



KIDS AND CELLPHONES: HOW ARE CANADIAN KIDS COMMUNICATING?

January 28, 2021 - The MTM JR releases a report on children and cell phones. The vast majority of Canadian adults are very attached to their cell phones. Many kids are also using these devices. And they aren't only using their parents phones, many have their own phones and data plans. This report provides an overview of cell phone ownership among kids in the Canadian market.

Some top findings from this report include:

- Two-fifths of Canadian kids have their own cell phones. Teens are much more likely than are younger kids to own their own cell with 81% of them having their own device.
- The majority of kids with phones have devices purchased for them, rather than a hand-me-down phone. Anglophones and kids in more affluent homes are more likely to have devices purchased for the child. Francophones and younger kids are more likely to receive a phone from someone else in the family when a newer phone was purchased.
- Half of teens have both talk & text and data plans for their phones. Two-fifths of 2-11 year olds with phones don't have any plan for their device at all. However, they can still use the device when connected to a home Wi-fi network.

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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.