



What's going on with the news?

MTM 18+ & MTM JR. | November 24th, 2022

MTM 18+ and MTM JR release two reports exploring the consumption of news among anglophones of all ages. The MTM 18+ What's Going on With the News report looks at a number of ways that anglophones consume news content. It looks at traditional media such as news TV channels, while also looking at online news consumption, including news articles and video content.

Additionally, the MTM JR Navigating Current Events: Kids and News report provides an overview of news consumption amongst kids aged 7 to 17 in the anglophone market.

Key findings from the MTM 18+ What's Going on With the News report include:

- TV and Internet remain key methods of getting news in the English-language market. Just over 3 in 5 anglophones say that they watch content on a news specialty channel. Reading online news is even more popular as 78% of anglophones say they do so.
- Older anglophones are more likely to watch news specialty TV channels. Four fifths of those aged 65+ are watching news specialty channels, compared to half of those aged 18 to 34. Younger anglophones are more likely to watch news video content online with the highest viewing among 35 to 49 year olds.
- News broadcaster websites represent the most popular sources for online news among anglophone news readers. Social media is now the second most common source for online news, reaching two in five online news readers.
- News sources are using different ways to get information out to Canadians. Nearly half of anglophones who get news via a mobile device say they have read an article as a result of a push notification that was sent to them.

Key findings from the MTM JR Navigating Current Events: Kids and News report include:

- Half of anglophone kids aged 7 to 17 read, watched or listened to news over the course of a month. Teens are nearly 50% more likely to do so than are kids aged 7 to 11.
- A quarter of kids who follow the news do so daily and more than three quarters say they consume news content at least once per week.
- The TV is the most popular medium for news content, but we do see a shift towards online news among teens.

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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 or call: 1-855-898-4999.