



MTM JR. releases its 5th annual report on Canadian kids' media consumption behaviours, including TV and video discoverability, gaming and online safety.

TV and Video Discoverability, VR Headsets, Nintendo Game Consoles and the reality of online bullying - check out the latest data from MTM JR.

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As a product of the Media Technology Monitor (MTM), MTM JR. focuses on the media consumption behaviours of Canadians aged 2 to 17. In its fifth year, MTM JR centres on topics such as TV and video discoverability, audio and radio consumption in the car, online harassment among teens, gaming and VR headsets and much more 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:

- How are Canadian kids discovering new TV and video content to watch? "Recommendations by friends" is the most popular method, followed by social media updates and personalised suggestions. Girls are more likely than boys to find out about new shows from social media or the "You might like" suggestions provided.
- Gaming is an important pastime among children. Close to four fifths of all children have played some kind of video game in the past month either on a console, an app or a computer. Game consoles are extremely popular among Canadian kids, eight in ten own one, with Nintendo being the top console followed by Playstation and Xbox.
- Social networking continues to grow among children. Seven out of ten children aged 7 to 17 have visited a social networking site in the past month. With increased usage, concerns about safety online continue to be in focus. According to the most recent survey, one in five teens say they have experienced bullying or harassment online.
- While AM/FM radio saw slight declines during the pandemic, we're now seeing it back to normal levels with commuting to school and extracurricular activities back in full force. AM/FM radio is the most common type of audio content listened to with children in a vehicle; 57% report listening to AM/FM radio via a receiver or online.
- MTM JR asked parents how important it is for their children to consume content made in Canada. Close to six in ten Canadian parents think that it is "extremely" or "somewhat important" for their children to consume Canadian-made content, and importance is even higher among those with children under the age of 11.

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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.