



# Looking Ahead

MTM Jr. Futures Report 2024

April 30, 2024

# Introduction

New year, new data! Our latest survey covered a range of exciting topics, including teens thoughts and usage of A.I., new developments in gaming, a quick look at Snapchat, how parents keep their kids safe on social media platforms and the top types of video on YouTube and social media.

**The Futures report provides a quick look into these topics from our brand new 2024 MTM Jr. data.**

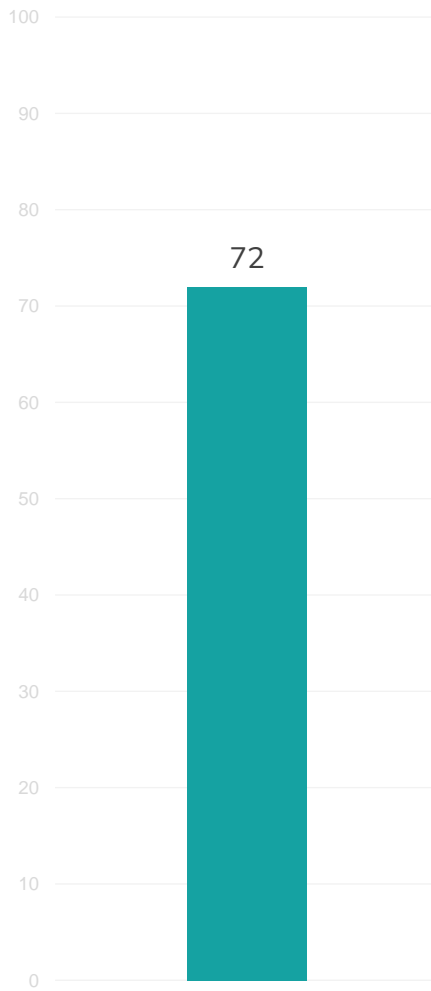


A.I.: Awareness,  
Usage and Attitudes



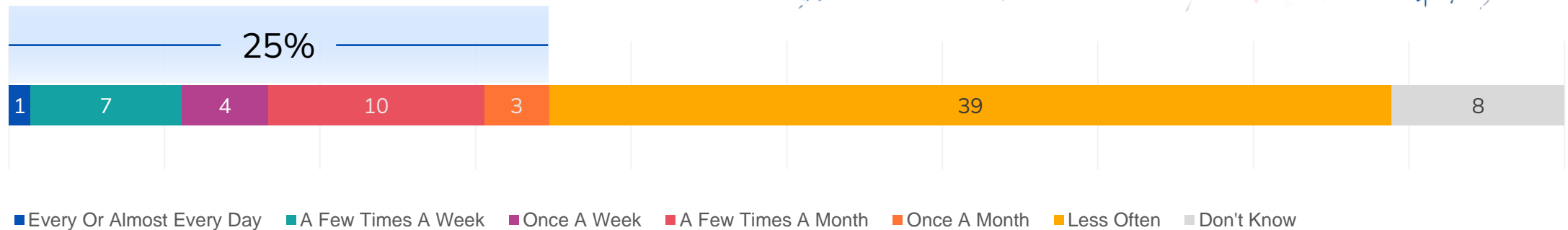
Almost 3 in 4 teens are aware of generative A.I. tools like ChatGPT...

**Aware Of Generative A.I. Tools**  
Teens 12-17 | %



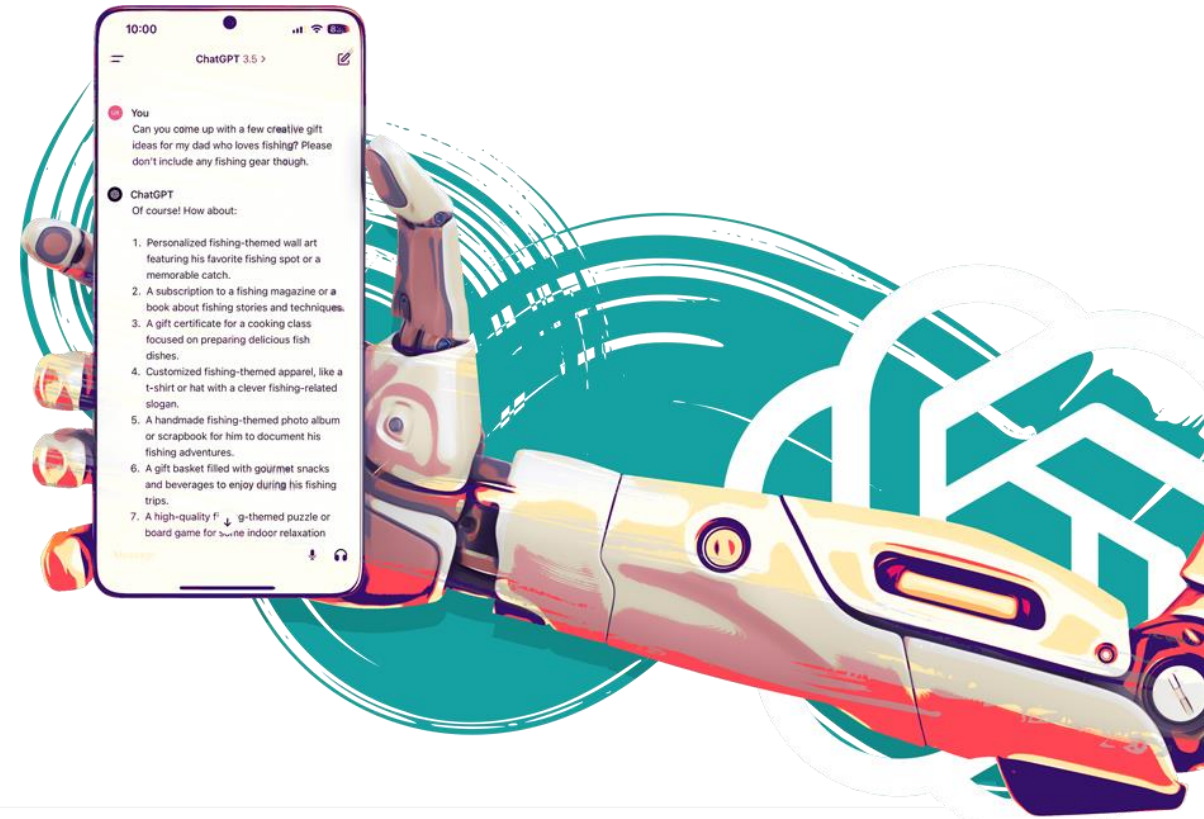
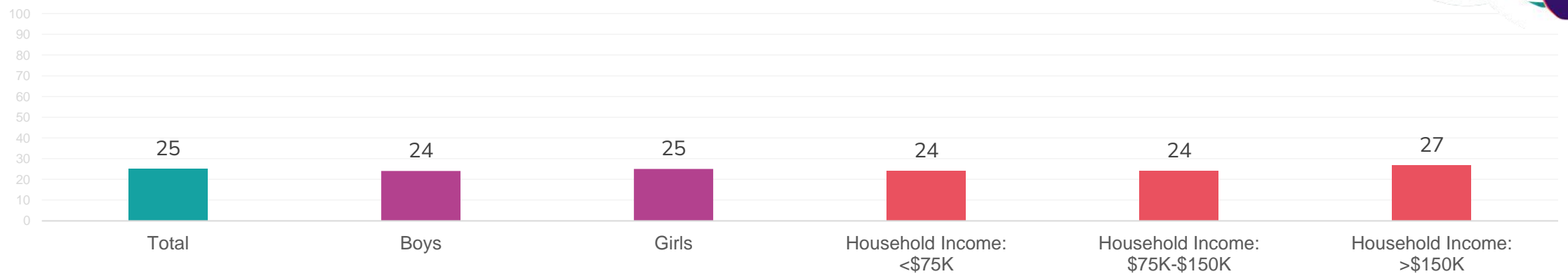
...And 1 in 4 are using generative A.I. on a monthly basis

