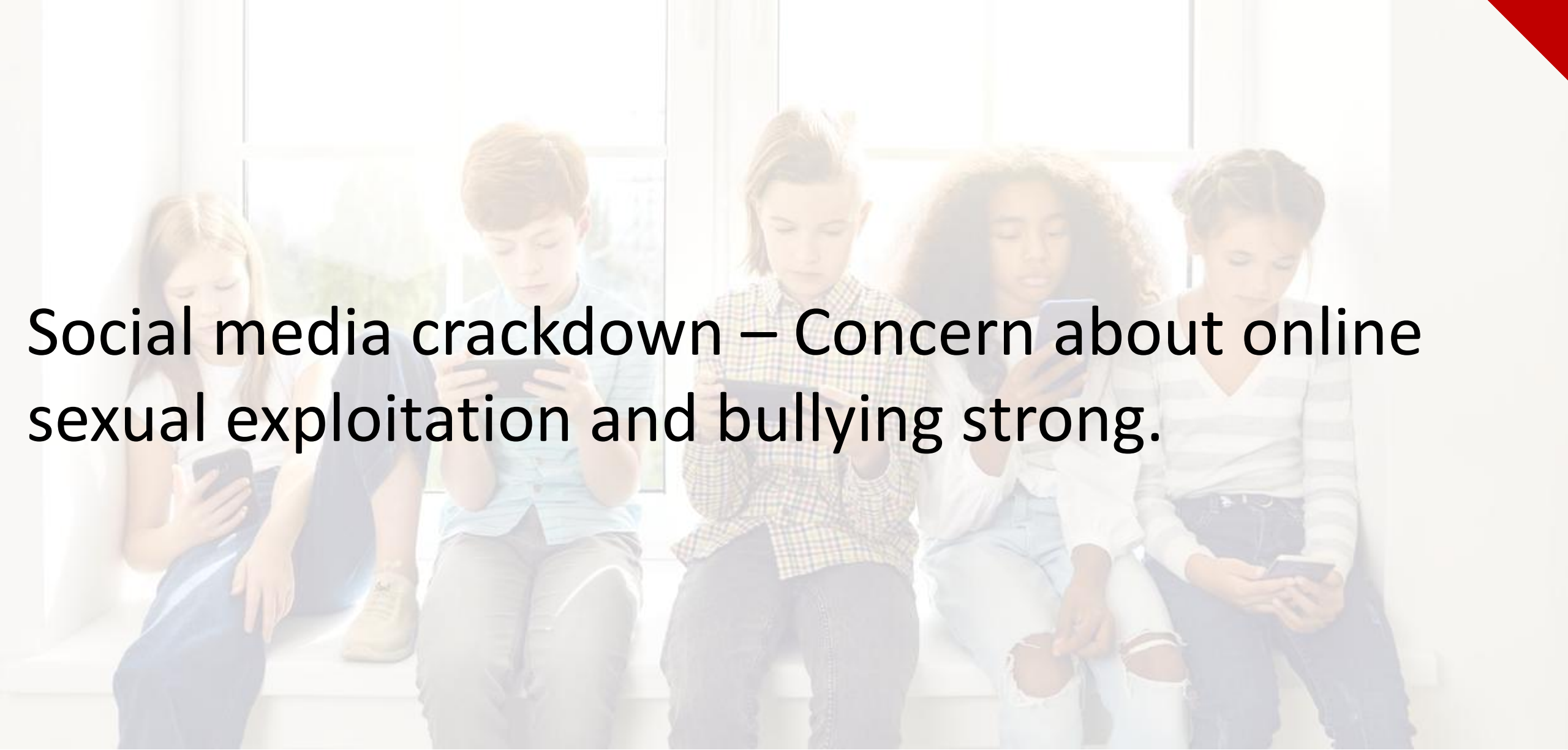




# Social media crackdown – Concern about online sexual exploitation and bullying strong.

Canada and USA National Surveys

Field – Canada: June 26 to 28, 2026; USA: March 6 to 8, 2026

Canada fieldwork conducted by Nanos Research

USA fieldwork conducted by NORC



# About Nanos and NORC

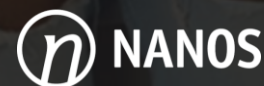
Nanos Research and NORC partnered to put a spotlight on the views of Canadians and Americans on a potential ban or restriction of social media use for children under 16.

## About Nanos

As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. [www.nanos.co](http://www.nanos.co)

## NORC

NORC conducts research and analysis that decision-makers trust. As a nonpartisan research organization and a pioneer in measuring and understanding the world, we have studied almost every aspect of the human experience and every major news event for more than eight decades. Today, we partner with government, corporate, and nonprofit clients around the world to provide the objectivity and expertise necessary to inform the critical decisions facing society. [www.norc.org](http://www.norc.org)



The research gauged the opinions among Canadians and Americans on a social media ban for children under 16, enforced through age verification requirements on major platforms.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1051 Canadians, 18 years of age or older, from June 26 to 28, 2026, as part of an omnibus survey. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada. Individuals randomly called using random digit dialling with a maximum of five call backs. The margin of error for this survey is  $\pm 3.0$  percentage points, 19 times out of 20.

NORC conducted a poll of 1133 American adults between March 6 and 8, 2026, using the AmeriSpeak® Omnibus, a bi-monthly multi-client survey using the AmeriSpeak panel, NORC's probability-based panel that is designed to be representative of the U.S. household population. The margin of error is  $\pm 4.0$  percentage points at the 95 percent confidence level, including the design effect. View the full methodology in the Transparency Report.

Canada: Full data tables with weighted and unweighted number of interviews is [here](#).

USA: Data tables with number of interviews by region, age and gender can be [accessed here](#).

Note: Charts may not add up to 100 due to rounding.

# UPSHOT

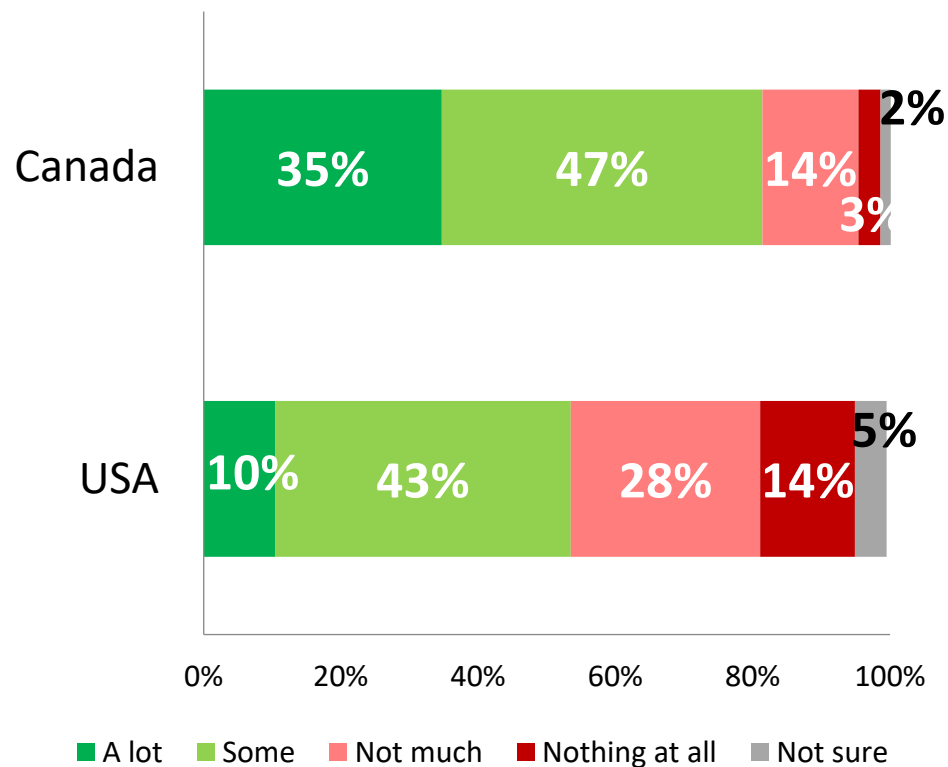
- 1. Three in four support restricting social media access for under-16s:** Seventy-seven per cent of Canadians and 73 per cent of Americans believe their countries should, to one extent or another, consider policies that ban or restrict social media use for people under the age of 16.
- 2. Online grooming, bullying and mental health risks outrank other social media concerns:** Over half of Canadians are most concerned about online sexual exploitation or grooming (52%) as a negative impact of social media on children and teens. This is closely followed by more than two in five who say cyberbullying or harassment (45%). Americans are just as likely to report being most concerned by mental health challenges (65%) as they are online sexual exploitation or grooming (64%).

