



KIDS WATCHING YOUTUBE : UNBOXING A PHENOMENON

July 18, 2019 – Today, the MTM JR returns with a report on children and their viewing habits of YouTube. While at one time choices were largely limited to linear TV, Canadian kids

can now choose from a myriad of online sources to get the content that they want. YouTube in particular has emerged as being a major source of video as much of the content hosted on the platform targets children specifically, ranging from cartoons, to tutorials, content on video games, unboxing and more. YouTube is finding major success due to an endless amount of content that is largely free and available on nearly all WiFi enabled devices. What has this growth and focus lead to in terms of viewership among Canadians aged 2 to 17?

Highlights from this report include:

- YouTube has become an important source of video content for children under the age of 18 - particularly among teens, 87% of 12 to 17 year olds say they have watched YouTube within the past month.
- Among younger children, 73% of 2 to 6 year olds watch YouTube, along with 78% of 7 to 11 year olds. Time spent watching YouTube is lower among younger children, most often amounting to less than an hour on a typical week day.
- Close to half of 12 to 17 year olds cite YouTube as their preferred source for content when they have free screen time.

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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. For more information on MTM JR please check out our website here: mtmjuniior.ca. To find out more about a subscription to MTM JR please contact: Tiffany Li via email at tli@nlogic.ca or via phone at 647.438.1258.