



MTM JR. | April 29, 2021

## The MTM Junior Releases its New Year of Data!

HOW CANADA'S YOUNGEST GENERATION IS ADAPTING THEIR TECHNOLOGY USAGE IN THE TIME OF COVID-19

As a product of the Media Technology Monitor (MTM), MTM Junior (MTM JR) focuses on the media consumption behaviours of Canadians aged 2 to 17. In its third year, MTM JR will focus on topics such as SVODs, game consoles, multitasking, cell phone ownership and music streaming services during the COVID-19 pandemic. Find out how children are using these and many more topics to better understand Canada's youngest generation of media consumers.

Some top findings from the new Futures Report and Sneak Peek Infographic include the following:

- Nine out of ten families with children in the home have access to at least one subscription video on demand service (SVOD); Netflix being the most common, followed by Disney+ at nearly half of subscribers.
- Three quarters of children aged 7 to 17 years old have visited a social networking site in the past month. While not the most popular, TikTok has seen an incredible growth among 12 to 17 year olds over the past year in the pandemic jumping from 42% to 55% in the early Spring of 2021.
- Four out of five (81%) Canadian children have a game console in the home. During various times throughout the pandemic, gaming has provided a social outlet to connect with friends and classmates online. Three in five past month gamers have gone online to play video games with others.
- Cell phones are an indispensable device for adults and becoming more so among children with two in five Canadian children owning their own cell phone. Among teens this increases to 81% ownership and they're not letting them more than an arm's length away with 59% even taking their phone to bed with them.

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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 1,701 households split equally among Anglophones and Francophones. Of the 1,701 households surveyed, data for 2,494 children was collected. For more information on the MTM JR. please visit our Portal at [www.mtm-otm.ca](http://www.mtm-otm.ca) or call: 1-855-898-4999.