



MTM 18+ and MTM JR release two reports exploring the use of video games among Canadians 18+ and anglophone kids

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The MTM 18+ It's in the Game - Gaming in Canada report looks at online Canadians and their use of video games. It looks at the ownership of devices that games can be played on, as well as how they are used for gaming. It also looks at time spent on gaming and contains some analysis of popular gaming titles.

Additionally, the MTM JR Level up! report provides an overview of adoption and engagement of gaming among kids under 18 in the anglophone market. Topics include gaming across devices, purchase and usage of gaming accessories, watching gaming and e-sports content, and much more.

Highlights from the MTM 18+ It's in the Game - Gaming in Canada report include:

- The most popular devices for gaming are mobile devices, such as smartphones and tablets. Half of gamers say that these are the devices they use most often to play. A quarter of online Canadians say they use game consoles, computers or laptops.
- 18- to 34-year-old gamers report spending the most time playing games. Male gamers also report spending nearly 2 more hours per week gaming. Gamers who use multiple game consoles report more time spent playing in a typical week. Those who play on mobile devices, consoles, and computers report nearly 14 hours of weekly game play.
- More than half of online Canadians report having a game console in their home. Game consoles are particularly popular in households with kids, which are nearly twice as likely to have one as households without kids.

Highlights from the MTM JR Level up! report include:

- 4 in 5 anglophone children have played a video game in the past month. Nearly 9 in 10 children aged 7 to 11 are playing video games, roughly on par with teens (85%). While less than either of these groups, a significant amount of children aged 2 to 6 are also playing games (70%).
- Just over half (53%) of anglophone kids aged 2 to 17 have played a game on a mobile device in the past month, compared to 45% who have played via a console. Just under 3 in 10 (28%) have played via a computer or laptop and just 6% have played via an app on a smart TV.
- Among anglophone children who play video games, 37% have watched online someone else playing video games. Interest is highest among boys (46%), children aged 7 to 11 (47%), and those who play video games on a computer (46%).

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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.