



## Nearly 40 per cent of anglophone Canadians use Netflix: poll

By: The Canadian Press

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TORONTO -- Nearly 40 per cent of anglophone Canadians were using Netflix this past fall, according to a new report.

The Media Technology Monitor surveyed 4,002 English-speaking consumers by phone between Oct. 8 and Dec. 12 and found 39 per cent said they were Netflix subscribers, up from 26 per cent when a similar poll was conducted in the fall of 2013.

A majority of the respondents polled this fall said they had been using Netflix for at least a year. About 38 per cent said they had been streaming content on Netflix for at least two years and 31 per cent said they had been subscribing for a year or two.

Most Netflix subscribers said they were frequent users of the online service.

About 82 per cent said they typically streamed something on Netflix weekly and, on average, estimated they spent about six hours a week logged in.

Most said they typically only watched Netflix on one screen (about 44 per cent), while 25 per cent said they used more than one device, 20 per cent said they used three and 10 per cent answered four.

TVs were most often cited as the preferred screen to stream on (about 42 per cent), but computers were not far behind at 33 per cent, and tablets and smartphones were each chosen by 12 per cent of the respondents.

Results of the survey, conducted by Forum Research Inc., are considered accurate within 1.5 percentage points 19 times out of 20.