%	30%
	TikTok	23% ↑	20%	21%	25%	51%	31%	12%
	Snapchat	17%	17%	16%	18%	52%	25%	4%
	Twitter (X)	14%	15%	21%	8%	22%	19%	9%
	Reddit	12%	12%	17%	7%	18%	21%	5%
	LinkedIn	10%	11%	13%	7%	13%	15%	7%
	Pinterest	9% ↓	11%	9%	9%	16%	10%	7%
	Threads	6%	6%	8%	5%	8%	10%	4%
	Bluesky*	4%	n.d.	6%	2%	4%	6%	3%
	Twitch	4%	4%	6%	1%	9%	6%	1%
	WeChat*	3%	n.d.	5%	2%	6%	6%	1%
	BeReal	3%	4%	4%	1%	7%	4%	-
	Other social media	6%	7%	9%	5%	13%	9%	3%
Messaging apps	Messenger	49%	49%	43%	55%	38%	58%	47%
	WhatsApp	24%	24%	26%	21%	27%	35%	16%
	Discord	9%	8%	13%	5%	28%	12%	3%
	Other messaging apps	10%	11%	11%	9%	15%	13%	8%

*New addition this year

Q6. On average, how often do you use the following social media or messaging apps? Base: Canadian population 16+ (n=3,003). Note: This question was analyzed based on the total sample to allow for clearer comparisons of usage frequency across platforms.

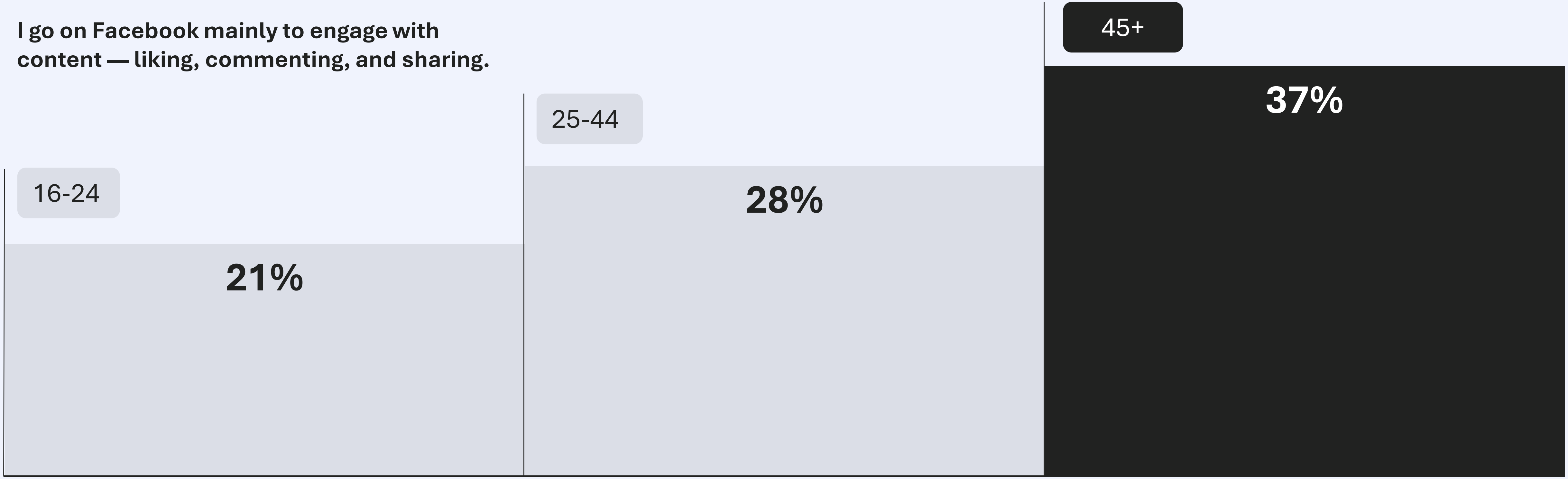
Scrolling remains automatic, but people are feeling fatigue and an unconscious pull toward content that informs, connects, or makes them think.



Facebook: The 45+ crowd is still showing up

It's only a minority of Facebook users who actively engage with content, but those aged 45 and over remain the most likely to do so. After years of building a presence on the platform, brands now find themselves with a loyal audience — one that no longer necessarily reflects their current targets *bittersweet pang* .
So the question is: should we continue to engage with audiences we know are generally aging, or shift our time and energy toward other platforms?

I go on Facebook mainly to engage with content — liking, commenting, and sharing.



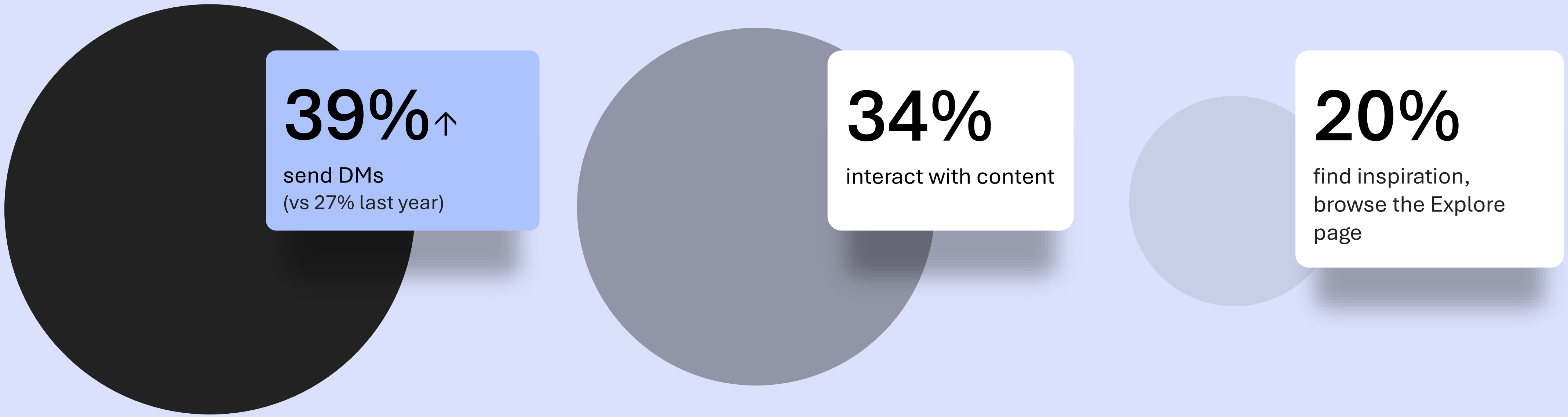
Q7FB. What do you do most often on Facebook? Note: The total may exceed 100%, since respondents could rank up to three choices.v

Instagram: It all goes down in the DMs

While the overall Instagram user base mainly uses the platform to keep up with friends, watch Stories, and scroll through the feed, 16–24 year-olds engage with it in a very different way. Their use is more intentional, focused on interaction, exploration, and taking initiative. For them, Instagram is less of a showcase and more of a social space, one where brands need to join the conversation. And that calls for its own dedicated strategy, not just a copy-and-paste of Facebook.

A plea on behalf of social media managers: let's make sure Instagram stays fun, dynamic, and engaging. 🙏

More common among 16–24 year olds: I go on Instagram mainly to...



Q7IG. What do you do most often on Instagram? Base: Those with Instagram accounts (n=2,379). Note: Totals may exceed 100% as respondents could rank up to three choices..

TikTok: Still going strong, evolving behaviours

This year, TikTok stands out as the platform with the fastest-growing usage. For most users, its main draw is watching videos for fun. Scrolling the feed just to pass the time has slipped into second place — down from last year — hinting that people are using TikTok in a more deliberate way.

23%↑

(vs. 20% last year)

of Canadians use TikTok at least once a day. This increase is consistent across all generations.

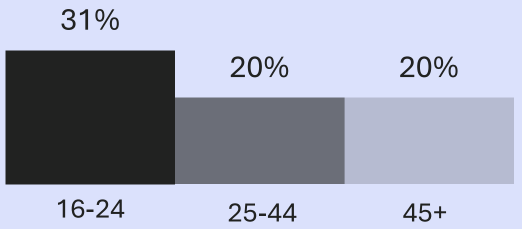
35%↓ (vs. 40% last year)

Many users turn to TikTok **to pass the time**.

28% (vs. 23% last year)

of 16–24 year-olds go to TikTok to to learn new things/watch tutorials.

16–24 year-olds are the most likely to interact on TikTok compared to older generations.



❤️ TikTok is also a platform where 16–24 year-olds are **increasingly following influencers.**

Q3. Do you have an account on the following social media or messaging apps? Base: Canadian population aged 16+ (n=3,561). **/ Q7TT.** What do you do most often on TikTok? Base: Canadians with a TikTok account (n=1,316). Note: Totals may exceed 100% as respondents could rank up to three choices.

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YouTube: The platform with the widest range of uses

Thanks to its versatility, YouTube fits naturally into almost any strategy, regardless of objectives or brand type. Usage has remained stable across generations compared to last year. Men use it more than women, making YouTube a strong entry point to reach an audience that is often harder to capture on other platforms.

50%
of men use YouTube at least once a day vs. 33% of women.

57%
of people who arrived in Canada within the past five years watch videos (vlogs, YouTube) daily, compared to 37% of the general population.

I visit YouTube primarily to...

- **37%** Watch videos for entertainment (e.g., shows).
- **36%** Learn something new/check out a tutorial
- **35%** Listen to music/watch music videos
- **22%** Watch YouTube Shorts
- **22%** Look up information (with the search bar)
- **21%** Watch informative or how-to videos
- **16%** Watch podcasts
- **15%** Watch product reviews, opinions, etc.

🎧 **Podcast** listening (and viewing) is on the rise — up 3 points from 13% to 16% this year.

Q7YT. What do you do most often on **YouTube**? Base: Canadians with a YouTube account (n=2,511). Note: Totals may exceed 100% as respondents could rank up to three choices. **Q6.** On average, how often do you use the following social media or messaging apps? Base: Canadian population aged 16+ (n=3,561).

