



Report

Canadians' Opinions on a Social Media Ban for Children

Survey of Canadians

May 4, 2026



Methodology

This week, we surveyed Canadians on their opinions on a social media ban for children.

Method

Online survey among respondents 18 years of age or older.
(Canadian sample: **n= 1,848**)

Respondents had the option of completing the survey in French and English and were randomly recruited using LEO's online panel.

Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population.

When

Data collection from **May 1 to May 4, 2026**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.28%**, (19 times out of 20) for the sample.

Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.

Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

Questions

Have questions about the data presented in this report? Please contact one of the following people:

Sebastien Dallaire (sdallaire@leger360.com)
Executive Vice-President, Eastern Canada

Andrew Enns (aenns@leger360.com)
Executive Vice-President, Central Canada

Steve Mossop (smossop@leger360.com)
Executive Vice-President, Western Canada

Notes

A more detailed methodology is presented in the Appendix.

The **Most Accurate** Polling Firm in Canada

CANADA 2025

LEGER POLL
Published on
April 26, 2025

OFFICIALS RESULTS
2025 Canada
Federal Election

	43%	43.7%
	39%	41.3%
	8%	6.3%
	6%	6.3%
	2%	1.2%

BRITISH COLUMBIA 2024

LEGER POLL
Published on
October 18, 2024

OFFICIALS RESULTS
2024 British Columbia
Provincial Election

	46%	45%
	42%	43%
	9%	8%
Others	3%	4%

UNITED STATES 2024

LEGER POLL
Published on
November 4, 2024

OFFICIALS RESULTS
2024 United States
Presidential Election

	49%	50%
	49%	48%
Others	2%	2%

Key Highlights

Some of **the key highlights** of our survey...

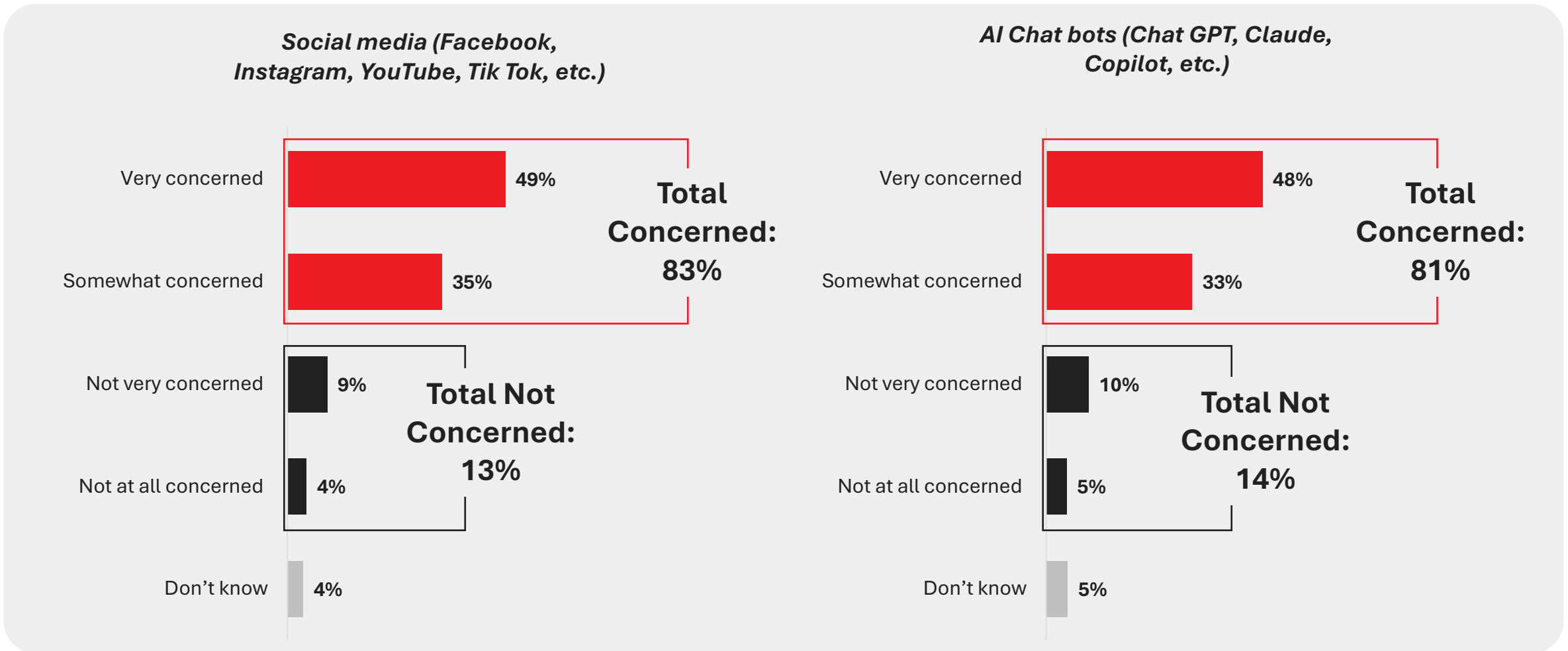
- **More than eight in ten Canadians are concerned about the impact of social media (83%) and AI chatbots (81%) on youth.** Concern is significantly higher among women (87% for social media; 85% for AI) and Canadians aged 55+ (86% and 85%, respectively).
- A third of Canadians believe **access to social media should be restricted until at least age 16 (32%) or even 17+ (29%),** with very few (5%) saying it should not be restricted at all. **A similar pattern is observed for AI chatbots,** though Canadians are more likely to favour a higher threshold, **with 17+ emerging as the most commonly selected minimum age (40%).**
- **Seven in ten support (70%) banning social media and AI chatbots (69%) for children under 16.** Support is significantly higher among Canadians aged 55+ (74% for both). Those with children under 16 are more likely to strongly oppose banning social media for children under 16 (11%) and are more likely to oppose banning AI chatbots (28%)
- **A majority (55%) believe rules around youth access to social media and AI tools should be set at the federal level** to ensure consistency across the country, compared to 24% who favour provincial responsibility and 21% who are unsure.
- While some worry about unintended consequences, **a majority (53%) are not concerned that banning AI tools for youth under 16 would limit access to useful resources** for learning or creativity, particularly those aged 55 and older (62%).
- Despite broad support for restrictions, **six in ten Canadians (60%) lack confidence in social media and AI companies' ability to effectively enforce age verification measures.** Those with children under 16 are more likely to be not confident at all (20%) that platforms could effectively enforce age verification.