# UPSHOT – Continued

3. **Canadians are more tuned in to the debate over youth social media use:** Four in five Canadians say they have heard a lot or some (81%) discussions or debates about limiting social media use for children and teens in Canada or other countries. Americans are comparatively less likely to report this being the case, with over one in two reporting having heard a lot (10%) or some (43%) discussions or debates about this.
4. **Canadians and Americans worry kids will simply move elsewhere online:** Three in four Canadians and two in three Americans are very or somewhat concerned about young people turning to less trustworthy or harder to monitor websites or apps (74% of Canadians; 65% of Americans) if their countries were to restrict or ban social media use for children and teens. This is followed by seven in ten Canadians (71%) and three in five Americans (58%) who are very concerned or somewhat concerned about the difficulty of enforcing restrictions fairly or consistently.

[CANADA] Q – How much have you heard in the way of discussions or debates about limiting social media use for children and teens in Canada or other countries?

[USA] Q – How much have you heard discussions or debates about limiting social media use for children and teens in the U.S. or other countries?



\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

## Canadians are more likely than Americans to report hearing about limiting or restricting social media use among children

# 4 in 5 Canadians

have heard a lot or some discussions or debates about limiting social media use for children and teens in Canada or other countries. In contrast, just over one in two Americans report having heard a lot or some discussions or debates about this.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26 to 28, 2026, n=1051, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Source: NORC conducted an online panel survey of 1133 Americans, 18 years of age or older, March 6 to 8, 2026, accurate 4.0 percentage points plus or minus, 19 times out of 20, including the design effect.

# Awareness among Canadians about limiting social media use for children and teens in Canada or other countries

Q – How much have you heard in the way of discussions or debates about limiting social media use for children and teens in Canada or other countries?

|                | Canada<br>2026-06<br>(n=1051) | Atlantic<br>(n=101) | Quebec<br>(n=221) | Ontario<br>(n=351) | Prairies<br>(n=215) | British<br>Columbia<br>(n=163) | Men<br>(n=550) | Women<br>(n=501) | 18 to 34<br>(n=158) | 35 to 54<br>(n=393) | 55 plus<br>(n=500) |
|----------------|-------------------------------|---------------------|-------------------|--------------------|---------------------|--------------------------------|----------------|------------------|---------------------|---------------------|--------------------|
| A lot          | 34.7%                         | 29.4%               | 33.9%             | 35.3%              | 35.1%               | 36.3%                          | 32.0%          | 37.2%            | 32.6%               | 30.9%               | 39.0%              |
| Some           | 46.7%                         | 54.4%               | 38.2%             | 49.7%              | 48.0%               | 47.0%                          | 49.8%          | 43.7%            | 42.5%               | 50.3%               | 46.5%              |
| Not much       | 14.0%                         | 14.6%               | 19.9%             | 11.3%              | 14.0%               | 11.5%                          | 14.1%          | 13.9%            | 16.8%               | 14.5%               | 11.7%              |
| Nothing at all | 3.2%                          | 1.7%                | 5.7%              | 2.3%               | 2.2%                | 3.6%                           | 2.7%           | 3.7%             | 5.4%                | 2.9%                | 2.0%               |
| Not sure       | 1.5%                          | -                   | 2.4%              | 1.5%               | 0.7%                | 1.6%                           | 1.5%           | 1.5%             | 2.7%                | 1.4%                | 0.7%               |

Quebec residents are less likely compared to the national average to say they have heard 'some' in the way of discussions or debates about limiting social media use among children and teens in Canada and other countries.

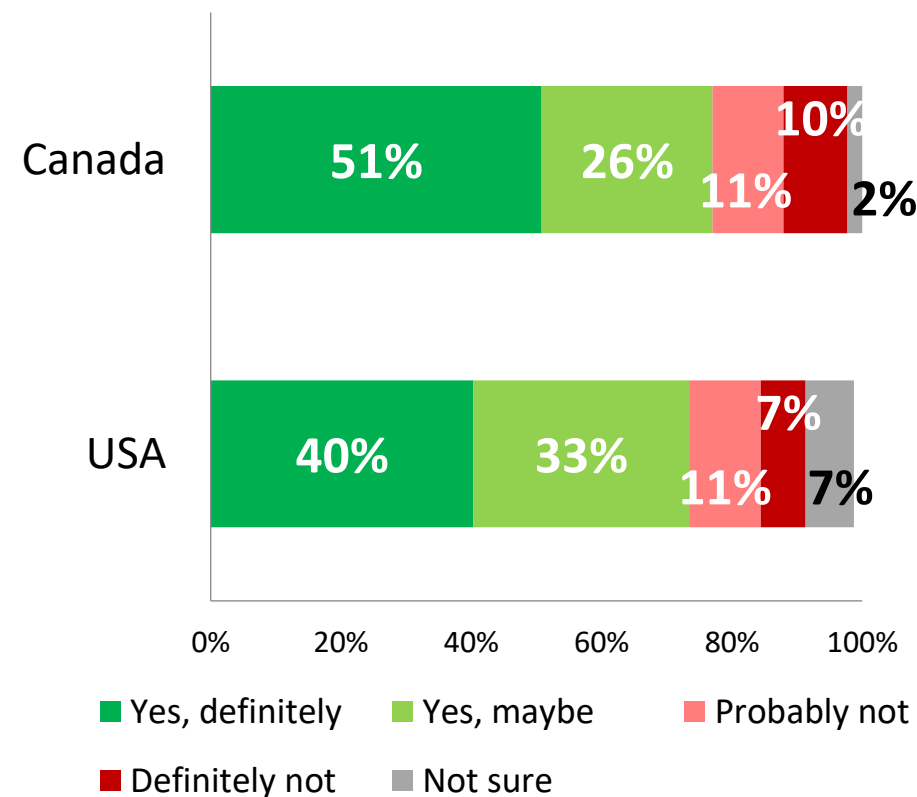
# Canadians and Americans alike are open to restricting social media use for those under 16

## 3 in 4 Canadians and Americans

think Canada and the U.S. respectively should definitely or maybe consider policies that ban or restrict social media use for people under the age of 16. Intensity of views is slightly higher among Canadians than Americans.

[CANADA] Q – In your opinion, should Canada consider policies that ban or restrict social media use for people under the age of 16?

[USA] Q – In your opinion, should the U.S. consider policies that ban or restrict social media use for people under age 16?



\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26 to 28, 2026, n=1051, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Source: NORC conducted an online panel survey of 1133 Americans, 18 years of age or older, March 6 to 8, 2026, accurate 4.0 percentage points plus or minus, 19 times out of 20, including the design effect.

# Views among Canadians on banning or restricting social media use for people under the age of 16

Q – In your opinion, should Canada consider policies that ban or restrict social media use for people under the age of 16?

|                 | Canada<br>2026-06<br>(n=1051) | Atlantic<br>(n=101) | Quebec<br>(n=221) | Ontario<br>(n=351) | Prairies<br>(n=215) | British<br>Columbia<br>(n=163) | Men<br>(n=550) | Women<br>(n=501) | 18 to 34<br>(n=158) | 35 to 54<br>(n=393) | 55 plus<br>(n=500) |
|-----------------|-------------------------------|---------------------|-------------------|--------------------|---------------------|--------------------------------|----------------|------------------|---------------------|---------------------|--------------------|
| Yes, definitely | 50.8%                         | 55.8%               | 52.2%             | 49.0%              | 43.5%               | 60.4%                          | 46.6%          | 54.9%            | 47.3%               | 44.6%               | 57.9%              |
| Yes, maybe      | 26.2%                         | 33.1%               | 23.6%             | 27.0%              | 30.9%               | 19.0%                          | 25.8%          | 26.6%            | 20.1%               | 32.1%               | 25.5%              |
| Probably not    | 10.9%                         | 7.2%                | 10.5%             | 12.1%              | 11.4%               | 9.2%                           | 12.1%          | 9.7%             | 14.7%               | 10.3%               | 9.0%               |
| Definitely not  | 9.8%                          | 3.9%                | 10.4%             | 9.9%               | 11.4%               | 9.2%                           | 13.1%          | 6.6%             | 15.8%               | 11.5%               | 4.5%               |
| Not sure        | 2.3%                          | -                   | 3.3%              | 2.0%               | 2.7%                | 2.3%                           | 2.5%           | 2.2%             | 2.1%                | 1.5%                | 3.2%               |

A majority of Canadians across all demographic groups believe Canada should definitely or maybe consider policies to ban or restrict social media use for children under the age of 16. Intensity of views is stronger among Canadians aged 55 and over compared to those between the ages of 35 and 54. Intensity of views is also stronger among residents of British Columbia compared to the national average.

