



KIDS MEDIA AND TECHNOLOGY USE: INSIGHTS FROM MTM JUNIOR

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Approximately 20% of the Canadian population are children under the age of 18. MTM Jr. looks at the latest technology and media trends shaping the lives of 2-17 year olds today. Understand how they consume and engage with media and the different types of devices they prefer through their annual study. It covers a range of topics including:

1. Device ownership and use
2. Gaming
3. Social networking
4. Streaming video and audio
5. Household profile including technology
6. Traditional TV and radio consumption

The Spring 2022 survey release includes information regarding how Canadians 2-17 changed their technology use and communication patterns during COVID-19.

Highlights from MTM Jr.'s 2022 Survey

- Three quarters of children aged 7 to 17 years old have visited a social networking site in the past month. A third of them are 'content creators', meaning that they either post videos, photos or live streams on social networking platforms.
- Cell Phones have become a popular device with just over two in five children owning their own cell phone. Similar to Canadian adults 18+, Apple is the most popular brand among kids who own a cell phone, with 64% owning an iPhone.
- YouTube usage is high among kids, with 82% of 2-17 year olds watching content on the platform on a weekly basis. In fact, watching YouTube ties for first place with SVOD services like Netflix as the favorite "screen time" activity for children. When it comes to advertising, teens (12-17) say that YouTube is the place where they see the best ads.

- Four in five Canadian children have played a video game in the past month. Gamers get pretty serious about their play as well, with 41% of gamers aged 7-17 owning a gaming headset and 18% using a gaming keyboard.