



WHILE CELL PHONE ADOPTION CONTINUES TO GROW, TABLET OWNERSHIP HAS PEAKED AMONG CANADIANS

THE MEDIA TECHNOLOGY MONITOR (MTM) RELEASES TWO NEW REPORTS EXPLORING THIS REALITY

June 13, 2019 – Through their increased display size and processing power, cell phones are impacting how we communicate with each other and consume media today. This has been reflected in their growing ownership and the diverse activities performed on these devices. On the other hand, after eight years of steady growth in penetration, tablet ownership has reached a saturation point. The two released reports focus on the increasing ownership of smartphones, smartphone activities, cell phone service providers as well as tablet owners, activities performed on them, and the demographics of its users.

The MTM's [Cell phone report](#) highlights include:

- Cell phone adoption has hit a record high in the Anglophone market. Currently nine in ten Anglophones own a cell phone;
- Adoption has been fairly stable for the last few years for several major brands of smartphones: iPhone (50%), Samsung (32%), LG (5%) and Google Pixel (2%) have seen little change in adoption since 2016;
- Anglophone smartphone owners report spending around 3 hours more online per week than the average Anglophone, for a total of roughly 29 hours in a typical week;
- Smartphones are now the most commonly used device to carry out several day-to-day activities. This includes texting or instant messaging (75% of Anglophones), checking the weather (73%), social networking (68%) and reading news (53%).

The MTM's [Tablet report](#) highlights include:

- While more than half of Anglophones own a tablet today, we've seen little growth over the past couple of years;
- Apple remains the dominant brand of tablet among Anglophones with almost two-thirds of tablet owners owning an iPad;
- Tablet ownership is highest among Gen Ys (30-38) and Gen Xs (39-54), but is lower among Gen Zs (18-29);
- Tablet owners are more likely than the average Anglophone to own other Internet-capable devices, like smartphones, smart speakers, and wearable technologies.

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.