



## CELL PHONE OWNERSHIP & USE

**December 16, 2020** - The MTM releases its cell phone report focusing on the Anglophone and Francophone markets. Cell phones are an indispensable device for the vast majority of Canadians. This report looks at cell phone ownership and usage among Anglophone Canadians.

Key findings from the **Anglophone cell phone report** include:

- 93% of Anglophones who own a cell phone have a smartphone while only 7% of cell phone owners are still using the older style flip phone. Virtually all those between the ages of 18-34 have a cell phone.
- More than half of Anglophone smartphone owners have an iPhone, followed by the Samsung (30%). Affluent Anglophones are more likely to own an iPhone.
- Although smartphone owners use their phones to engage in many online activities, we did notice a decline in their use during the COVID-19 pandemic. Specifically, while isolating at home, many smartphone owners had other devices readily available to use for reading online news, watching online video, and streaming audio content.

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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](http://www.mtm-otm.ca) or call: 1-855-898-4999.