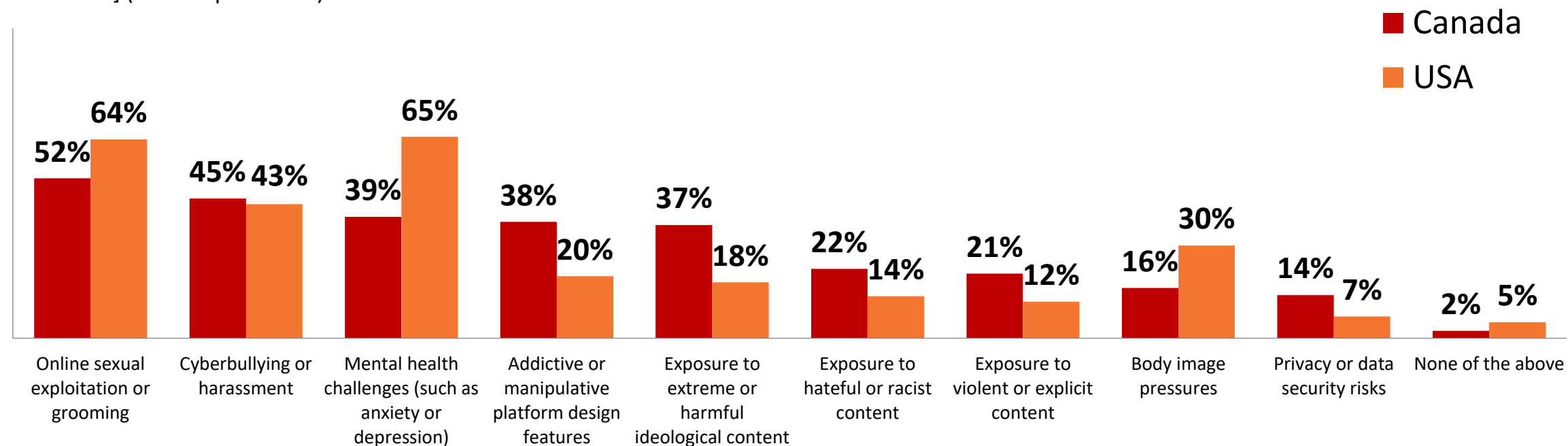
# Online sexual exploitation, cyberbullying, and mental health challenges are top concerns for social media use

[CANADA] Q – Which of the following negative impacts of social media on children and teens in Canada today are you most concerned about?

[RANDOMIZE] (Select up to three)

[USA] Q – Which of the following negative impacts of social media on children and teens in the U.S. today are you most concerned about?

[RANDOMIZE] (Select up to three)



\*Values are based on the percentage of positive responses to a specific response option

\*\* Multifrequency tab based on multiple responses

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26 to 28, 2026, n=1051, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Source: NORC conducted an online panel survey of 1133 Americans, 18 years of age or older, March 6 to 8, 2026, accurate 4.0 percentage points plus or minus, 19 times out of 20, including the design effect.

# Most negative impacts of social media on children and teens in Canada

Q – Which of the following negative impacts of social media on children and teens in Canada today are you most concerned about? [RANDOMIZE] (Select up to three)

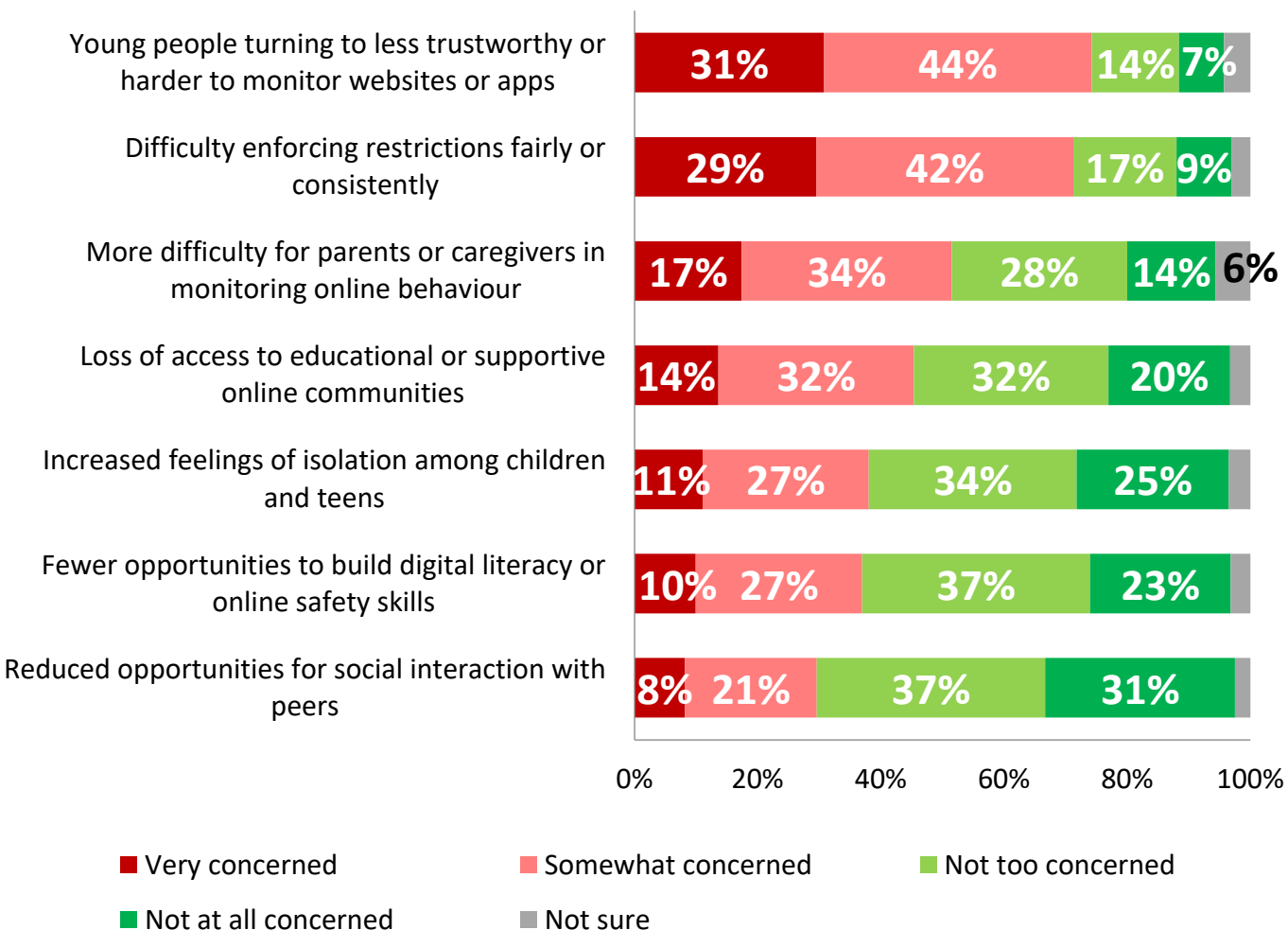
|                                                          | Canada<br>2026-06<br>(n=1051) | Atlantic<br>(n=101) | Quebec<br>(n=221) | Ontario<br>(n=351) | Prairies<br>(n=215) | British<br>Columbia<br>(n=163) | Men<br>(n=550) | Women<br>(n=501) | 18 to 34<br>(n=158) | 35 to 54<br>(n=393) | 55 plus<br>(n=500) |
|----------------------------------------------------------|-------------------------------|---------------------|-------------------|--------------------|---------------------|--------------------------------|----------------|------------------|---------------------|---------------------|--------------------|
| Online sexual exploitation or grooming                   | 51.6%                         | 51.0%               | 51.8%             | 51.5%              | 53.7%               | 49.2%                          | 48.2%          | 54.8%            | 49.9%               | 50.6%               | 53.4%              |
| Cyberbullying or harassment                              | 45.1%                         | 48.2%               | 47.2%             | 44.7%              | 45.1%               | 41.1%                          | 43.2%          | 46.9%            | 35.2%               | 44.5%               | 52.0%              |
| Mental health challenges (such as anxiety or depression) | 39.2%                         | 50.0%               | 37.3%             | 37.2%              | 41.0%               | 40.3%                          | 36.8%          | 41.4%            | 47.3%               | 40.8%               | 32.6%              |
| Addictive or manipulative platform design features       | 37.5%                         | 28.7%               | 26.6%             | 41.0%              | 42.0%               | 44.6%                          | 37.9%          | 37.2%            | 44.9%               | 36.3%               | 33.7%              |
| Exposure to extreme or harmful ideological content       | 36.5%                         | 39.0%               | 33.7%             | 36.1%              | 41.5%               | 34.9%                          | 37.7%          | 35.4%            | 31.0%               | 41.0%               | 36.6%              |
| Exposure to hateful or racist content                    | 22.4%                         | 20.8%               | 30.5%             | 22.8%              | 14.3%               | 18.6%                          | 22.4%          | 22.3%            | 18.6%               | 20.4%               | 26.3%              |
| Exposure to violent or explicit content                  | 20.8%                         | 20.0%               | 20.5%             | 23.2%              | 16.9%               | 20.0%                          | 20.5%          | 21.1%            | 16.7%               | 19.2%               | 24.8%              |
| Body image pressures                                     | 16.2%                         | 14.6%               | 18.2%             | 18.2%              | 9.3%                | 16.5%                          | 16.8%          | 15.6%            | 22.6%               | 17.1%               | 11.3%              |
| Privacy or data security risks                           | 13.9%                         | 14.3%               | 15.3%             | 13.6%              | 14.5%               | 11.5%                          | 16.3%          | 11.6%            | 18.3%               | 12.4%               | 12.2%              |
| None of the above                                        | 2.4%                          | 2.1%                | 2.7%              | 1.6%               | 2.9%                | 3.4%                           | 3.1%           | 1.6%             | 2.5%                | 2.1%                | 2.5%               |

