



8% anglophone, 20% francophone youth watch content in other official language daily

Source: Carlt

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OTTAWA – CBC’s Media Technology Monitor (MTM) today released a new MTM Junior infographic detailing the rate at which Canadian youth ages 2-17 are consuming content in the other official language.

The infographic explains 8% of anglophone youth watch television and movies in French daily, while 22% watch weekly and 28% watch at least once per month. Meanwhile, 20% of francophone youth are watching television and movies in English daily, 51% are watching weekly and 69% are watching at least once per month.

“Younger anglophones (2-11) are most likely to be consuming French content, while francophone teens (12-17) are most likely to be consuming English content,” the infographic explains (please see chart below). Furthermore, those “in households with higher education are more likely to consume content in the other official language.”

The infographic also indicates 24% of racialized anglophone youth watch content in French while 72% of racialized francophone youth watch in English.