

Methodology:

Results are based on an online survey conducted from December 26 to December 28, 2023, among 838 adults in Canada who are users of social media platforms, such as Facebook, X (formerly known as Twitter), Instagram and Snapchat and TikTok. The data has been statistically weighted according to Canadian census figures for age, gender and region. The margin of error – which measures sample variability – is +/- 3.4 percentage points, 19 times out of 20.

To users of each platform: Over the past year, would you say your overall experience on each of these platforms has been worse than before?

X (formerly known as Twitter) – 30%
Facebook – 23%
Snapchat – 19%
TikTok – 18%
Instagram – 15%

Canadian Social Media Users Report a Worsening Experience

More than a third encountered “fake news” and more than one-in-four found racist comments or content in their feed.

Vancouver, BC [January 10, 2024] – Recent changes to social media platforms have not resulted in Canadian users having a better time online, a new Research Co. poll has found.

In the online survey of a representative national sample, three-in-ten Canadian users of X (formerly known as Twitter) (30%) say their overall experience on the platform has worsened over the past year.

Almost one-in-four Canadian users of Facebook (23%) say they are having a worse time on the platform. The proportion of dissatisfied Canadian social media users is lower for Snapchat (19%), TikTok (18%) and Instagram (15%).

In an open-ended question, Canadian social media users reported four main reasons for their worsening experience: extremism (14%), “fake news” (also 14%), toxicity (12%) and advertising (also 12%).

Other reasons cited by dissatisfied Canadian social media users include racism (6%), bad updates (5%), Elon Musk (also 5%), news from Canada being inaccessible (also 5%), algorithms (4%) and scams (also 4%).

More than a third of Canadian social media users (37%, -2 since a similar Research Co. poll [conducted in April 2021](#)) say they found links to stories on current affairs that were obviously false (sometimes referred to as “fake news”) over the past year.

Significant proportions of Canadian social media users encountered content or comments on their social media feed that they considered racist (27%, =), homophobic (22%, +3) or offensive to people with disabilities (19%, -1). Still, fewer than one-in-four Canadian social media users (23%, =) reported another user for offensive content or comments.

About a third of Canadian social media users (32%, +5) posted something that they deleted after thinking it over twice. Smaller proportions claim to have lost a friend (or to have stopped talking to a friend) over a social media conversation (14%) or recall making a comment on social media that was used against them in a different conversation (8%) over the past year.

Seven-in-ten Canadian social media users (70%, -1) say it is difficult to discern which social media accounts are real and which ones



are fake—a proportion that rises to 83% among those aged 55 and over.

Almost two thirds of Canadian social media users (65%, -4) believe “anonymous” social media accounts should be banned and want people to only comment and post if they use their real name and likeness.

More than three-in-five Canadian social media users (62%, -3) think “creeping” on social media should be dealt with and want social media platforms to always allow users to see who has viewed their profiles, photos and posts.

Three-in-five Canadian social media users (60%, =) believe politicians who have a social media account should not be able to block users from engaging with them.

More than half of Canadian social media users who voted for the Liberal Party in the last federal election (56%) think politicians should not resort to blocking social media users. The proportions are higher among Canadian social media users who voted for the New Democratic Party (NDP) (65%) or the Conservative Party (71%) in 2021.

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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