Frequency Of Use Of Generative A.I. Tools  
Teens 12-17 | %



# Generative A.I. use is similar among teens, regardless of gender or household income...

Monthly Use of Generative A.I. Tools  
Teens 12-17 | %

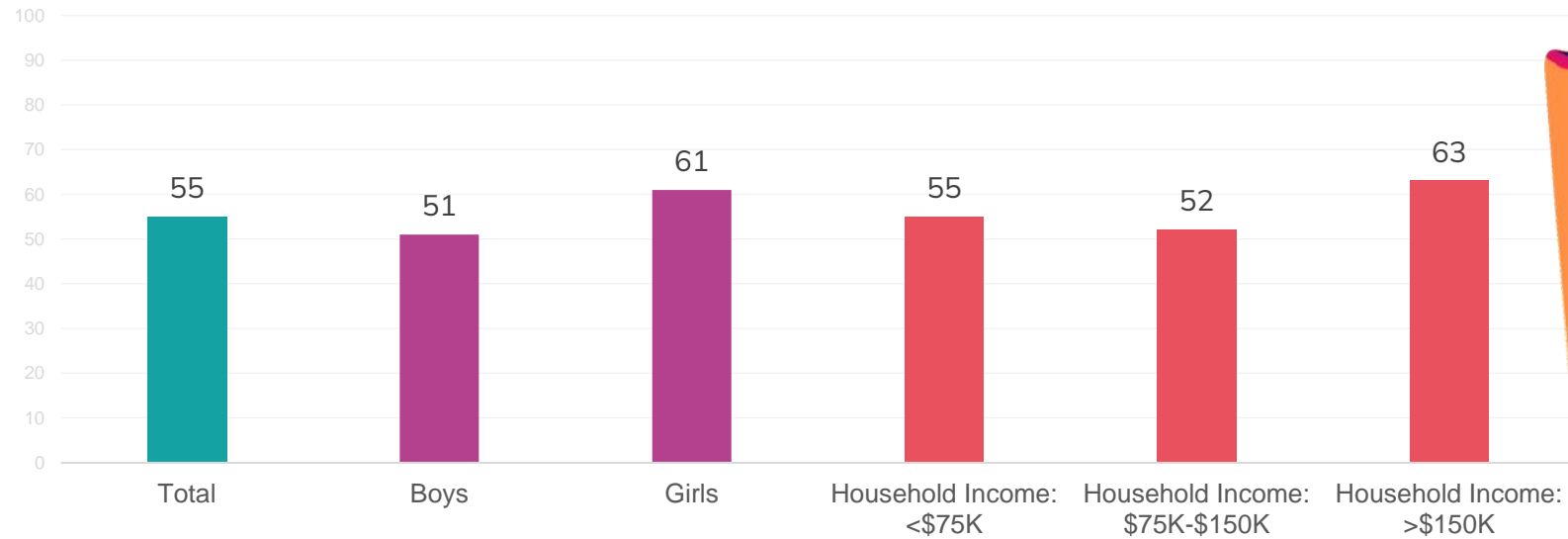


Note: Data was collected for those who identify as non-binary or prefer to self-identify, but the sample was insufficient to report separately. They are included in the overall total.

