



DISCOVER HOW CANADIANS USE MEDIA AND TECHNOLOGY ACROSS THE COUNTRY!

January 7, 2021 - The MTM releases a series of reports on media and technology use in several different Canadian markets, highlighting similarities and differences across regions, provinces and major cities. With a focus on ownership and use of media devices, these reports provide in-depth information on their respective markets and contrast them with the Canadian marketplace as a whole.

Ten different markets across Canada are included in this series: city-level reports for Toronto, Montreal (with separate Anglophone and Francophone reports in both languages); 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 living in the province of Quebec to those living outside Quebec is also available in both languages.

Key findings from the market reports:

- Manitoba and Saskatchewan residents are less likely to have Internet-connected devices. Specifically, smart speakers are less popular with only 19% of Manitobans/Saskatchewanans owning one compared to 24% of the general Anglophone population.
- Social media is more popular among residents of major cities such as Montreal and Toronto as well as the Atlantic provinces.
- Subscription Video On Demand (SVOD) services, such as Netflix, are more popular in Alberta (74%) and in British Columbia (73%). Francophones who live in Montreal are also more likely than the general Francophone population to subscribe to SVOD services.
- Francophones living outside Quebec are more likely to subscribe to a conventional TV service than those living in Quebec. Unlike Quebec Francophones, Francophones outside Quebec are also more likely to subscribe to satellite TV (27%) and IPTV (20%).
- Albertans are more likely than Anglophones in general to have internet-connected devices, such as smartphones. More than half of them own an iPhone and 62% own a tablet.

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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.