

Leger

REPORT

TikTok Ban

DATE 2024-03-26



Methodology



Method

Online survey among respondents 18 years of age or older.

(Canadian sample: n=1,527).

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



When

March 8 to March 10, 2024



Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than $\pm 2.51\%$, (19 times out of 20) for the Canadian sample.



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.

Methodology



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 Christian Bourque, Executive Vice-President, Eastern Canada at the following e-mail addresses: cbourque@leger360.com

A more detailed methodology is presented in the Appendix.

Methodology

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>

2021 CANADIAN FEDERAL ELECTION



LEGER SURVEY

Published in *Le Journal de Montréal*
and *The National Post/Postmedia*
September 18, 2021

OFFICIAL RESULTS

2021 Canadian Federal Election*

33%	32%	19%	7%	6%	2%
33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

Key Highlights (1/2)

From March 23 to March 25, 2024, we surveyed Canadians and Americans to find out their opinions and perceptions on a possible TikTok Ban.

Some of the key highlights of our survey about a possible TikTok ban include...

- Two-thirds of TikTok users (66%) express concern about the security of their personal data. Facebook ranks first, with 77% of users being concerned about their data's security, while Instagram ranks second with 70%.
- Half of Canadians (51%) would support a potential ban on TikTok in Canada, while 28% would be against it. Canadians aged between 18 and 34 (41%) are more likely to oppose the TikTok ban. In the United States, more people would support a potential ban on TikTok, with 47% in favour and 34% opposed to it.
- Over half of Canadians (56%) have heard about the potential national security risks TikTok poses. Significantly fewer Americans (49%) have heard of those risks.
- Among those aware of the risks, three-quarters of Canadians (72%) and nearly eight in ten Americans (78%) say they are concerned about national security. Canadians aged 55 and older (81%) are more likely to express security concerns when compared to those aged 35 to 54 (66%) and 18 to 34 (62%).
- Among TikTok users, more than half of Canadians (56%) and Americans (51%) say they have made no changes to their app usage despite the potential risks. One-fifth of respondents in both countries (21%) reported a decrease in their app usage, while 7% of users in both countries have completely stopped using the app.

REPORT

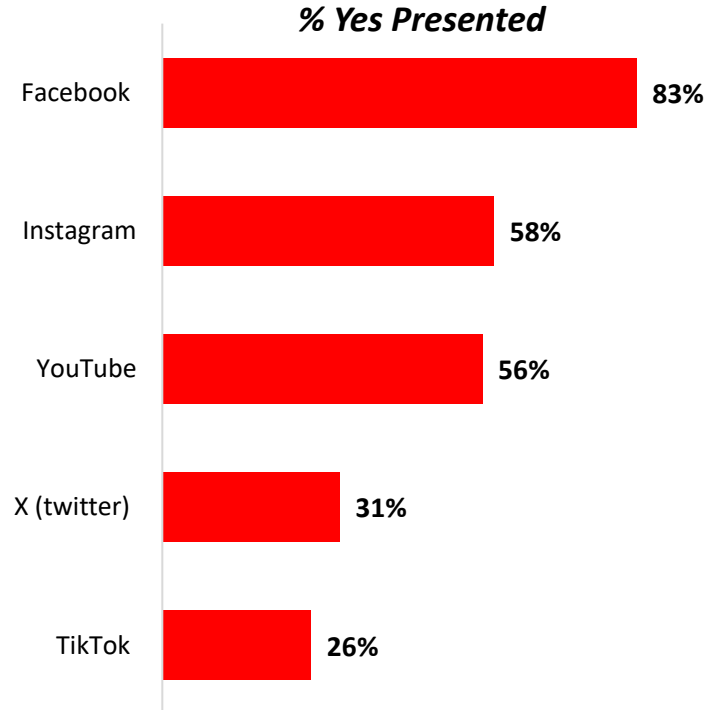
Detailed Results



Use of Social Media (1/2)

Q1. Do you have an account on the following social media apps?

Base: All respondents (n=1,605)



Use of Social Media (2/2)

Q1. Do you have an account on the following social media apps?