Detailed Results

Level of Concern About Potential Negative Impact of the Online Tools (1/3)

Q1. Are you concerned or not about the potential negative impact of the following online tools on children and teenagers...

Base: All respondents (n=1,848)



Level of Concern About Potential Negative Impact of the Online Tools (2/3)

Q1. Are you concerned or not about the potential negative impact of the following online tools on children and teenagers...

Base: All respondents (n=1,848)

Social media (Facebook, Instagram, YouTube, Tik Tok, etc.)	Total CANADA												Kids 16 or younger in household	
		ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Yes	No
Weighted n=	1,848	125	428	717	119	206	254	903	945	490	596	762	381	119
Unweighted n=	1,848	101	408	604	459	125	151	896	952	439	522	887	380	119
TOTAL CONCERNED	83%	90%	80%	85%	86%	82%	82%	80%	87%	81%	81%	86%	88%	82%
Very concerned	49%	51%	42%	51%	47%	52%	53%	43%	54%	40%	49%	54%	57%	52%
Somewhat concerned	35%	40%	38%	34%	40%	30%	29%	37%	32%	41%	32%	32%	31%	29%
TOTAL NOT CONCERNED	13%	7%	17%	12%	11%	14%	14%	16%	10%	13%	16%	11%	11%	18%
Not very concerned	9%	6%	11%	8%	8%	12%	9%	11%	7%	10%	10%	7%	8%	15%
Not concerned at all	4%	2%	6%	4%	3%	2%	5%	5%	4%	3%	6%	4%	2%	2%
Don't know	4%	2%	3%	4%	3%	3%	5%	4%	3%	6%	3%	2%	1%	1%

Level of Concern About Potential Negative Impact of the Online Tools (3/3)

Q1. Are you concerned or not about the potential negative impact of the following online tools on children and teenagers...