# ...But some teens think that using AI for school assignments is the same as cheating

## Considers Use Of Generative A.I. Tools For School Assignments To Be Cheating

Teens 12-17 Aware Of Generative A.I. Tools | %

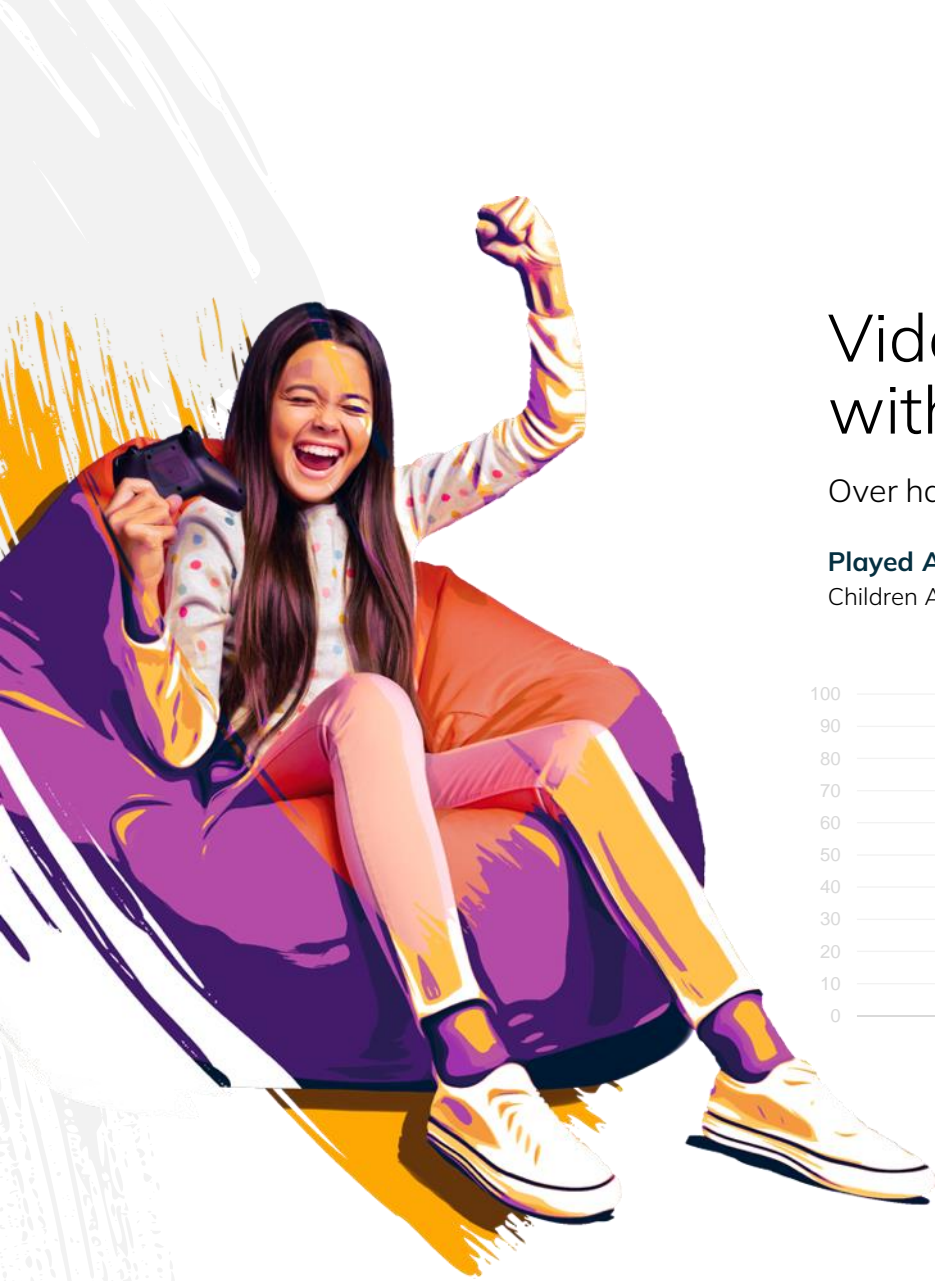


On average, girls and those from more affluent households are more likely to view generative A.I. as cheating when used for school assignments.



Levelling Up with  
In-game Currencies  
& Netflix Games



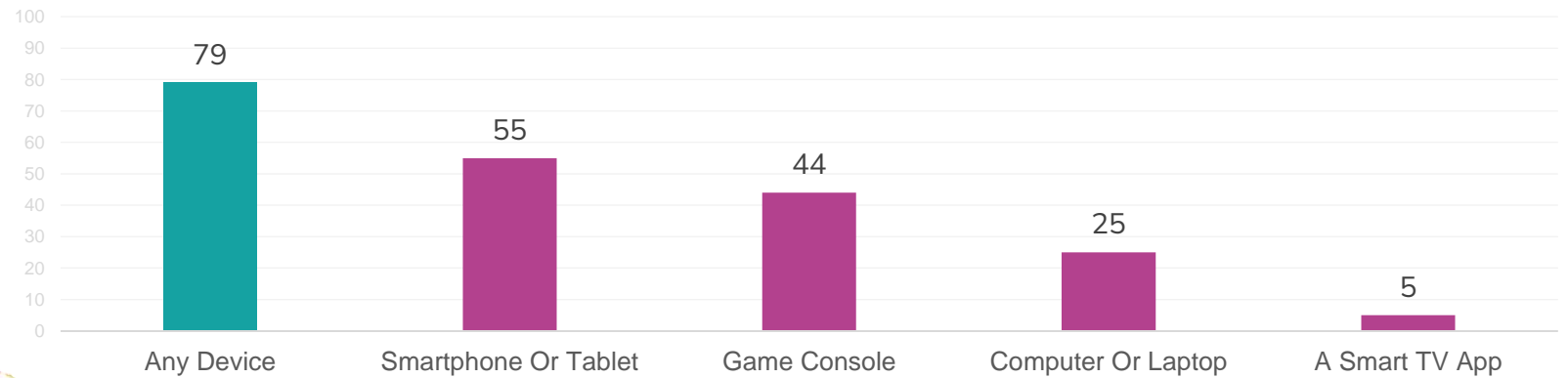


# Video games are a big deal for most kids, with 4 in 5 playing one in the past month

Over half of kids are playing via apps on smartphones or tablets.

## Played A Video Game By Device\*

Children Aged 2-17 | %



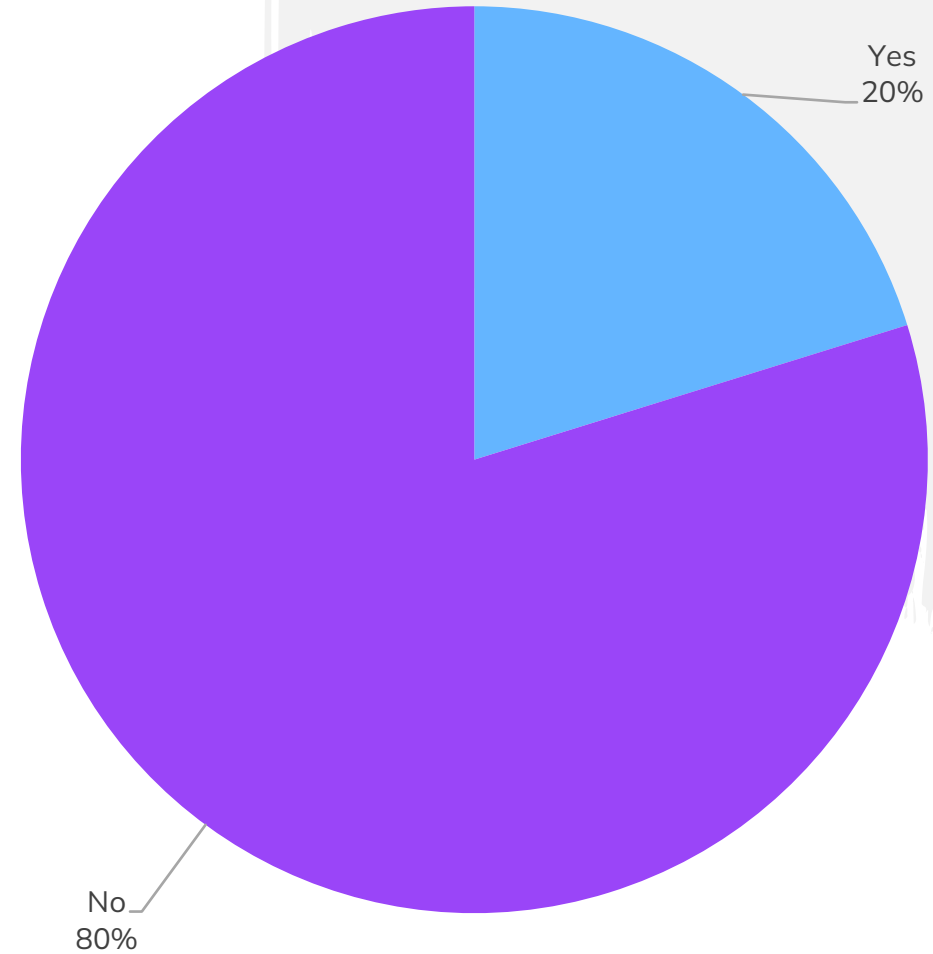
\*Past month.

# 1 in 5 children who play video games have spent money on in-game currencies

The name can vary from game to game (V-Bucks, Robux, Minecoins, etc.), but these currencies give gamers access to extra content, new skins or weapons and more.