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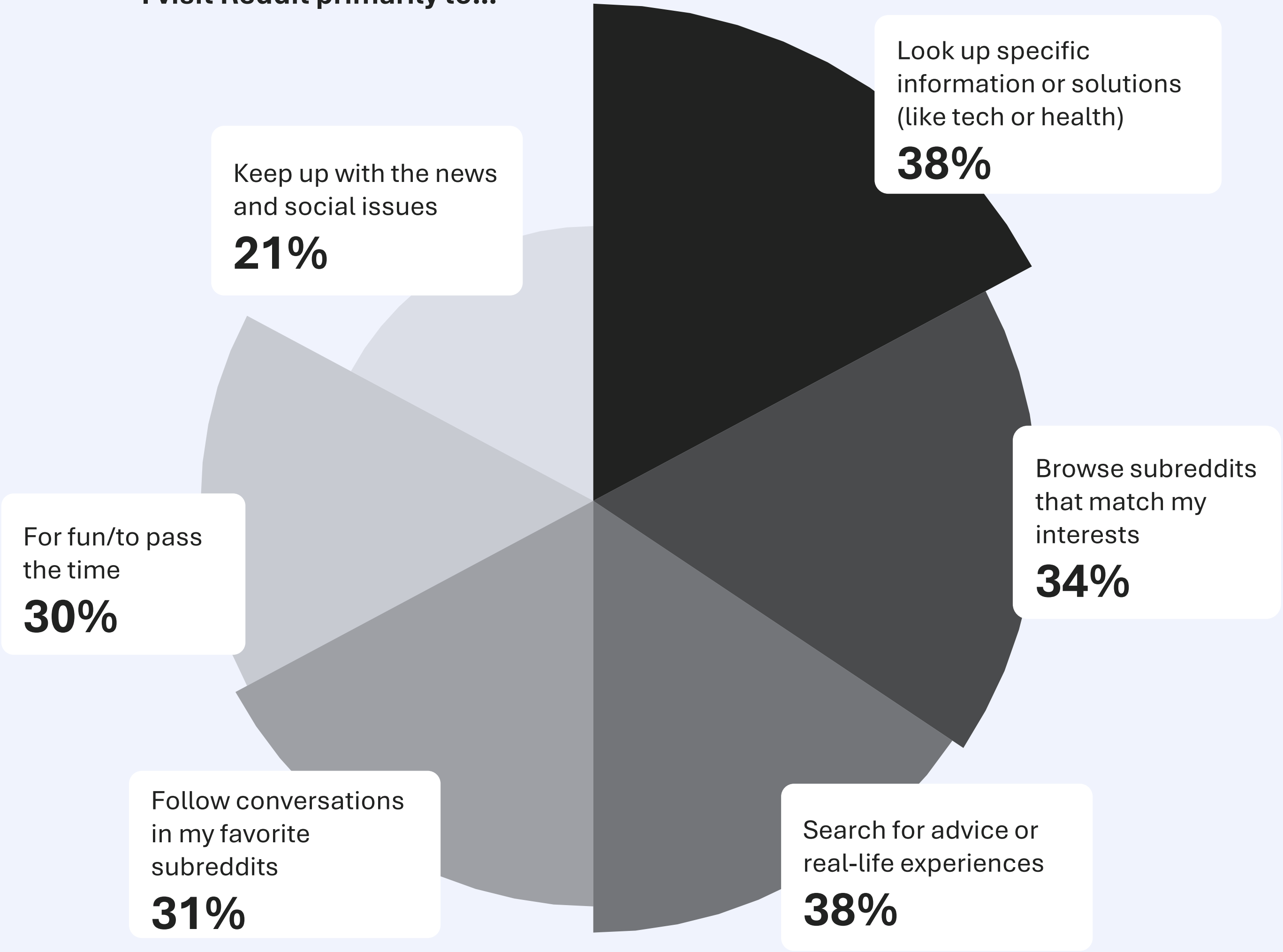
Reddit: The go-to platform for social listening

Reddit has seen strong growth over the past four years. But what makes it especially valuable for brands and organizations is the richness of its conversations: a space where unfiltered perspectives are shared — perfect for social listening.

On Reddit, you can capture not only what people are saying about your brand, but also their interests, opinions, and even… their vocabulary.

I visit Reddit primarily to…



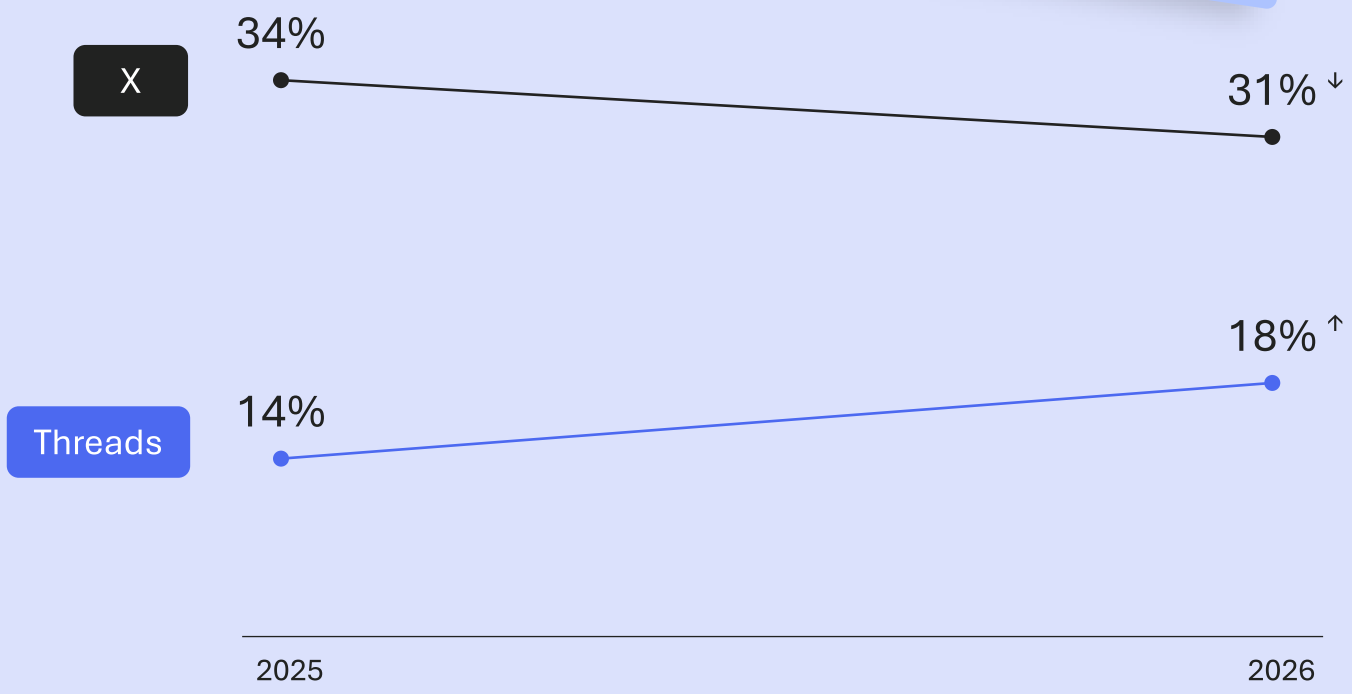
Q7RED. What do you do most often on Reddit? Base: Canadians with a Reddit account (n=977). Note: Totals may exceed 100% as respondents could rank up to three choices.

X, Threads, BlueSky: The quest for a true news-sharing platform isn't over

The political climate appears to be shaping the landscape of text-based platforms. X continues to lose ground, while Threads is attracting more and more users.

These dynamics highlight the enduring appeal of platforms centered on news, opinions, and conversation.

I have an account on the following social media platforms



Bluesky, for its part, is making a quiet breakthrough: 9% of Canadians have an account, and its audience reflects the male–female split observed on X.

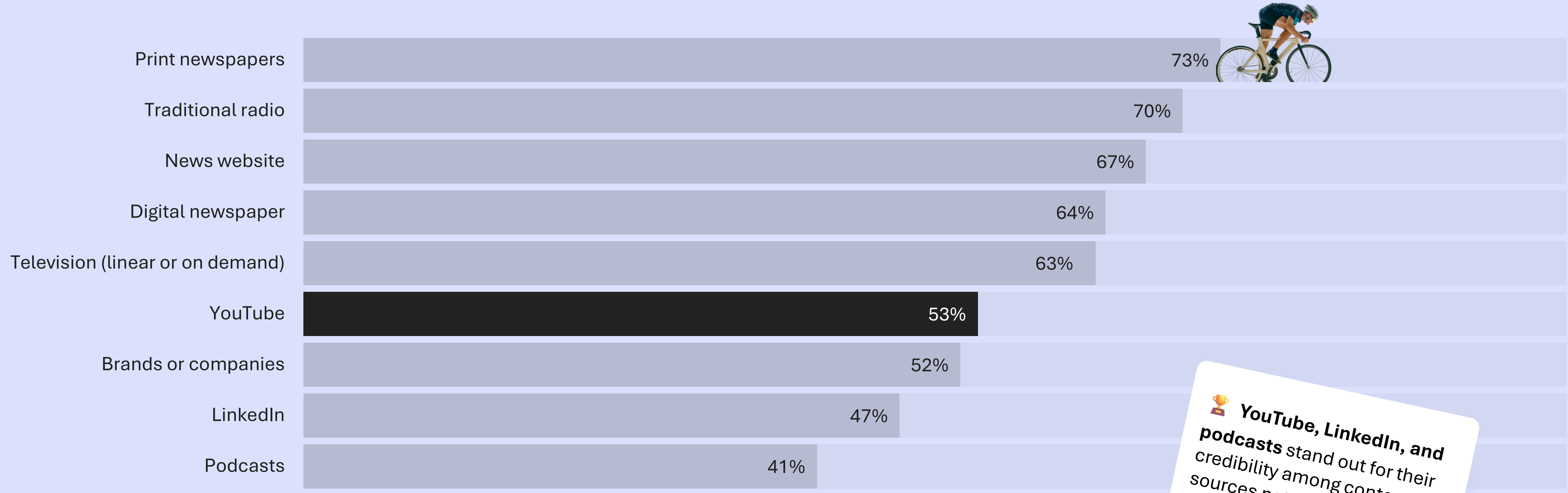
X's decline is sharper in the U.S., with account ownership dropping from 48% of Americans in 2025 to 41% in 2026.

Q3. Do you have an account on the following social media or messaging apps? Base: Canadian population aged 16+ (n=3,561).

