

Families and Tech - Canada - 2023

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This report looks at the following areas:

- Household ownership and usage of tech (including by adults vs by children).
- Planned purchases of tech.
- Digital activities engaged in with one's children.
- Household access and children's consumption of video content services.
- Children's app and game usage.
- Attitudes toward tech and the family (including real-world location tracking and digital safety).

Whereas children once used pencils and paper for school, now, laptops and tablets are pervasive in classrooms across Canada. Whereas families once searched the TV guide for something to watch, now, on-demand streaming services and social media bombard consumers with limitless content at the time of their choosing. Whereas kids once came to and fro from their homes with nothing more than a promise they'll be home for dinner, now, equipped with smartphones in their pockets, parents are able to track their children's whereabouts in real-time. Tech advances have come a long way in parents' lifetimes and they are trying to navigate being a parents *and* being parents to digital natives during the age of social media, on-demand content and constant connectedness.

While prohibitive costs of living have crushed down on consumers (and especially parents), tech has emerged on the other side relatively unscathed. For example, smartphone ownership (99%) and usage (98%) is ubiquitous across Canadian households and a third of consumers (32%) plan on purchasing a smartphone in the next year. Multipurpose devices laptop/desktop computers (29%) and smart TVs (24%) clearly outpace more niche items such as VR headsets (6%) in terms of planned purchases. Brands must show consumers why they should want these pieces of tech in their homes. But, while tech purchases may require more thought, access to digital services (such as Netflix or Crave) is a more affordable indulgence. And, when parents have



"Between tech for school, tech for fun and a list of on-demand video content subscriptions, parents are shelling out dollars on their kids' tech and digital media needs. Families turn to tech to both simplify and enhance their lives. Alongside kids' widespread use of tech devices comes a new slew of concerns for watchful parents."

- Candace Baldassarre,
Research Analyst

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access to digital services, kids will watch them. Half (47%) of parents agree that they have streaming services they would otherwise cancel if not for other members of their household watching them. Appealing to parents means appealing to kids.

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