## **Bought Or Received Digital Currency For A Video Game\***

Children Who Play Video Games\* Aged 2-17 | %



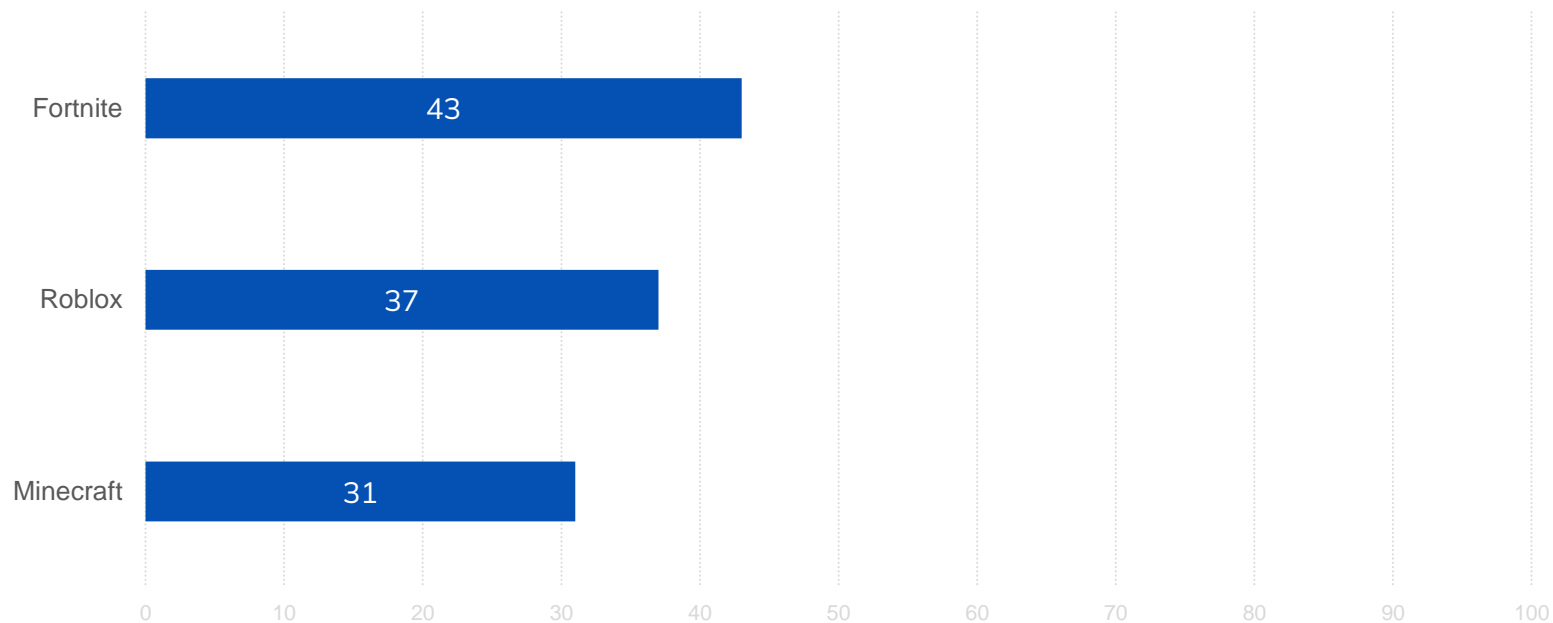


## 43% of children who play Fortnite have purchased some form of in-game currency\*

Updates made late last year introduced brand new gameplay options (e.g. Fortnite Festival and Lego Fortnite) and with them, new ways for players to spend in-game currency.

### Bought Or Received Digital Currency For A Video Game By Title Played

Children Who Play Video Games\* Aged 2-17 | %



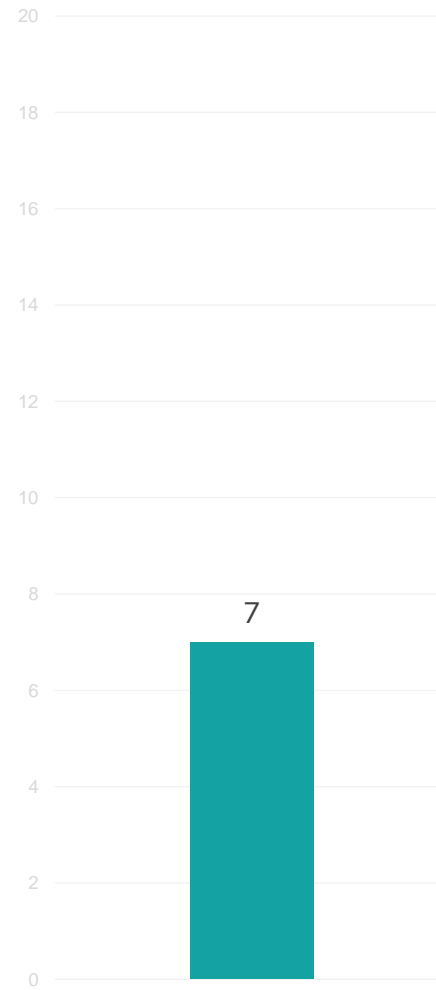
\*Past month. Purchased in game currency for any title, not necessarily the title played (e.g. has played Fortnite but could have purchased in-game currency for Fortnite or another title).

# Netflix now offers a library of game titles to subscribers through their Netflix Games service

These titles are available for free to subscribers and can be accessed through their existing Netflix app on smartphones, tablets, computers or some smart TV sets.

Netflix isn't necessarily the only streamer to dip into gaming. An Amazon Prime subscription gives users access to Prime Gaming, which offers game downloads or extra downloadable content.

**Played A Game Via Netflix Games\***  
Children Who Play Video Games\* Aged 2-17 | %

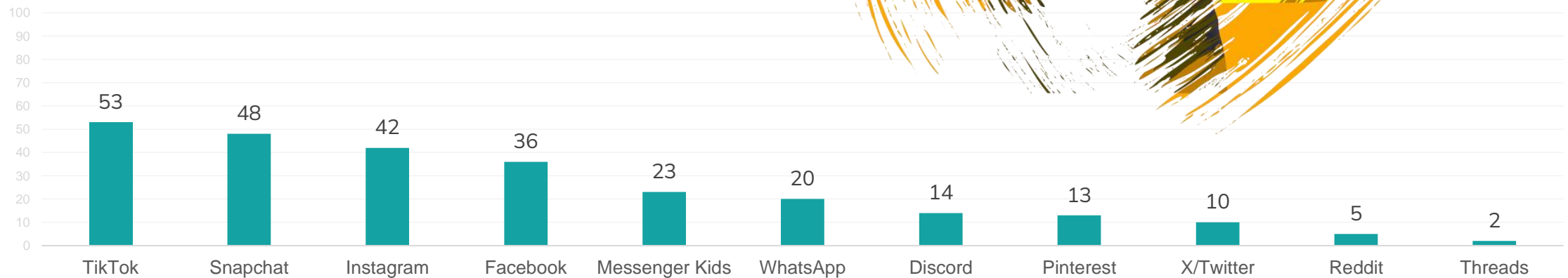


**What's Up with  
Snapchat?**



# Snapchat is one of the most common social media platforms for kids and teens...

**Social Media Platforms Used\***  
Social Media Users Aged 7-17 | %



\*Past Month.

