

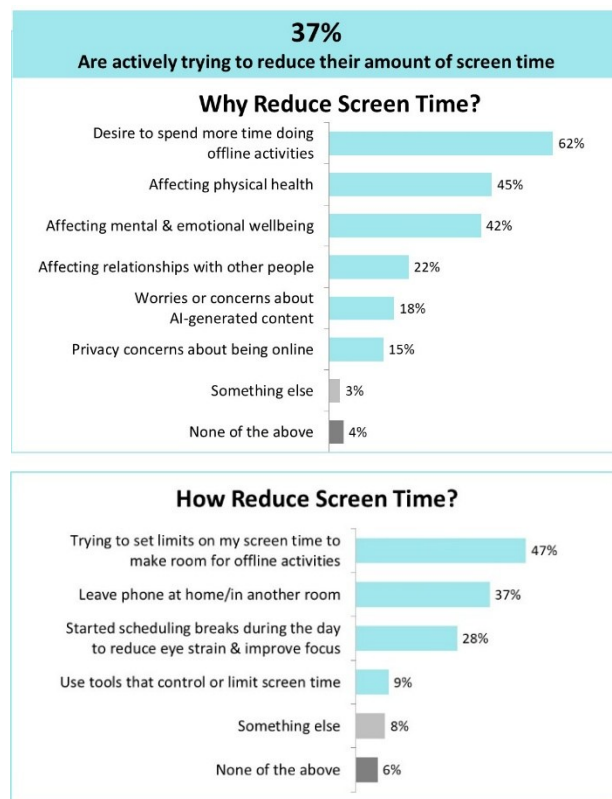
Almost four-in-ten Canadians are actively trying to reduce the amount of time they spend on screens.

January 29, 2026: Our latest survey results reveal that while a majority of adults feel comfortable with their current amount of screen time, a substantial minority are working to cut back. Our findings show that 37% of Canadians say they are actively trying to reduce their screen time. Notably, younger adults are much more likely to be cutting back, with Millennials being the group who are much more likely to be reducing their screen time at 54%, followed closely by Gen Z at 47%, while Boomers are much less likely to be doing so at just a quarter (26%).

Among the minority who are trying to scale back, the top motivations are tied to personal health and quality of life. Six-in-ten want to make some more room for offline activities such as hobbies and exercise, while over four-in-ten each cite negative impacts on their physical health or mental wellbeing. Two-in-ten say excessive screen use is affecting their relationships.

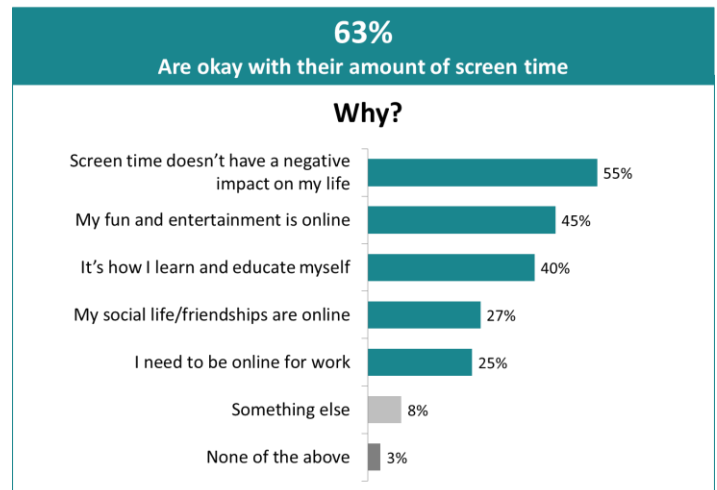
To try to reduce their time online, Canadians are using a range of strategies, from setting time limits, to leaving their phone in another room or scheduling breaks. One-in-ten use digital tools that track or restrict screen time, a number that rises to two-in-ten among Millennials.