Base: All respondents

<i>% Yes Presented</i>	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
Weighted n=	1,605	108	370	621	103	179	223	783	822	428	516	660	640	663	294
Unweighted n=	1,605	105	430	621	130	149	170	798	807	473	570	562	651	649	296
Facebook	83%	82%	91%	80%	85%	79%	79%	80%	86%	85%	85%	79%	84%	82%	81%
Instagram	58%	49%	53%	62%	61%	57%	60%	52%	63%	84%	63%	38%	59%	60%	51%
YouTube	56%	63%	52%	57%	64%	57%	55%	64%	49%	75%	65%	37%	61%	56%	47%
X (Twitter)	31%	38%	23%	32%	39%	34%	29%	38%	24%	45%	34%	19%	34%	29%	25%
TikTok	26%	34%	28%	26%	27%	30%	16%	25%	27%	47%	27%	12%	26%	26%	26%

Use of Social Media – *Canada vs United States*

Q1. Do you have an account on the following social media apps?

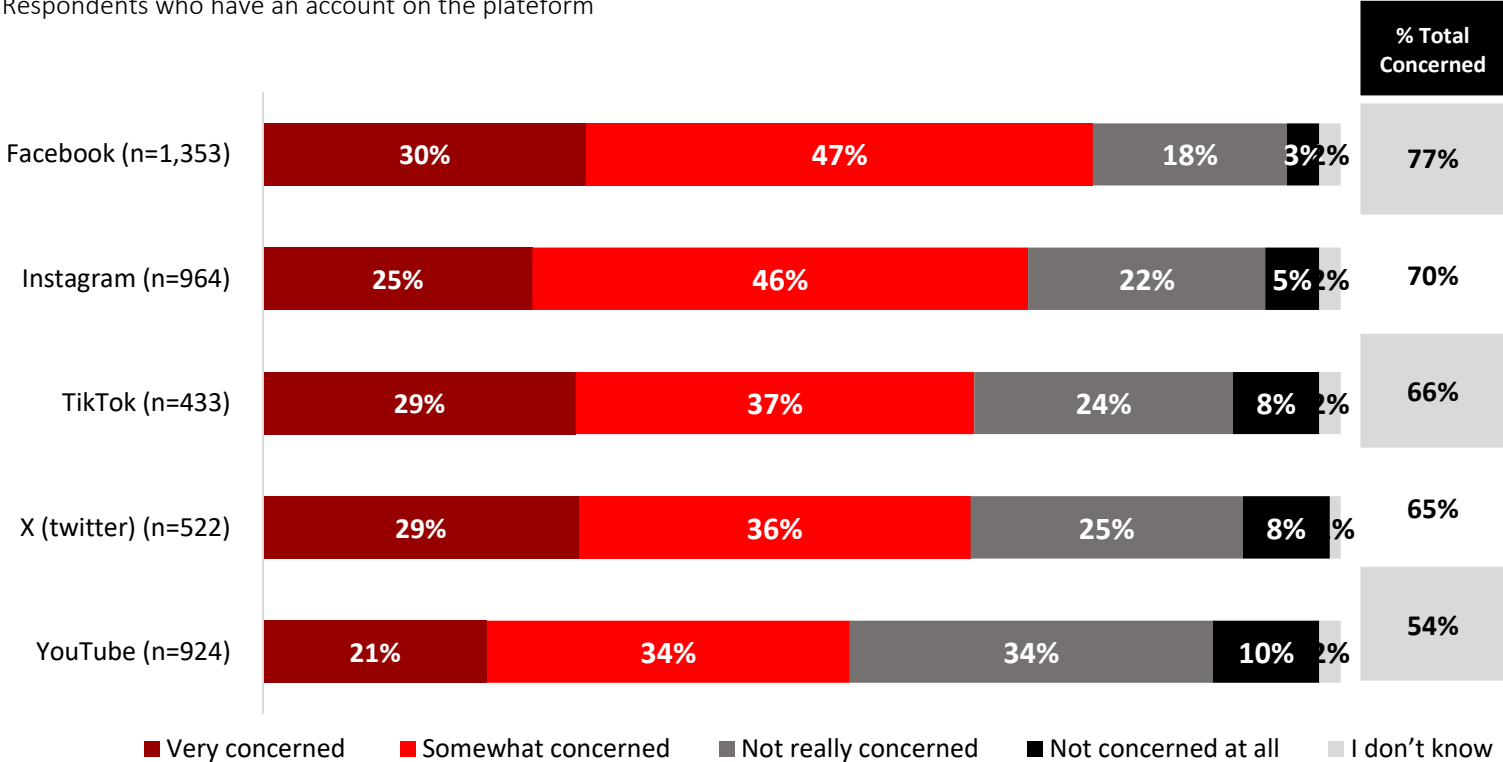
Base: All respondents

<i>% Yes Presented</i>	 Total Canada	 Total USA	Gap
Weighted n=	1,605	1,000	
Unweighted n=	1,605	1,000	
Facebook	83%	84%	1
Instagram	58%	61%	3
YouTube	56%	72%	16
X (Twitter)	31%	43%	12
TikTok	26%	39%	13