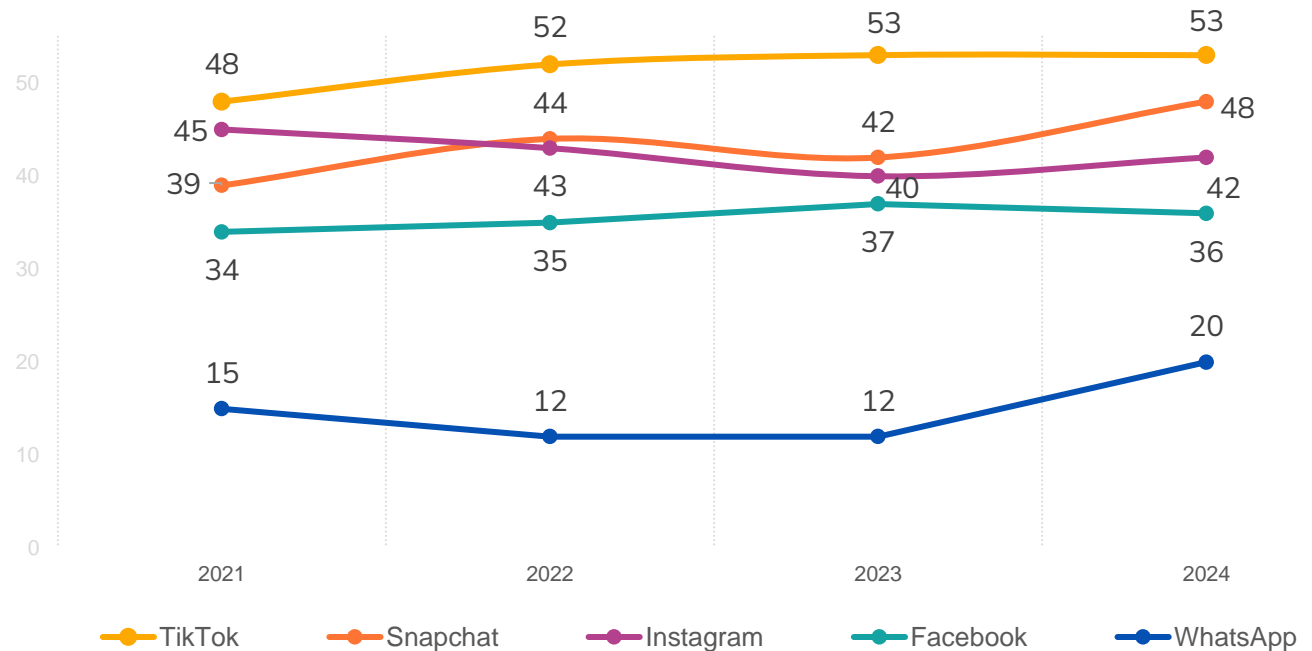


## ...And it was one of the few platforms to see growth in the last 3 years

Snapchat was also one of the only platforms, along with WhatsApp, to reach its highest usage to date in 2024. Other mainstays like Facebook and TikTok have seen little increase or decrease in the last few years.

### Social Media Platforms Used\*

Social Media Users Aged 7-17 | %

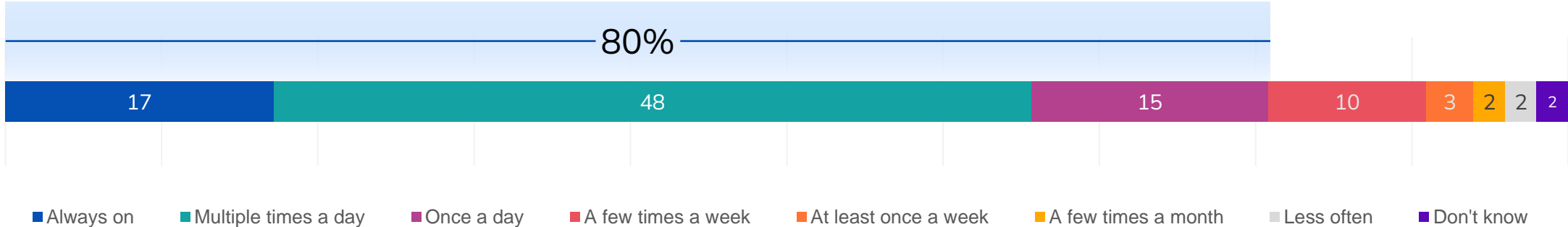


\*Past Month.



# 4 in 5 Snapchat users are on the platform daily

Frequency Of Using Snapchat  
Snapchat Users\* Aged 7-17 | %



\*Past month.

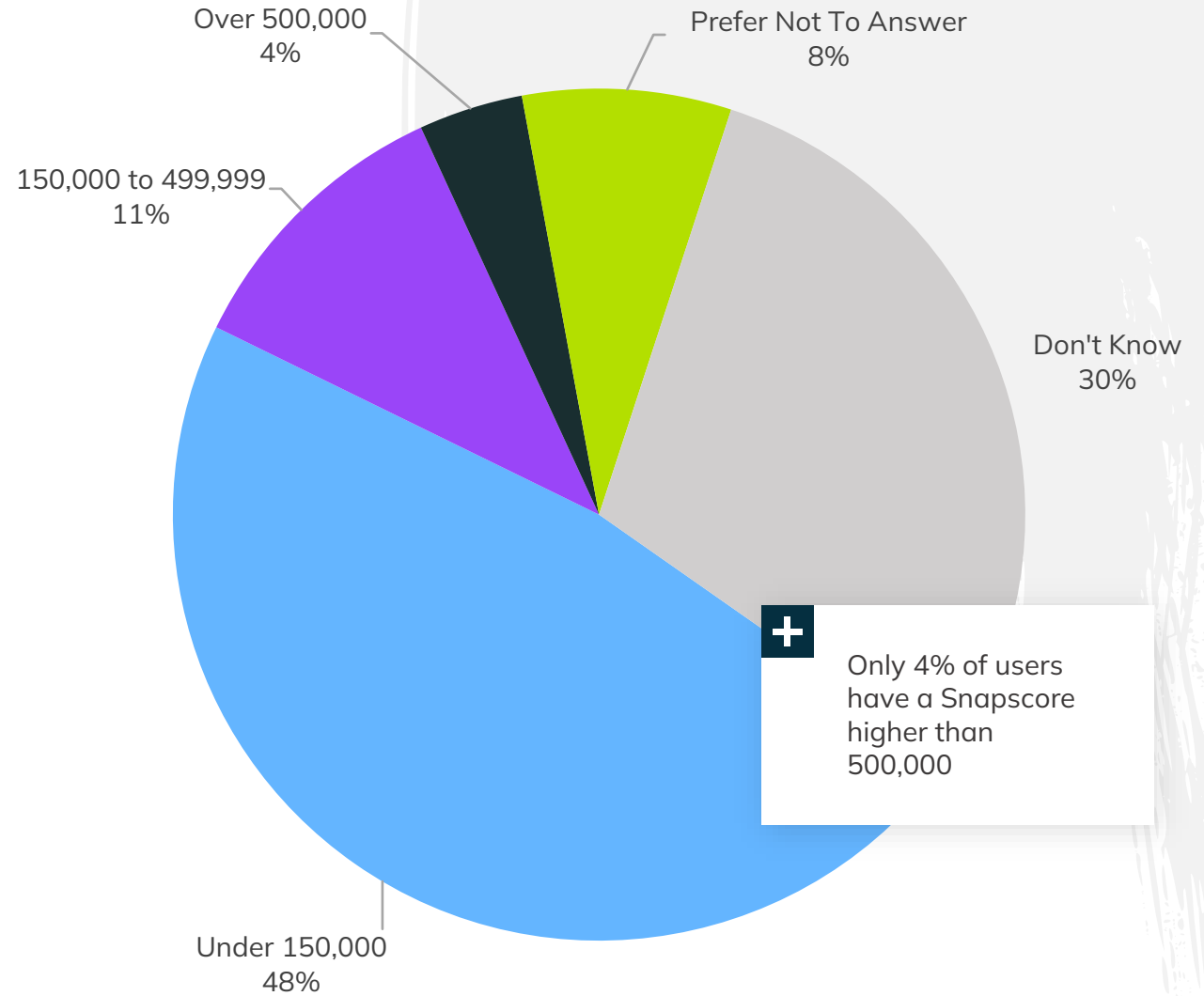
# Snapchat also scores its users based on how and how much they use its features