YouTube ranks as the most trusted social platform

When it comes to credibility, traditional media—print newspapers, radio, and news sites—continue to dominate. For brands, this opens the door to thinking about how these channels can complement each other. For example, in campaigns designed to shift perceptions, encourage behaviors, or strengthen *you guessed it* credibility.

% Yes, I can trust the content published by the following sources



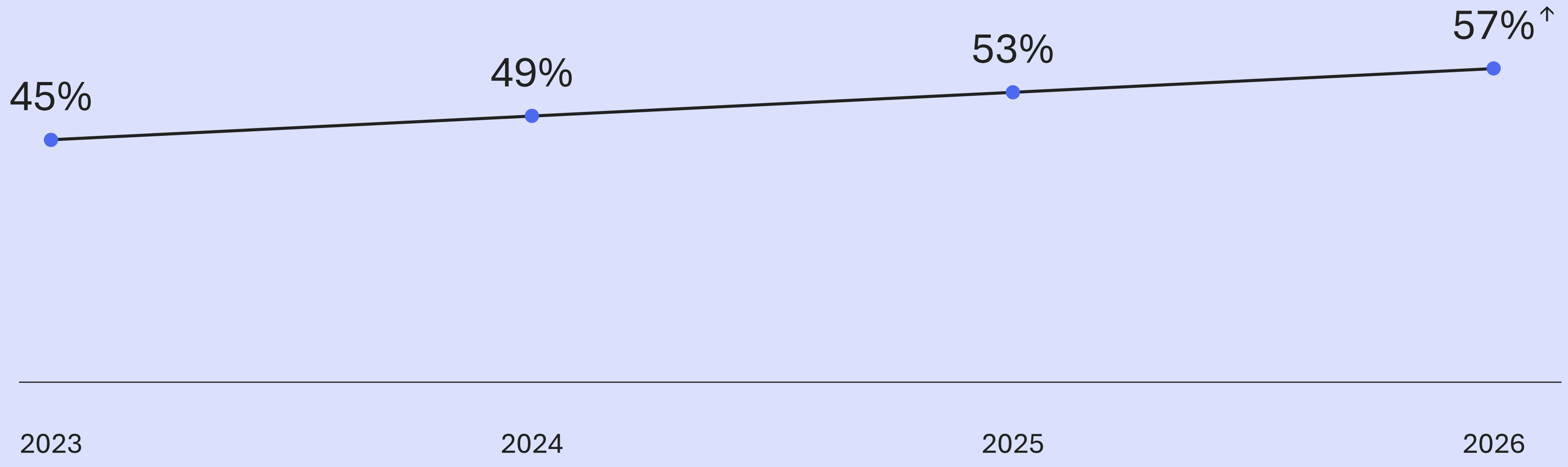
🏆 **YouTube, LinkedIn, and podcasts** stand out for their credibility among content sources not tied to traditional media.

QCRED_TOT1. In your opinion, the content posted by the following sources is...? Base: Canadian population aged 16+ (n=3,561).

The boundary between truth and lies has never been so blurry

In just four years, the share of those struggling to tell the difference has risen from 45% to 56%. This is a sharp increase. The distrust may be explained by the acceleration of AI, the spread of misinformation, and the ever-growing amount of content we consume every day.

% Yes, I find it hard to tell what's true or false on digital platforms.

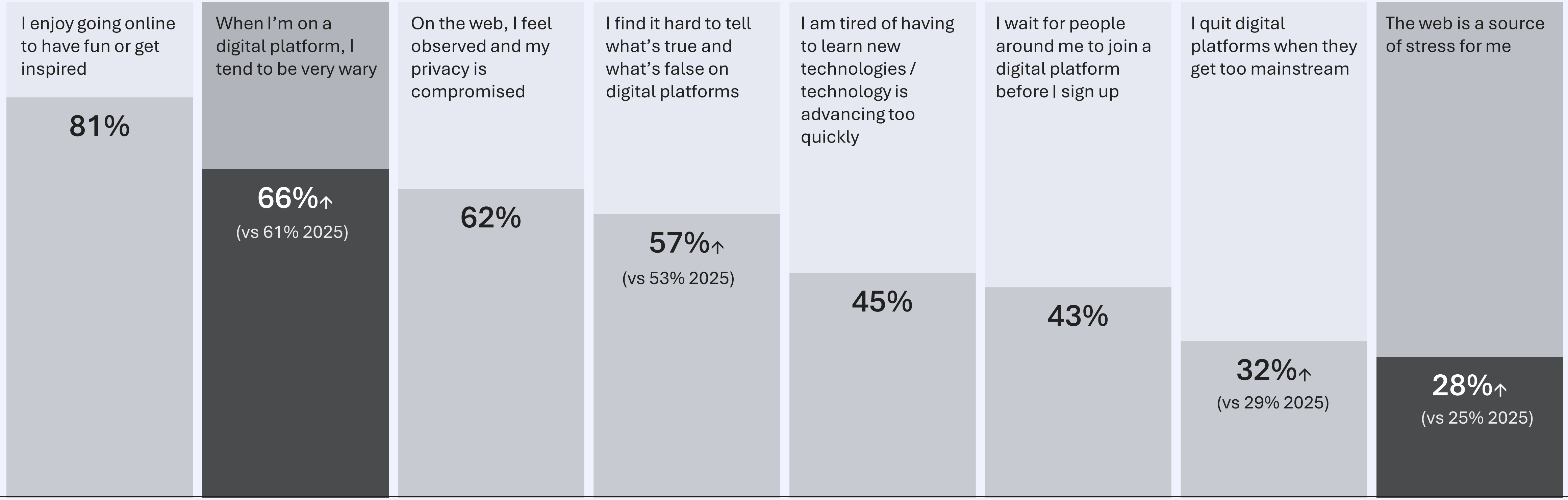


Q21. Q21. Do you agree with the following statements related to the digital platforms you visit / consult? Base: Canadian population aged 16+ (n=3,561). Note: By "digital platforms," we mean all the digital platforms at your disposal: websites, social media, apps, streaming platforms, etc

The web inspires and entertains, but it also generates mistrust and fatigue

While most Canadians turn to the web for entertainment or inspiration, their relationship with digital platforms remains complex. A significant share express distrust — especially those aged 45 and older (72%) — while younger people, particularly 16–24 year-olds, are more likely to associate them with stress (37%).

% Yes, I agree with the following statements



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2

INFLUENCERS AND CONTENT CREATORS

Influencer content works best when it's authentic and spontaneous, while still offering **value** and meaning.

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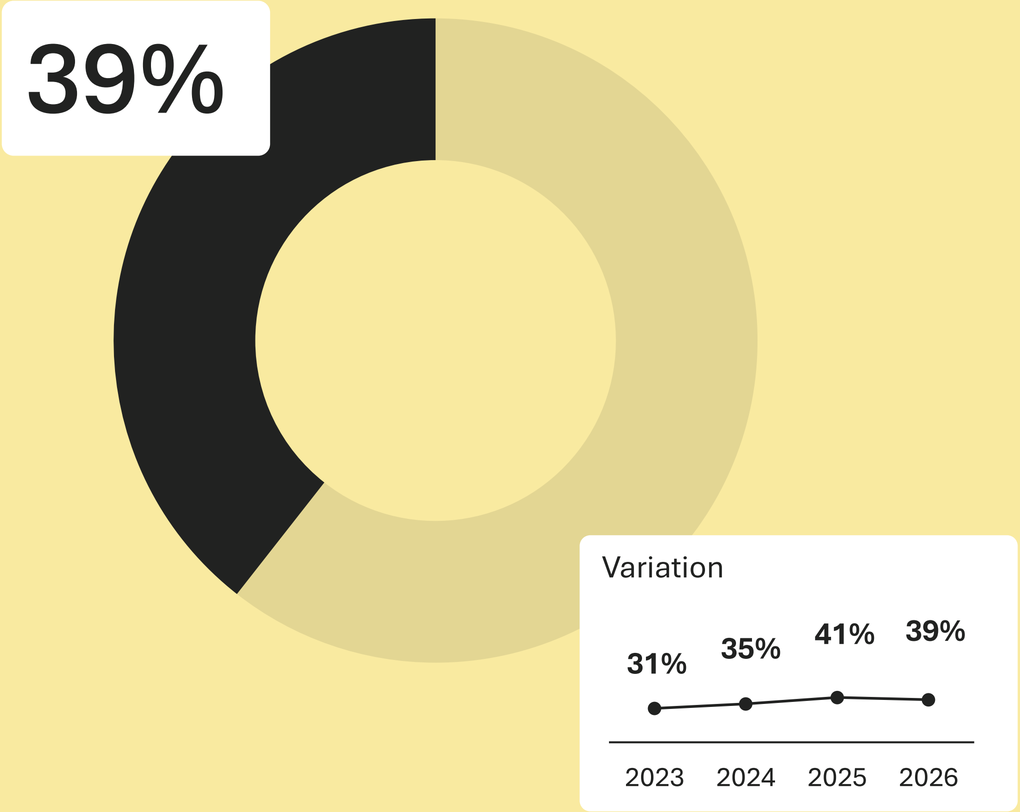
Influencers and content creators maintain their appeal

Overall, Canadians continue to follow influencers and content creators. Even though interest among 25–44 year-olds has dipped slightly, it remains strong among those aged 16–24.

👀 **Women lean lean toward Instagram (69%)** to follow influencers and creators, while men favour YouTube (57%).

🍁 More and more Canadians are following creators on **TikTok** — now 36%, up from 27% last year.

% Yes, I follow influencers/content creators on social media



Q12. On which social media do you mainly follow influencers / content creators? Base: Canadians who follow influencers/content creators (n=1,478). Note: Totals may exceed 100% as respondents could provide multiple answers. / **Q10.** Do you follow influencers / content creators on social media? Base: Canadian population aged 16+ (n=3,561)

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Raw content draws attention, but polished posts appeal too

It’s reassuring to see that the formats often perceived by brands as more valuable, such as polished, longer, and more informative, also resonate across all generations. Yes, personal and spontaneous content leads the way, but not everything has to be filmed hastily in a car. Audiences remain open to more crafted content, as long as it feels natural, direct, useful… and maybe even a little funny.

