



MTM JR. | December 2, 2021

‘Now Loading...’ Youth And Video Games

The MTM JR. releases a new report on children and their gaming habits. Gaming has become a part of daily life for children everywhere. The proliferation of game consoles, computers, smartphones and tablets, free-to-play and paid games means that children, teens and parents have an endless array of choices. This report provides an overview of adoption and engagement of gaming among kids under 18 in the anglophone market.

Some top findings include the following:

- Kids love gaming! Four in five anglophones aged 2 to 17 have played a video game in the past month and overall usage has remained stable the last 3 years. Children aged 7 to 11 lead the pack; 88% have played a video game in the past month.
- Cell phones and tablets are the most popular way to play. Over half (53%) of children have played a game on a mobile device in the past month, compared to 46% who have played via a console and 28% who have played via a computer or laptop.
- Three in five children that play video games do so online and those with a PC are the most likely to play online with others. Males and teens are most likely to be gaming online “all of the time.”

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 or call: 1-855-898-4999.