Snapcores are calculated based on how many Snaps users send and receive, the number of Stories they've posted "and a couple of other factors"\*\*\*

This system encourages users to stay active and engaged on the platform, and could play a role in the high daily usage we see. High awareness could also be a further indication of the value teens place in their scores, or the success of Snapchat promoting this feature.

## Snapcores

Snapchat Users\* Aged 12-17 | %



\*Past month.

\*\*<https://help.snapchat.com/hc/en-us/articles/7012326657044-What-is-a-Snapcore>

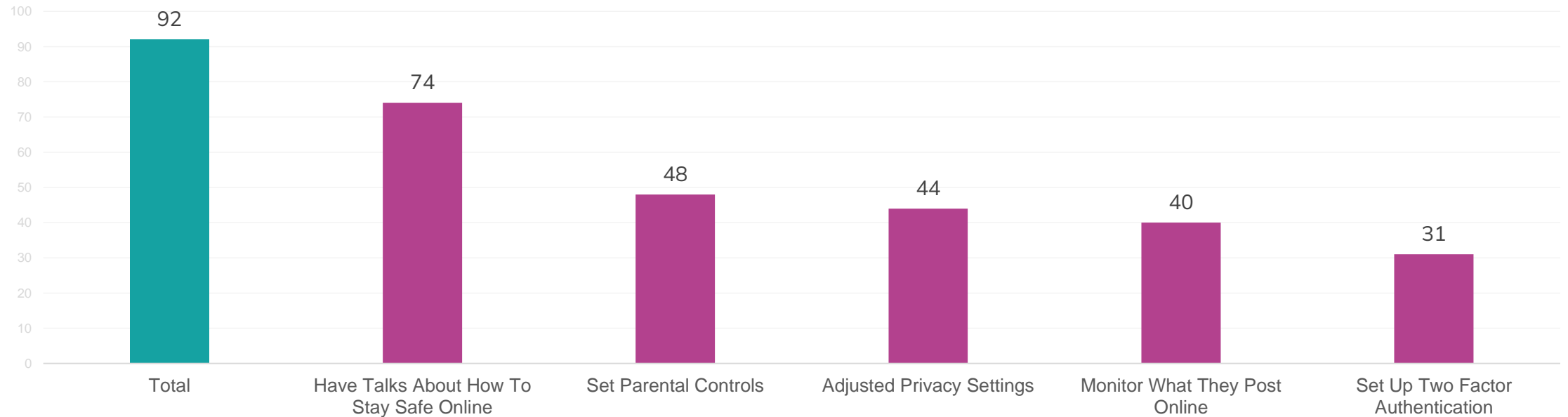
Keeping Kids  
Safe Online



# More than 9 in 10 parents take steps to keep their kids safe on social media...

## Took Measures To Keep Their Children Safe On Social Media

Parents Of Children Who Use Social Media\* Aged 7-17 | %

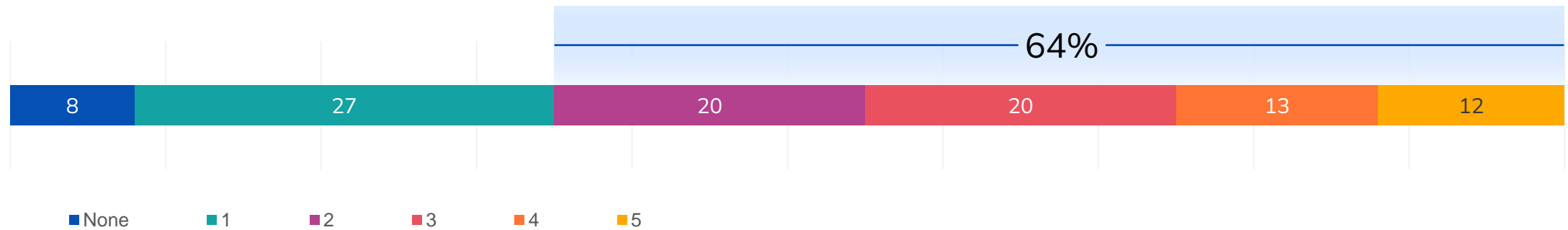


One of the most straightforward approaches is the most popular: parents talking to their children about how to stay safe online.