When it comes to influencer content, I prefer…

Personal or spontaneous content, with no commercial ties	79%	21%	Commercial partnership content with brands or companies
Content in which a person addresses the camera directly	71%	29%	Content performed with characters or staging (e.g., sketches, mini-scenarios)
People like me	66%	34%	People who make me dream
Spontaneous, unscripted content	60%	40%	Highly polished and professional content
Short, easily consumable content	59%	41%	Longer, more in-depth content
Entertaining/light-hearted content	55%	45%	Informative/educational content
Lesser-known individuals with a small community	53%	47%	Very well-known individuals with a large community
Specialized content (e.g., sports, food, mental health)	50%	50%	Varied content (e.g., lifestyle)

DGTL Study **QSLIDER.** What is your level of preference between the following options? Base: Canadians who follow influencers/content creators (n=1,478).

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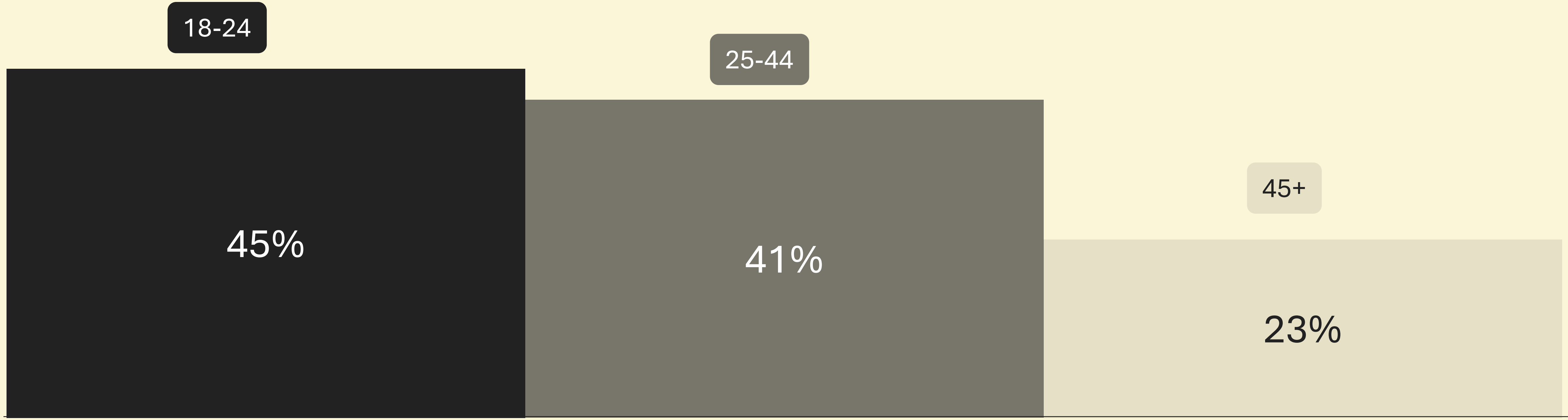
An overall positive perception, especially among young people

Overall, perceptions of influencers and creators are neutral to positive. Younger audiences (16–44) are more favourable, while older ones are less so. This may simply reflect different definitions of what "influencer" means. What's certain is that brands need to pick the right partners and give them freedom to deliver messages that resonate if they want to keep this perception positive.

59% of people who arrived in Canada within the past five years view product or service promotions by influencers or creators **positively**.

I see it positively when companies collaborate with influencers and creators



QINFL2A. In your opinion, when a brand or company uses influencers/content creators to promote its products or services, is this...? Base: Canadian population aged 16+ (n=3,561).

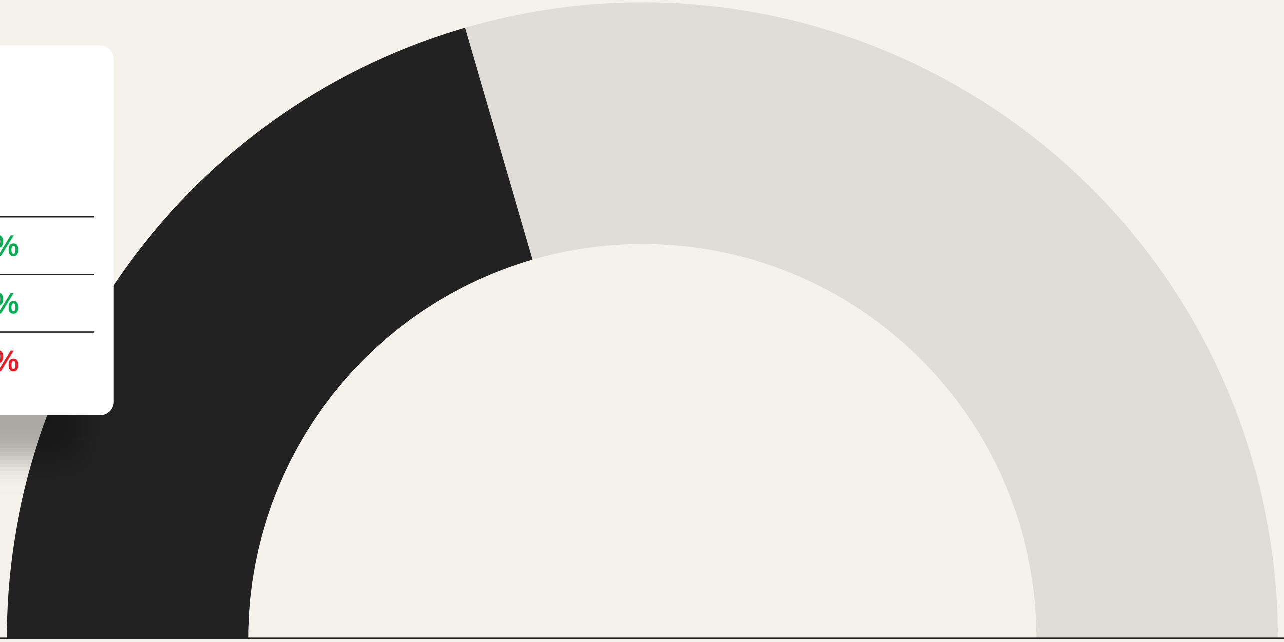
Employees bring value: their expertise and **POVs** deepen the connection between brands and Canadians.

Canadians continue to stay connected to brands

The proportion of Canadians following brands and companies has held steady since last year. For brands, the challenge is to keep refining their presence, voice, and approach to interaction in order to capture attention — and ideally, win a follow. With this solid base, there's plenty of room to imagine an even stronger, more meaningful relationship between Canadians and the brands they engage with.

✋ We're [INSERT YOUR BRAND HERE], and we're here to be more interesting each day and venture off the beaten path.

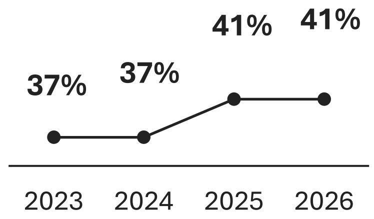
% Yes, I follow brands or companies on social media



41%

16-24	**61%**
25-44	**59%**
45+	**26%**

Variation



Q15. Do you follow brands or companies on social media? Base: Canadian population aged 16+ (n=3,561).

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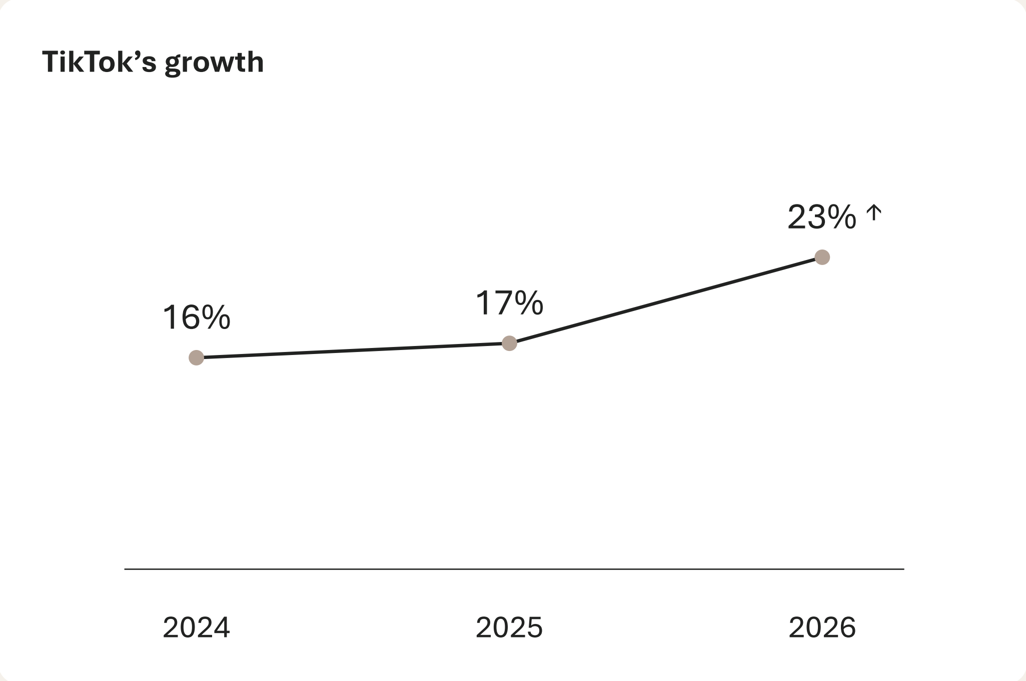
More and more Canadians are following brands on TikTok

Instagram continues to serve as a cross-generational platform, but TikTok is showing notable momentum. Its usage has grown from 17% last year to 23% this year, sending a clear message to brands: this may be the right moment to build a dedicated strategy tailored to the platform's unique codes, preferences, and user expectations.

I follow brands or companies on the following social media platforms

	2026	2025	16-24	25-44	45+
Instagram	62%	60%	71%	69%	49%
Facebook	53%	55%	19%	54%	69%
YouTube	25%	23%	27%	24%	25%
TikTok	23%↑	17%	35%	23%	16%



Q16. On which social media do you follow brands or companies? Base: Canadians who follow brands or companies (n=1,532). Note: Totals may exceed 100% as respondents could provide multiple answers.

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Audiences, especially those 45+, want to hear straight from the brand

Those aged 45 and older are less inclined to follow brands, yet when they do want product or service information, they prefer to hear it directly from the brand itself rather than from employees or influencers. Younger audiences, especially 16–24 year-olds, have more varied expectations: their preference is split between the brand, its employees, and creators. To capture attention, brands would benefit from weaving all three approaches into their overall content strategy, if not within a single campaign.

