



Are Kids Still Watching Traditional TV?

MTM JR. | April 4, 2024

Today's kids are not immune to the abundance of content available for consumption. With a plethora of viewing options at their fingertips, how does traditional TV fit into the media diet of the average child, and what implications does this hold for their media consumption habits?

The new report from MTM Jr. provides an overview of TV viewing in the context of other video sources among kids under 18 in the anglophone market.

Highlights from this report include:

- Traditional TV remains popular among anglophone kids - 7 in 10 (70%) are watching it every month, meanwhile 62% watch it weekly and a third (33%) daily.
- While many kids have access to a paid TV service like satellite or cable, this doesn't mean they are watching it. TV subscription rates among anglophone households with kids have been experiencing a downturn - from 81% back in 2019 to 65% in 2023.
- When talking about other sources of video content, kids are less likely to be watching traditional TV than YouTube (70% versus 83%, respectively), or SVOD services like Netflix and Disney+ (82%).

[ACCESS MTM PORTAL](#)

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.