



MTM market reports track Canadians use of media, technology, by province

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OTTAWA - Albertans lead the nation in the ownership of smartphones and HDTVs, while Quebecers are the most likely to subscribe to digital cable. Residents of Manitoba and Saskatchewan are most likely to subscribe to Netflix and to be Social TV users, while Torontonians are more likely to use LinkedIn. These are just a few highlights from the new market reports available now from Media Technology Monitor (MTM).

This series of reports compiles data on media technology ownership and usage in a number of markets highlighting the similarities and differences across regions, provinces and major cities. The reports provide readers with in-depth information on their respective markets – and contrast them with the Canadian marketplace as a whole - detailing variables from digital TV penetration and Internet service to smartphone and tablet usage. They also look at ownership of media devices like HDTV and Apple TV, as well as usage of social media.

Eleven different markets across Canada are included in this series: city-level reports for Toronto, Vancouver, Montreal (with separate Anglophone and Francophone reports) and Quebec City; provincial-level reports for Ontario, British Columbia and Alberta; and regional-level reports for the Atlantic provinces and Manitoba / Saskatchewan. An additional report, comparing the highlights of Francophones in the province of Quebec to those outside Quebec, is also available.

MTM is the research arm of the CBC.