🍁 60% of people who have been living in Canada for five years or less view product or service promotions by employees positively, compared to 42% among the general population.

I prefer to hear about a brand's products or services from...

	Total	16-24	25-44	45+
The brand or company	56%	36%	47%	65%
Employees of the brand or company	26%	31%	29%	24%
Influencers/content creators	18%	33%	24%	11%

QINFL3. Would you rather hear about the products or services of a brand or company via...? Base: Canadian population aged 16+ (n=3,561)./ In your opinion, when a brand or company uses its employees to promote its products or services, is this...? Base: Canadian population aged 16+ (n=3,561).

Your audience is interested in your employees' expertise

Brands know they need to give space to their employees and put them forward. But what do Canadians truly want to see? Beyond simply putting a face forward, it is employees' expertise that resonates. Canadians seek content that informs, teaches, and sparks curiosity. This type of engaging, almost educational content can be effectively delivered through microlearning formats.

🎤 **49% of 16–24 year-olds and 38% of 25–44 year-olds say they like content where brand employees join in on a trend or challenge.** Leveraging a trend to highlight a brand's expertise is a practical way to stay relevant and spark interest.

If a company or brand wants to highlight its employees, I am more interested in...

- An employee sharing insights in their area of expertise **70%**
- A team-building activity with coworkers **56%**
- An employee's profile and career path **50%**
- An employee taking part in a trend or challenge on social media **33%**
- Celebrating a work anniversary **30%**
- Announcing a new team member **23%**

QSITUA_9. A company wants to promote its employees through different types of content. Which of the following types of content do you find most interesting? Base: Canadian population aged 16+ (n=3,561). The total may exceed 100%, since respondents could rank up to three choices.

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Guided content to highlight expertise

In our day-to-day work, we're seeing growing interest from clients in implementing employee ambassadors whithin their strategies. The challenge? Most don't know where to start. A great first step is guided content like this: clear, guided messaging, delivered authentically by someone who knows the subject inside out.

And if your teams aren't comfortable on camera, UGC creators — or your agency (wink wink) can be a strong alternative, producing content that feels credible and avoids an overly commercial tone.

🎥 A series of Reels by Leger DGTL in collaboration with the **Port of Montreal**.

This or that

Messages can be humorous, touching, or engaging, but **clarity** is non-negotiable.

When exploring a city, video wins over blogs

When I'm exploring a city for the first time, I prefer...

58%

Watch a short video (like a Reel) that presents ideas for things to do in the city

Men	62%
Women	55%
16-24	61%
25-44	55%
45+	60%

IMAGE CREATED WITH THE HELP OF AI

42%

Read a blog on the 10 things to do in this city

Men	38%
Women	45%
16-24	39%
25-44	45%
45+	40%

QSITUA_1 You are visiting a city for the first time. Do you prefer...? Base: Canadian population aged 16+ (n=3,561).

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For municipal info and announcements, clarity wins

73%

of Canadians prefer a **clear and direct** announcement, regardless of age.

👀 39% of 16–24 year olds prefer a light and humorous announcement 💀.

QSITUA_2 Your city would like to share some important information with you. Do you prefer a...? Base: Canadian population aged 16+ (n=3,561).

When it comes to learning something new, long-form video prevails

To learn how to do something I have never done before, I prefer...

58%

A longer video (60+ sec.) showing every step

Men	63%
Women	53%

42%

A short video (30 sec.) where the steps appear in text/captions

Men	37%
Women	47%

QSITUA_4A. You want to learn how to do something you've never done (e.g. cook a recipe, unclog a toilet, remove a splinter). Would you rather...? Base: Canadian population aged 16+ (n=3,561).

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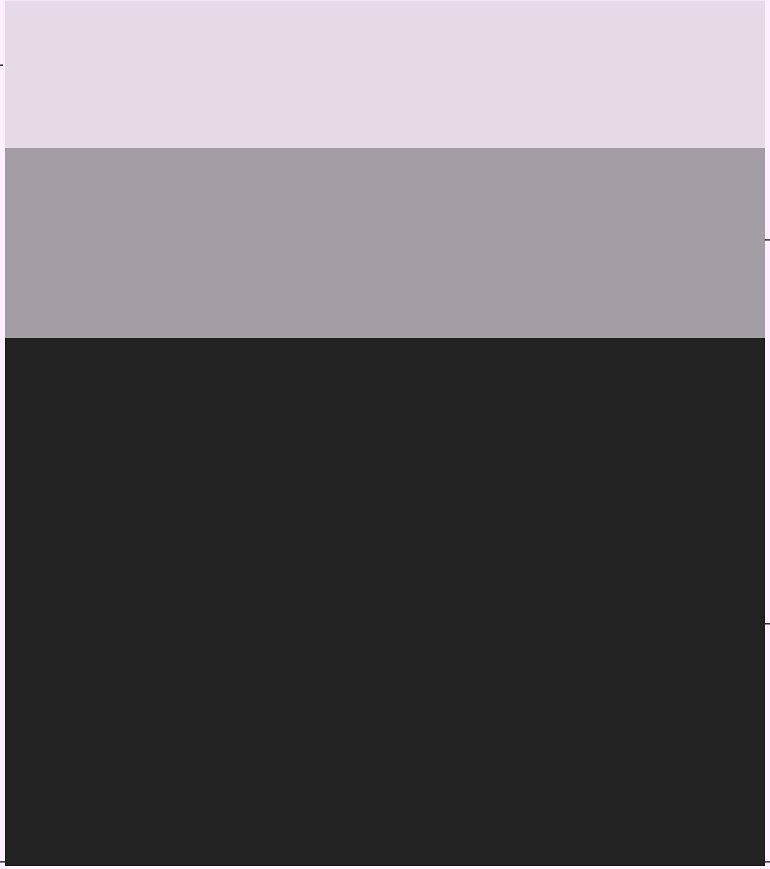
When faced with a complex topic, clarity and simplicity carry the most weight

To understand a complex or less engaging topic, I prefer...

17%

Fun, light content, even when the subject is serious

Men	18%
Women	16%
16-24	29%
25-44	23%
45+	10%



22%

Comprehensive and factual content

Men	26%
Women	19%
16-24	20%
25-44	23%
45+	22%

61%

Simple, clear content without exaggeration

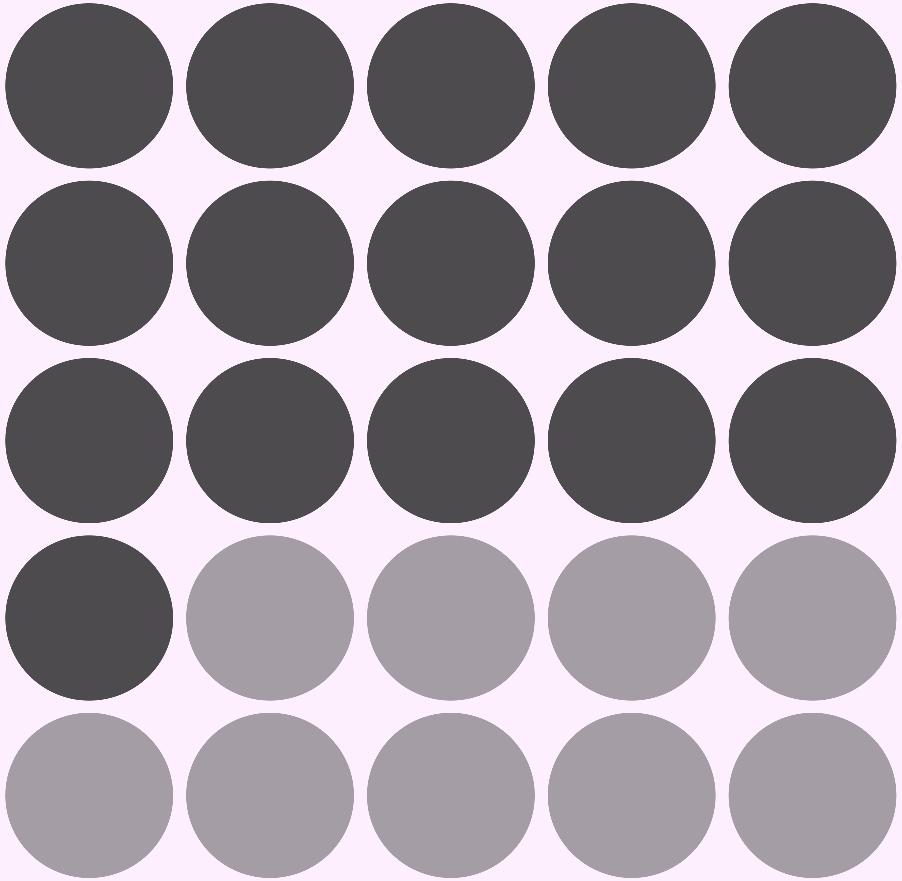
Men	56%
Women	65%
16-24	51%
25-44	54%
45+	67%

QSITUA_5. You are trying to grasp a topic you find complex or unengaging (e.g., taxes, insurance, municipal bylaws). Do you prefer...? Base: Canadian population aged 16+ (n=3,561).

For clarity on products and services, quick videos take the lead

In terms of format, it's interesting to see that even those aged 45 and older prefer short-form video. This shows that a format often associated with younger audiences can also reach a broader public — when used well!

To understand a product or service I don't know well, I prefer...