“Clearly, many people are becoming more intentional about how they use their devices, with health and wellness in mind, as well as a desire to better connect with their hobbies and other people,” says Margaret Chapman, COO at Narrative Research. “But importantly, a majority of the population are absolutely fine with how much time they’re spending online, and don’t see any negative impacts from doing so.”



Results show that among the two thirds of the population who are happy with their screen time, there is the widespread belief that screen use doesn't negatively affect their lives. There are also many who cite online entertainment as the primary reason they're happy to be connected, along with four-in-ten who use screens for education and learning. A quarter have friendships and social life online, or need to be online for work.

Across results, some regional differences are noteworthy, namely that respondents in BC are least likely to say they are reducing their screen time, while those in Ontario and Quebec are more likely to be making efforts to de-screen.



Results are from an online survey conducted in partnership between Narrative Research and the Logit Group. The survey was conducted between January 13 - 15, 2026 with 1,230 Canadians, 18 years of age or older from the Logit Group's online Canadian Omnibus. Data were weighted based on the 2021 Census, by gender, age, and region to reflect actual population distribution. For more information, please contact:

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Narrative Research (www.narrativeresearch.ca), is a non-partisan, 100% Canadian-owned, research company, certified as a Women Business Enterprise (WBE). Narrative Research provides clients with state-of-the-art research and strategic consulting services.

The Logit Group (<https://logitgroup.com/>) is a leading North American data collection and market research execution company headquartered in Toronto, conducting large-scale projects for a variety of well-known research agencies and brands. Logit employs industry-best technologies across an array of methodologies, and is independent, experienced and quality-oriented.

The questions asked were:

With the widespread use of smart phones and other devices, there has been discussion of the amount of time people are spending on their devices. Which statement best represents how you feel?

- *I'm actively trying to reduce the amount of time I spend on screens*
- *I'm okay with the amount of time I spend on screens*

(If reducing) How are you trying to reduce your screen time?

(If reducing) Why are you trying to reduce your screen time?

(If not reducing) Why are you okay with the amount of time you spend on screens?

QN1 With the widespread use of smart phones and other devices, there has been discussion of the amount of time people are spending on their devices. Which statement best represents how you feel?

	OVERALL %	REGION					ATLANTIC REGION			AGE				GENDER	
		BC/North	Prairies	ON	QC	Atl	NL	NB	NS	18-24 (GEN Z)	25-34 (MILLENNIAL)	35-54 (GEN X)	55+ (BOOMER)	Male	Female
I'm actively trying to reduce the amount of time I spend on screens	37%	30%	35%	39%	39%	35%	39%	34%	35%	47%	54% ↑	40%	26% ↓	34%	40%
I'm okay with the amount of time I spend on screens	63%	70%	65%	61%	61%	65%	61%	66%	65%	53%	46% ↓	60%	74% ↑	66%	60%
WEIGHTED SAMPLE SIZE (#)	1230	173	216	475	283	83	20	26	32	116	212	398	504	598	628
UNWEIGHTED SAMPLE SIZE (#)	1230	144	178	387	227	294	67	96	113	62	208	445	515	549	677

QN2 How are you trying to reduce your screen time?

	OVERALL %	REGION					ATLANTIC REGION			AGE				GENDER	
		BC/North	Prairies	ON	QC	Atl	NL	NB	NS	18-24 (GEN Z)	25-34 (MILLENNIAL)	35-54 (GEN X)	55+ (BOOMER)	Male	Female
I'm trying to set limits on my screen time to make room for offline activities	47%	37%	45%	48%	50%	45%	41%	50%	45%	61%	44%	47%	42%	47%	46%
I leave my phone at home / in another room	37%	42%	36%	36%	36%	41%	45%	35%	39%	46%	46%	36%	26%	34%	39%
I've started scheduling breaks during the day to reduce eye strain and improve focus	28%	21%	30%	26%	31%	28%	25%	34%	23%	24%	25%	30%	29%	26%	29%
I use tools that control or limits on my screen time	9%	8%	11%	10%	6%	12%	24%	8%	10%	8%	21% ↑	5%	3%	10%	8%
Something else	8%	4%	10%	10%	6%	4%	8%	8%	0%	1%	8%	4%	14%	11%	5%
None of the above	6%	8%	3%	5%	6%	6%	7%	6%	7%	1%	6%	6%	7%	8%	4%
WEIGHTED SAMPLE SIZE (#)	456	51	76	188	111	30	8	9	11	54	115	158	129	203	253
UNWEIGHTED SAMPLE SIZE (#)	464	42	65	155	92	110	29	32	42	31	121	180	132	176	288

QN3 Why are you trying to reduce your screen time?

