



DISCOVER HOW CANADIANS USE MEDIA AND TECHNOLOGY FROM COAST TO COAST!

January 21, 2020 - The Media Technology Monitor (MTM) releases a series of reports on media and technology use in several different Canadian markets, highlighting the similarities and differences across regions, provinces and major cities. These reports provide in-depth information on their respective markets – and contrast them with the Canadian marketplace as a whole - detailing variables from digital TV services and home Internet to smartphone and tablet usage. These reports also look at ownership of media devices like smart speakers and Internet connected TV sets, as well as usage of social media and Over-the-Top streaming services such as Netflix and Amazon Prime Video.

Eleven different markets across Canada are included in this series: city-level reports for Toronto, Vancouver, Quebec City and Montreal (with separate Anglophone and Francophone reports); 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.

Some of the highlights from the market reports include:

- Albertans are more likely to have internet connected devices. Half of them own an iPhone and 66% of Alberta residents own a tablet, which is more than the general Anglophone population.
- Social media is more popular among residents of major cities such as Montreal and Toronto.
- Over-the-Top-TV (OTT) services, such as Netflix, are more popular in Alberta (72%) and in British Columbia (70%). Francophones who live in Montreal are also more likely than the general Francophone population to subscribe to OTTs.
- Francophones who live in Quebec City are more likely than the general Francophone population to listen to online audio services. They show more interest in listening to audio content on YouTube (60%).
- Torontonians (69%) and residents of Quebec City (62%) are more likely to watch Canadian TV news channels.

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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.