



YOUTUBE USE AMONG ADULTS & KIDS

December 3, 2020 - The MTM releases its YouTube report focusing on Canadians aged 2+. YouTube is one of the most popular ways to watch and upload content online and the platform is used by a range of ages, individuals and corporations and is supported on nearly any device with Internet access and a display. This report is available on both the MTM and MTM Jr platforms and dives into YouTube use among kids and adults, the types of content kids watch on the platform, and how adults' use of YouTube has changed during the COVID-19 pandemic.

Key findings from the report include:

- 82% of online Canadians aged 2 to 17 have used YouTube in the past month along with 77% of online Canadians aged 18+. While usage peaks among online Canadians aged 12 to 35 (89%), 62% of online Canadians aged 65+ also accessed YouTube in the past month.
- Online Canadians aged 2 to 17 are more likely to have watched YouTube than linear TV via a TV set or streaming video on demand (SVOD) services like Netflix or Disney+ in the past month.
- 97% of kids aged 2 to 6 that watch YouTube in a typical week do so with a parent or guardian. Co-viewing with parents is also high among 7 to 11 year olds (90%) and even teens (79%).
- When it comes to kids watching YouTube, preferred content varies by age and gender. Kids aged 2 to 6 are more likely to watch videos about cartoons/animation and games/toys while teen boys prefer videos about gaming or pranks/challenges, and girls shift to watching content about YouTube stars/celebrities and beauty/fashion.

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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.