Base: All respondents (n=1,848)

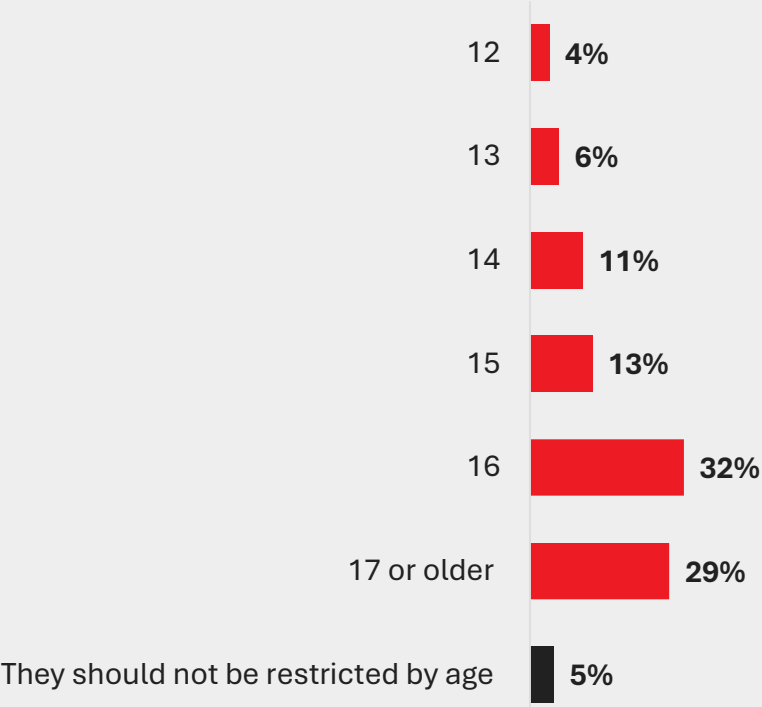
AI Chat bots (Chat GPT, Claude, Copilot, etc.)	Total CANADA												Kids 16 or younger in household	
		ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Yes	No
Weighted n=	1,848	125	428	717	119	206	254	903	945	490	596	762	381	119
Unweighted n=	1,848	101	408	604	459	125	151	896	952	439	522	887	380	119
TOTAL CONCERNED	81%	88%	75%	83%	86%	82%	79%	77%	85%	78%	79%	85%	81%	84%
Very concerned	48%	50%	41%	52%	47%	50%	48%	42%	55%	43%	44%	55%	48%	46%
Somewhat concerned	33%	38%	34%	31%	38%	32%	31%	36%	30%	35%	35%	29%	33%	38%
TOTAL NOT CONCERNED	14%	8%	20%	12%	10%	14%	16%	17%	11%	17%	17%	10%	17%	13%
Not very concerned	10%	7%	13%	8%	8%	8%	10%	11%	8%	13%	11%	6%	13%	12%
Not concerned at all	5%	1%	7%	3%	3%	6%	6%	6%	3%	3%	6%	4%	4%	1%
Don't know	5%	4%	5%	5%	4%	4%	5%	6%	4%	5%	4%	5%	2%	2%

Minimum Age Required to Independently Access Online Tools (1/2)

