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## Kids and Cellphones

The MTM JR. releases a report on children and their usage and ownership of cell phones. Cell phones have become an indispensable device for the vast majority of adults, but how about children? This report looks at cell phone ownership and usage among children aged 2-17 as well as phone plans, service providers and much more.

Some top findings from the report include:

- Two in five Canadian kids aged 2-17 own a cell phone and 60% have used one in the past month. Although usage (87%) and ownership (81%) are the highest among teens, 39% of kids aged 2-6 have used a cell phone in the past month.
- Apple is the most popular brand among kids with 64% owning an iPhone, followed by Samsung (24%). Most children with cell phones have either talk, text and data plans for their phones (41%) or a talk and text plan (34%). Some use these devices without a plan at all (19%) or in rare cases, use a data only plan (5%).
- Despite all the hype, children prefer watching video content on bigger screens, such as TV sets, tablets or computers/laptops. Only 5% of children cited smartphones as their preferred device for watching SVOD services like Netflix or Disney+.

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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 200,000 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](http://www.mtm-otm.ca) or call: 1-855-898-4999.