...And 64% of parents use more than one method to do so

**Number Of Measures Taken To Keep Their Children Safe On Social Media**

Parents Of Children Who Use Social Media\* Aged 7-17 | %

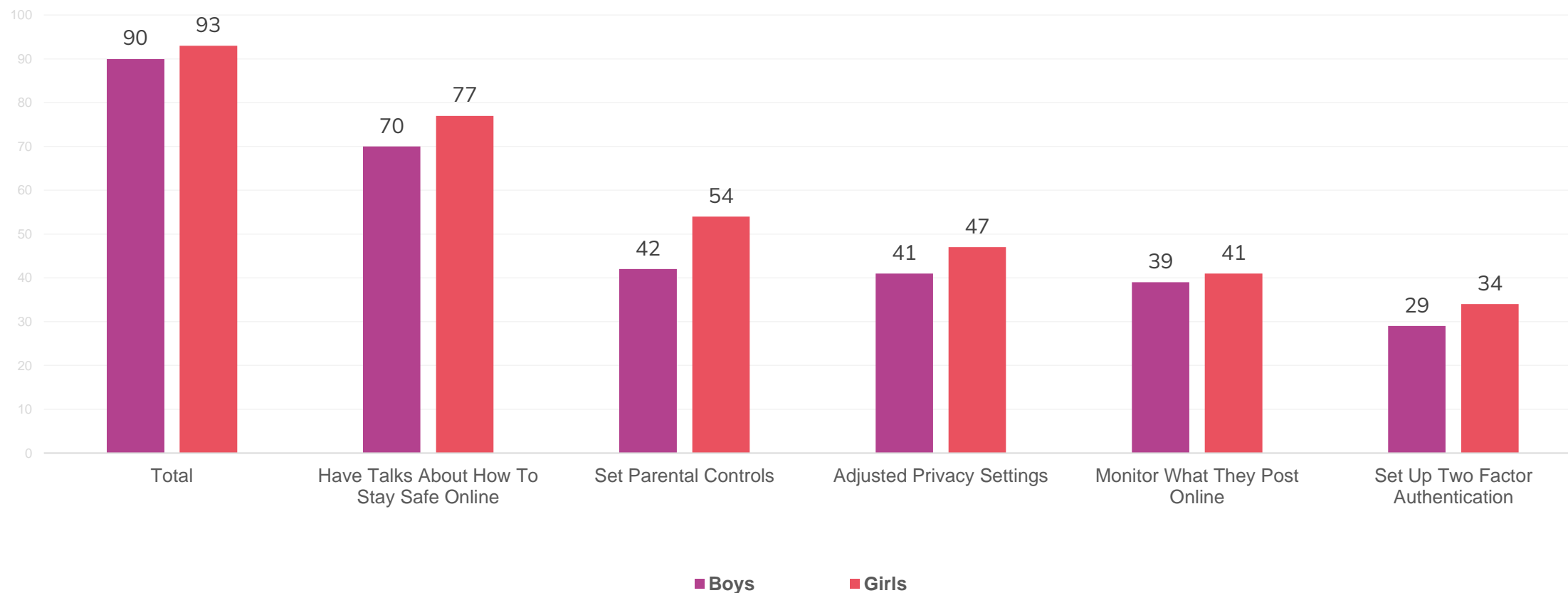


\*Past month.

# Parents of girls are more likely to have talks about staying safe online, set parental controls and use 2 factor authentication

## Took Measures To Keep Their Children Safe On Social Media

Parents Of Children Who Use Social Media\* Aged 7-17 | %



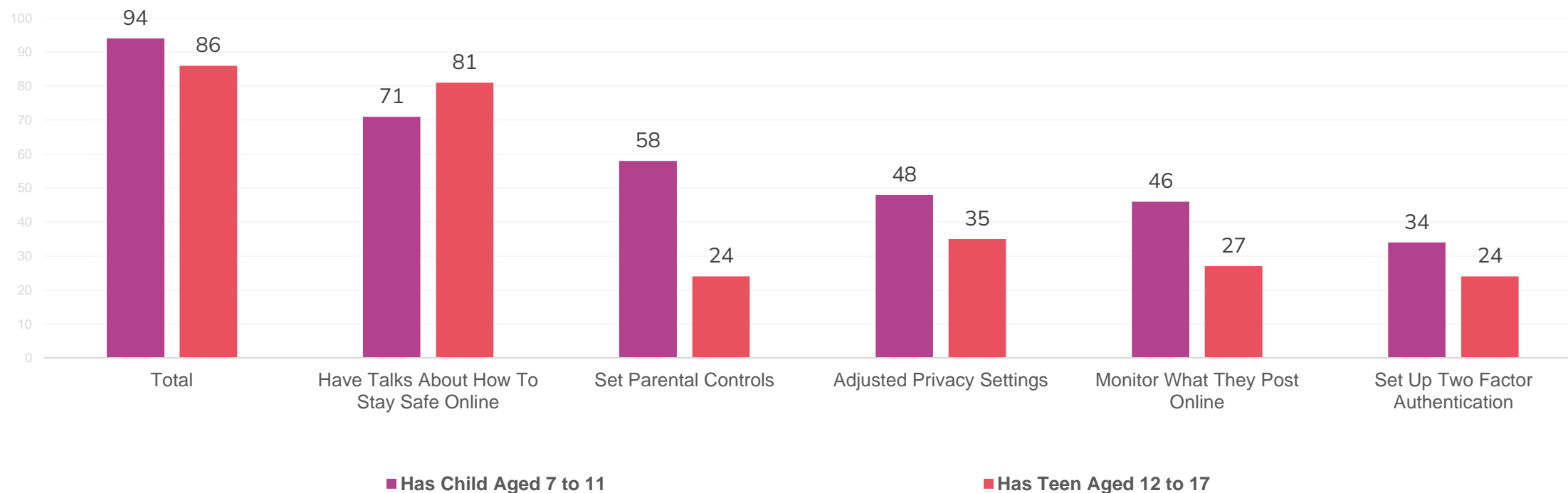
\*Past month.

# Parents try different ways to keep their kids safe depending on the age of their children

They are more likely to talk to their teens about how to stay safe online than their 7- to 11-year-olds. Other measures, especially setting parental controls, are far more common for parents with children aged 7 to 11 than parents with teens.

## Took Measures To Keep Their Children Safe On Social Media

Parents Of Children Who Use Social Media\* Aged 7-17 | %



\*Past month.

## Top Types of Online Video Content

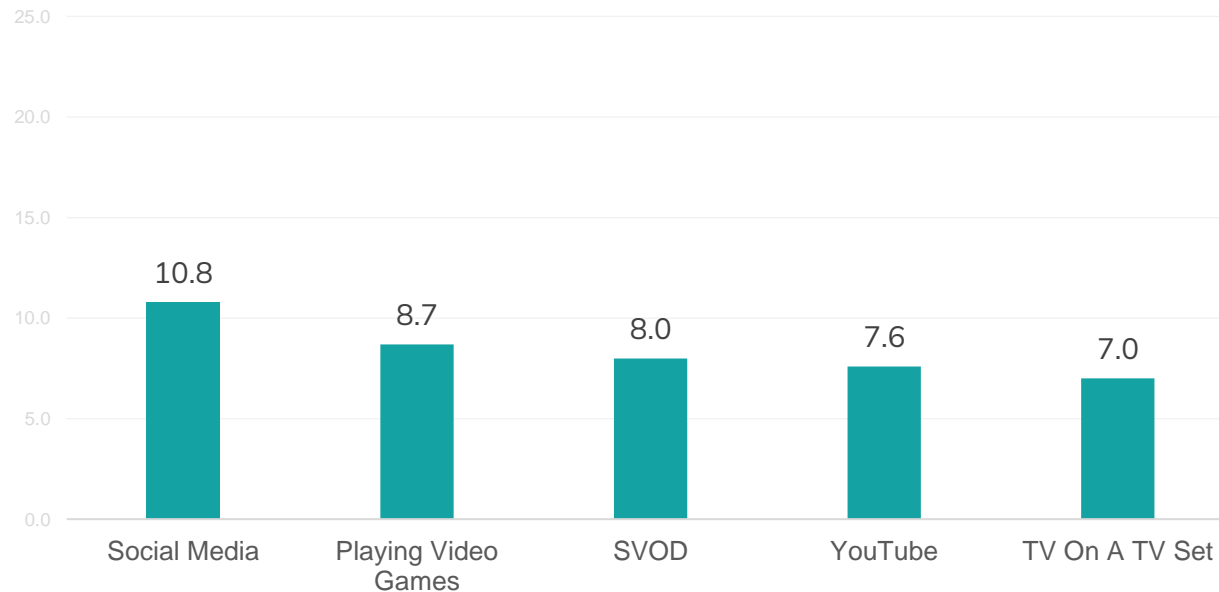


# Teens spend notable amounts of time with social media and YouTube

With the massive success of TikTok, and an increase of short-form video content on Instagram and Facebook, a large portion of time spent with social media is likely spent watching content.