Concerns About Personal Data on Social Media (1/2)

Q1B. How concerned are you about the protection of your personal data when using the following social media platforms?

Base: Respondents who have an account on the platform



Concerns About Personal Data on Social Media (2/2)

Q1B. How concerned are you about the protection of your personal data when using the following social media platforms?

Base: Respondents who have an account on the platform



% Total Concerned	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
Facebook (n=1,353)	77%	74%	77%	78%	79%	75%	75%	79%	75%	71%	74%	84%	75%	79%	77%
Instagram (n=964)	70%	71%	66%	69%	76%	73%	75%	72%	69%	69%	68%	76%	69%	74%	66%
TikTok (n=433)	66%	62%	64%	69%	69%	60%	72%	66%	67%	67%	53%	87%	67%	70%	56%
X (twitter) (n=522)	65%	66%	63%	66%	73%	51%	73%	65%	65%	61%	60%	78%	66%	65%	61%
YouTube (n=924)	54%	54%	47%	58%	59%	55%	53%	55%	53%	47%	52%	67%	54%	55%	54%

Concerns About Personal Data on Social Media

– Canada vs United States

Q1B. How concerned are you about the protection of your personal data when using the following social media platforms?

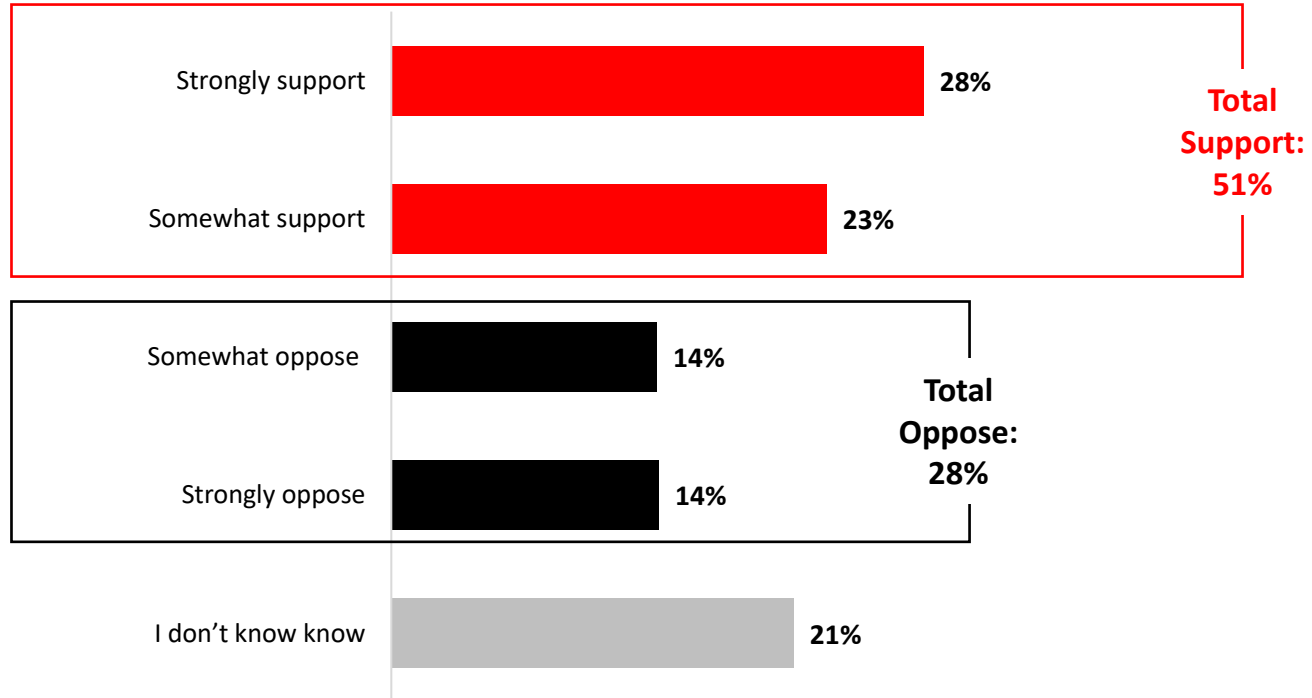
Base: Respondents who have an account on the platform

