



WIRELESS-ONLY FOLKS CONSUME MOST MEDIA ON THEIR PHONES...

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TORONTO – While the number of Canadians living in households which have cut the home phone cord continues to rise, the way those homes consume media shows some marked differences compared to those still tethered to a traditional home line, says Media Technology Monitor.

According to Statistics Canada, 36% of Canadian households report they are using wireless as their sole form of telephone service, and in order to learn more about this group, MTM has incorporated a cell phone only (CPO) household sample into its annual survey.

Some of the highlights of the CPO report show CPO individuals tend to skew younger and be highly educated, that they are opting in for the same phone brands as cell landline owners, but are upgrading to newer phones on a more regular basis. The top two brands of smartphone for both are Apple, followed by Samsung.

CPO folks are big fans of watching online TV and video on their phones, too. Four in five use their smartphones to watch online video and just over half use them to watch TV online. The smartphone is their device of choice for online video ahead of a computer (72%) and an Internet-Connected TV Set (61%).