



Kids and News: Navigating Today's Media Environment

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The MTM Jr. releases a new report on kids and their news habits which delves into the fascinating ways in which young audiences consume and interact with news. Although children engage with news less frequently than adults, they are still actively consuming and interacting with news in significant ways.

Highlights from the report Getting Up To Speed On Kids and News include:

- **Consumption:** Over a third of anglophone kids (35%) access the news. Past month usage is higher among teens aged 12 to 17 (42%) than kids aged 7 to 11 (27%). Anglophone kids are also slightly more likely to consume news than their francophone counterparts (35% versus 28%).
- **Year Over Year:** Access of news amongst anglophone kids is coming down from its 2022 peak, from 51% back in 2022 to 35% in 2024. The rise that was seen in 2022 may have been a result of the pandemic as global public health updates were provided by news outlets.
- **News Sources:** Children consult a variety of different sources for news. More than half of anglophone children that access news use broadcaster websites to do so (56%) and almost 3 in 10 (29%) rely on social media platforms like TikTok. Among anglophone children that access news, the most popular single source is YouTube (34%).

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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.