<i>% Total Concerned Presented</i>	 Total Canada	 Total USA	Gap
Facebook	77%	71%	6
Instagram	70%	64%	6
TikTok	66%	59%	7
X (twitter)	65%	63%	2
YouTube	54%	54%	-

Support for TikTok Ban Proposal (1/2)

Q2. There are currently discussions in the United States' House of Representatives about banning TikTok in the U.S. Would you support or oppose a ban of TikTok in Canada?

Base: All respondents (n=1,605)



Support for TikTok Ban Proposal (2/2)

Q2. There are currently discussions in the United States’ House of Representatives about banning TikTok in the U.S. Would you support or oppose a ban of TikTok in Canada?



Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
Weighted n=	1,605	108	370	621	103	179	223	783	822	428	516	660	640	663	294
Unweighted n=	1,605	105	430	621	130	149	170	798	807	473	570	562	651	649	296
Total Support	51%	46%	56%	49%	49%	50%	52%	56%	46%	42%	48%	59%	50%	52%	51%
Strongly support	28%	23%	32%	27%	22%	29%	29%	32%	24%	19%	28%	33%	27%	28%	30%
Somewhat support	23%	22%	24%	22%	26%	21%	23%	24%	22%	22%	20%	25%	23%	24%	20%
Total Oppose	28%	27%	24%	31%	30%	30%	24%	28%	28%	41%	30%	18%	28%	29%	25%
Somewhat oppose	14%	15%	14%	15%	15%	13%	10%	14%	14%	19%	13%	12%	14%	15%	11%
Strongly oppose	14%	12%	10%	16%	15%	17%	14%	14%	14%	22%	17%	6%	14%	14%	13%
I don't know	21%	27%	20%	20%	22%	20%	24%	16%	26%	18%	22%	23%	22%	19%	25%

Use of Social Media – *Canada vs United States*

Q2. There are currently discussions in the United States’ House of Representatives about banning TikTok in the U.S. Would you support or oppose a ban of TikTok in Canada? / *American respondents saw this version of the question: Last week, the U.S. House of Representatives proposed banning Tik Tok in the United States. Do you support or oppose the proposed ban of TikTok?*

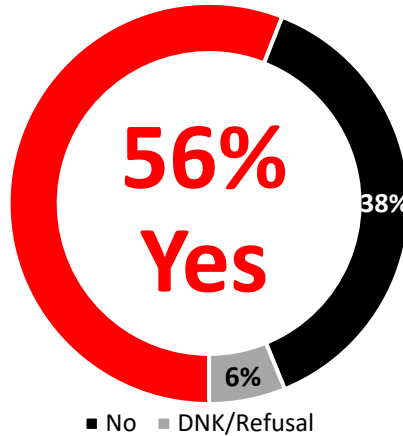
Base: All respondents

	 Total Canada	 Total USA	Gap
Weighted n=	1,605	1,000	
Unweighted n=	1,605	1,000	
Total Support	51%	47%	4
Strongly support	28%	25%	3
Somewhat support	23%	21%	2
Total Oppose	28%	34%	6
Somewhat oppose	14%	14%	-
Strongly oppose	14%	20%	6
I don't know	21%	19%	2

Awareness of TikTok's National Security Risks

Q3. Have you read, heard or seen something about reports from different countries on TikTok’s potential risk to national security?

