



## ALL THINGS INTERNET!

**Ottawa – May 5, 2020** - The MTM launches two new reports: *Internet Use In The Home* and *Internet Activities*. This MTM double release tells you everything you need to know about the Internet in Canada. The first looks at home Internet subscribers, offering insight into who has an Internet connection at home and how they are getting online. The second focuses on online activities, providing key data for both day to day tasks, like social networking or reading online news, and online entertainment, like TV content and music streaming.

Key findings from ***Internet Use In The Home*** include:

- Internet use is a nearly universal activity, 94% of Anglophones have used it in the past month;
- Although Internet use varies depending on age and household income, 8 in 10 Anglophones aged 65+ go online;
- Anglophones access the Internet across many devices, but the most common ways are via a computer (86%) or a smartphone (84%).

Key findings from ***Internet Activities*** include:

- Social networking is a prevalent activity among online Anglophones, 8 in 10 online Anglophones visited a social networking site in the past month. Facebook (88%) remains the preferred social network among social networkers followed by Instagram and WhatsApp;
- 94% of Anglophone Internet-users watch some form of online video. Online TV (77%) – mostly driven by watching OTT services – and YouTube (76%) are the most popular sources of online video content among online Anglophones;
- YouTube is a key source of audio content, however, the use of streaming music services is growing with close to 5 in 10 online Anglophones listening to music streaming services in the past month.

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## ABOUT THE MTM

The Media Technology Monitor (MTM<sup>®</sup>) is Canada's premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cell phone only sample), the MTM has spoken with over 150,000 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](http://www.mtm-otm.ca) or call toll-free: 1-855-898-4999 or locally 613-288-6231 | [Jenny.Meadows@cbc.ca](mailto:Jenny.Meadows@cbc.ca)