



“CELL PHONE ONLY” HOUSEHOLDS ARE DISTINCT IN THEIR MEDIA HABITS, AN MTM STUDY REVEALS

December 5, 2019 – The number of people living in households with only cellular telephones continues to increase. According to the latest Statistics Canada findings, 36% of Canadian households are now reported to be using a Cell Phone as their sole form of telephone service (Statistics Canada, 2018 Survey of Household Spending). In order to learn more about this unique group of people, since 2012 the MTM has incorporated a Cell Phone Only (CPO) household sample into its annual survey. This report provides an overview of the CPO individual with respect to demographics, technology ownership and media use and compares this group to cell phone owners who also have a traditional “landline” phone.

Some of the highlights of the CPO report include:

- The demographic breakdown of CPO Individuals varies from the average Canadian with a landline and cell at home. CPO individuals tend to skew younger and be highly educated.
- CPO individuals are opting in for the same phone brands as cell landline owners, but are upgrading to newer phones on a more regular basis. The top two brands of smartphone for both are Apple, followed by Samsung.
- CPO individuals are big fans of watching online TV and video on their phones. Four in five use their smartphones to watch online video and just over half use them to watch TV online. The smartphone is their device of choice for online video ahead of a computer (72%) and an Internet-Connected TV Set (61%).

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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.