Base: All respondents (n=1,605)





	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
Weighted n=	1,605	108	370	621	103	179	223	783	822	428	516	660	640	663	294
Unweighted n=	1,605	105	430	621	130	149	170	798	807	473	570	562	651	649	296
Yes	56%	55%	53%	58%	62%	51%	57%	59%	53%	50%	52%	63%	53%	60%	53%
No	38%	38%	41%	35%	35%	43%	37%	36%	40%	44%	43%	30%	42%	34%	38%
Don't Know	6%	7%	5%	7%	3%	5%	6%	5%	7%	6%	5%	7%	5%	6%	9%

Awareness of TikTok's National Security Risks – *Canada vs United States*

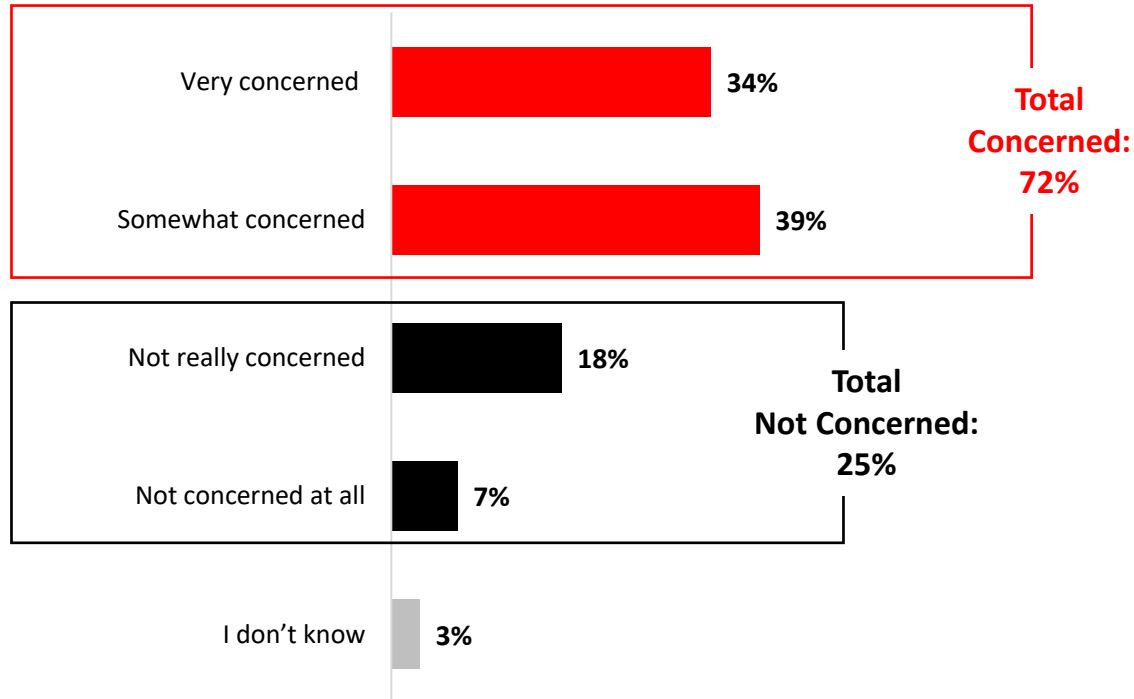
Q3. Have you read, heard or seen something about reports from different countries on TikTok’s potential risk to national security?

Base: All respondents

	 Total Canada	 Total USA	Gap
Weighted n=	1,605	1,000	
Unweighted n=	1,605	1,000	
Yes	56%	49%	7
No	38%	40%	2
Don't Know	6%	11%	5

Concerns Regarding TikTok and National Security (1/2)

Q4. How concerned are you about these reports, and other countries regarding TikTok's potential risk to national security?
 Base: Respondents who have heard of potential risk to national security (n=916)



Concerns Regarding TikTok and National Security (2/2)

Q4. How concerned are you about these reports, and other countries regarding TikTok's potential risk to national security?

Base: Respondents who have heard of potential risk to national security



	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
Weighted n=	898	60	198	357	64	91	127	461	437	216	269	413	341	399	155
Unweighted n=	916	57	230	364	78	80	107	486	430	247	302	367	361	400	151
Total Concerned	72%	70%	76%	71%	65%	80%	68%	73%	72%	62%	66%	81%	71%	71%	76%
Very concerned	34%	32%	32%	33%	37%	41%	32%	35%	32%	25%	29%	41%	34%	31%	40%
Somewhat concerned	39%	38%	44%	39%	28%	38%	37%	37%	40%	37%	37%	41%	37%	40%	37%
Total Not Concerned	25%	29%	23%	26%	33%	14%	26%	26%	24%	33%	32%	16%	25%	26%	21%
Not really concerned	18%	17%	17%	20%	25%	8%	18%	18%	18%	21%	23%	13%	17%	20%	15%
Not concerned at all	7%	12%	6%	6%	8%	6%	8%	8%	6%	12%	8%	3%	8%	6%	6%
I don't know	3%	1%	2%	2%	1%	6%	6%	2%	4%	5%	2%	3%	4%	2%	3%

Concerns Regarding TikTok and National Security

– *Canada vs United States*

Q4. How concerned are you about these reports, and other countries regarding TikTok's potential risk to national security?

