

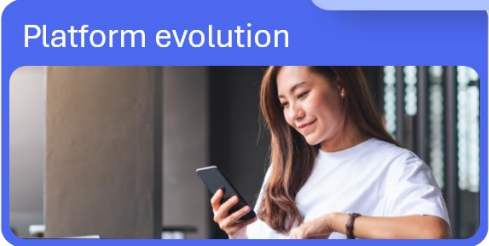
Data-Driven Social Media Behaviour Insights

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Brands



Artificial intelligence



Advertising formats

Audiences

We are thrilled to present the 3rd edition of the DGTL Study, a project that wouldn't have been possible without the expertise of our talented colleagues at Leger, the honest participation of thousands of survey respondents, and, let's face it, the constantly evolving nature of our behaviours and preferences on social media.

Leger DGTL



We are Leger DGTL, the only agency combining research and digital marketing. All our actions are guided by data... and a sprinkle of creativity!

This study is divided into five chapters, filled with insights designed to guide your thinking as you build your 2025 strategies.

Whether you're looking to better understand platform usage, optimize your content according to user preferences, or integrate influencers and creators into your strategy, you'll find concrete opportunities here to support your planning.

But enough with the Oscar-worthy speech—let's get down to business!

We hope you enjoy reading this report as much as we enjoyed putting it together.

Happy reading!

Methodology

How?

Online survey conducted among 4,004 respondents via Leger's LEO panel.

Who?

General population aged 16 and over.



Canada

3,003 respondents



United States

1,001 respondents

When?

Data collected from August 5 to 17, 2024.

Weighting



In **Canada**, results were weighted by sex at birth, age, region, mother tongue, education level, and presence of children in the household.



In the **United States**, results were weighted by sex at birth, age, region, mother tongue, education level, household size, and ethnicity (Hispanic or non-Hispanic).

Notes : Data has been rounded, so totals may slightly differ from 100%. In this report, data shown in green indicates a proportion significantly higher than other respondents, while data in red indicates a significantly lower proportion. Arrows indicate significant increase or decrease compared to the 2024 DGT L Study data.

1

PLATFORM USAGE

A distinct purpose for each generation.



Each social network has its own purpose and meets specific needs based on age groups. Staying relevant requires constant observation, testing, and adaptation. In this year's report, we explore audience segment behaviours that reveal great opportunities!

2025's big, beautiful chart

I have an account on these social media platforms



	2025	2024	2023	M	W	16-24	25-44	45+
Facebook	84%↑	82%	83%	81%	87%	77%	91%	82%
YouTube	68%↑	63%	63%	74%	62%	93%	81%	55%
Instagram	64%↑	59%	57%	59%	69%	92%	81%	48%
LinkedIn	44%	42%	39%	49%	40%	52%	54%	37%
Pinterest	42%	42%	42%	25%	59%	61%	48%	34%
Twitter (X)	34%	34%	37%	42%	27%	51%	41%	27%
TikTok	33%	31%	27%	30%	36%	62%	46%	19%
Snapchat	31%	30%	28%	28%	34%	76%	46%	13%
Reddit	26%↑	23%	20%	34%	18%	52%	39%	12%
Threads	14%↑	11%	N/A	16%	12%	26%	19%	8%
Twitch	13%	13%	12%	18%	8%	36%	20%	4%
BeReal	6%	6%	N/A	7%	6%	26%	8%	1%
Other	14%	14%	13%	16%	13%	31%	18%	9%

I have an account on these messaging apps

	2025	2024	2023	M	W	16-24	25-44	45+
Messenger	79%	77%	77%	74%	83%	73%	86%	76%
WhatsApp	51%↑	47%	39%	53%	50%	64%	61%	43%
Discord	21%	20%	18%	27%	15%	58%	30%	8%
Other	21%	19%	18%	24%	17%	35%	23%	16%

Another big (but interesting) chart

Owning something doesn't always mean using it regularly (cue the side-eye to those running shoes that haven't seen daylight in 6 months). While it's helpful to know the platforms on which Canadians have accounts, we went further—we asked how frequently they actually use them.

I use these platforms at least once a day

	2025	2024	M	W	16-24	25-44	45+	
Social media platforms	Facebook	63%	61%	58%	67%	42%	71%	62%
	Instagram	43%↑	40%	39%	47%	74%	61%	25%
	YouTube	40%↑	37%	49%	31%	62%	53%	27%
	TikTok	20%	19%	19%	22%	49%	28%	10%
	Snapchat	17%	16%	16%	18%	57%	25%	4%
	Twitter (X)	15%	16%	23%	7%	23%	19%	11%
	Reddit	12%↑	9%	18%	7%	25%	22%	4%
	LinkedIn	11%	10%	16%	6%	17%	17%	7%
	Pinterest	11%	11%	8%	14%	21%	13%	7%
	Threads	6%↑	4%	7%	4%	11%	8%	3%
	Twitch	4%	3%	7%	2%	11%	8%	1%
	BeReal	4%	3%	4%	3%	14%	5%	0%
	Other	7%	7%	9%	6%	19%	9%	4%
Messaging	Messenger	49%↑	46%	44%	53%	39%	59%	45%
	WhatsApp	24%↑	21%	27%	21%	34%	34%	16%
	Discord	8%	9%	12%	5%	27%	12%	2%
	Other	11%	10%	13%	9%	20%	13%	8%

Facebook still going strong

Even though Facebook is no longer the preferred platform of younger generations, it remains a deeply entrenched behaviour and is likely often visited out of habit. For younger users, the platform is more practical than entertaining.

63%

of Canadians use Facebook at least once a day.

Among people with a Facebook account



16-24 years old

27%

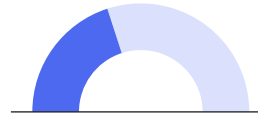
To search for people or profiles



25-44 years old

40%

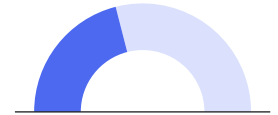
To buy or to sell



45 years old and above

42%

To interact with content



The (re)rise of text-based platforms

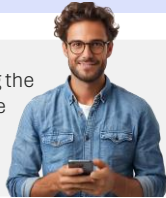
Discussions without filters, a quick and effective search tool, and communities built around shared interests—Reddit’s appeal is growing in a visually saturated environment.

