



PRESS RELEASE

Most Canadian Teens (82%) Support Social Media Age Restrictions

"Social Media Ban"? 70% of Teens Aged 16-19 Say That Sounds Like A Punishment

- Over half (53%) of teens had friends hurt through social media before they turned 16.
- 77% are concerned about what children in grades 6-8 may experience on social media now.
- Only 61% agree the term "social media ban" accurately describes the policy to have a minimum age requirement for social media accounts.

Toronto, Canada, July 14, 2026 — As governments consider measures to restrict social media access for younger users, Canadian teens appear more supportive of age-based protections than some may expect. When asked to think of their experiences between the ages of 11 and 15, more than four in five teens (82%) aged 16-19 support a minimum age requirement to create a social media account, and 84% agree that social media companies should do more to enforce those age requirements, according to Ipsos polling conducted on behalf of Raise the Age Canada. Teens appear more likely to view the term 'social media ban' as punitive than to see it as an accurate description of the policy itself. Seven in ten (70%) agree the term sounds like a punishment, while only 61% agree it accurately describes a minimum age requirement for social media accounts.

Peer Pressure: Friends Fuel Social Media

The research highlights the influence of peers on social media adoption. When thinking back to when they were between the ages of 11 and 15, more than four in five teens (82%) aged 16-19 agree they mainly joined social media because their friends were on it.

Many Teens Encounter Harms

When asked to think about their experiences when they were between the ages of 11 and 15, more than two-thirds (69%) of Canadian teens aged 16-19 felt that social media exposed them to content that was not appropriate for their age.



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In addition, a majority of teens (53%) said they had friends who were hurt through social media before they turned 16. Reports increased with age: 52% of 16-year-olds reported friends being hurt, rising to 68% among 19-year-olds.

Less than half (46%) of 19-year-olds said their parents would have approved of what they saw and experienced on social media when they were 11-15, versus nearly two-thirds (63%) of 16-year-olds. Such gaps point to growing recognition of social media's concerns as individuals mature.

Teens are Worried About Younger Users

More than three-quarters (77%) feel concerned about what students in Grades 6 to 8 may experience on social media now. Concerns are more widespread among older teens: 84% of 19-year-olds are concerned, versus 69% of 16-year-olds. This suggests that many teens, especially older teens, recognize the risks associated with social media use and believe pre-teens and younger teens may be particularly vulnerable.

Support for Age Limits is Widespread

More than four in five Canadian teens (82%) support social media platforms having a minimum age requirement for creating an account, with no meaningful gaps across 16- to 19-year-olds. Agreement is similarly strong across the teens regarding enforcement, with (84%) of 16 to 19-year-olds agreeing social media companies should do more to enforce age requirements.

Teen Talk: 'Social Media Ban' Branded as Punishment Over Clear Policy

While support for minimum age requirements is widespread, teens are less aligned when it comes to how these policies are described. Seven in ten (70%) agree that the term 'social media ban' sounds like a punishment.

Fewer (61%) teens agree that the term 'social media ban' accurately describes a minimum age requirement for social media accounts. Conversely, nearly 2 in 5 (38%) say it does not feel like an accurate description. While support for age-based safeguards is strong, the language used to describe them may influence how teens perceive such policies.



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About the Study

The survey was completed by Ipsos and conducted June 23 to July 2, 2026. For this poll, a sample of 400 Canadians between the ages of 16-19 was surveyed online via the Ipsos I-Say panel. The precision of online polls is measured using a credibility interval. In this case, the results are accurate to within ± 6 percentage points, 19 times out of 20, of what the results would have been had the entire population of teenagers aged 16-19 in Canada been surveyed. Credibility intervals will be wider for smaller subsets of the population.

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