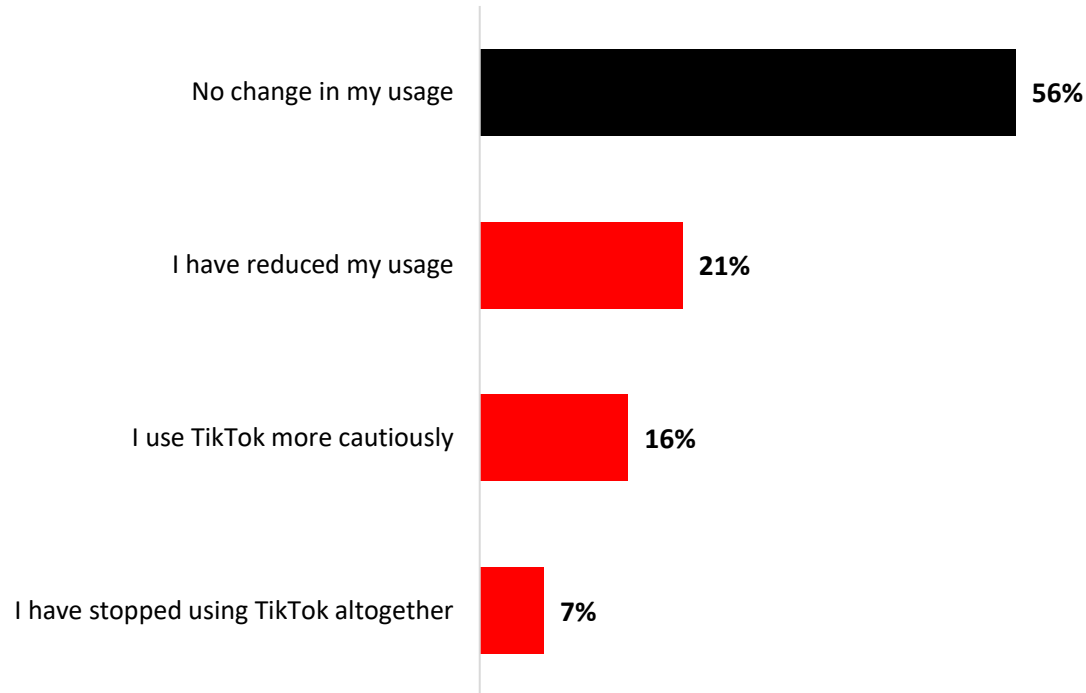
Base: Respondents who have heard of potential risk to national security

	 Total Canada	 Total USA	Gap
Weighted n=	898	490	
Unweighted n=	916	507	
Total Concerned	72%	78%	6
Very concerned	34%	39%	5
Somewhat concerned	39%	39%	-
Total Not Concerned	25%	17%	8
Not really concerned	18%	12%	6
Not concerned at all	7%	6%	1
I don't know	3%	5%	2

Changes in TikTok Usage Due to Safety Concerns (1/2)

Q5. Have you made changes in how you use TikTok due to potential safety concerns?

Base: Respondents who have a TikTok account (n=433)



Changes in TikTok Usage Due to Safety Concerns (2/2)

Q5. Have you made changes in how you use TikTok due to potential safety concerns?

Base: Respondents who have a TikTok account



	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
Weighted n=	418	37	105	160	28	54	35	192	226	202	140	77	166	173	75
Unweighted n=	433	34	136	157	34	45	27	192	241	224	148	61	174	173	81
No change in my usage	56%	51%	49%	58%	58%	56%	77%	51%	61%	57%	62%	44%	55%	53%	65%
I have reduced my usage	21%	19%	23%	21%	32%	18%	17%	22%	21%	19%	19%	31%	21%	23%	18%
I use TikTok more cautiously	16%	21%	26%	12%	9%	12%	6%	20%	12%	15%	13%	20%	14%	17%	14%
I have stopped using TikTok altogether	7%	10%	3%	9%	1%	14%	0%	7%	6%	8%	6%	4%	9%	6%	3%

Changes in TikTok Usage Due to Safety Concerns

– Canada vs United States

Q5. Have you made changes in how you use TikTok due to potential safety concerns?

