



THE MTM LAUNCHES ITS NEWEST REPORT SERIES!

FROM MILLENNIALS TO SENIORS, FIND OUT HOW CANADIANS ENGAGE WITH MEDIA AND TECHNOLOGY

January 30, 2020 – The Media Technology Monitor (MTM) is proud to announce its newest report series: Technology through the Ages. In this release we will be highlighting three generations: Millennials (18-38), Boomers (55-73) and Seniors (74+). Each report focuses on a different age cohort in the Anglophone and Francophone markets. 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 Anglophone Generations reports are:

- 96% of Anglophone Millennials own a smartphone, which makes them 23% more likely than Anglophones aged 39+ to own one. They also are quicker to adopt new technologies, such as smart speakers;
- Millennials are keen audio listeners: 96% of Gen Zs (18-29) and 91% of Gen Ys (30-38) are streaming audio online. YouTube is their preferred platform to do so;
- Social networking is a common activity among Boomers - 55% of them engage in a variety of social media online. Although social networks are more popular among Younger Boomers (67%), Facebook remains the preferred platform for Boomers in general;
- 93% of Seniors subscribe to a traditional TV service such as cable, satellite, or IPTV. On average, Seniors report spending twice as much time watching linear television than younger Anglophones.

The results are based on the Fall 2018 and Spring 2019 mixed-methodology survey (telephone and follow-up online surveys) of 12,380 Canadian respondents across the country

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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.