



## Only a third of youth consume news today compared to half in 2022

Source: Media in Canada

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The number of Canadian youth accessing the news has declined since its peak of 51% in 2022, with overall consumption now sitting at 35%, according to the latest MTM Jr. report.

The report also noted that about two-in-five 12- to 17-year-olds access news, while over a quarter of seven to 11-year-olds do so. Past month usage is higher among teens age 12 to 17 (42%) than kids age 7 to 11 (27%). Anglophone kids are also slightly more likely to consume news than their francophone counterparts (35% versus 28%).

Consumption of news can differ based on location, as well as household education. In households where the highest level of education attained is a graduate or post-graduate degree, 45% of children access news, along with 38% in households where someone has a university degree. Consumption is less (19%) in households where the highest level of education attained is high school.

News consumption among children also varies slightly according to household affluence – 32% in families with income less than \$75,000; 35% in households with \$75,000 to \$150,000 in income, 35%; and 39% in families generating \$150,000-plus.

But family income is not the only factor – 43% of households with only one child tend to access news more than those with siblings. Almost a third (32%) of children that have older or younger siblings access news.

In addition, children who do not have or use a cellphone (26%) are less likely to access news than those that do use them. Those who use cellphones (39%) or have their own (40%) skew slightly higher in terms of accessing news content. Kids that watch traditional TV are more likely to consume news content (42%) compared to those who watch SVODs (35%) and YouTube (36%).