\*Values are based on the percentage of positive responses to a specific response option (columns exceed 100%)

\*\* Multifrequency tab based on multiple responses

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26 to 28, 2026, n=1051, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Q – If Canada were to restrict or ban social media use for children and teens, how concerned would you be about each of the following potential downsides, if at all?  
[RANDOMIZE]



\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

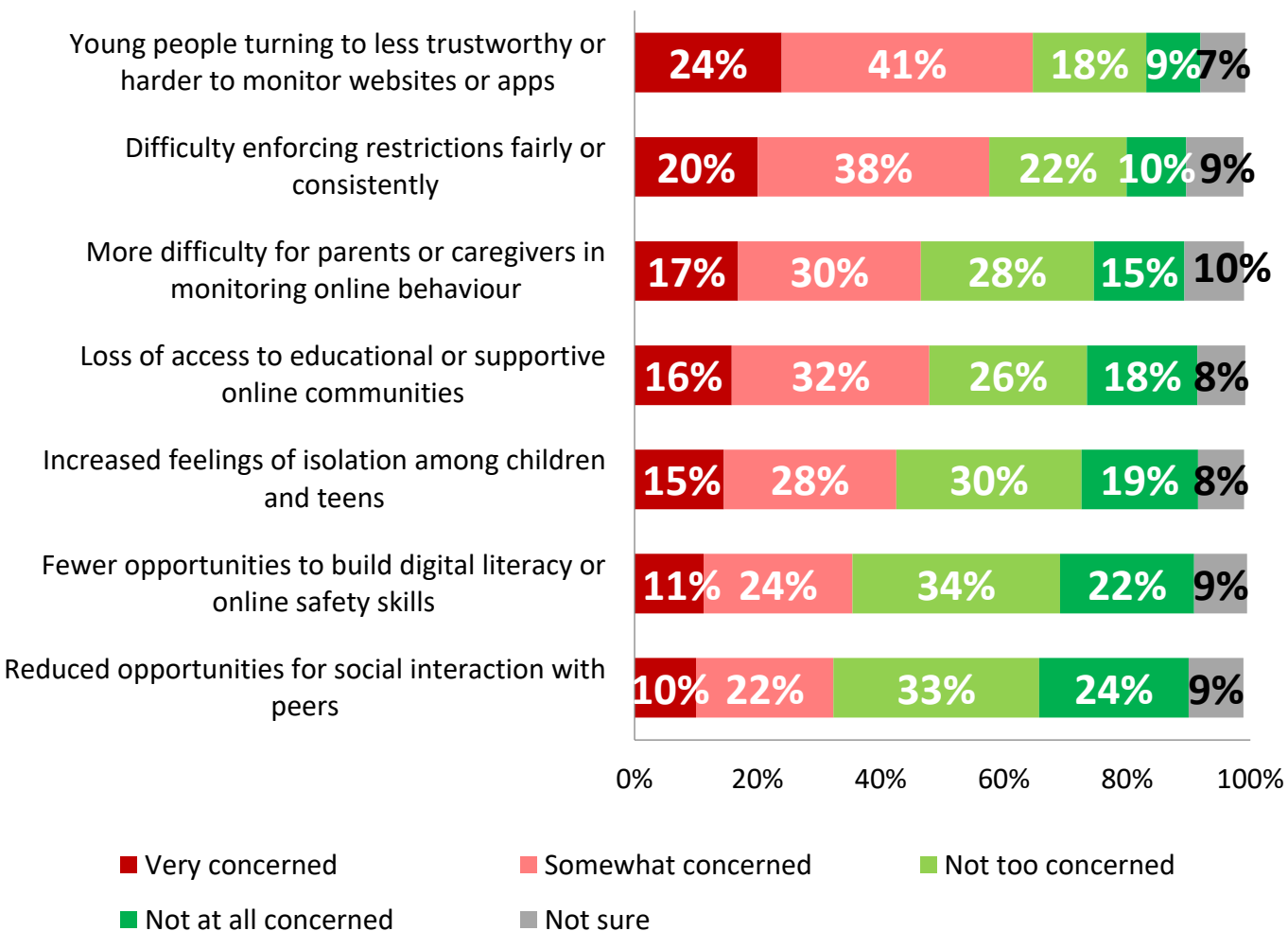
\*Data labels under 5% have been removed for clarity.

# Young people turning to less trustworthy sources and difficulty enforcing restrictions are top concerns for Canadians

## 3 in 4 Canadians

are very or somewhat concerned about young people turning to less trustworthy or harder to monitor websites or apps (75%). Close to three in four Canadians are very concerned or somewhat concerned (71%) about the difficulty enforcing restrictions fairly or consistently.

Q – If the U.S. were to restrict or ban social media use for children and teens, how concerned would you be about each of the following potential downsides, if any?  
[RANDOMIZE]



\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

**Americans also most concerned by young people turning to less trustworthy or harder to monitor sources and challenges in enforcing restrictions**

**2 in 3** Americans

are very or somewhat concerned about young people turning to less trustworthy or harder to monitor websites or apps (65%). Close to three in five Americans are very concerned or somewhat concerned (58%) about the difficulty enforcing restrictions fairly or consistently.

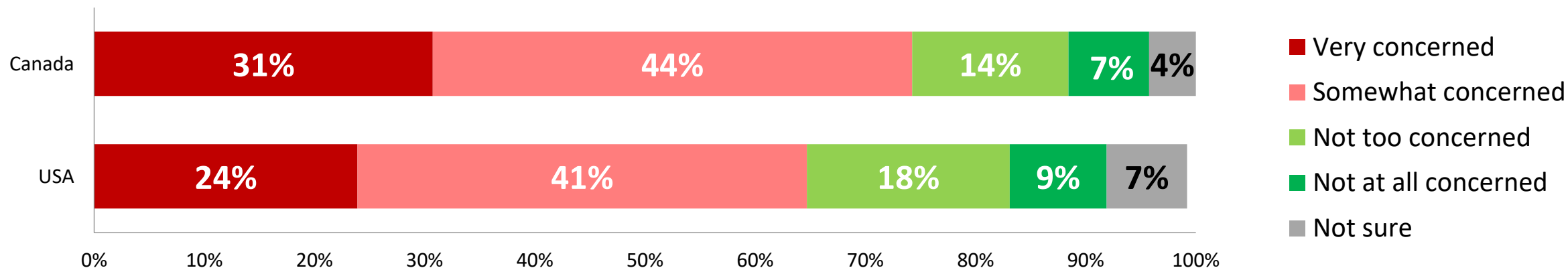
Source: NORC conducted an online panel survey of 1133 Americans, 18 years of age or older, March 6 to 8, 2026, accurate 4.0 percentage points plus or minus, 19 times out of 20, including the design effect.

