



THE MTM JR RELEASES ITS NEW YEAR OF DATA! TAKE A LOOK INTO CANADA'S YOUNGEST GENERATION

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Take a Look into Canada's Youngest Generation

May 7, 2020 – As a product of the Media Technology Monitor (MTM), Canada's premier research product in the area of technology ownership and use, MTM Junior (MTM JR) focuses on the media consumption behaviours of Canadians aged 2 to 17. In its second year, MTM JR will focus on topics like Netflix and Disney+, podcasting, YouTube, TikTok, and parental controls among other topics to better understand Canada's youngest generation of media consumers.

Some top findings from the new Futures Report include the following:

- 88% of families with kids in the home have access to at least one over-the-top service (OTT) with Netflix being the most common, followed by Amazon Prime Video and Disney+.
- Just over half of all families report having parental controls set on at least one of their devices or services. Parents of younger children aged 2 to 6 years old are more likely to be using parental controls (60%) versus parents of teens (40%).
- While Anglophone families report spending a larger proportion of time co-viewing OTT content (53%) than Francophone families (48%), the latter spend a larger proportion co-viewing traditional TV (51% vs. 49%).
- Just over 8 in 10 children have watched YouTube in the past month, and they're doing so frequently with 53% watching it daily.
- Facebook still dominates among Canadian adults (18+). However, Instagram is the most popular social network for Canadian teens (12 to 17) with 67% of them using it.

To find out more, please visit our website here or contact us if you're interested in learning more about how this unique study could help your business understand the youngest generation of Canadians.

ABOUT THE MTM - The Media Technology Monitor (MTM®) is Canada's premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cellphone-only sample), the MTM has spoken with over 140,000 Canadians (equally split between

Anglophones and Francophones) over the past decade, making it the most accurate and comprehensive media technology tracking survey of its kind. For more information on the MTM please visit our Portal at www.mtm-otm.ca or call: 1-855-898-4999.

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. The MTM JR. is a product of CBC/Radio-Canada Research and Analysis.

For more information or if you have any questions, please contact us at mtm.otm@radio-canada.ca or via phone at 1-855-898-4999.