



THE MTM RELEASES TWO NEW REPORTS

FIND OUT THE MEDIA AND TECHNOLOGY PROFILES OF BOOMERS AND INTERNET USAGE BY LANGUAGE MARKET

December 16th, 2016 - The MTM releases two new reports – Boomers and Internet usage by language market. Learn how the Boomer Generation incorporates media and technology into their everyday lives. And, in a separate report the MTM compares Internet usage across Canada's two language markets.

The Boomers' report focuses on Canada's largest generation. While they have not grown up with publicly available Internet and wireless technologies, they have become avid users of these offerings. Highlights from the [Profile of Boomers' Media Technology Adoption and Use](#) include:

- Traditional TV and radio still rule among Boomers. They're spending more hours a week watching TV on a set and listening to radio from a traditional receiver than younger Anglophones and Francophones in general.
- Boomers are keen followers of the news and use a variety of sources to get their information. The Internet is a key source of news for Boomers, and the most popular source is news broadcaster websites. However, newspaper subscriptions are still important for this cohort, especially among older Boomers;
- Boomers have embraced tablets for a variety of online activities. Four in seven report owning one, the majority of which are iPads.

In the second report - [How Canada's Two Language Markets Use the World Wide Web](#). This report compares Internet usage across Canada's two language markets, exploring where they are similar and where differ from each other. Highlights from this report include:

- Both the English and French language markets use the Internet as an important source for media. Anglophones are more likely to use the Internet, mainly due to a difference between Internet use by Anglophones and Francophones over the age of 65.
- Anglophones are more likely to own portable devices like smartphones and tablets than Francophones. However, while Anglophones are 24% more likely to have a smartphone, they are only 10% more likely to own a tablet than are Francophones.
- In terms of brand, Francophones are more likely to have a Samsung Galaxy or another Android powered device.

To find out more about these reports, you can access them on the MTM Portal.

For the latest and most reliable data on new media technologies in Canada visit www.mtm-otm.ca