



60% OF KIDS HAVE USED A CELL PHONE IN THE PAST MONTH, MTM JR. SAYS

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OTTAWA – More than half of Canadian children aged 2-17 have used a cell phone in the last month, according to CBC's Media Technology Monitor (MTM), which released a new report today from MTM Junior.

Two in five Canadian children “own a cell phone and 60% have used one in the past month,” a press release explains. “Although usage (87%) and ownership (81%) are the highest among teens, 39% of kids aged 2-6 have used a cell phone in the past month.”

The new MTM Junior report focuses on the use and ownership of cell phones by children. It considers cell phone usage, plans, service providers and more.

Among the report's other top findings is that “Only 5% of children cited smartphones as their preferred device for watching SVOD services like Netflix or Disney+.”

The report also indicates Apple is the most popular brand among children – 64% own an iPhone, while 24% own a Samsung phone. “Most children with cell phones have either talk, text and data plans for their phones (41%) or a talk and text plan (34%). Some use these devices without a plan at all (19%) or in rare cases, use a data only plan (5%),” the press release explains.