# Majority of Canadians and Americans have concerns about young people turning to less trustworthy or harder to monitor websites or apps

[CANADA] Q – If Canada were to restrict or ban social media use for children and teens, how concerned would you be about each of the following potential downsides, if at all? [RANDOMIZE]

[USA] Q – If the U.S. were to restrict or ban social media use for children and teens, how concerned would you be about each of the following potential downsides, if any? [RANDOMIZE]

## Young people turning to less trustworthy or harder to monitor websites or apps



*While most respondents in both countries report being very or somewhat concerned by the potential for young people to turn to less trustworthy or harder to monitor websites or apps if there were a ban or restrictions on social media use among children and teens, Canadians are more likely than Americans to be concerned by this.*

*In the U.S., those aged 55 and over (72%) are more likely to be very or somewhat concerned by this than those aged 35 to 54 (58%) and 18 to 34 (62%).*

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26 to 28, 2026, n=1051, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Source: NORC conducted an online panel survey of 1133 Americans, 18 years of age or older, March 6 to 8, 2026, accurate 4.0 percentage points plus or minus, 19 times out of 20, including the design effect.

# Level of concern about young people turning to less trustworthy or harder to monitor websites or apps among Canadians

Q – If Canada were to restrict or ban social media use for children and teens, how concerned would you be about each of the following potential downsides, if at all? [RANDOMIZE] **Young people turning to less trustworthy or harder to monitor websites or apps**

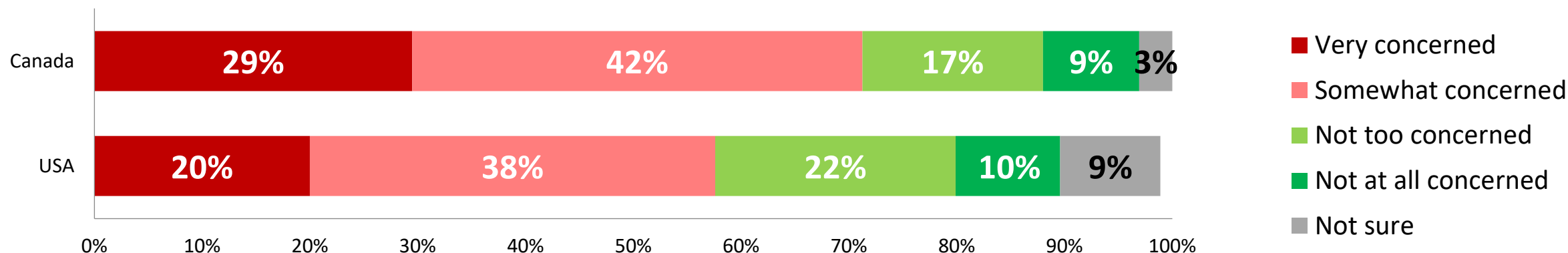
|                      | Canada<br>2026-06<br>(n=1051) | Atlantic<br>(n=101) | Quebec<br>(n=221) | Ontario<br>(n=351) | Prairies<br>(n=215) | British<br>Columbia<br>(n=163) | Men<br>(n=550) | Women<br>(n=501) | 18 to 34<br>(n=158) | 35 to 54<br>(n=393) | 55 plus<br>(n=500) |
|----------------------|-------------------------------|---------------------|-------------------|--------------------|---------------------|--------------------------------|----------------|------------------|---------------------|---------------------|--------------------|
| Very concerned       | 30.7%                         | 24.9%               | 31.0%             | 30.9%              | 35.6%               | 26.4%                          | 30.3%          | 31.1%            | 27.9%               | 29.2%               | 33.8%              |
| Somewhat concerned   | 43.5%                         | 46.3%               | 44.1%             | 43.7%              | 40.6%               | 44.3%                          | 42.5%          | 44.5%            | 45.4%               | 44.2%               | 41.7%              |
| Not too concerned    | 14.2%                         | 16.9%               | 16.0%             | 12.8%              | 13.4%               | 14.6%                          | 14.8%          | 13.5%            | 13.7%               | 15.1%               | 13.7%              |
| Not at all concerned | 7.3%                          | 6.8%                | 3.7%              | 7.3%               | 7.9%                | 13.0%                          | 8.8%           | 5.9%             | 9.4%                | 6.9%                | 6.3%               |
| Not sure             | 4.2%                          | 5.1%                | 5.1%              | 5.3%               | 2.5%                | 1.7%                           | 3.5%           | 4.9%             | 3.7%                | 4.6%                | 4.4%               |

# Canadians and Americans twice as likely to be concerned than not concerned by the potential difficulty of enforcing restrictions fairly or consistently

[CANADA] Q – If Canada were to restrict or ban social media use for children and teens, how concerned would you be about each of the following potential downsides, if at all? [RANDOMIZE]

[USA] Q – If the U.S. were to restrict or ban social media use for children and teens, how concerned would you be about each of the following potential downsides, if any? [RANDOMIZE]

## Difficulty enforcing restrictions fairly or consistently



*While most respondents in both countries report being very or somewhat concerned by the potential difficulty of enforcing restrictions fairly or consistently if there were a ban or restrictions on social media use among children and teens, Canadians are more likely than Americans to be concerned by this.*

*Canadians aged 55 and over are more likely to say they are concerned to one extent or another (76%) than those aged 18 to 34 (67%). This is also the case for Americans aged 55 and over (66%) relative to those aged 18 to 34 (51%).*

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26 to 28, 2026, n=1051, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Source: NORC conducted an online panel survey of 1133 Americans, 18 years of age or older, March 6 to 8, 2026, accurate 4.0 percentage points plus or minus, 19 times out of 20, including the design effect.

# Level of concern about difficulty enforcing restrictions fairly or consistently among Canadians

Q – If Canada were to restrict or ban social media use for children and teens, how concerned would you be about each of the following potential downsides, if at all? [RANDOMIZE] **Difficulty enforcing restrictions fairly or consistently**

|                      | Canada<br>2026-06<br>(n=1051) | Atlantic<br>(n=101) | Quebec<br>(n=221) | Ontario<br>(n=351) | Prairies<br>(n=215) | British<br>Columbia<br>(n=163) | Men<br>(n=550) | Women<br>(n=501) | 18 to 34<br>(n=158) | 35 to 54<br>(n=393) | 55 plus<br>(n=500) |
|----------------------|-------------------------------|---------------------|-------------------|--------------------|---------------------|--------------------------------|----------------|------------------|---------------------|---------------------|--------------------|
| Very concerned       | 29.5%                         | 26.1%               | 29.3%             | 31.0%              | 30.1%               | 26.4%                          | 28.1%          | 30.8%            | 34.0%               | 28.2%               | 27.6%              |
| Somewhat concerned   | 41.8%                         | 49.3%               | 39.7%             | 40.5%              | 38.4%               | 49.4%                          | 40.4%          | 43.1%            | 33.4%               | 40.2%               | 48.4%              |
| Not too concerned    | 16.8%                         | 17.0%               | 17.3%             | 13.9%              | 22.9%               | 16.0%                          | 18.1%          | 15.5%            | 16.0%               | 18.3%               | 16.0%              |
| Not at all concerned | 8.9%                          | 4.8%                | 9.4%              | 11.1%              | 6.5%                | 7.0%                           | 9.8%           | 8.0%             | 13.0%               | 9.1%                | 6.2%               |
| Not sure             | 3.1%                          | 2.8%                | 4.4%              | 3.4%               | 2.1%                | 1.1%                           | 3.6%           | 2.5%             | 3.6%                | 4.2%                | 1.9%               |

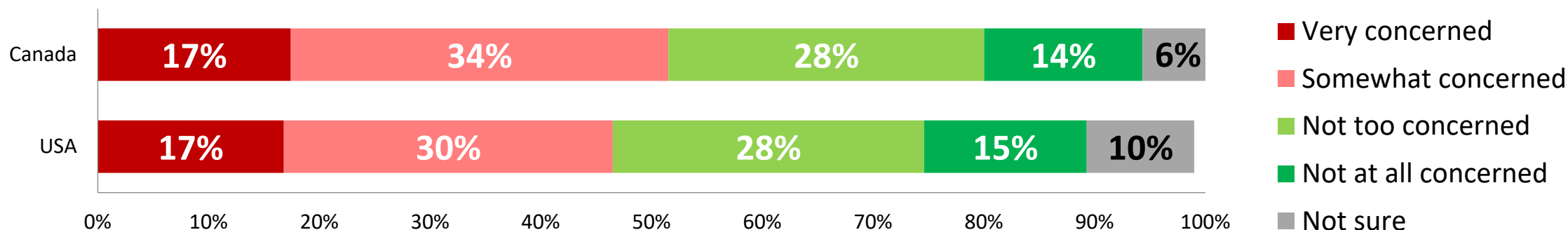
Canadians ages 55 plus are more likely to say they are somewhat concerned about the difficulty enforcing restrictions fairly or consistently (48%) than Canadians ages 18 to 54 (33%).

