

IN THE NEWS



ANGLOPHONES DOMINATE IN SMARTPHONE OWNERSHIP AND ONLINE VIDEO: STUDY

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English speakers also spend an average of six more hours online per week than their French-speaking counterparts.

What does the language you speak at home say about your tech and media habits? According to the latest study by the Media Technology Monitor (MTM), it might say a whole lot – from what devices you use and the operating system you prefer right down to how many hours a week you spend online.

The mixed-method survey which included phone and web questionnaires took place between the fall of 2015 and the spring of 2016 and looked at answers from 4,000 Canadians.

Anglophone respondents reported spending an average of six hours more per week on the internet than their Francophone counterparts. The biggest gap in online time was found in the category of Canadians age 65+ – 72% of Anglophones in that age category reported to using the internet in the previous day, while only 61% of Francophones said the same.

English speakers across all age groups were also 24% more likely to own a smartphone.

By contrast, Francophones were 10% more likely to own a tablet than Anglophones. They also reported being more partial to Android phones than English speakers – 52% primarily used Android-powered phones (43% used iPhones) while Anglophones preferred iPhones to Androids at 46% to 42%.

English-speaking respondents were also most likely to access the internet through a TV set (46% versus 29%) or mobile phone (68% versus 53%), stream audio online (73% versus 69%) and watch online video (90% versus 86%).

However, Francophones trump Anglophones slightly in social media usage (79% versus 75%), particularly on tablets (35% of French-speaking respondents use tablets frequently for social networking, as opposed to 28% of Anglophones). The network of choice in French Canada is Facebook – 95% of Francophones use the network versus 89% of Anglophones.

They also dominate in online TV viewing, with 65% of them identifying as second-screen TV viewers (compared to 59% of Anglophones) and 46% regularly engaging in “social television” (discussing and engaging with TV shows via social media while watching) versus 32% of Anglophones.