I have an account on the following platforms

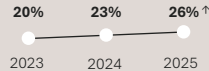
Reddit

26%

Could **Reddit** be the key to reaching the elusive 16-24 male audience? There are twice as many men as women on the platform.



Evolution over the past three years

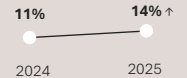


Threads

14%

Last year, we suggested that **Threads** might be just a passing trend, but this year, its adoption rate has exceeded expectations! So, don't be too quick to dismiss this platform. If you have a strong community ready to share and engage with your brand, Threads might just be the next step for you.

Evolution over the past two years

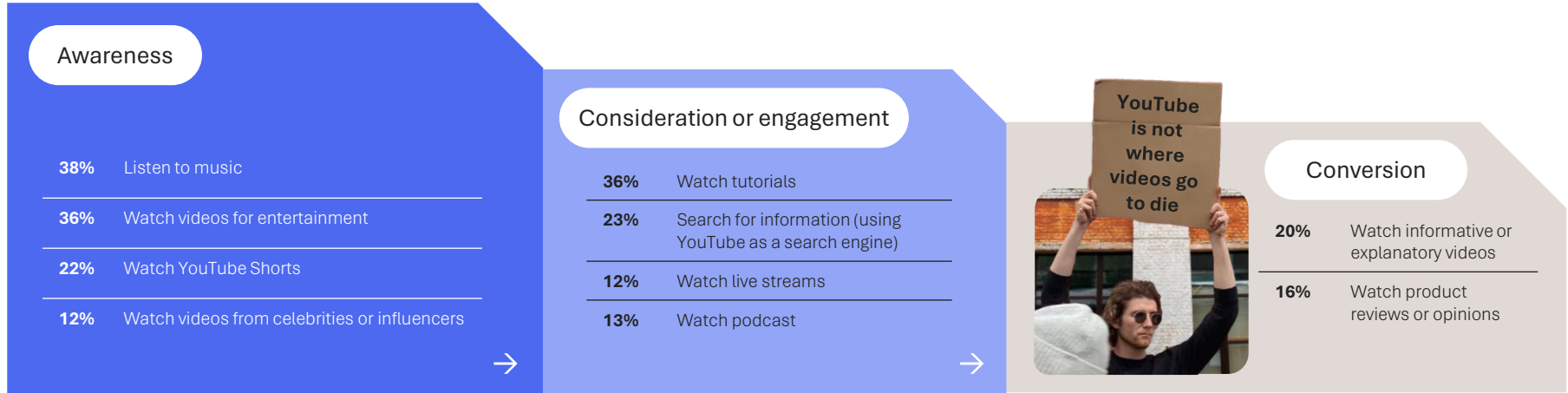


YouTube, the Jack of all Trades

YouTube stands out for its ability to meet diverse marketing objectives. People visit the platform just as much for entertainment as they do for information. Short videos are ideal for quickly capturing attention, and long-form content helps maintain interest and engage the audience on a deeper level.

I mainly use YouTube to...

Among people with a YouTube account



TikTok as a tool for learning

Entertainment dominates TikTok, but learning also plays a significant role. Short formats encourage micro-learning—a way to gain knowledge through brief, easily created, and consumable content.

What's happening with the TikTok ban in the United States?



Despite its growth (48% of Americans now have an account, up from 36% last year), a total ban remains possible in 2025. If that happens, would it be safe to assume that many users would turn to Instagram or YouTube? As we mentioned last year, U.S. trends often set the stage here: Reels and YouTube Shorts could see a big surge in the coming months!

I use TikTok to learn new things, watch tutorials (e.g., cooking, DIY, repairs)

Among people with a TikTok account

37%

45 years old and above

30%

25-44 years old

23%

16-24 years old

Instagram: where generations converge

Instagram is the platform that 16-24-year-olds would prioritize if they could only keep one. It also stands out among 25-44-year-olds.

Instagram is versatile: photos, videos, Stories, Reels, direct messaging... Yes, other platforms may offer similar features, but the engagement and interest that Instagram generates remains unmatched. If you can invest in only one platform, chances are that Instagram is your best option!

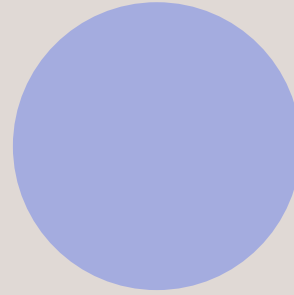
43%



of Canadians who have an Instagram account visit the platform at least once a day.

I mainly use Instagram to...

Among people who have an Instagram account



44%

Follow my family and friends



39%

Watch Stories



38%

Scan my news feed

Watching Stories ranks in the top 3 activities for 39% of users.

Short videos may be all the rage right now, but Stories still represent a huge opportunity! Stories are excellent for engaging with your existing followers, creating a connection, and gathering feedback. When deciding on the types of content to create, plan to give more space to Stories!

Thought leadership content on LinkedIn

While searching for a job remains the primary activity on LinkedIn, there's a real opportunity for thought leadership. You have a team of experts at your disposal who can show the expertise in your company. Say you're a transportation company. Consider asking your sustainability expert to share insights on how your operations reduce carbon emissions or their thoughts on the latest 'green' technology advancements. It will allow your employees to "show off" and provide for more personal and engaging content instead of the typical corporate announcements.

How to optimize team participation when requesting content?

Provide them with a clear brief, flexibility, and time! You might be surprised by the participation rate and the quality of the content produced!



28%

of Canadians who have an account on LinkedIn primarily use it to connect with new people and network.

21%

use it to read articles and publications.



22%

use it to follow companies and opinion leaders.



Who does what, and where?

Each platform serves a specific purpose for its users, with specific core functionalities. General trends are clearly visible, but distinct generational behaviours emerge when observed closely .