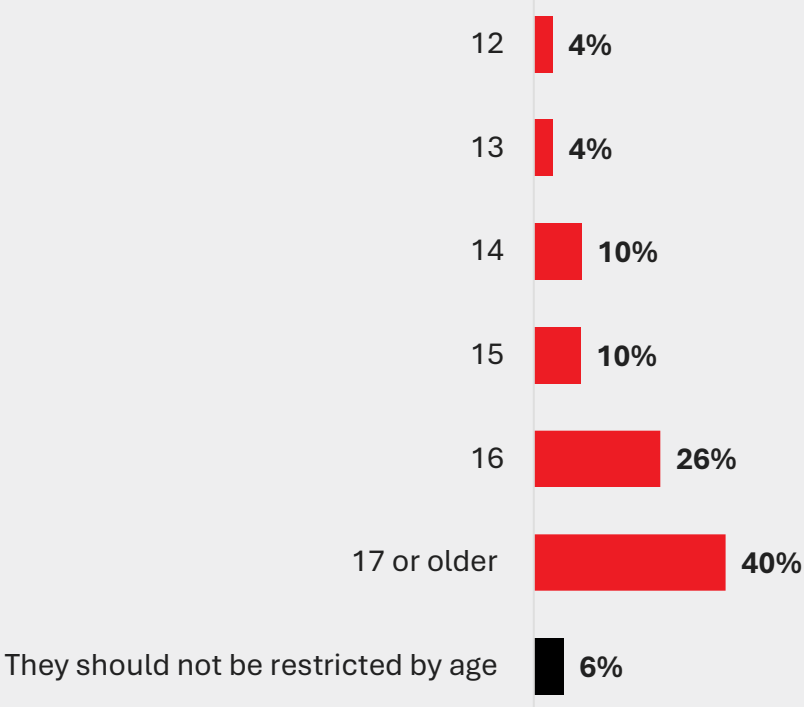
Q2. In your opinion, what should be the minimum age required to independently access each of the following:

Base: All respondents (n=1,848)

Social media (Facebook, Instagram, YouTube, Tik Tok, etc.)



AI Chat bots (Chat GPT, Claude, Copilot, etc.)



Minimum Age Required to Independently Access Online Tools (2/2)

Q2. In your opinion, what should be the minimum age required to independently access each of the following:

Base: All respondents (n=1,848)

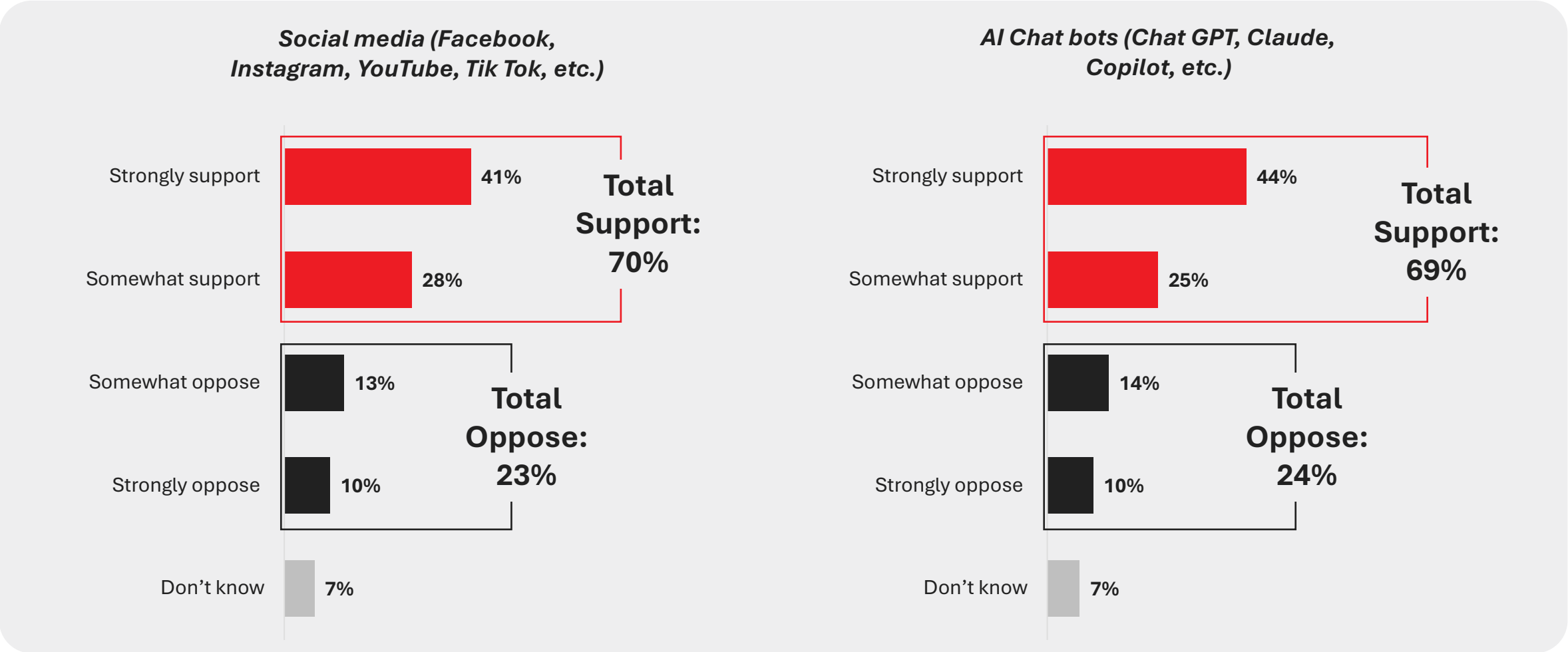
Social media (Facebook, Instagram, YouTube, Tik Tok, etc)	Total CANADA												Kids 16 or younger in household	
		ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Yes	No
Weighted n=	1,848	125	428	717	119	206	254	903	945	490	596	762	381	119
Unweighted n=	1,848	101	408	604	459	125	151	896	952	439	522	887	380	119
12	4%	3%	3%	5%	7%	2%	5%	6%	3%	5%	4%	4%	7%	4%
13	6%	7%	5%	7%	6%	4%	5%	6%	6%	12%	5%	3%	6%	12%
14	11%	10%	16%	10%	10%	13%	5%	12%	10%	13%	10%	11%	10%	8%
15	13%	13%	11%	12%	14%	11%	17%	10%	15%	18%	11%	11%	13%	21%
16	32%	33%	33%	30%	30%	39%	32%	30%	34%	26%	36%	33%	36%	27%
17 or older	29%	31%	25%	31%	28%	27%	29%	29%	29%	23%	27%	35%	25%	25%
They should not be restricted by age	5%	3%	5%	4%	5%	4%	7%	7%	3%	4%	7%	4%	3%	3%

