



THE MTM LAUNCHES ITS NEWEST REPORT SERIES, FROM MILLENNIALS TO SENIORS, FIND OUT HOW CANADIANS ENGAGE WITH MEDIA AND TECHNOLOGY

February 7, 2019 – The Media Technology Monitor (MTM) is proud to announce its newest report series: Technology through the Ages. In this release we'll be highlighting three generations: Millennials (18-37), Generation X (38-51) and Seniors (73+). Each report focuses on a different age cohort. The reports profile the ownership and use of media technology for each age group in an effort to consider what makes each group distinct.

Highlights from the Generation reports are:

In a typical week, Millennials invest more time overall online than any other age group. They love TV and Radio content as much as their older cohorts, but are more likely to get it from online platforms;

While Generation X spends most of their media consumption time online, when it comes to TV content consumption they still lean to the traditional TV. In terms of radio, they are the most likely age cohort to be streaming AM/FM radio content, with three in ten doing so.

Traditional TV is still the primary source of media content for Seniors. On average, Seniors report spending twice the amount of time watching TV on a TV set that Younger Anglophones watch. While we see a decline in TV service penetration in the overall Anglophone market, 91% of Seniors subscribe to either a cable, satellite, or fibre optic service.

The results are based on the Fall 2017 and Spring 2018 mixed-methodology survey (telephone and follow-up online surveys) of 12,345 Canadian respondents across the country.

ABOUT THE MTM

The Media Technology Monitor (MTM©) is Canada's premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cellphone-only sample), the MTM has spoken with over 140,000 Canadians (equally split between Anglophones and Francophones) over the past decade, making it the most accurate and comprehensive media technology tracking survey of its kind. For more information on the MTM please visit our Portal at www.mtm-otm.ca or call: 1-855-898-4999.