



Charged Up and Ready to Connect Kids and Cell Phones

The MTM Jr. released a report exploring the prevalence of cell phone usage among Canadian children

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Media has been shaped by the widespread adoption of mobile devices, especially children. In terms of usage, adoption and content, there is much to know and understand about kids and smartphones. This report provides an overview of cell phone ownership among kids in the Canadian market.

Key findings from this report include:

- More than 2 in 5 of Canadian kids (42%) have their own cell phone. Cell ownership is highest among teens, with 83% of teens having their own device.
- More than half of kids with phones have both a talk & text and a data plan for the device. Though if kids are going to have only one of these plans, they are more than six times more likely to have a talk & text plan than a data plan.
- iPhones are the most common phones among kids, nearly two thirds (64%) have one. The Samsung is the second most popular, with 23% of kids owning one.
- Kids who have their own smartphone are more likely to watch video on that screen than are those who don't. While 22% of all kids who watch YouTube say they mostly watch on smartphones, 46% of those who own their own phone do.

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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.