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MTM Junior Releases its New Year of Data!

FIND OUT MORE ABOUT HOW KIDS ARE WATCHING YOUTUBE, GAMING AND SOCIALIZING ONLINE

As a product of the Media Technology Monitor (MTM), MTM JR. focuses on the media consumption behaviors of Canadians aged 2 to 17. In its fourth year, MTM JR will focus on topics such as SVODs, social media, gaming, cell phone ownership, reading habits and advertisement consumption to help you better understand Canada's youngest generation of media consumers.

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

- YouTube usage is high among kids, with 82% of 2-17 year olds watching content on the platform on a weekly basis. In fact, watching YouTube ties for first place with SVOD services like Netflix as the favorite "screen time" activity for children. When it comes to advertising, teens (12-17) say that YouTube is the place where they see the best ads.
- Three quarters of children aged 7 to 17 years old have visited a social networking site in the past month. A third of them are 'content creators', meaning that they either post videos, photos or live streams on social networking platforms.
- Four in five Canadian children have played a video game in the past month. Gamers get pretty serious about their play as well, with 41% of gamers aged 7-17 owning a gaming headset and 18% using a gaming keyboard.
- Cell Phones have become a popular device with just over two in five children owning their own cell phone. Similar to Canadian adults 18+, Apple is the most popular brand among kids who own a cell phone, with 64% owning an iPhone.

To find out more, please visit our website here. New this year, MTM JR has increased its sample size to over 3,000 Canadian kids and 2,000 households. For more information or if you have any questions, please contact us at mtm.otm@radio-canada.ca or via phone at 1-855-898-4999.

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 or call: 1-855-898-4999.