Most performed activities on each social media platform by age group

By users of each social media platform respectively

	Facebook	Instagram	Pinterest	YouTube	LinkedIn	TikTok
45 years old and above	Scan my news feed/pass the time/inform myself	Follow my friends and family	Look for ideas or inspiration	Learn new things, watch a tutorial	View job listings/Apply	Watch videos for entertainment
	Use messaging (Messenger)	Watch stories from the accounts I follow	Plan projects	Listen to music/watch music videos	Scan my news feed, pass the time	Scan my news feed, pass the time
	Interact with content and participate in groups	Scan my news feed/pass the time/inform myself	Scan my news feed, pass the time	Watch videos for entertainment	Read articles and posts	Learn new things, watch tutorials
25-44 years old	Scan my news feed/pass the time/inform myself	Watch stories from the accounts I follow & Scan my news feed/pass the time/inform myself	Look for ideas or inspiration	Listen to music/watch music videos	View job listings/Apply	Watch videos for entertainment
	Use messaging (Messenger)	Follow my friends and family	Plan projects	Watch videos for entertainment	Connect with new people/network	Scan my news feed, pass the time
	Buy or sell (Facebook Marketplace)	Interact with content	Dream, set goals	Learn new things, watch a tutorial	Scan my news feed, pass the time	Learn new things, watch a tutorial
16-24 years old	Use messaging (Messenger)	Scan my news feed/pass the time/inform myself	Look for ideas or inspiration	Watch videos for entertainment	View job listings/Apply	Watch videos for entertainment
	Scan my news feed, pass the time, inform myself & Buy or sell (Facebook Marketplace)	Send direct messages	Create and organize boards	Listen to music/watch music videos	Connect with new people/network	Scan my news feed, pass the time
	Search for people or profiles	Follow my friends and family	Dream, set goals	Learn new things, watch a tutorial	Scan my news feed, pass the time	Interact with content, discover music

Activity performed at a significantly higher rate by this age group

Platform usage

How can you optimize your presence on social media?

Gone are the days of publishing the same content across as many platforms as possible. Today, platforms and content are carefully selected based on who is on the platform and what they're doing there.

Identify which platforms your audience uses for entertainment, information, and taking action.

Select your platforms according to this journey, then adapt your content for each channel to meet the specific expectations of the audience at each stage.

Create and engage like an **individual**, not a brand.

How are individuals posting on social media? By mimicking the way individuals engage on social media, brands can create content that feels more personal, relatable, and engaging. Skip the corporate announcements and create content that feels like it belongs in someone's feed, not a press release.

You want to reach **Gen Z**? Trust them.

If you're lucky enough to have a Gen Z member on your team, do yourself a favour and listen to them—even if you don't always understand the content. After all, they know best what resonates with their peers. (Written by a millennial who Googles trends far more often than they'd like to admit.)

INFLUENCERS, CONTENT CREATORS, AND EMPLOYEE AMBASSADORS

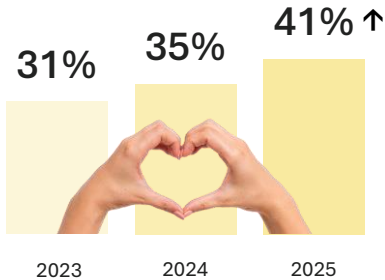
Your employees become your brand ambassadors.

Employees are joining influencers and content creators in promoting your brand. Because they understand the company's challenges, values, and vision better than anyone, they are ideally positioned to become proud and committed ambassadors.

Influencers and content creators

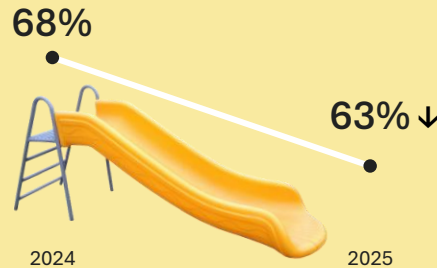
In 2025, influencers and content creators remain an excellent strategy for reaching audiences that would otherwise be out of reach. Instagram and YouTube are the preferred platforms for Canadians to follow these creators, with TikTok standing out particularly among the 16-24 age group.

I follow influencers/content creators on social media



I find the content published by influencers/content creators to be credible

Among people who follow influencers/content creators



Main platform(s) where I follow influencers or content creators

Among people who follow influencers/content creators

	2025	M	W	16-24	25-44	45+
Instagram	62%	51%	70%	69%	66%	49%
YouTube	44%	57%	34%	55%	42%	38%
Facebook	28%	29%	28%	10%	30%	39%
TikTok	27%	24%	30%	40%	26%	20%

Dare the unexpected collaboration

Go beyond your industry and collaborate based on your audience’s interests. For example, a food brand targeting 16-24-year-old men could team up with music or entertainment influencers to capture their attention in a new way!



Influencers and content creators categories followed by Canadians

Among people who follow influencers/content creators

		2025	16-24	25-44	45+	M	W
1	Cooking and food	49%	39%	49%	56%	34%	60%
2	Music and entertainment	40%	50%	37%	37%	44%	37%
3	Health and wellness	35%	23%	40%	36%	21%	45%
4	Education and personal development	30%	36%	33%	19%	31%	28%
5	Beauty and makeup	28%	32%	30%	22%	9%	43%
6	Fashion and style	28%	34%	27%	25%	16%	37%
7	Travel and adventure	27%	18%	29%	31%	22%	31%
8	Sports and fitness	23%	27%	25%	18%	30%	18%
9	Technology and gadgets	20%	21%	19%	21%	35%	8%
10	Video games and e-sport	18%	30%	19%	6%	30%	8%
11	Finance and investment	17%	16%	20%	14%	23%	13%
12	Automotive and transportation	13%	13%	12%	15%	25%	4%

Criteria for following an influencer or content creator

While many Canadians, regardless of age, follow influencers and content creators for the same reasons, there are some generational differences that emerge. Canadians aged 16-24 seek to see themselves reflected in the influencers they follow and be inspired. On the other hand, those aged 45 and over favour influencers who produce more pragmatic and useful content that improves their daily lives or meets immediate needs.

41%

of Canadians aged 45+ prefer influencers who offer more practical and useful content.

Among people who follow influencers/content creators



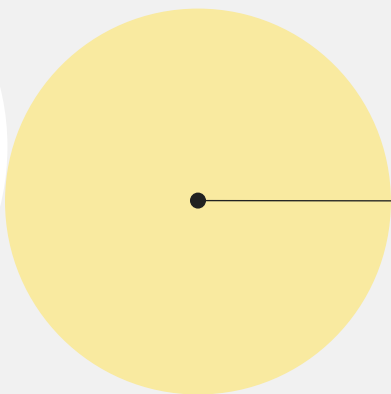
53%

of Canadians aged 16-24 are especially attracted to influencers who create funny and entertaining content.

