



## YOUTUBE POPULAR AMONG CANADIANS OF ALL AGES, MTM REPORT SAYS

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OTTAWA – YouTube’s popularity is “extensive” among Canadians of all ages, according to a new special report released today by the CBC’s Media Technology Monitor (MTM), which addresses how Canadians aged 2+ are using YouTube.

The report, which is based on data from both MTM 18+ and MTM Jr., found 83% of online Canadians aged 2-17 and 78% of those aged 18+ have used YouTube in the past month. “YouTube usage peaks among online Canadians aged 12 to 34 (93%) but remains popular across the board,” a press release explains.

MTM further found that, taking into consideration the past month of viewing, “three quarters of children favour YouTube and subscription video on demand (SVOD) services over linear TV. Among adults 18+, the preference on sources of TV or video content watched is similar across the board.”

The MTM report also looks at YouTube as a source of audio content. It found three in five online Canadians aged 18+ have listened to music on YouTube in the past month, “making it more popular than dedicated music streaming services, including Spotify and Apple Music,” the press release says.

In terms of YouTube Kids, which is a modified version of YouTube for younger audiences, the report found “Seven in ten parents or guardians are aware of the platform and 43% have children who have used it.”