	OVERALL %	REGION					ATLANTIC REGION			AGE				GENDER	
		BC/North	Prairies	ON	QC	Atl	NL	NB	NS	18-24 (GEN Z)	25-34 (MILLENNIAL)	35-54 (GEN X)	55+ (BOOMER)	Male	Female
A desire to spend more time doing offline activities (e.g. hobbies, exercise)	62%	67%	52%	60%	71%	62%	60%	61%	67%	77%	60%	57%	64%	67%	58%
It's affecting my physical health (e.g. sleep, eye strain, posture)	45%	45%	47%	49%	38%	38%	47%	35%	33%	65%	47%	40%	40%	42%	47%
It's affecting my mental and emotional wellbeing (e.g. stress, reduced ability to focus)	42%	49%	45%	44%	35%	40%	51%	25%	43%	60%	55%	42%	25% ↓	38%	46%
It's affecting my relationships with other people	22%	21%	26%	23%	17%	20%	29%	15%	17%	21%	23%	25%	17%	22%	21%
Worries or concerns about AI generated content	18%	17%	24%	19%	9%	26%	18%	31%	25%	23%	22%	12%	19%	16%	19%
Privacy concerns about being online	15%	10%	20%	19%	6%	20%	25%	14%	20%	13%	21%	10%	17%	17%	13%
Something else	3%	5%	6%	2%	2%	7%	6%	8%	8%	1%	2%	5%	3%	3%	3%
None of the above	4%	7%	3%	3%	7%	4%	3%	3%	2%	0%	2%	4%	8%	5%	4%
WEIGHTED SAMPLE SIZE (#)	456	51	76	188	111	30	8	9	11	54	115	158	129	203	253
UNWEIGHTED SAMPLE SIZE (#)	464	42	65	155	92	110	29	32	42	31	121	180	132	176	288

QN4 Why are you okay with the amount of time you spend on screens?

	OVERALL %	REGION					ATLANTIC REGION			AGE				GENDER	
		BC/North	Prairies	ON	QC	Atl	NL	NB	NS	18-24 (GEN Z)	25-34 (MILLENNIAL)	35-54 (GEN X)	55+ (BOOMER)	Male	Female
Screen time doesn't have a negative impact on my life	55%	50%	51%	53%	64%	54%	68%	51%	51%	44%	59%	45% ↓	61% ↑	56%	53%
My fun and entertainment is online	45%	55%	48%	46%	33%	40%	58%	29%	40%	79% ↑	57%	46%	34% ↓	44%	44%
It's how I learn and educate myself	40%	45%	40%	42%	35%	36%	36%	43%	32%	57%	44%	46%	33% ↓	43%	37%
My social life / friendships are online	27%	29%	33%	27%	20%	27%	32%	31%	19%	61% ↑	38%	28%	17% ↓	27%	26%
I need to be online for work	25%	23%	35%	23%	22%	26%	24%	26%	27%	44%	39%	39% ↑	10% ↓	24%	26%
Something else	8%	11%	8%	6%	6%	10%	9%	6%	14%	0%	7%	8%	8%	8%	7%
None of the above	3%	3%	3%	4%	2%	5%	7%	4%	4%	0%	1%	3%	5%	3%	3%
WEIGHTED SAMPLE SIZE (#)	774	121	140	288	171	54	13	17	21	62	97	240	375	396	375
UNWEIGHTED SAMPLE SIZE (#)	766	102	113	232	135	184	38	64	71	31	87	265	383	373	389