Among people who follow influencers/content creators

Your next creator could already be on your payroll

Canadians prefer to hear about a brand from an employee rather than an influencer. While this is less pronounced among 16-24-year-olds, it is significantly stronger among those aged 45 and older. Regardless, employee ambassadors are undoubtedly a strategy worth considering for brands in 2025.



73%

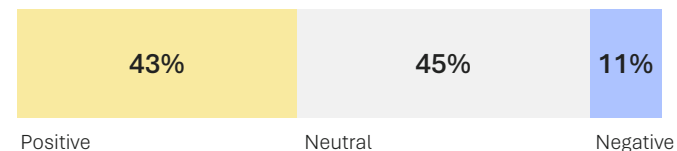
of Canadians prefer to hear about products or services **from employees rather than influencers or creators.**



In Quebec, 79% of respondents prefer to hear about a brand from its employees.

In Quebec, close connections and human relationships are highly valued. Employees embody this proximity and are seen as authentic and credible ambassadors, perfectly aligned with local values, reinforcing pride in local businesses.

When a brand or company uses its employees to promote its products or services, I see it as...



How to increase the success of collaborations with creators?

Collaborations with creators can be extremely beneficial, but they require a thoughtful approach. The creator or influencer who initially seems the most obvious choice may no longer be the best solution.

Diversify collaboration **types**.

Surprise your audience with influencers, creators, and even niche experts who may be unexpected but resonate well with your brand, message, and target audience.

Be rigorous in **choosing** influencers.

And in preparing the brief. Ensure that the content and influencer stay aligned with your audience and values. A collaboration that feels off-brand can harm the perception of your brand.

Leverage Employee-Generated Content.

EGC isn't limited to LinkedIn anymore—it can be used across all platforms. Whether for recruitment, brand awareness, or conversion, who better than your employees to talk about your brand?

The brief is just as important for an employee as it is for an influencer!

BRANDS

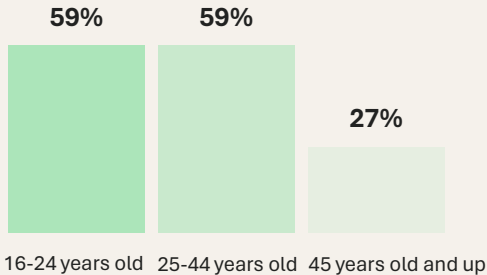
Entertainment as a tool for information and education.

While people don't primarily go on social media to follow or interact with brands, they still do! And although they prefer to be entertained, they also sometimes visit brand accounts to get informed. If that's not a great opportunity for your brand, we don't know what is.

There is definitely a place for brands on social media

This year, more Canadians are following brands on social media. Whether it's due to appealing, interactive formats like Stories and Reels, collaborations with influencers, the expectation of instant customer service, or a more engaging tone over purely promotional content, brands are finding meaningful ways to connect with their audiences.

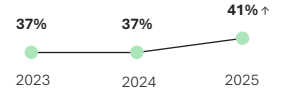
Canadians following brands or companies on social media by age group



41%

of Canadians follow brands or organizations on social media.

Evolution over the last three years



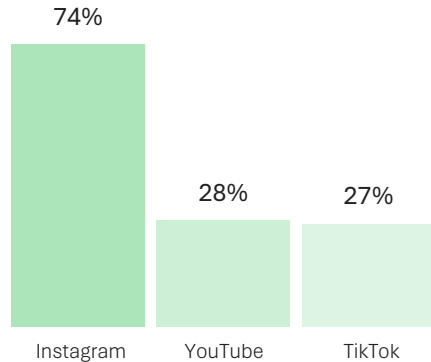
Instagram brings generations and brands together

Once again, Instagram brings people together. Not only is it the favourite platform for most, but it's also in the top 3 platforms for following brands. Well done, Instagram!

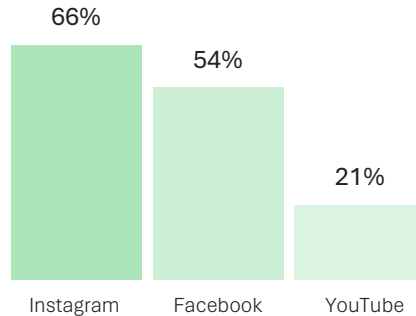
I follow brands/organizations on the following platforms...

Among people who follow brands/organizations

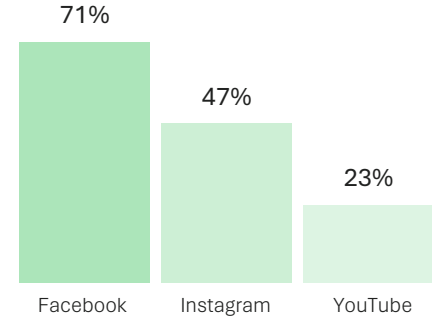
16-24 years old



25-44 years old

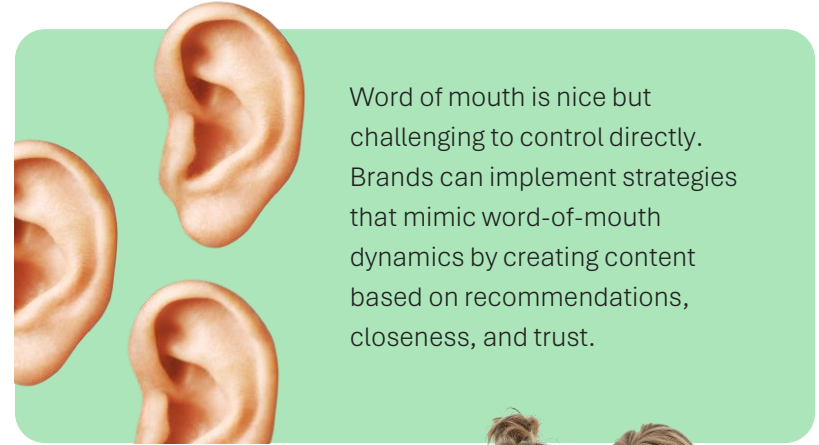


45 years old and above



Websites and search engines: starting points for brand research

This year, we asked consumers where they gather information on brands, businesses or organizations—whether it's schools, banks, cosmetics, travel, or food products. The top 3 sources remain generally the same across categories: websites, search engines, and word of mouth.



