



## MTM Junior 2025 Data is LIVE!

Explore the latest insights on young Canadian audiences

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As MTM Junior enters its 7th year, our focus remains on illuminating the key trends shaping Canadian youth. These trends encompass a wide range of topics, including gaming and VR, discoverability, co-viewing, YouTube content length, social media creation, and more.

Top findings from the Futures report and Sneak Peek infographic include:

- **VR Reality Check:** While 14% of kids reside in households with VR headsets, only 5% are gaming in it.
- **Word-of-Mouth Still Reigns:** For both parents and teens, personal recommendations are a top way to discover new shows, movies, and games.
- **Screen Time Together:** A significant 63% of kids regularly watch content with someone else.

The *Futures report*, the most recent data set as well as the Sneak Peek infographic are available to all MTM Junior clients.

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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 300,000 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](http://www.mtm-otm.ca) or call: 1-855-898-4999.