AI Chat bots (Chat GPT, Claude, Copilot, etc.)	Total CANADA												Kids 16 or younger in household	
		ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Yes	No
Weighted n=	1,848	125	428	717	119	206	254	903	945	490	596	762	381	119
Unweighted n=	1,848	101	408	604	459	125	151	896	952	439	522	887	380	119
12	4%	4%	4%	5%	7%	0%	3%	5%	3%	4%	5%	3%	8%	6%
13	4%	5%	4%	4%	4%	5%	3%	4%	4%	5%	5%	2%	6%	5%
14	10%	10%	13%	9%	7%	11%	8%	11%	9%	13%	10%	8%	12%	10%
15	10%	12%	9%	10%	10%	5%	13%	8%	11%	17%	9%	6%	14%	14%
16	26%	25%	30%	24%	24%	25%	29%	26%	27%	21%	28%	28%	23%	20%
17 or older	40%	41%	34%	42%	41%	49%	35%	38%	42%	33%	35%	48%	34%	42%
They should not be restricted by age	6%	4%	6%	6%	8%	5%	9%	8%	4%	6%	8%	5%	4%	3%

Support for Banning Online Tools for Children Under 16 (1/3)

Q3. To what extent do you support or oppose banning access to the following online tools for children under the age of 16?

Base: All respondents (n=1,848)



Support for Banning Online Tools for Children Under 16 (2/3)

Q3. To what extent do you support or oppose banning access to the following online tools for children under the age of 16?

Base: All respondents (n=1,848)

Social media (Facebook, Instagram, YouTube, Tik Tok, etc.)	Total CANADA												Kids 16 or younger in household	
		ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Yes	No
Weighted n=	1,848	125	428	717	119	206	254	903	945	490	596	762	381	119
Unweighted n=	1,848	101	408	604	459	125	151	896	952	439	522	887	380	119
TOTAL SUPPORT	70%	77%	63%	70%	72%	71%	75%	67%	72%	64%	69%	74%	70%	72%
Strongly support	41%	50%	33%	41%	39%	45%	52%	36%	47%	33%	40%	48%	43%	37%
Somewhat support	28%	27%	31%	29%	33%	25%	23%	31%	25%	32%	29%	26%	26%	35%
TOTAL OPPOSE	23%	20%	31%	23%	20%	21%	19%	25%	22%	27%	25%	21%	27%	20%
Somewhat oppose	13%	14%	16%	12%	13%	13%	11%	14%	12%	19%	13%	10%	16%	15%
Strongly oppose	10%	6%	14%	11%	7%	8%	8%	11%	10%	8%	12%	10%	11%	4%
Don't know	7%	3%	6%	7%	8%	9%	6%	8%	6%	9%	7%	5%	3%	8%

Support for Banning Online Tools for Children Under 16 (3/3)

Q3. To what extent do you support or oppose banning access to the following online tools for children under the age of 16?