Websites



Search engines



People around me



Brands that create funny and niche content are favourites among Canadians

Once inspired by traditional advertising with highly promotional messages, brands now absolutely need to shift toward entertaining content. Capturing and holding attention with humour and lightheartedness—a clever pun, a well-timed meme, or a nod to pop culture—can make all the difference.

Get key insights on your followers through research.



Our 'Voice of the Audience' audit module allows you to ask up to 10 targeted questions to better understand your audience's preferences, expectations, and interests.

Contact us to get started

71%[↑]

of Canadians say they prefer brands that create funny, entertaining ads.

LEO, a panel by Leger, 2024



62%

of Canadians aged 16-24 say they prefer ads that are tailored to their interests/passions.

Chicken Farmers of Quebec, Obi-Wan Ke-nugget, 2024



How to educate, inform, and get your message across?

As a brand, you have messages to share, objectives to achieve, and targets to meet. We get it. And people aren't necessarily opposed to that—they just don't want to feel like they're being forced. Rethink your communication style.

Rethink your **communication style**.

Strip your text of any excess. Use short sentences. Opt for familiar expressions. Refer to moments or situations your audience can relate to.

Leverage **entertainment** as an educational tool.

Entertainment can be a powerful way to convey messages, educate, and raise awareness. Focus on digestible and engaging micro-learning content like carousels, video skits, green screens, and more.

Play to your **positioning** to reinforce your brand identity.

If you're a low-cost airline and this is your main differentiator, embrace it and find a way to use it as a tool for engagement.

4

ADVERTISING FORMATS

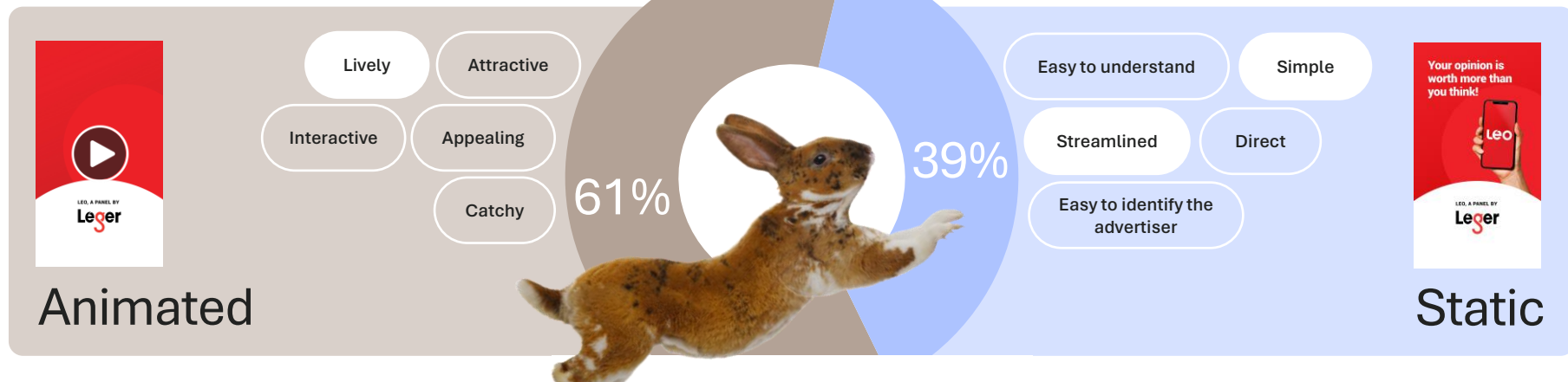
When emotions rhyme with results.

Unsurprisingly, short videos now dominate the landscape. That being said, all formats, when crafted to evoke emotions and with a clear and personal tone, still offer a great opportunity to capture attention and leave a lasting impact.

Static vs animated creatives

Animated creatives are great for capturing attention and quickly driving engagement, especially when the message isn't particularly complex. Static creatives, on the other hand, may be a better option for conveying straightforward information without distractions, such as a fact or figure.

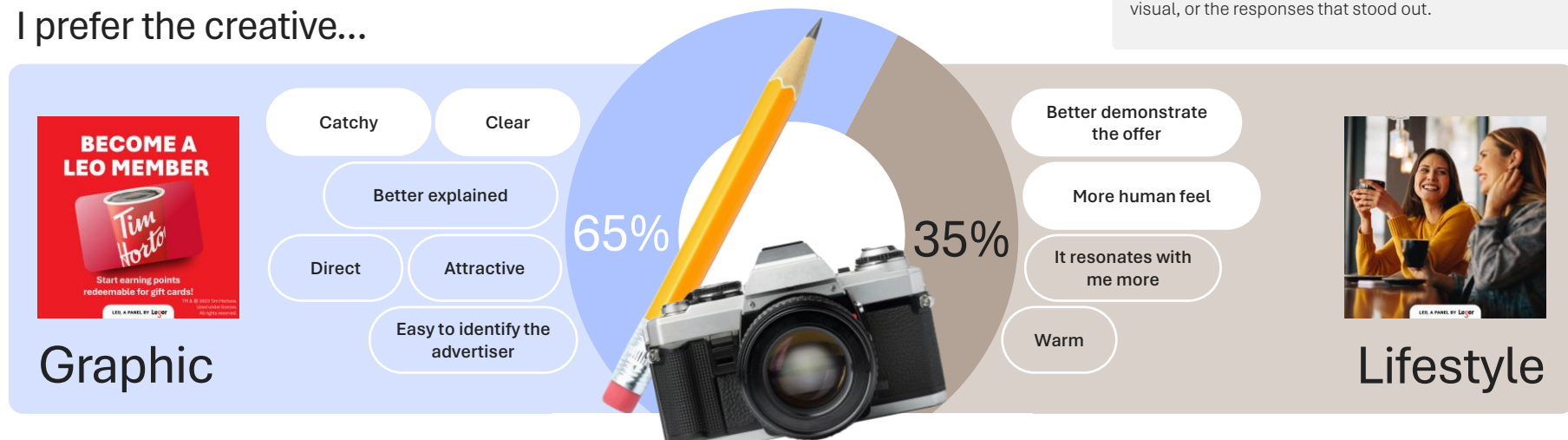
I prefer the creative...