# People on both sides of the border are more likely to be concerned than not concerned by the potential difficulty for parents or caregivers in monitoring online behaviour

[CANADA] Q – If Canada were to restrict or ban social media use for children and teens, how concerned would you be about each of the following potential downsides, if at all? [RANDOMIZE]

[USA] Q – If the U.S. were to restrict or ban social media use for children and teens, how concerned would you be about each of the following potential downsides, if any? [RANDOMIZE]

## More difficulty for parents or caregivers in monitoring online behaviour



*Canadians and Americans are both slightly more likely to be concerned than not concerned by the potential difficulty for parents or caregivers to monitor online behaviour if social media use were restricted or banned for children and teens.*

*In the U.S., those in the South (51%) are more likely to be concerned to one extent or another than those in the West (41%), as is the case for those aged 55 and over (53%) compared to 18 to 34 year-olds (43%) and 35 to 54 year-olds (42%).*

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26 to 28, 2026, n=1050, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Source: NORC conducted an online panel survey of 1133 Americans, 18 years of age or older, March 6 to 8, 2026, accurate 4.0 percentage points plus or minus, 19 times out of 20, including the design effect.

# Level of concern about more difficulty for parents or caregivers in monitoring online behaviour among Canadians

Q – If Canada were to restrict or ban social media use for children and teens, how concerned would you be about each of the following potential downsides, if at all? [RANDOMIZE] **More difficulty for parents or caregivers in monitoring online behaviour**

|                      | Canada<br>2026-06<br>(n=1050) | Atlantic<br>(n=101) | Quebec<br>(n=221) | Ontario<br>(n=350) | Prairies<br>(n=215) | British<br>Columbia<br>(n=163) | Men<br>(n=550) | Women<br>(n=500) | 18 to 34<br>(n=158) | 35 to 54<br>(n=393) | 55 plus<br>(n=499) |
|----------------------|-------------------------------|---------------------|-------------------|--------------------|---------------------|--------------------------------|----------------|------------------|---------------------|---------------------|--------------------|
| Very concerned       | 17.4%                         | 12.2%               | 20.0%             | 15.9%              | 19.0%               | 17.8%                          | 16.6%          | 18.2%            | 12.5%               | 18.6%               | 19.7%              |
| Somewhat concerned   | 34.1%                         | 45.6%               | 37.5%             | 34.6%              | 27.2%               | 30.3%                          | 33.2%          | 34.9%            | 32.6%               | 30.7%               | 37.8%              |
| Not too concerned    | 28.5%                         | 26.2%               | 24.1%             | 27.8%              | 34.3%               | 31.5%                          | 29.0%          | 28.0%            | 29.9%               | 30.0%               | 26.4%              |
| Not at all concerned | 14.3%                         | 11.8%               | 9.3%              | 16.1%              | 14.6%               | 18.5%                          | 16.4%          | 12.3%            | 18.0%               | 16.4%               | 10.3%              |
| Not sure             | 5.7%                          | 4.1%                | 9.1%              | 5.5%               | 5.0%                | 1.9%                           | 4.8%           | 6.5%             | 7.0%                | 4.3%                | 5.8%               |

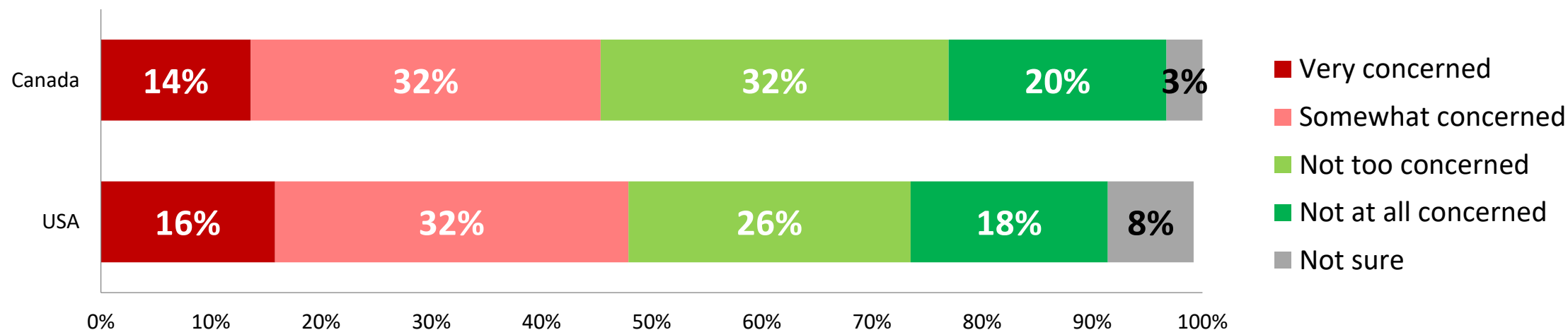
Canadians in the Atlantic are more likely to say they are somewhat concerned (46%) about there being more difficulty for parents or caregivers in monitoring online behaviour than Canadians overall (34%).

# No consensus among Canadians or Americans regarding concern about loss of access to educational or supportive online communities

[CANADA] Q – If Canada were to restrict or ban social media use for children and teens, how concerned would you be about each of the following potential downsides, if at all? [RANDOMIZE]

[USA] Q – If the U.S. were to restrict or ban social media use for children and teens, how concerned would you be about each of the following potential downsides, if any? [RANDOMIZE]

## Loss of access to educational or supportive online communities



*Canadians and Americans are both split when it comes to their level of concern for the potential loss of access to educational or supportive online communities if their countries were to restrict or ban social media use among children and teens.*

*In the U.S., those aged 18 to 34 (53%) are more likely to be concerned to one extent or another than those aged 35 to 54 (40%).*

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26 to 28, 2026, n=1051, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Source: NORC conducted an online panel survey of 1133 Americans, 18 years of age or older, March 6 to 8, 2026, accurate 4.0 percentage points plus or minus, 19 times out of 20, including the design effect.

# Level of concern about loss of access to educational or supportive online communities among Canadians

Q – If Canada were to restrict or ban social media use for children and teens, how concerned would you be about each of the following potential downsides, if at all? [RANDOMIZE] **Loss of access to educational or supportive online communities**

|                      | Canada<br>2026-06<br>(n=1051) | Atlantic<br>(n=101) | Quebec<br>(n=221) | Ontario<br>(n=351) | Prairies<br>(n=215) | British<br>Columbia<br>(n=163) | Men<br>(n=550) | Women<br>(n=501) | 18 to 34<br>(n=158) | 35 to 54<br>(n=393) | 55 plus<br>(n=500) |
|----------------------|-------------------------------|---------------------|-------------------|--------------------|---------------------|--------------------------------|----------------|------------------|---------------------|---------------------|--------------------|
| Very concerned       | 13.6%                         | 13.9%               | 12.2%             | 12.5%              | 18.1%               | 13.4%                          | 16.3%          | 11.0%            | 13.9%               | 14.4%               | 12.9%              |
| Somewhat concerned   | 31.8%                         | 38.5%               | 32.4%             | 32.4%              | 23.8%               | 35.6%                          | 31.7%          | 31.8%            | 29.8%               | 28.8%               | 35.3%              |
| Not too concerned    | 31.6%                         | 24.8%               | 34.5%             | 30.7%              | 34.2%               | 29.3%                          | 30.3%          | 32.8%            | 28.2%               | 34.6%               | 31.5%              |
| Not at all concerned | 19.8%                         | 20.0%               | 13.2%             | 22.7%              | 20.7%               | 21.3%                          | 18.3%          | 21.1%            | 24.4%               | 19.5%               | 17.0%              |
| Not sure             | 3.3%                          | 2.9%                | 7.7%              | 1.8%               | 3.2%                | 0.4%                           | 3.3%           | 3.2%             | 3.8%                | 2.8%                | 3.3%               |

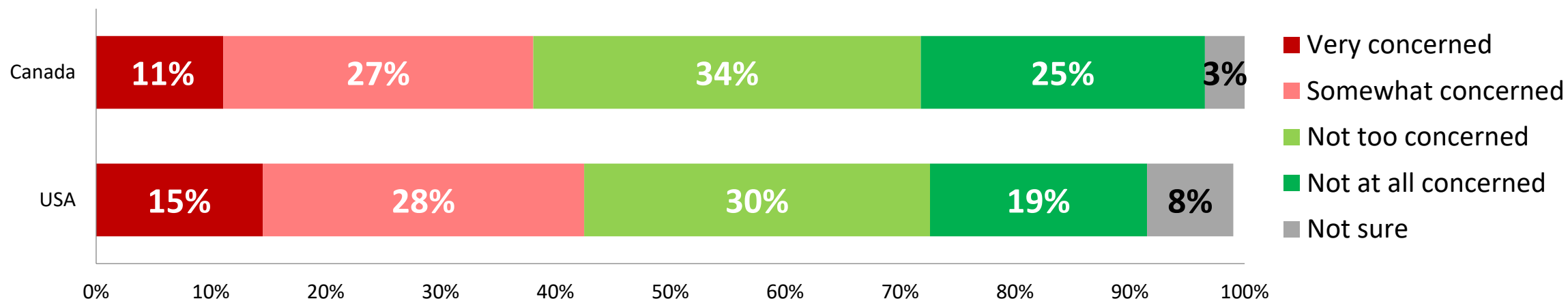
Canadians in the Prairies are less likely to say they are somewhat concerned about the loss of access to educational or supportive online communities (24%, compared to 32% of Canadians overall).