## Estimated Weekly Hours Spent With Different Types Of Content\*

Teens Aged 12-17 | Hours/Typical Week

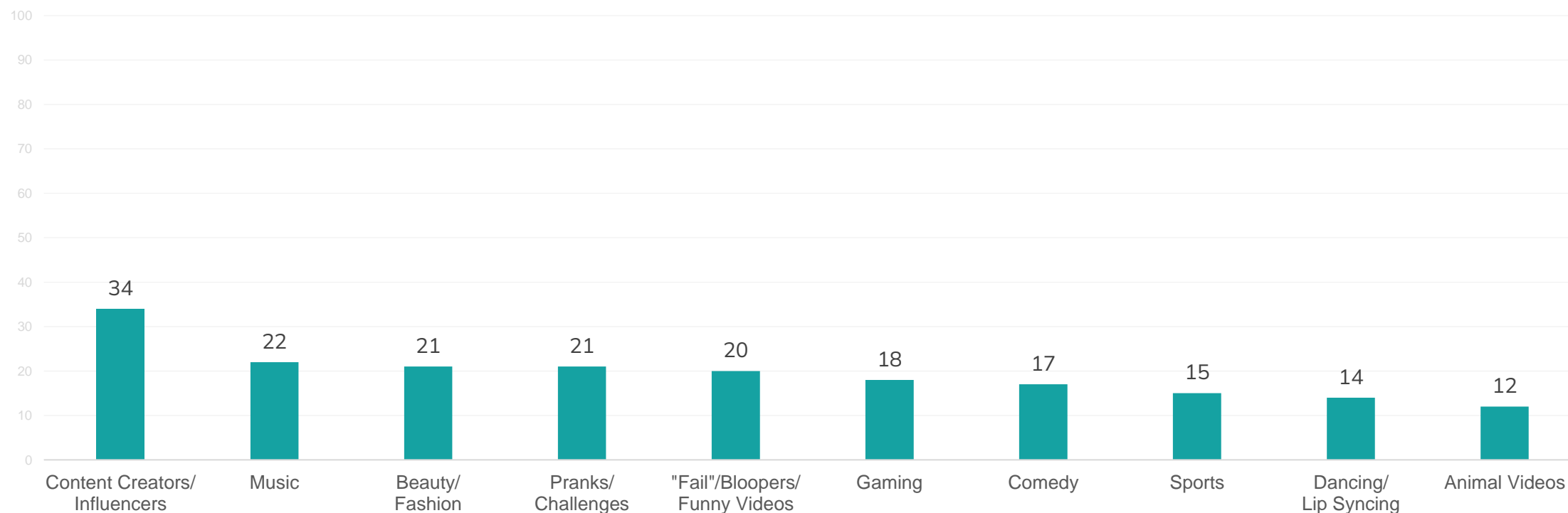


*\*Includes overall time spent on social media, not explicitly watching video content on social media. Estimate calculated from categorical responses to questions about time spent viewing on typical weekdays and weekend days.*

# Content creators, music and beauty/fashion are hot topics for teens when it comes to video on social platforms like Instagram and TikTok

## Top Types Of Content To Watch On TikTok or Instagram\*

Teens Aged 12-17 Who Use TikTok or Instagram\*\* | %



\*Respondents selected up to 3 items from a list of 19 options. Top 10 of 19 total options listed.

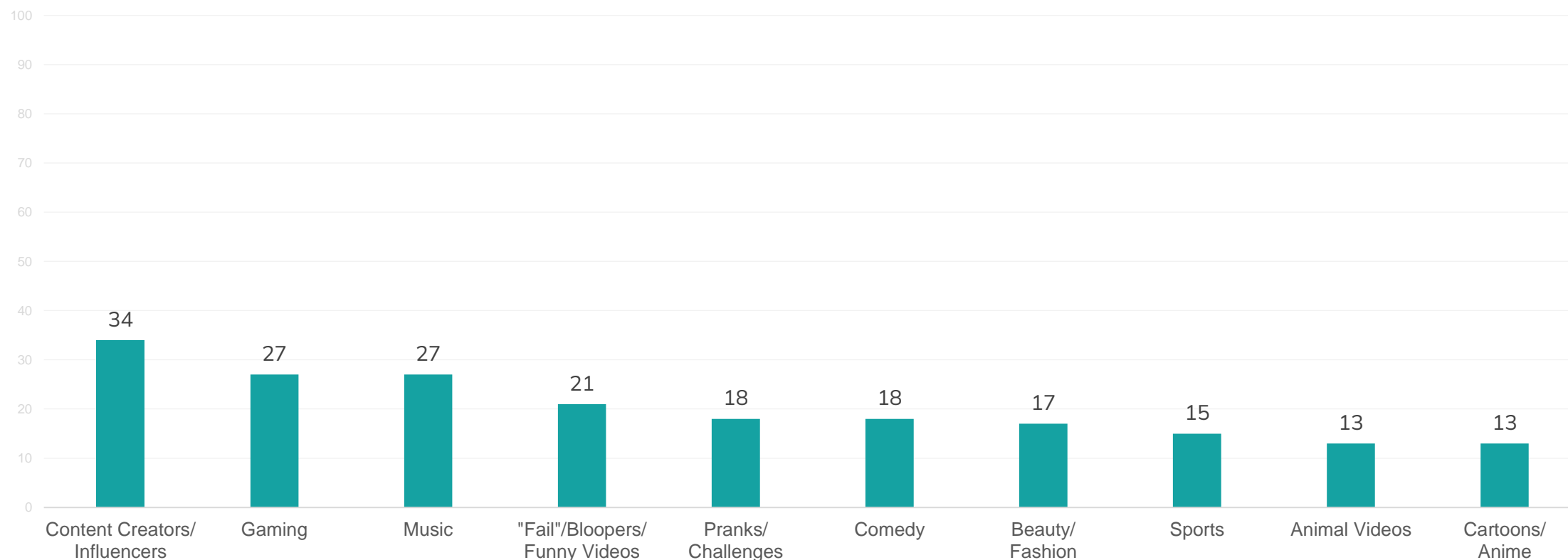
\*\*Past month on either platform.

# Content creators and music are also among are the top types of content teens like to watch on YouTube

Gaming content has found more success on YouTube than social media platforms.

## Top Types Of Content To Watch On YouTube\*

Teens That Use YouTube\*\* Aged 12-17 | %



\*Respondents selected up to 3 items from a list of 19 options. Top 10 of 19 total options listed.

\*\*Monthly.

# Méthodologie et utilisations permises

## Methodology

MTM Junior is the first annual youth media study in Canada and is a division of the Media Technology Monitor. Questions were asked to an online panel of 1,972 Canadian households split equally among anglophones and francophones. Parents answered the first part of the survey based on technology in the home (ex: TV service, Netflix subscription etc.). The second portion of the survey consisted of questions regarding the media habits of children in the home between the ages of 2 to 17. Parents responded for the children aged 2 to 11 living in the household and were asked to provide consent for teenagers within the household to respond on their own behalf. Of the 1,972 households surveyed, data for 2,798 children was collected. MTM Jr. is a product of CBC/Radio-Canada Research and data was collected by Ad hoc Research between February 13th and February 27th, 2024.

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