64%

Watch a short video (e.g., Reel)

16-24	**70%**
25-44	**65%**
45+	**63%**

36%

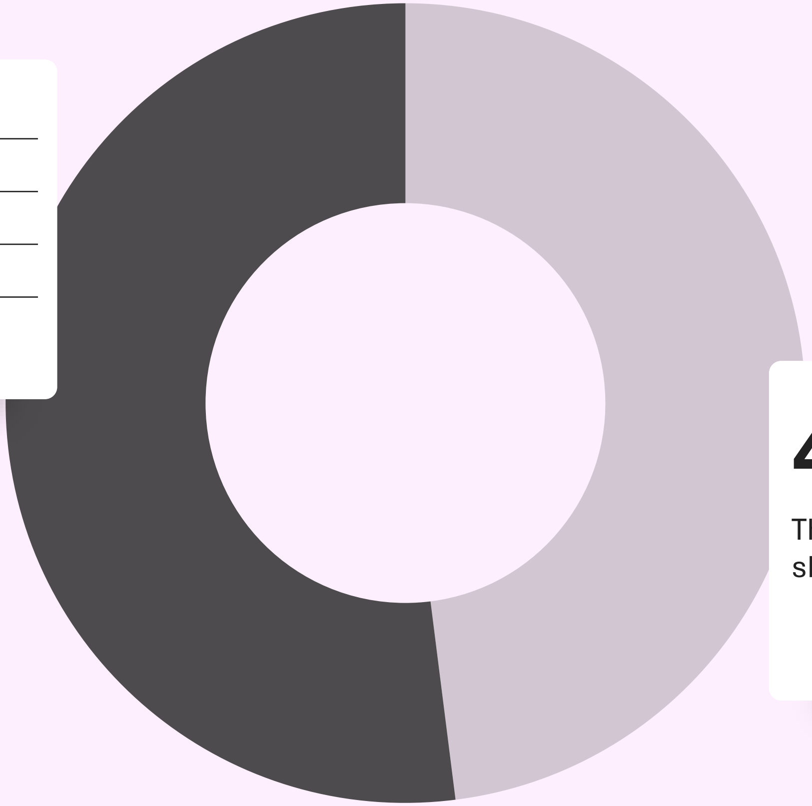
Read an explanatory blog

16-24	**30%**
25-44	**35%**
45+	**37%**

QSITUA_6. You want to get a better understanding of a product or service you don't know much about (e.g., a financial product, such as an FHSA). Do you prefer...? Base: Canadian population aged 16+ (n=3,561).

When learning about a program or initiative, experts are preferred over testimonials — but only slightly

To learn more about a little-known program or initiative, I prefer…



52%

Hearing an expert or spokesperson explain with facts

Men	54%
Women	50%
16-24	43%
25-44	45%
45+	59%

48%

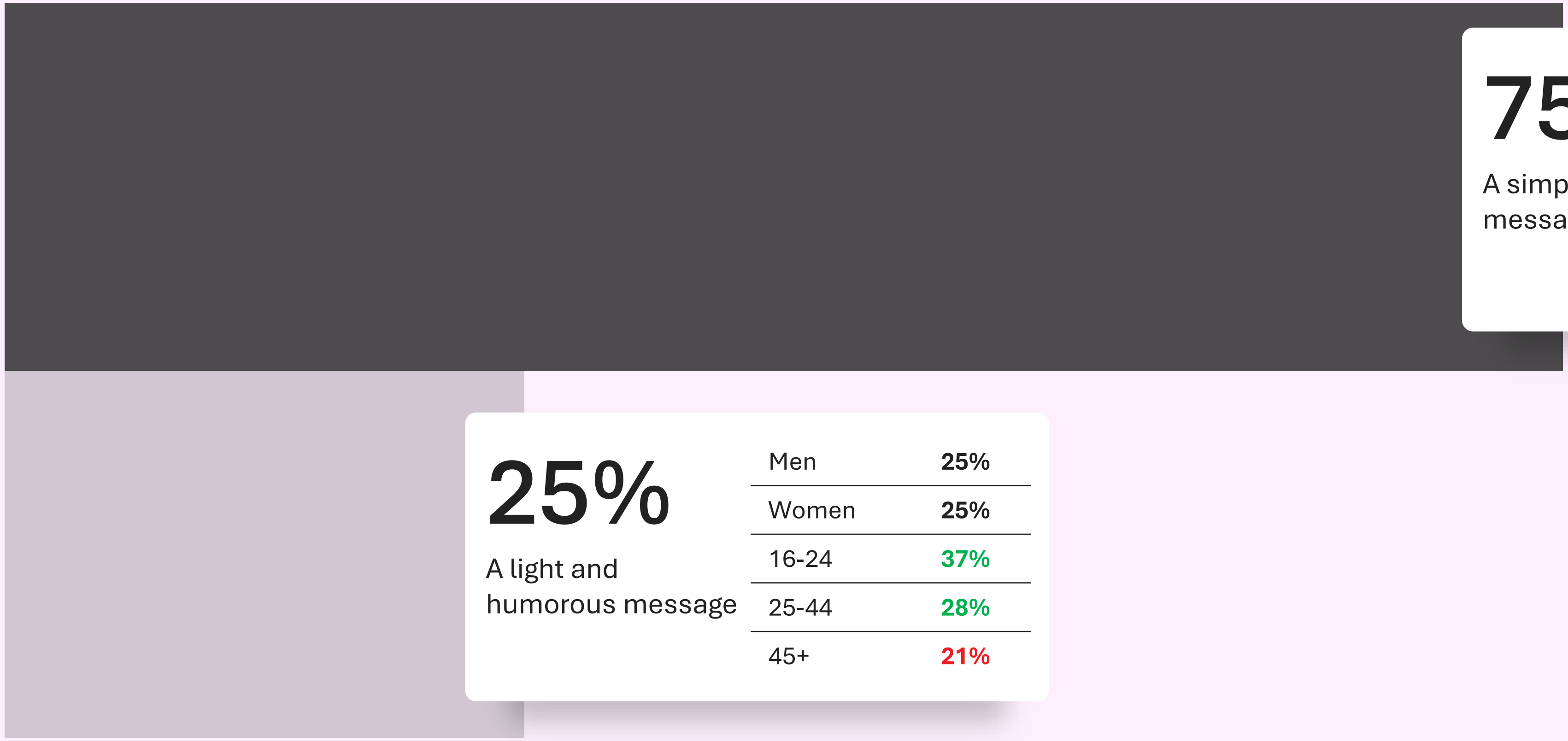
That a person “like you” shares their experience

Men	46%
Women	50%
16-24	57%
25-44	55%
45+	41%

QSITUA_7. A company wants you to know about a useful but little-known program or initiative. Do you prefer…? Base: Canadian population aged 16+ (n=3,561).

A simple and direct message is the most effective way to raise awareness

When a company wants to raise my awareness about an important cause, I prefer...



75%

A simple and direct message

Men	**75%**
Women	**75%**
16-24	**63%**
25-44	**72%**
45+	**79%**

25%

A light and humorous message

Men	**25%**
Women	**25%**
16-24	**37%**
25-44	**28%**
45+	**21%**

QSITUA_8. A company wants to raise awareness about an important cause (e.g., food waste, online safety). Do you prefer a...? Base: Canadian population aged 16+ (n=3,561).

So should we forget about humour?

Of course not, quite the opposite!

In our experience, people aged 45+ clearly appreciate humour. However, the data shows that for them, social media is not instinctively seen as a place for laughter. In contrast, 16- to 24-year-olds and 25- to 44-year-olds naturally engage with the codes of digital humour: memes, reels, short formats, often absurd or self-deprecating.

In any case, humour is always welcome, as long as it serves a purpose—a message, an idea, or simply a relatable moment. A good approach? Attract with the form (light, funny, relatable) and retain with the substance (informative, useful, meaningful).

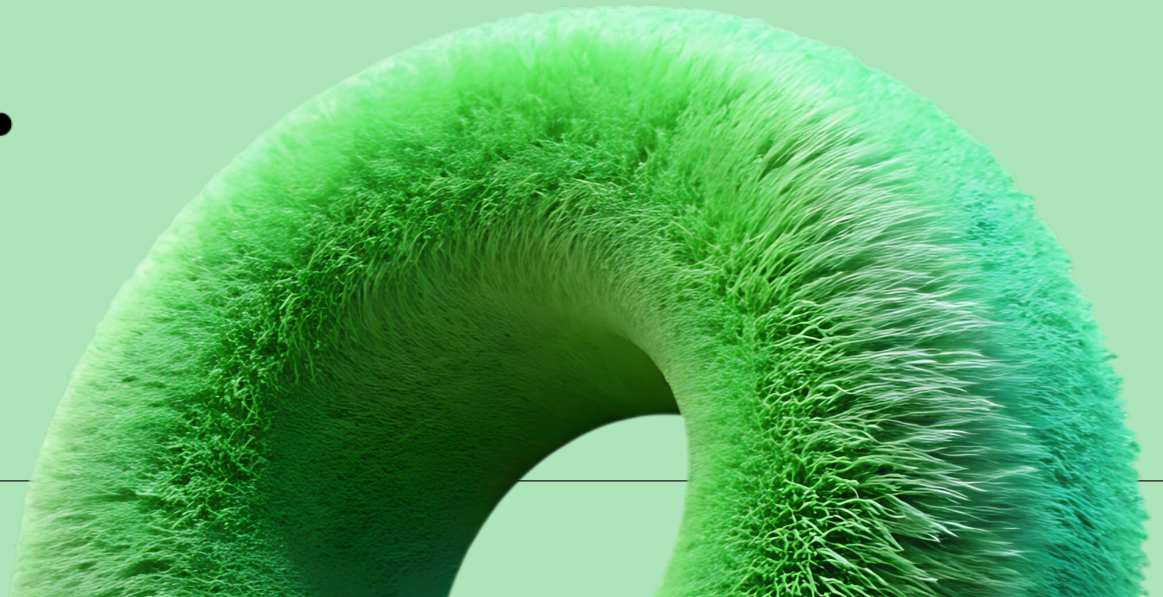
Digital Audit and Voice of Your Followers

What if you finally had a clear, big-picture view of your digital presence — along with concrete next steps to take action? Our audit helps you understand what's working (or not) across your content, platforms, and placements. By comparing your practices with those of your competitors and the real expectations of your followers, we deliver clear, evidence-based recommendations aligned with your goals.

The "Voice of Your Followers" module, developed in collaboration with research experts at Leger, reveals unique insights from your social media audience.

Contact us to learn more

AI is gaining ground as the web **entry point** for younger users, while older users stick with Google.