Base: All respondents (n=1,848)

AI Chat bots (Chat GPT, Claude, Copilot, etc.)	Total CANADA												Kids 16 or younger in household	
		ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Yes	No
Weighted n=	1,848	125	428	717	119	206	254	903	945	490	596	762	381	119
Unweighted n=	1,848	101	408	604	459	125	151	896	952	439	522	887	380	119
TOTAL SUPPORT	69%	77%	61%	70%	72%	75%	68%	66%	71%	65%	66%	74%	69%	77%
Strongly support	44%	54%	33%	45%	39%	57%	49%	38%	50%	36%	42%	51%	44%	49%
Somewhat support	25%	23%	28%	25%	33%	18%	19%	28%	21%	28%	24%	23%	25%	28%
TOTAL OPPOSE	24%	21%	32%	22%	20%	18%	24%	26%	22%	27%	26%	20%	28%	16%
Somewhat oppose	14%	13%	18%	11%	11%	12%	15%	14%	13%	20%	14%	9%	17%	10%
Strongly oppose	10%	7%	14%	10%	9%	6%	9%	12%	9%	8%	11%	11%	11%	6%
Don't know	7%	3%	7%	8%	8%	7%	8%	8%	6%	8%	8%	6%	3%	7%

Preferred Level of Government for Regulating Youth Access to Online Tools

Q4. Various provinces are thinking of moving ahead with regulating access to social media and AI chatbots for children. Do you believe this should remain a provincial responsibility, or do you think this should be a national policy to ensure a consistent standard across the country?

Base: All respondents (n=1,848)