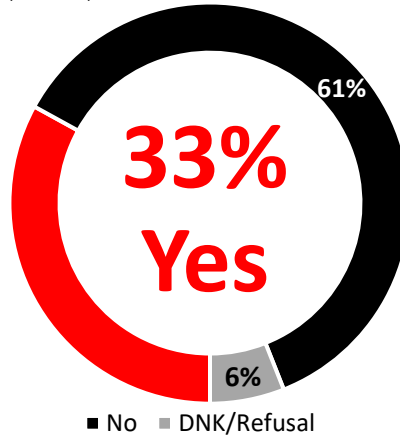
Base: Respondents who have a TikTok account

	 Total Canada	 Total USA	Gap
Weighted n=	418	388	
Unweighted n=	433	345	
No change in my usage	56%	51%	5
I have reduced my usage	21%	21%	-
I use TikTok more cautiously	16%	21%	5
I have stopped using TikTok altogether	7%	7%	-

Children's TikTok Usage

Q7. Do you allow your children to use Tik Tok?

Base: Respondents living with children in their household (n=506)





	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
Weighted n=	431	21	108	169	28	57	49	222	210	146	254	31	167	197	66
Unweighted n=	506	29	168	184	34	47	44	270	236	176	300	30	199	225	80
Yes	33%	17%	40%	31%	25%	30%	35%	34%	31%	20%	39%	44%	32%	34%	30%
No	61%	76%	53%	64%	70%	70%	51%	59%	64%	69%	58%	52%	65%	58%	66%
Don't Know	6%	6%	7%	5%	5%	0%	14%	6%	5%	11%	3%	4%	3%	8%	4%

Children's TikTok Usage – *Canada vs United States*

Q7. Do you allow your children to use Tik Tok?

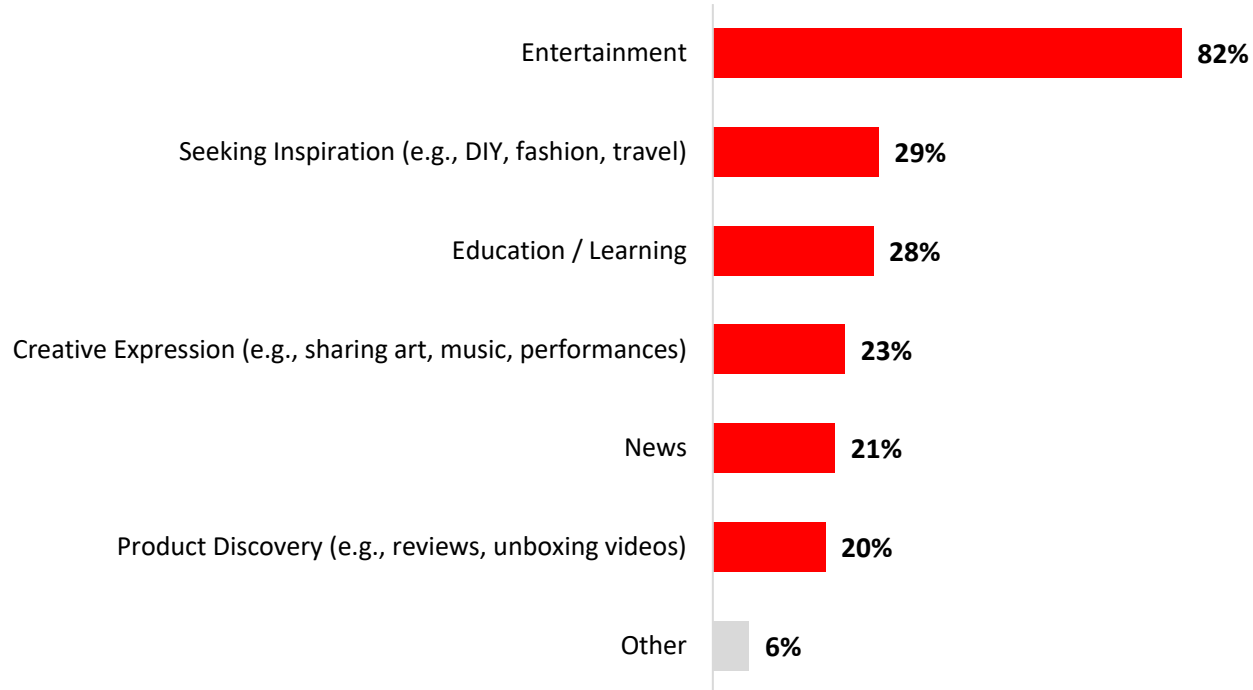
Base: Respondents living with children in their household