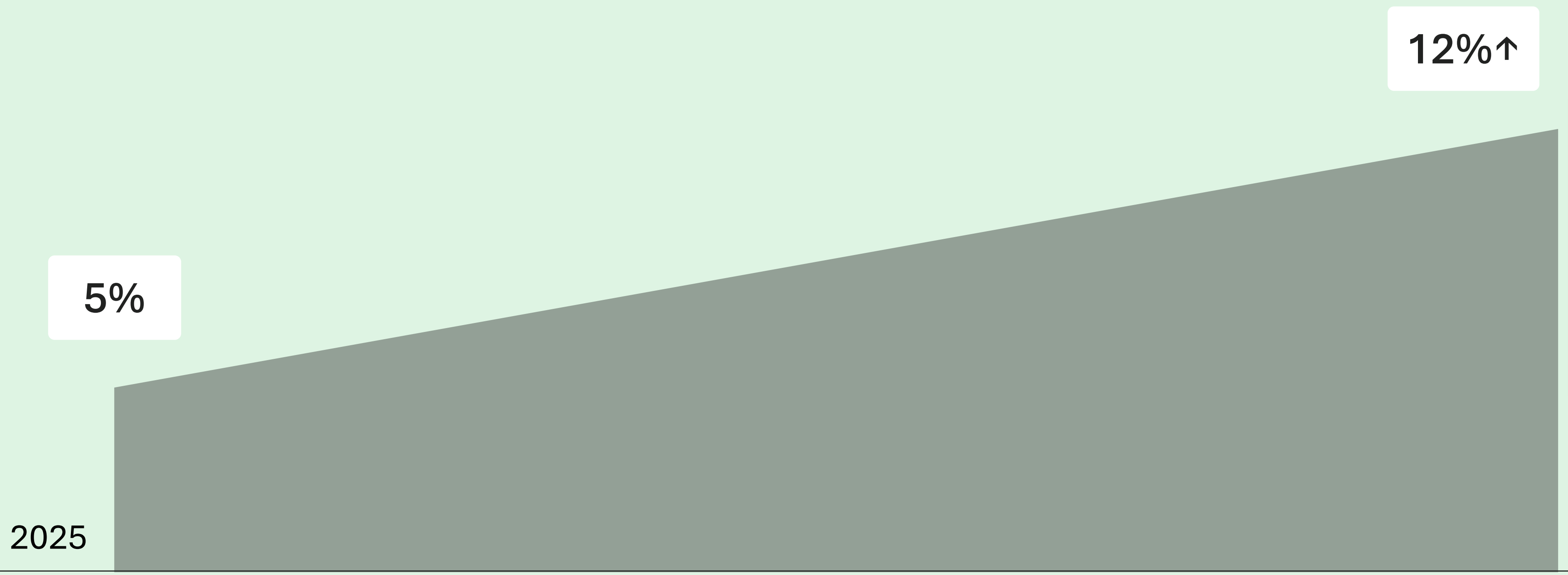


Young people aged 16 to 24 are quickly adopting AI as their first stop when looking for information.

POV : That one friend who always says, "I'll ask ChatGPT."

It's rare to see a digital behaviour change so quickly. AI is becoming the new starting point for seeking information, especially among 16- to 24-year-olds. We will undoubtedly say "I'll Google it" less... and "I'll ask ChatGPT" more.

% Yes, to find information online, my first reflex is to consult AI tools



12%↑ of Canadians use AI as their go-to for finding info online, vs 5% last year.

🤖 Among 16- to 24-year-olds in particular, the figure has risen to 26%↑, compared to 16% last year.

QIA1. To find information online, my first reflex is to consult...? Base : Canadian population (n=3,561)

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Canadians are increasing their regular use of AI...

The use of AI is growing rapidly, especially among younger people. It's not yet the first instinct, but it is gradually becoming part of digital habits.

I use these tools at least once a week

	2026	2025	16-24	25-44	45+
Search engines (e.g.,Google)	95%	96%	97%	97%	93%
Artificial Intelligence tools (e.g.,ChatGPT)	36% ↑	24%	67%	49%	22%

QIA2. How often do you use...? Base : Canadian population 16+ (n=3 561).

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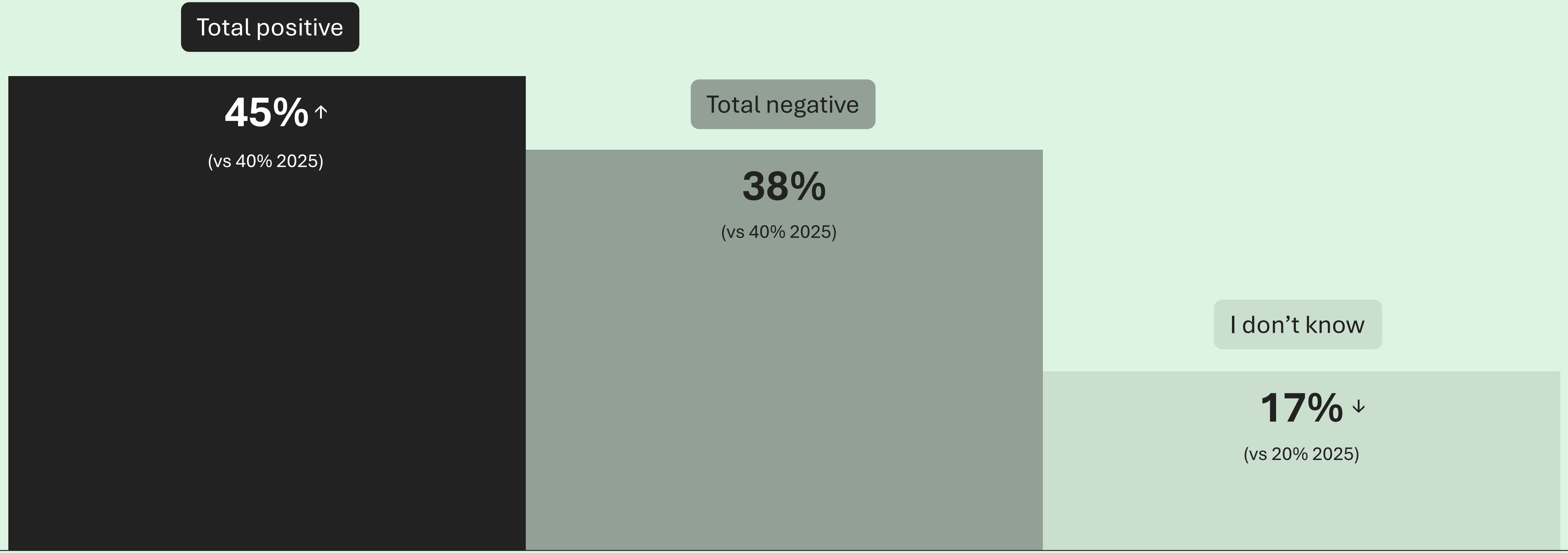
… while perception follows at a slower rate

While positive perception is on the rise, trust has yet to be fully established. And that's not necessarily a bad thing — perhaps people are simply maintaining the habit of cross-checking elsewhere?

Overall the presence of artificial intelligence is…



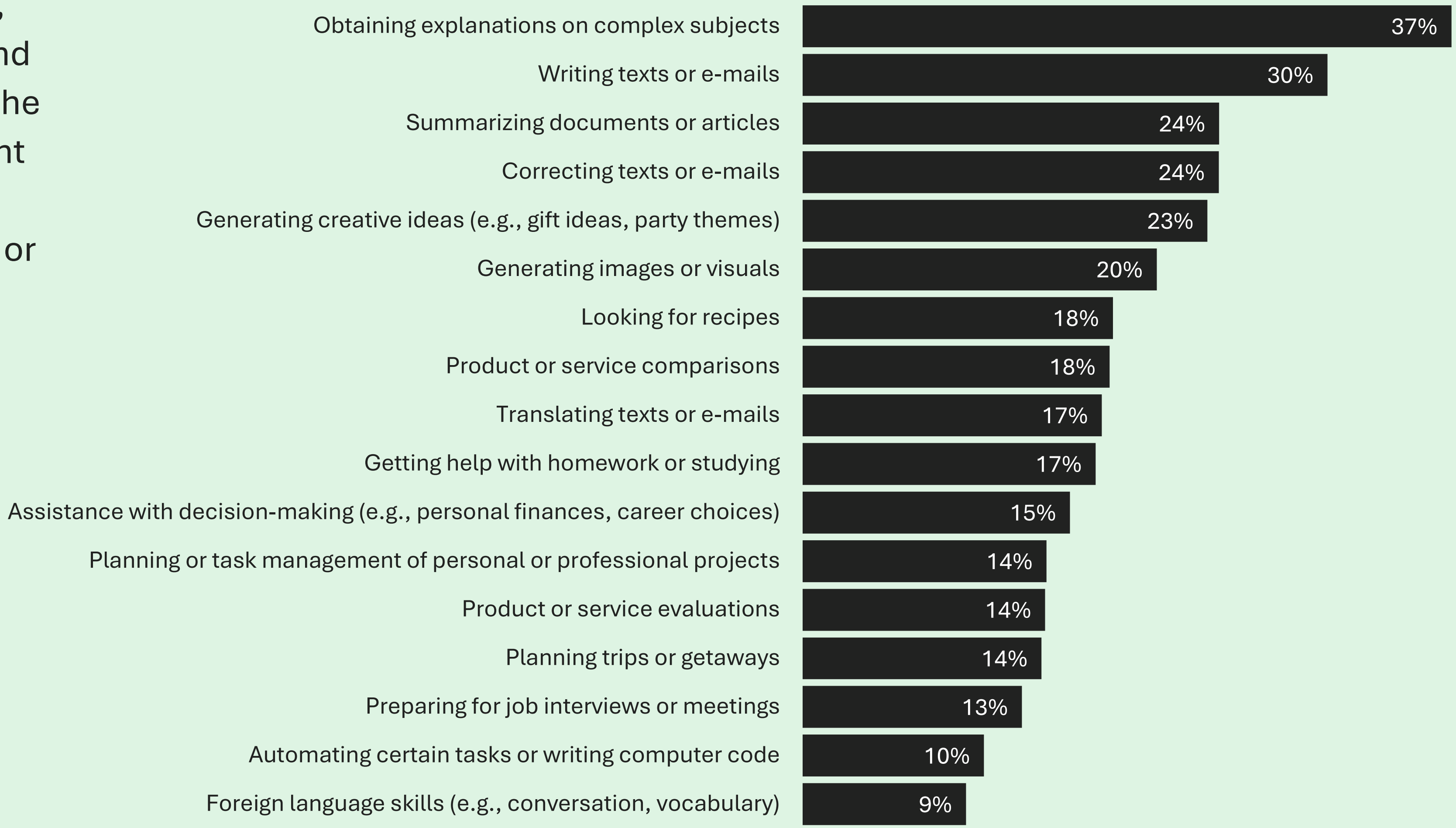
QIA3. Overall, the presence of artificial intelligence is…? Base: Canadian population 16+ (n=3 561).