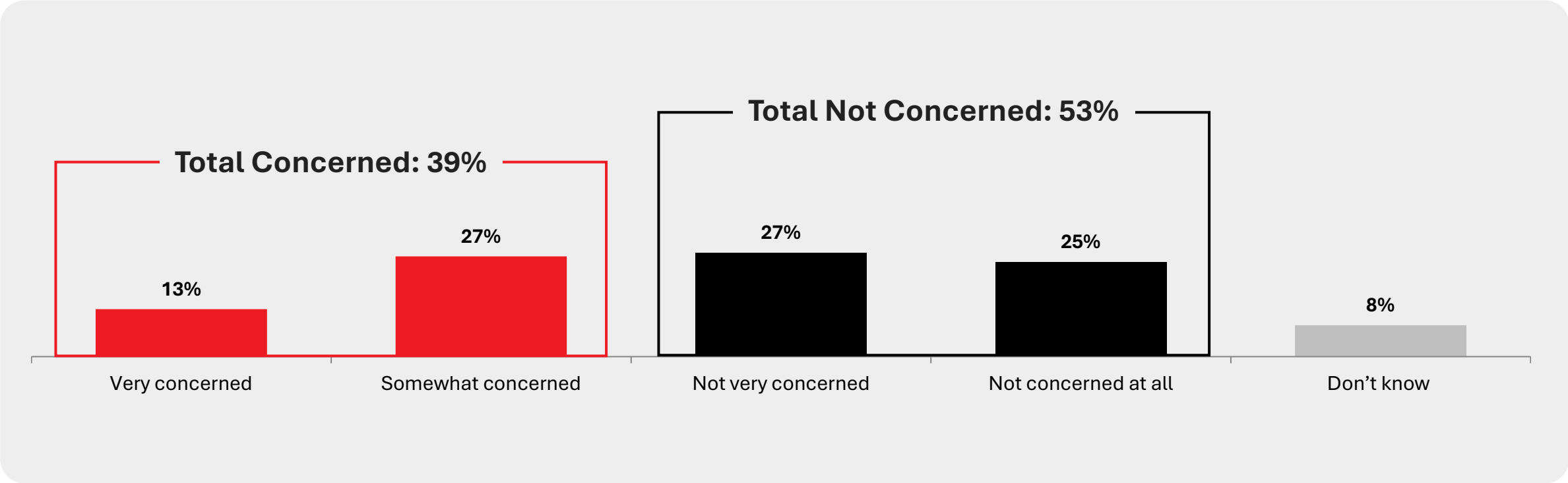


	Total CANADA												Kids 16 or younger in household	
		ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Yes	No
Weighted n=	1,848	125	428	717	119	206	254	903	945	490	596	762	381	119
Unweighted n=	1,848	101	408	604	459	125	151	896	952	439	522	887	380	119
Federal (national) decision	55%	60%	54%	58%	55%	45%	55%	54%	56%	46%	57%	60%	58%	55%
Provincial decision	24%	20%	25%	22%	25%	30%	23%	29%	19%	30%	21%	22%	24%	23%
I don't know	21%	20%	21%	20%	20%	25%	22%	18%	25%	25%	22%	18%	18%	22%

Concern About Limiting Youth Access to AI Tools (1/2)

Q5. Are you concerned or not concerned that banning tools like AI chatbots (e.g., ChatGPT, Claude, CoPilot) for youth under 16 could limit their access to useful tools for learning, communication, or creativity?

Base: All respondents (n=1,848)



Concern About Limiting Youth Access to AI Tools (2/2)

Q5. Are you concerned or not concerned that banning tools like AI chatbots (e.g., ChatGPT, Claude, CoPilot) for youth under 16 could limit their access to useful tools for learning, communication, or creativity?

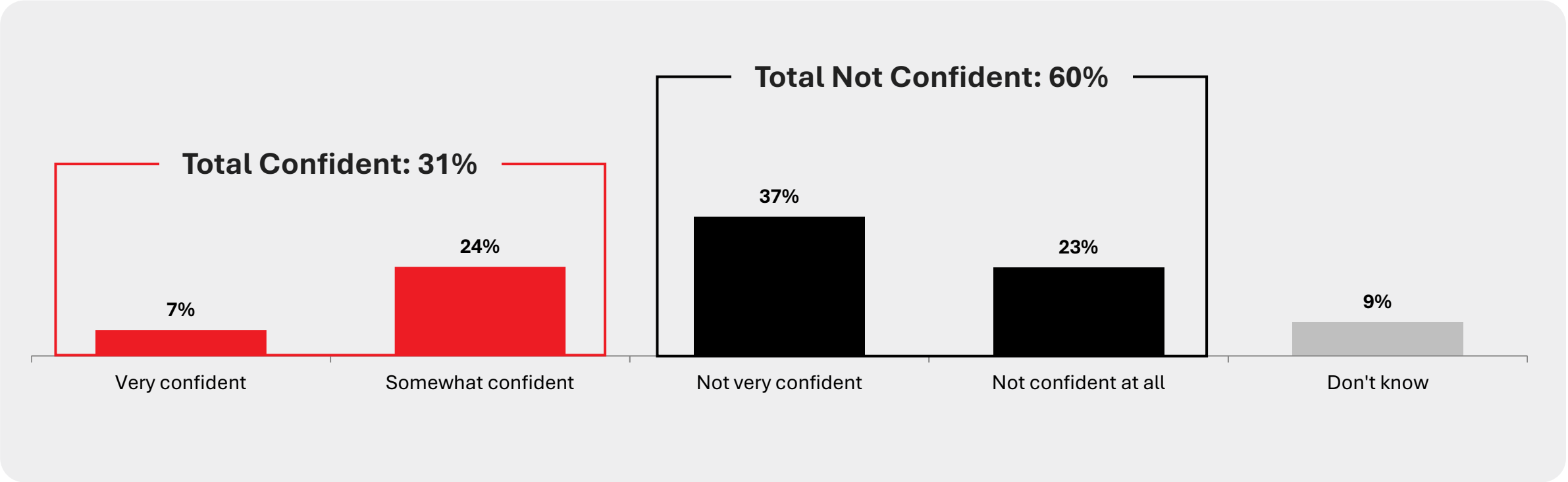
Base: All respondents (n=1,848)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Kids 16 or younger in household	
													Yes	No
Weighted n=	1,848	125	428	717	119	206	254	903	945	490	596	762	381	119
Unweighted n=	1,848	101	408	604	459	125	151	896	952	439	522	887	380	119
TOTAL CONCERNED	39%	43%	42%	39%	41%	34%	35%	42%	36%	50%	41%	30%	52%	43%
Very concerned	13%	13%	14%	13%	14%	13%	9%	14%	11%	14%	12%	12%	17%	15%
Somewhat concerned	27%	30%	28%	26%	27%	21%	26%	28%	25%	36%	30%	18%	35%	28%
TOTAL NOT CONCERNED	53%	49%	49%	53%	54%	59%	53%	50%	55%	42%	49%	62%	42%	51%
Not very concerned	27%	28%	27%	28%	29%	30%	23%	27%	28%	24%	26%	31%	25%	26%
Not concerned at all	25%	21%	22%	25%	25%	29%	30%	22%	28%	18%	23%	31%	17%	25%
Don't know	8%	8%	9%	8%	5%	7%	12%	8%	8%	8%	9%	8%	5%	7%

