



MTM Junior releases its 2024 data!

Find out more about Canadian kids' media and technology habits

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MTM Jr. is unveiling its latest 2024 data, and in its sixth year it comes with insights on teens' thoughts and their usage of A.I., new developments in gaming, a quick look at Snapchat, how parents keep their kids safe on social media platforms, the top types of video on YouTube and social media and more.

Top findings from the Futures Report and Sneak Peek Infographic include:

- Almost 3 in 4 teens (72%) are aware of generative A.I. tools like ChatGPT, and 1 in 4 (25%) are using them on a monthly basis. However, some teens think that using A.I. for school assignments is the same as cheating.
- Video games are a big deal for most kids, with 4 in 5 (79%) playing one in the past month. Smartphones and tablets are the devices most used for playing games, with over half of kids (55%) playing via apps on smartphones or tablets.
- A significant proportion, one in five, of children engaged in video gaming have invested in in-game currencies (V-Bucks, Robux, Minecoins etc.). Notably, gamers immersed in Fortnite exhibit the highest propensity for such transactions, followed by Roblox and Minecraft gamers.
- Snapchat is one of the most popular social media platforms for kids and teens, with almost half of kids aged 7 to 17 (48%) having used it in the past month. Users of Snapchat are dedicated, with 80% of them using it on a daily basis. For the first time, MTM Jr. asked teens about their Snapchat scores and we've found that over half of users can identify what their Snapscore is.
- More than 9 in 10 parents (92%) take steps to keep their kids safe on social media. Activities to keep kids safe include: having talks about how to stay safe online, setting parental controls, adjusting privacy settings and monitoring what kids post online. And 64% of parents use more than one method to do so.

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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.