Graphic vs lifestyle creatives

Graphic creatives are perfect for situations where information needs to be conveyed clearly and in a structured way, especially for data, facts, offers, or precise explanations. On the other hand, lifestyle creatives are better suited for telling a story or creating an emotional connection with the audience. They make the message feel more personal and authentic, which is ideal for campaigns focused on life experiences or brand values.

I prefer the creative...



Professional video vs UGC video

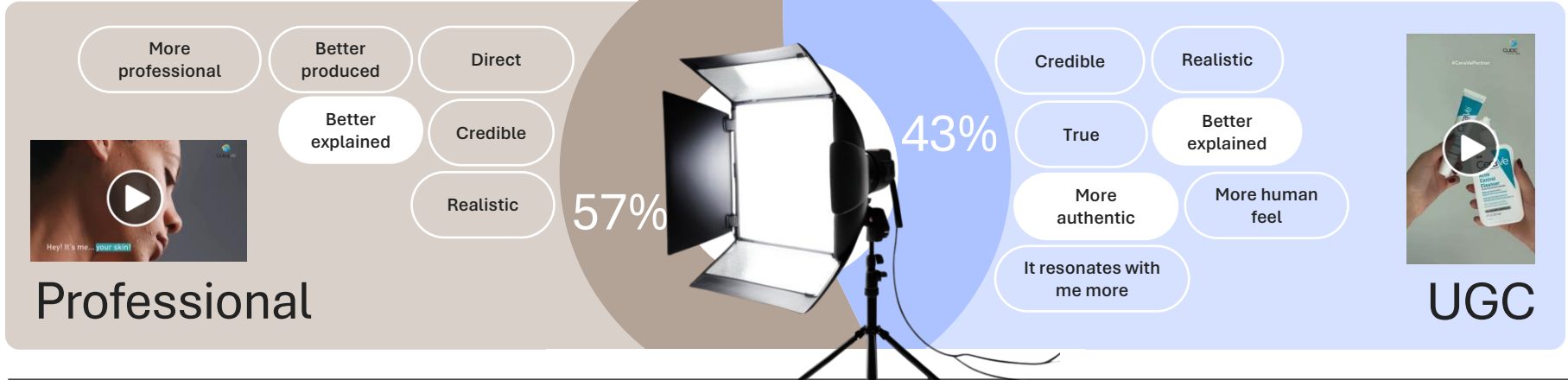
Professional videos are ideal for maintaining a polished brand image, evoking strong emotions, and reinforcing credibility. On the other hand, UGC (User-Generated Content) videos, with their focus on authenticity and closeness, are effective when the product's benefits are the main drivers of conversion.

Gen Z's are once again keeping us on our toes.

While we expected them to strongly prefer UGC content, they show a more nuanced preference: 50% of 16-24-year-olds lean toward professional videos, and 50% toward UGC. This generation craves understanding and has immense access to information to validate their ideas. This need for depth might explain their interest in professional videos, which offer more structured and explanatory content.

The words indicate the **most common responses** when respondents were asked why they preferred the visual, or the responses that stood out.

I prefer the video...



Short-form (15s) vs long-form videos (60s)

Those who prefer short videos appreciate that the videos are concise and ideal in gathering all the information quickly while scrolling. This format is perfect for delivering direct and easy-to-understand messages. Longer videos, on the other hand, are appreciated for their ability to provide detailed information about a product or service and foster an emotional connection. They are better suited for ads that rely on storytelling or emotionally driven content.

I prefer the video...



Create emotions for a lasting impact

Imagine being able to analyze which moments in your video generated the most interest, the most attention, and the strongest emotions. We've done it with Cube AI and identified six key moments that triggered peaks of positive emotions among respondents, that are consistent with analyses observed in other Cube AI studies. Keep these in mind for your next video campaigns!

**Note:**

To see the ads and our analysis, contact us at solutions@leger360.com

6 key moments to spark positive emotions

- 1 Show a **close-up** of the product.
- 2 Show a **human face** and change the type of shot frequently.
- 3 Reveal an element to create a **sense of surprise**.
- 4 Show the product in action, demonstrating **how it's used**.
- 5 Show the **logo** (especially if your brand already has a strong reputation).
- 6 Show smiling faces and **human interactions**.

Advertising formats



CUBE AI
Powered by **Leger**

CUBE AI uses biometric data (facial expressions, eye movements, and attention levels) to measure the effectiveness of your video ads and those of your competitors.

This allows you to identify:

→ Captivating scenes

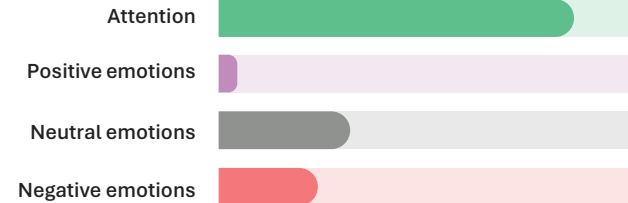
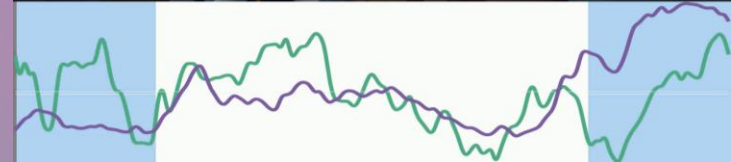
→ Emotional impact

→ Moments that drive engagement

→ Top-performing elements

→ Areas for improvement

[Learn more](#)



How to choose the right advertising formats?

The ideal advertising format doesn't exist. Each format has its strengths, and it all depends on what you want to achieve. One thing is certain—you need to test!

Adapt the format to the message.

Use dynamic visuals to quickly capture attention and static visuals to communicate clear and concise information.

Vary your formats to maximize the impact.

Each format offers a different way to engage your audience and tailor your content to their expectations. A multi-format strategy allows you to capture attention at various points in the user journey.

Identify the emotion to convey.

This could be joy, interest, nostalgia, etc. Once you've pinpointed the emotion, explore how to express it through different formats.