# Two in three Canadians and one in two Americans are not concerned about increased feelings of isolation among children and teens

[CANADA] Q – If Canada were to restrict or ban social media use for children and teens, how concerned would you be about each of the following potential downsides, if at all? [RANDOMIZE]

[USA] Q – If the U.S. were to restrict or ban social media use for children and teens, how concerned would you be about each of the following potential downsides, if any? [RANDOMIZE]

## Increased feelings of isolation among children and teens



*While a minority view, Americans are slightly more likely than Canadians to report being either very or somewhat concerned by a potential for increased feelings of isolation if there were a ban or restriction on social media use for children and teens.*

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26 to 28, 2026, n=1051, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Source: NORC conducted an online panel survey of 1133 Americans, 18 years of age or older, March 6 to 8, 2026, accurate 4.0 percentage points plus or minus, 19 times out of 20, including the design effect.

# Level of concern about increased feelings of isolation among children and teens among Canadians

Q – If Canada were to restrict or ban social media use for children and teens, how concerned would you be about each of the following potential downsides, if at all? [RANDOMIZE] **Increased feelings of isolation among children and teens**

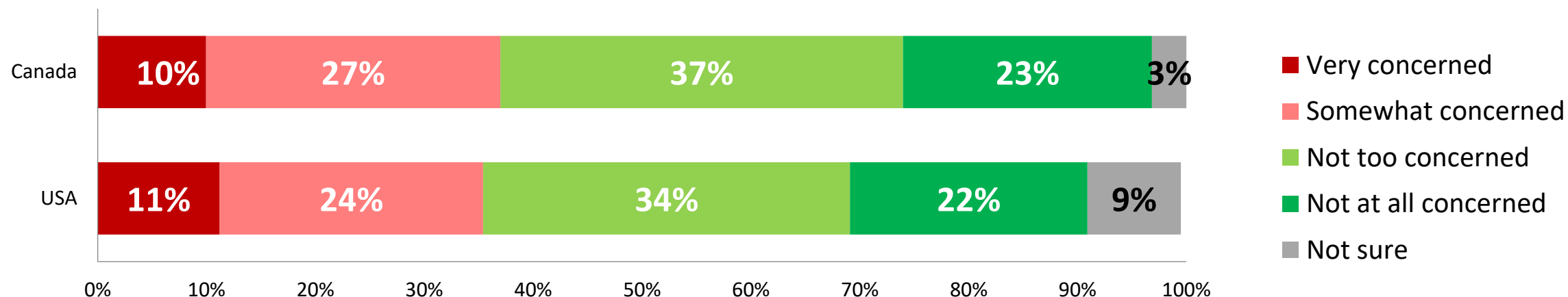
|                      | Canada<br>2026-06<br>(n=1051) | Atlantic<br>(n=101) | Quebec<br>(n=221) | Ontario<br>(n=351) | Prairies<br>(n=215) | British<br>Columbia<br>(n=163) | Men<br>(n=550) | Women<br>(n=501) | 18 to 34<br>(n=158) | 35 to 54<br>(n=393) | 55 plus<br>(n=500) |
|----------------------|-------------------------------|---------------------|-------------------|--------------------|---------------------|--------------------------------|----------------|------------------|---------------------|---------------------|--------------------|
| Very concerned       | 11.1%                         | 8.5%                | 10.8%             | 11.1%              | 13.7%               | 9.3%                           | 12.2%          | 10.0%            | 11.4%               | 12.7%               | 9.6%               |
| Somewhat concerned   | 27.0%                         | 32.7%               | 29.0%             | 29.0%              | 20.5%               | 23.4%                          | 26.8%          | 27.2%            | 29.6%               | 24.4%               | 27.3%              |
| Not too concerned    | 33.7%                         | 35.7%               | 36.3%             | 30.1%              | 36.0%               | 35.7%                          | 31.8%          | 35.6%            | 26.6%               | 35.9%               | 36.6%              |
| Not at all concerned | 24.7%                         | 20.2%               | 18.5%             | 27.0%              | 26.4%               | 28.9%                          | 25.4%          | 24.1%            | 29.1%               | 24.4%               | 22.2%              |
| Not sure             | 3.5%                          | 2.9%                | 5.4%              | 2.8%               | 3.3%                | 2.7%                           | 3.8%           | 3.2%             | 3.2%                | 2.6%                | 4.3%               |

## Canadians and Americans both about more likely not to be concerned about fewer opportunities to build digital literacy or online safety skills

[CANADA] Q – If Canada were to restrict or ban social media use for children and teens, how concerned would you be about each of the following potential downsides, if at all? [RANDOMIZE]

[USA] Q – If the U.S. were to restrict or ban social media use for children and teens, how concerned would you be about each of the following potential downsides, if any? [RANDOMIZE]

### Fewer opportunities to build digital literacy or online safety skills



*Both Canadians and Americans are more likely to not be concerned than concerned about fewer opportunities to build digital literacy or online safety skills if their countries were to enact restrictions or bans on social media use for children and teens.*

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26 to 28, 2026, n=1051, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Source: NORC conducted an online panel survey of 1133 Americans, 18 years of age or older, March 6 to 8, 2026, accurate 4.0 percentage points plus or minus, 19 times out of 20, including the design effect.

# Level of concern about fewer opportunities to build digital literacy or online safety skills among Canadians

Q – If Canada were to restrict or ban social media use for children and teens, how concerned would you be about each of the following potential downsides, if at all? [RANDOMIZE] **Fewer opportunities to build digital literacy or online safety skills**

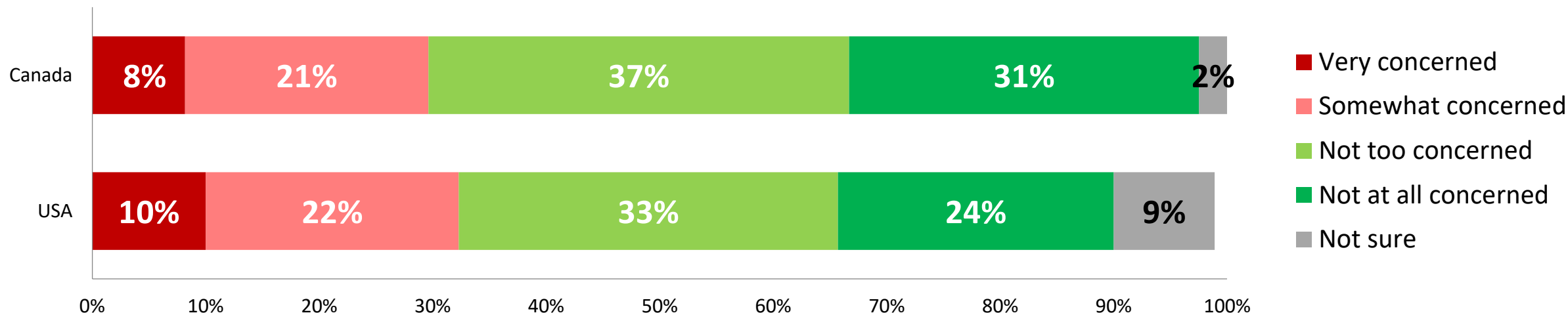
|                      | Canada<br>2026-06<br>(n=1051) | Atlantic<br>(n=101) | Quebec<br>(n=221) | Ontario<br>(n=351) | Prairies<br>(n=215) | British<br>Columbia<br>(n=163) | Men<br>(n=550) | Women<br>(n=501) | 18 to 34<br>(n=158) | 35 to 54<br>(n=393) | 55 plus<br>(n=500) |
|----------------------|-------------------------------|---------------------|-------------------|--------------------|---------------------|--------------------------------|----------------|------------------|---------------------|---------------------|--------------------|
| Very concerned       | 9.9%                          | 9.1%                | 10.0%             | 8.2%               | 12.4%               | 12.2%                          | 10.5%          | 9.4%             | 13.8%               | 10.6%               | 7.0%               |
| Somewhat concerned   | 27.0%                         | 24.2%               | 27.9%             | 29.9%              | 22.3%               | 24.8%                          | 29.1%          | 25.1%            | 29.8%               | 28.0%               | 24.5%              |
| Not too concerned    | 37.0%                         | 36.1%               | 35.3%             | 36.8%              | 41.3%               | 35.4%                          | 34.6%          | 39.3%            | 30.7%               | 36.9%               | 41.1%              |
| Not at all concerned | 22.9%                         | 27.7%               | 21.2%             | 22.6%              | 21.0%               | 26.6%                          | 22.3%          | 23.4%            | 23.8%               | 20.8%               | 23.9%              |
| Not sure             | 3.2%                          | 2.9%                | 5.7%              | 2.6%               | 2.9%                | 1.0%                           | 3.5%           | 2.9%             | 1.9%                | 3.8%                | 3.5%               |