	 Total Canada	 Total USA	Gap
Weighted n=	431	259	
Unweighted n=	506	242	
Yes	33%	30%	3
No	61%	67%	6
Don't Know	6%	3%	3

Primary Uses of TikTok (1/2)

Q6. What is your primary use of TikTok?

Base: Respondents who have a TikTok account (n=433)



Primary Uses of TikTok (2/2)

Q6. What is your primary use of TikTok?



Base: Respondents who have a TikTok account (n=433)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
Weighted n=	418	37	105	160	28	54	35	192	226	202	140	77	166	173	75
Unweighted n=	433	34	136	157	34	45	27	192	241	224	148	61	174	173	81
Entertainment	82%	66%	82%	83%	91%	83%	88%	80%	84%	82%	81%	84%	78%	86%	85%
Seeking Inspiration (e.g., DIY, fashion, travel)	29%	30%	18%	38%	23%	27%	28%	21%	36%	31%	31%	20%	33%	24%	31%
Education / Learning	28%	31%	22%	37%	24%	16%	24%	30%	27%	37%	16%	27%	30%	28%	23%
Creative Expression (e.g., sharing art, music, performances)	23%	41%	20%	25%	15%	20%	16%	23%	23%	27%	21%	18%	25%	21%	24%
News	21%	16%	18%	25%	13%	23%	28%	25%	19%	23%	21%	17%	26%	19%	17%
Product Discovery (e.g., reviews, unboxing videos)	20%	13%	20%	27%	11%	9%	14%	15%	24%	19%	22%	15%	18%	21%	20%
Other	6%	5%	7%	7%	0%	7%	7%	6%	7%	6%	9%	4%	6%	7%	4%

Primary Uses of TikTok – *Canada vs United States*

Q6. What is your primary use of TikTok?

Base: Respondents who have a TikTok account (n=433)

	 Total Canada	 Total USA	Gap
Weighted n=	418	388	
Unweighted n=	433	345	
Entertainment	82%	83%	1
Seeking Inspiration (e.g., DIY, fashion, travel)	29%	37%	8
Education / Learning	28%	32%	4
Creative Expression (e.g., sharing art, music, performances)	23%	35%	12
News	21%	24%	3
Product Discovery (e.g., reviews, unboxing videos)	20%	27%	7
Other	6%	7%	1

REPORT

Detailed Methodology



Weighted and Unweighted Sample (1/3)

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

	Unweighted	Weighted
Province	1,605	1,605
British Columbia	170	223
Alberta	149	179
Manitoba/Saskatchewan	130	103
Ontario	621	621
Quebec	430	370
Atlantic	105	108

The table below presents the American geographic distribution of respondents before weighting.

	Unweighted	Weighted
US Region	1,000	1,000
NorthEast	187	178
MidWest	191	206
South	399	381
West	223	235

Weighted and Unweighted Sample (2/3)

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

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

	Unweighted	Weighted
Gender	1,605	1,605
Male	798	783
Female	807	822
Age	1,605	1,605
18 to 34	473	428
35 to 54	570	516
55+	562	660
Language (Mother tongue)	1,605	1,605
English	1,007	1,073
French	382	317
Other	215	214

Weighted and Unweighted Sample (3/3)

The following tables present the demographic distribution of respondents according to gender and age for the United States.

	Unweighted	Weighted
Gender	1,000	1,000
Male	436	437
Female	417	426
Age	1,000	1,000
Between 18 and 29	95	155
Between 30 and 39	173	152
Between 40 and 49	141	129
Between 50 and 64	222	222
65 or older	222	206

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