CONTENT SOURCES, ARTIFICIAL INTELLIGENCE, AND COOKIES

Personalization and trust are two essential levers for engaging users.

Users seek online experiences that are both personalized and transparent, yet their trust remains limited, and they may hesitate to share certain personal data.

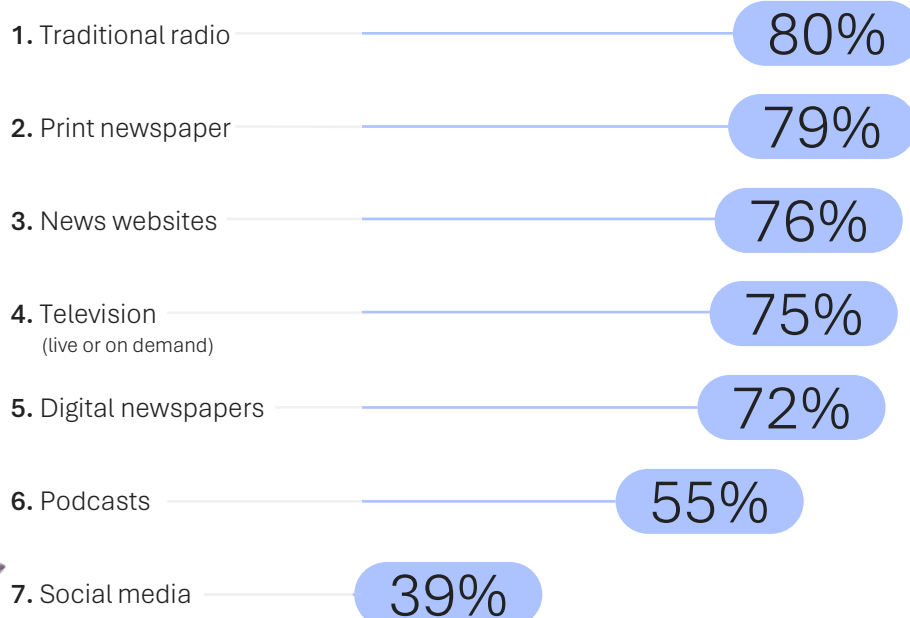
Brands must find the right balance between personalization and privacy to build strong, lasting relationships with their audiences—a delicate act worthy of the best tightrope walkers!

Social media platforms: we love them, but we don't always trust them

Although widely used, social media platforms are not highly trusted, reinforcing their role as entertainment rather than a source of information. In contrast, radio and print newspapers enjoy almost immediate credibility. To enhance the impact of their messages, brands would benefit from (re)integrating other distribution channels into their strategies.



I completely or somewhat trust the following content sources



Cookie acceptance and data sharing

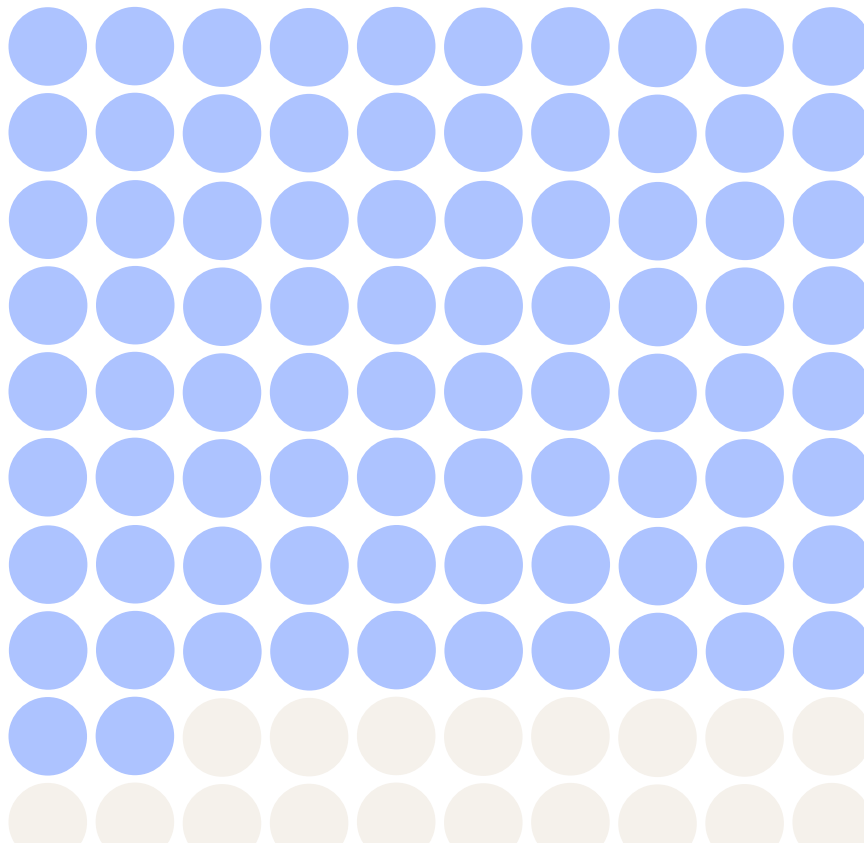
Despite skepticism about sharing personal data, a majority of Canadians accept cookies, either partially or fully, which is great news for businesses and brands leveraging this data for their advertising!

82%

of Canadians accept cookies either partially or fully.