Confidence in Age Verification and Enforcement by Online Platforms (1/2)

Q6. If a ban on social media and AI tools for children under 16 were implemented, how confident are you that social media and AI companies could implement effective age verification and enforcement measures?

Base: All respondents (n=1,848)



Confidence in Age Verification and Enforcement by Online Platforms (2/2)

Q6. If a ban on social media and AI tools for children under 16 were implemented, how confident are you that social media and AI companies could implement effective age verification and enforcement measures?

Base: All respondents (n=1,848)

		Kids 16 or younger in household												
	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Yes	No
Weighted n=	1,848	125	428	717	119	206	254	903	945	490	596	762	381	119
Unweighted n=	1,848	101	408	604	459	125	151	896	952	439	522	887	380	119
TOTAL CONFIDENT	31%	40%	30%	34%	33%	21%	24%	36%	25%	42%	35%	20%	44%	38%
Very confident	7%	7%	6%	8%	11%	4%	5%	9%	5%	12%	7%	4%	12%	14%
Somewhat confident	24%	33%	24%	26%	22%	17%	19%	27%	21%	30%	28%	16%	32%	24%
TOTAL NOT CONFIDENT	60%	52%	62%	57%	60%	71%	65%	55%	66%	47%	56%	72%	50%	56%
Not very confident	37%	35%	41%	34%	39%	38%	39%	31%	43%	33%	33%	43%	30%	45%
Not confident at all	23%	17%	22%	23%	20%	33%	25%	24%	23%	14%	23%	30%	20%	11%
Don't know	9%	8%	8%	9%	7%	9%	11%	9%	9%	11%	9%	8%	6%	6%

Respondent Profile

Respondent profiles

(Base n=1,848)

The table below presents the Canadian distribution of respondents before weighting.

Gender

	Unweighted	Weighted
Male	896	903
Female	952	945

Language (Mother Tongue)

	Unweighted	Weighted
French	369	365
English	1,322	1,316
Other	156	166

Age

	Unweighted	Weighted
18 to 34	439	490
35 to 54	522	596
55+	887	762

Province

	Unweighted	Weighted
British Columbia	151	254
Alberta	125	206
Manitoba/Saskatchewan	459	119
Ontario	604	717
Quebec	408	428
Atlantic	101	125

Our Credentials



Canada

Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Europe

Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals.



America

Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



International

Leger is a member of the [Worldwide Independent Network of Market Research \(WIN\)](#), a global alliance of leading independent market research and polling firms that collaborate to share expertise, methodologies, and insights across diverse markets.

Our services

Leger

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Strategic and operational customer experience consulting services

Leger Analytics (LEA)

Data modelling and analysis

Leger Opinion (LEO)

Panel management

Leger Communities

Online community management

Leger Digital

Digital strategy and user experience

International Research

Worldwide Independent Network (WIN)

300
employees

185
consultants

8
offices

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TORONTO | WINNIPEG
EDMONTON | CALGARY |
VANCOUVER | NEW YORK

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