Three main uses of AI: learning, creating, assisting

AI is being used for a variety of practical tasks, whether it's to understand a topic, generate content, or make a decision. And since it draws from what it finds online, the clarity of your brand's messaging, content quality, digital presence, and SEO can directly influence what gets generated… or recommended.

Editor's note: All em dashes were lovingly placed by the authors — and we stand by them.

I use AI tools primarily for...



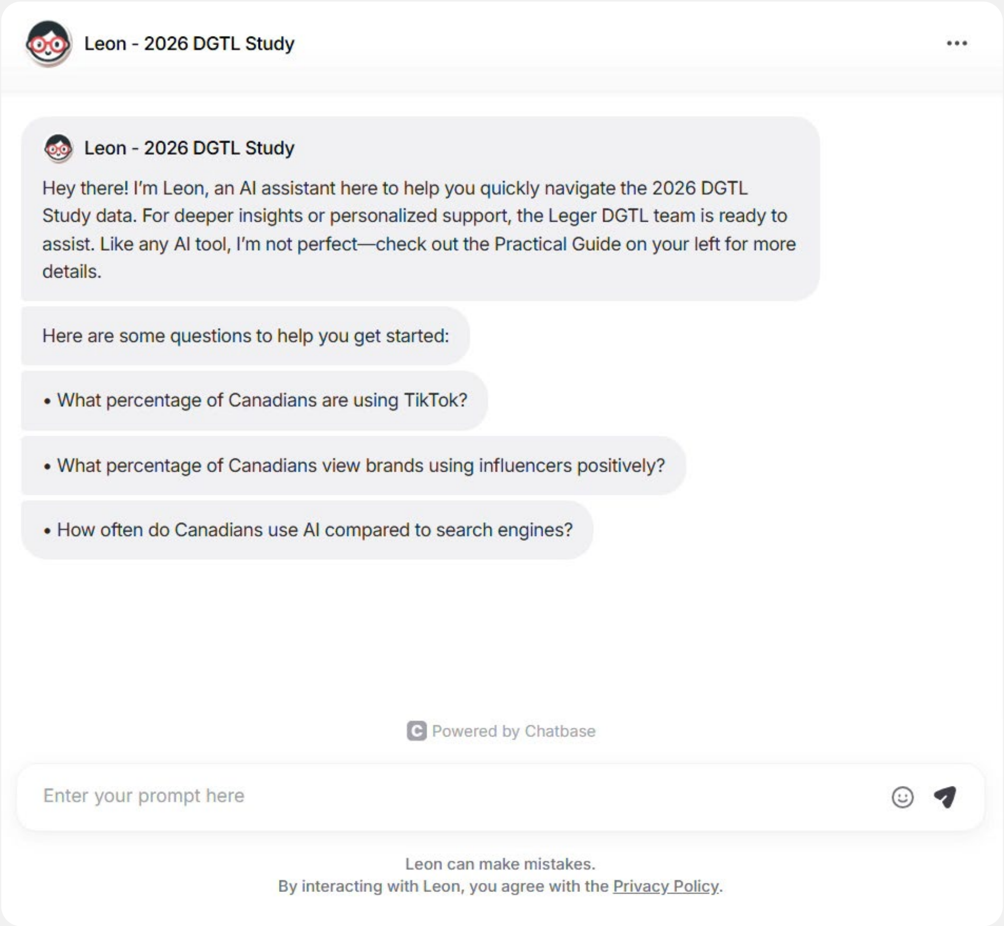
QIA5. You mentioned using artificial intelligence tools (e.g., ChatGPT) at least occasionally. Why do you use them? Base : Canadians who use AI tools at least occasionally (n= 2 249). Note : The total may exceed 100%, since respondents could provide more than one answer.

Discover Leon, your copilot for the DGTL Study

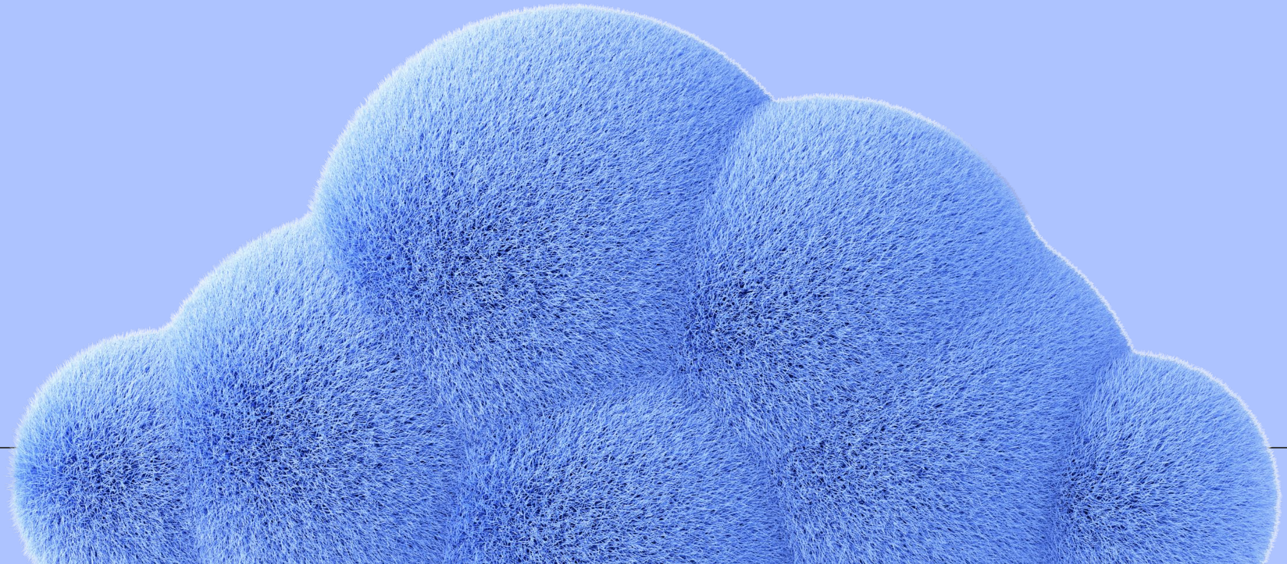
Leon is our conversational AI assistant —similar to ChatGPT, but with a very specific mission: To help you explore Léger DGTL's DGTL 2026 study.

Do you have a question about major digital trends, the use of social platforms, or even AI? Leon is here to give you instant answers.

Ask your questions now—it's FREE!



A **less skeptical**, more open relationship with digital technology and its uses



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4 key insights about our neighbours

As a general rule, Americans are more active online, have greater trust in social media, and are more comfortable with emerging platforms.

TikTok remains stable in the US

49%

(vs 37% in Canada)

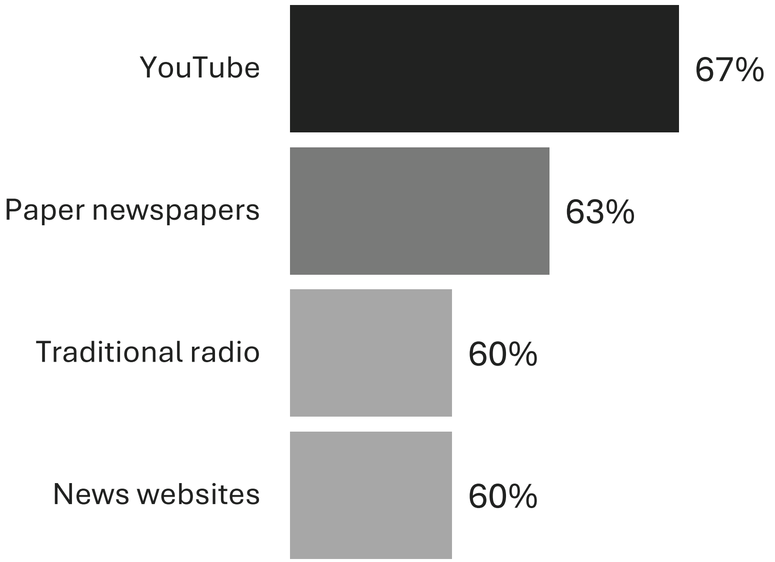
of US respondents have a TikTok account

32%

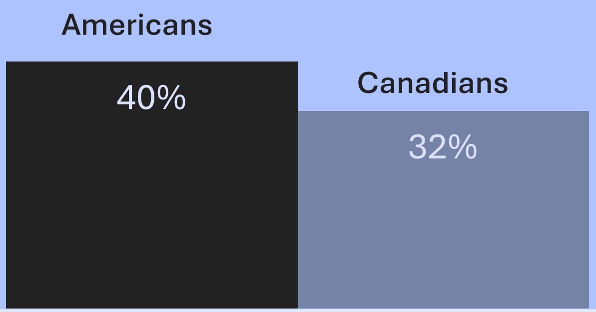
(vs 23% in Canada)

of US respondents use TikTok at least once a day, compared to 31% last year

YouTube is far ahead of traditional media as the most trusted content source for Americans.



I use Facebook mainly to engage with content.



Even though the proportion of people with a Facebook account is consistent in both countries, Americans are more active on the platform than Canadians.

Q3. Do you have an account on the following social media or messaging apps?/ **Q6.** On average, how often do you use the following social media or messaging apps?/ **QCRED_TOT1.** In your opinion, the content posted by the following sources is...? % Credible Base : US population16+ (n=1 000). / **Q7FB.** What do you do most often on Facebook? Base : Americans with a Facebook account (n=3 005).

The 5 chapters at glance

Scrolling remains automatic, but there's a growing sense of fatigue — and sometimes even an unconscious need — for content that informs, connects, or makes you think.

Influencer content must remain authentic and spontaneous, while also delivering **value**, an idea, or a message.

Employees' expertise and **POVs** enrich the relationship between brands and Canadians.

The message can be funny, moving, or bold — but there can be no compromise on **clarity**.

AI is gaining ground as the **entry point** to the web for younger people, while Google remains the go-to for older generations.

USA

A **less skeptical** relationship, more open to digital and its uses.

Thank you

To cite this study:

Source : DGTL 2025 Study. Survey conducted from May 22 to June 5, 2025, among 3,561 Canadians and 1,000 Americans.

For additional information, contact us at solutions@leger360.com