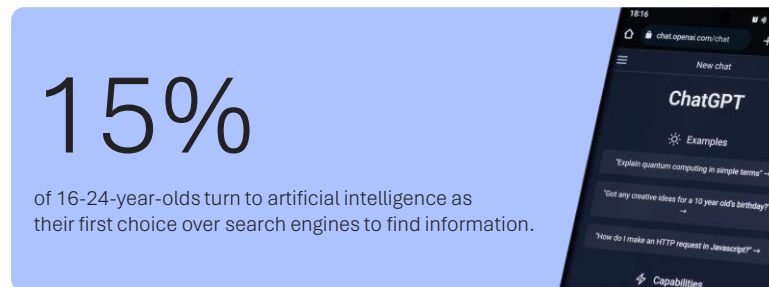
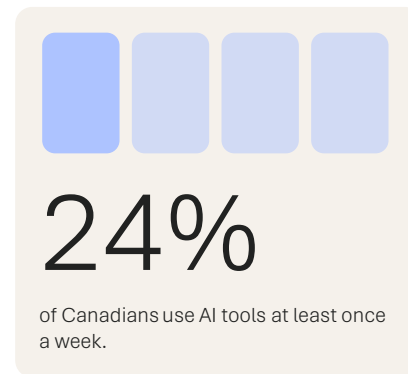
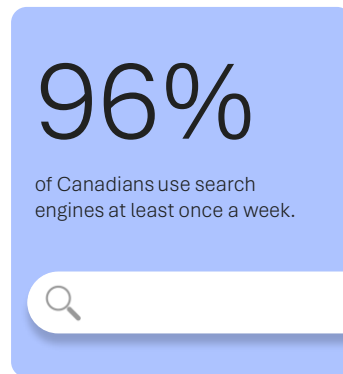
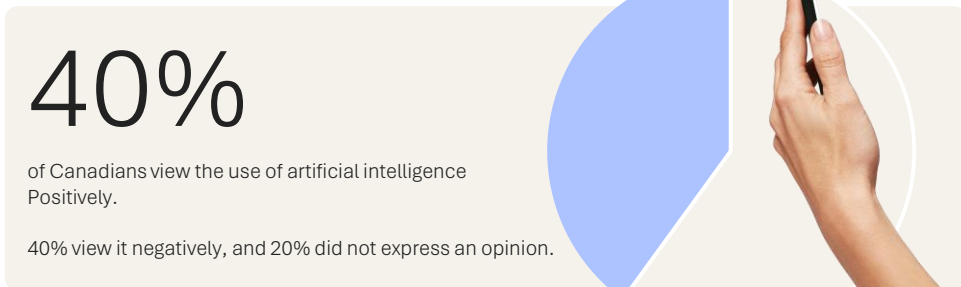


30% of respondents say they are open to sharing personal information on platforms if it improves their online experience or provides personalized offers.



AI is viewed positively and adopted by 16-44-year-olds

Tools like ChatGPT are still far from replacing search engines as the primary tool for seeking information. However, with the adoption of AI tools by younger generations, two major questions remain: What is the future of Google Ads, and how will SEO influence the responses generated by AI tools?



How to maximize your **credibility and relevance** online?

Trust, transparency, and credibility are constant challenges in the digital world. Users are open to technologies that personalize their experience, as long as they're used responsibly and authentically.

Collaborate with **credible** digital media outlets.

Or experts to add more weight to messages on social media, while leveraging the unique reach and engagement these platforms offer.

Increase the **reach** of personalized content through advertising.

Allocate a media budget to promote hyper-targeted content tailored to the behaviours and specific interests of each audience segment.

Be **transparent** about the use of cookies and personal data.

Users are more likely to accept cookies when they understand how their data enhances their experience.

BONUS

Leger DGTl

WHAT ABOUT THE AMERICANS?

5 key findings about Americans

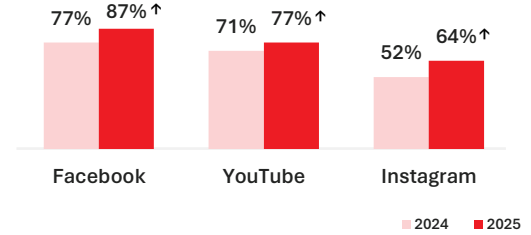
Overall, Americans are even more active, engaged, and comfortable on social media than Canadians.

Americans also seem more willing to engage on social media.

For example, 28% of Americans said they primarily visit TikTok to interact with content, compared to 22% in Canada.



The proportion of Americans with accounts on various platforms is increasing.



When Canadians who follow influencers or content creators are asked about their criteria for choosing influencers, they are more likely to prioritize **Authenticity and Transparency** (39% vs. 30% among Americans) and **Content aligned with my values** (35% vs. 29% among Americans) in their top three.

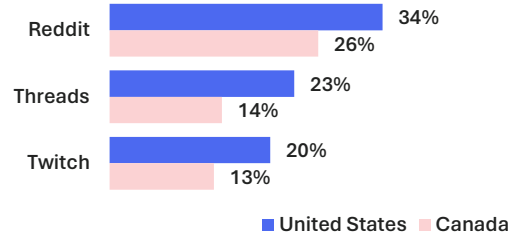


47%

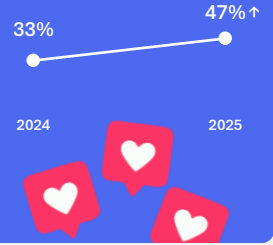
of Americans view artificial intelligence positively.



The adoption of emerging platforms is stronger in the U.S. than in Canada.



More Americans are following influencers this year.



The 5 chapters in a nutshell

1 Platform usage



A distinct purpose for each age group.

2 Influencers and content creators



Employees become your brand ambassadors.

3 Brands



Entertainment as a means to inform.

4 Advertising formats



Results driven by emotions.

5 Content sources, AI, and cookies




Personalization and trust, essential for engaging users.



Americans are more active, engaged, and comfortable on social media (compared to Canadians).

Leon, our AI assistant

The 2025 DCTL Study Powered by AI



New this year: all study data, including several insights not featured in this presentation, is available through an intuitive, easy-to-use AI assistant interface. No need to sift through data or make manual cross-references—simply enter your question, and Leon will provide the answer for you.

Contact us to get Leon, our AI assistant



Hi, my name is **Leon!**

I am Leger's AI assistant here to help you analyze our research results. To learn more about how I work, check the App Details tab.

Let's dive into the DCTL Study 2025!

What's your question?



Your message




Digital audit

Our digital audit provides a comprehensive view of your online presence, covering **content, advertising media, and platform usage.**

We leverage insights from your followers, target audiences, and competitors to propose an action plan that aligns your content with your objectives. Thanks to our "Voice of Your Audience" module, based on direct surveys, you gain precise information that supports our recommendations.

Contact us to get started

 Conducted in collaboration with research experts at Leger, this report reveals unique perspectives from your audience on social media.



Thanks

To cite this study

[Source](#): DGTl Study 2025. Survey conducted from August 5 to 17, 2024, with 3,003 Canadians and 1,001 Americans.

For any inquiries, contact us at info@legerdgtl.com