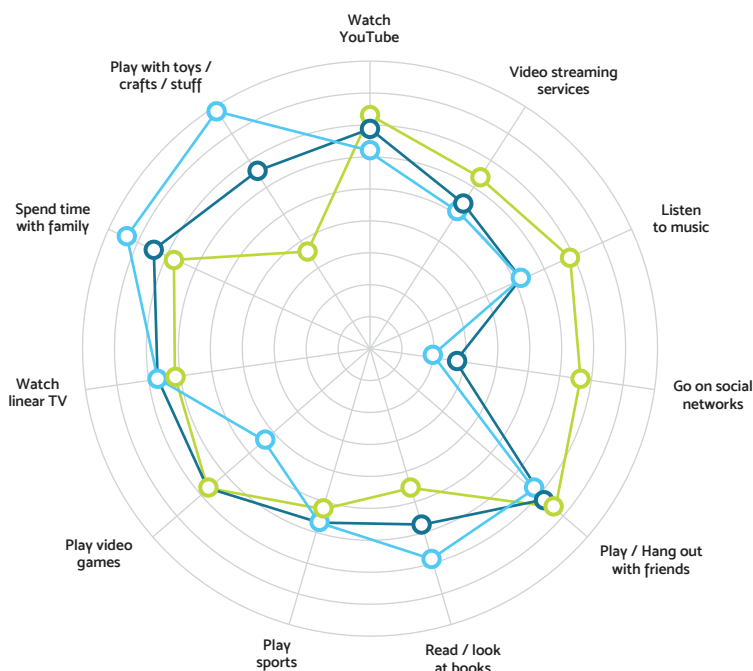


“Just Kidding Around”

How Canadian youth like to spend their spare time

In a modern era, youth have more and more things competing for their attention. Growing up alongside significant changes in media and technology means that childhood today is a very different experience than even a decade ago. With so many possibilities available, we surveyed Canada’s youth aged 2 to 17 years old to find out how they like to spend their spare time.

Favourite Activities by Age

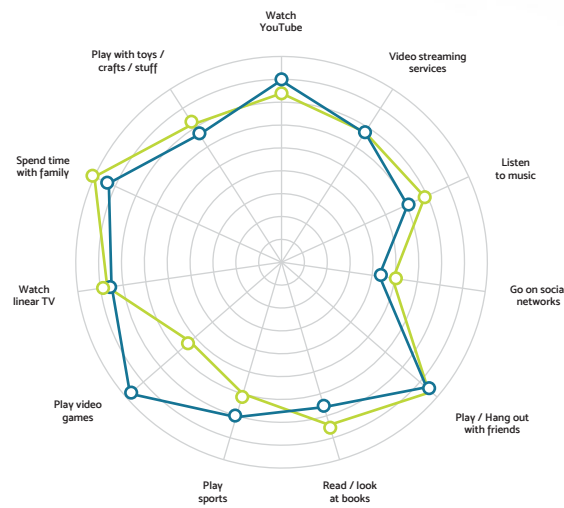


2-6
2 to 6 year olds ranked **playing with toys** and **spending time with family** higher than any other age group.

7-11
7 to 11 year olds like to **spend time with family**, **play / hang out with friends** or **play video games**.

12-17
12 to 17 year olds show more interest in media activities like **going on social networks**, **watching online video** or **listening to music**.

Favourite Activities by Gender



Boys
Boys showed a stronger interest than girls in playing video games.

Girls
Girls ranked listening to music higher than boys.

Both groups ranked spending time with family, playing/hanging out with friends and watching YouTube in their top 5 activities.

One key difference between Anglophone and Francophone youth? Anglophones ranked video streaming services higher than Francophones.