



YOUTH AND VIDEO GAMES

November 21, 2019 - The MTM JR releases a new report on children and their gaming habits.

Video games are now one of the most popular mediums of entertainment. Many who grew up playing video games in arcades or with early home consoles now have children of their own that are beginning to discover this digital pastime. Are the youth of today a new generation of gamers?

This report provides an overview of adoption and engagement of gaming amongst kids aged 2-17 in the Anglophone market.

Highlights from this report include:

- 8 in 10 Anglophones aged 2 to 17 are playing video games. Boys and children from households where the highest level of education attained is a high school or college diploma are more likely to play video games.
- Anglophone kids show a stronger interest in mobile gaming than console gaming and use commonly found devices such as smartphones and tablets.
- Youth are also taking their gaming experiences to the next level by watching others play online (47%) and playing with others online (62%).

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ABOUT THE MTM JR.

MTM Junior is the first annual youth media study in Canada and is a division of the Media Technology Monitor.

Based on an online panel, the MTM JR. has spoken with over 1,660 households split equally among Anglophones and Francophones. Of the 1,660 households surveyed, data for 2,270 children was collected. For more information on MTM JR please check out our website here: mtmjuniior.ca. To find out more about a subscription to MTM JR please contact: Tiffany Li via email at tli@nlogic.ca or via phone at 647.438.1258.