# Reduced opportunities for social interaction with peers not a big concern for most Canadians and Americans

[CANADA] Q – If Canada were to restrict or ban social media use for children and teens, how concerned would you be about each of the following potential downsides, if at all? [RANDOMIZE]

[USA] Q – If the U.S. were to restrict or ban social media use for children and teens, how concerned would you be about each of the following potential downsides, if any? [RANDOMIZE]

## Reduced opportunities for social interaction with peers



*Both Canadians and Americans are more likely to not be concerned than concerned about reduced opportunities for social interaction with peers if their countries were to enact restrictions or bans on social media use for children and teens.*

*In the U.S., though a minority view, 18-to-34-year-olds (38%) are slightly more likely to be concerned to one extent or another than those aged 35 and over (30%).*

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26 to 28, 2026, n=1051, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Source: NORC conducted an online panel survey of 1133 Americans, 18 years of age or older, March 6 to 8, 2026, accurate 4.0 percentage points plus or minus, 19 times out of 20, including the design effect.

# Level of concern about reduced opportunities for social interaction with peers among Canadians

Q – If Canada were to restrict or ban social media use for children and teens, how concerned would you be about each of the following potential downsides, if at all? [RANDOMIZE] **Reduced opportunities for social interaction with peers**

|                      | Canada<br>2026-06<br>(n=1051) | Atlantic<br>(n=101) | Quebec<br>(n=221) | Ontario<br>(n=351) | Prairies<br>(n=215) | British<br>Columbia<br>(n=163) | Men<br>(n=550) | Women<br>(n=501) | 18 to 34<br>(n=158) | 35 to 54<br>(n=393) | 55 plus<br>(n=500) |
|----------------------|-------------------------------|---------------------|-------------------|--------------------|---------------------|--------------------------------|----------------|------------------|---------------------|---------------------|--------------------|
| Very concerned       | 8.2%                          | 5.6%                | 11.3%             | 7.2%               | 9.7%                | 5.0%                           | 8.5%           | 7.8%             | 7.3%                | 10.1%               | 7.3%               |
| Somewhat concerned   | 21.5%                         | 25.3%               | 22.1%             | 23.2%              | 15.9%               | 20.8%                          | 25.0%          | 18.1%            | 27.8%               | 20.3%               | 18.2%              |
| Not too concerned    | 37.1%                         | 39.6%               | 36.3%             | 37.4%              | 36.2%               | 37.3%                          | 32.1%          | 41.8%            | 30.8%               | 37.3%               | 41.0%              |
| Not at all concerned | 30.8%                         | 26.7%               | 26.0%             | 29.9%              | 36.7%               | 36.0%                          | 31.3%          | 30.4%            | 31.7%               | 30.1%               | 30.8%              |
| Not sure             | 2.5%                          | 2.9%                | 4.4%              | 2.2%               | 1.6%                | 1.0%                           | 3.1%           | 1.8%             | 2.5%                | 2.2%                | 2.7%               |

# Canadians concerned about loss of privacy from age verification and easy workarounds

Q – If Canada were to restrict or ban social media use for children and teens, how concerned would you be about each of the following potential downsides, if at all? [RANDOMIZE] **Other unintended consequences**

| TOP RESPONSES                                   |                           |                                       |                                            |                     |
|-------------------------------------------------|---------------------------|---------------------------------------|--------------------------------------------|---------------------|
|                                                 | Canada 2026-06<br>(n=165) | Very/somewhat<br>concerned<br>(n=129) | Not too/not at all<br>concerned<br>(n=22)* | Not sure<br>(n=14)* |
| Privacy Loss From Age Verification              | 12.9%                     | 16.1%                                 |                                            |                     |
| Easy Workarounds and Evasion                    | 11.1%                     | 10.1%                                 |                                            |                     |
| Government Overreach Into Family Decisions      | 6.8%                      | 5.4%                                  |                                            |                     |
| Censorship and Narrative Control                | 6.2%                      | 7.7%                                  |                                            |                     |
| Expanded Surveillance and Tracking              | 6.1%                      | 7.5%                                  |                                            |                     |
| Ban Would Be Hard to Enforce                    | 6.1%                      | 7.1%                                  |                                            |                     |
| Data Breach and Identity Theft Risks            | 4.7%                      | 5.8%                                  |                                            |                     |
| Digital ID Mandate                              | 4.4%                      | 5.0%                                  |                                            |                     |
| Need to Regulate Platforms Instead              | 4.3%                      | 4.7%                                  |                                            |                     |
| Positive Increase in Face-to-Face Socializing   | 3.8%                      | 0.0%                                  |                                            |                     |
| Mental Health and Social Harm From Social Media | 2.5%                      | 1.9%                                  |                                            |                     |

\*Note: Responses with a sample size of less than 30 have been suppressed

| Element                          | Description                                                                                                                                                                                                                                                                                                                                                       | Element                           | Description                                                                                                                                                                                                                                                                                            |
|----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Research sponsor                 | Nanos Research                                                                                                                                                                                                                                                                                                                                                    | Weighting of Data                 | The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure                                                                     |
| Population and Final Sample Size | 1051 Randomly selected individuals.                                                                                                                                                                                                                                                                                                                               | Screening                         | Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.                                                                            |
| Source of Sample                 | Nanos Insights Lab                                                                                                                                                                                                                                                                                                                                                | Excluded Demographics             | Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.                                                                                                                                                          |
| Type of Sample                   | Probability                                                                                                                                                                                                                                                                                                                                                       | Stratification                    | By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.                                                     |
| Margin of Error                  | ±3.0 percentage points, 19 times out of 20.                                                                                                                                                                                                                                                                                                                       | Estimated Response Rate           | 10 percent, consistent with industry norms.                                                                                                                                                                                                                                                            |
| Mode of Survey                   | RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey                                                                                                                                                                                                                                                                                  | Question Order                    | Question order in the preceding report reflects the order in which they appeared in the original questionnaire.                                                                                                                                                                                        |
| Sampling Method Base             | The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.                                                                                                                                                                                                                                                                            | Question Content                  | Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, vacations, recreational activities, high-speed rail, national unity, airport privatization, feelings toward the federal government, and trade negotiations between Canada and the US. |
| Demographics (Captured)          | Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older.<br>Six digit postal code was used to validate geography.                                                                                                                                                                                                         | Question Wording                  | The questions in the preceding report are written exactly as they were asked to individuals.                                                                                                                                                                                                           |
| Fieldwork/Validation             | Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online                                                                                                                                                                                                                          | Research/Data Collection Supplier | Nanos Research                                                                                                                                                                                                                                                                                         |
| Number of Calls                  | Maximum of five call backs to those recruited.                                                                                                                                                                                                                                                                                                                    | Contact                           | Contact Nanos Research for more information or with any concerns or questions.<br><a href="http://www.nanos.co">http://www.nanos.co</a><br>Telephone: (613) 234-4666 ext. 237<br>Email: <a href="mailto:info@nanosresearch.com">info@nanosresearch.com</a> .                                           |
| Time of Calls                    | Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.                                                                                                                                                                                                                                                               | Tabulations                       | <u>By region, age and gender</u>                                                                                                                                                                                                                                                                       |
| Field Dates                      | June 26 to 28, 2026.                                                                                                                                                                                                                                                                                                                                              |                                   |                                                                                                                                                                                                                                                                                                        |
| Language of Survey               | The survey was conducted in both English and French.                                                                                                                                                                                                                                                                                                              |                                   |                                                                                                                                                                                                                                                                                                        |
| Standards                        | Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements.<br><a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a> |                                   |                                                                                                                                                                                                                                                                                                        |



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# Any questions?

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