



HERE COMES GEN X

THE MTM LAUNCHES ITS SECOND REPORT IN ITS TECHNOLOGY ADOPTION BY GENERATION SERIES WHICH DISCUSSES HOW DIFFERENT AGE COHORTS ENGAGE WITH TECHNOLOGY.

November 8th, 2016 - The Media Technology Monitor is releasing its newest report on Generation X as part of the Technology Adoption by Generation Series. This report will take an in-depth look at Gen Xers (Canadians aged 35 to 49). While this group wasn't born into the age of the Internet and smartphones, technology has been an integral part of their lives for a very long time and has been engrained in how they work and how they raise their family. Typically, at the time in life where they are raising young children and beginning to care for aging parents, Generation X is also the current "sandwich generation". For them, technology and media access is all about convenience and control as they navigate a busy time in life. Some of the highlights of the [Gen X](#) Report include:

- TV technologies that enhance the viewing experience like HDTVs and receivers, Smart TVs and PVRs are more common among this generation;
- This group has embraced the wearable technology craze - 1 in 5 now own one with FitBit leading the way;
- Nearly two thirds of Gen Xers own a tablet - far more likely than any other generation - and iPad is the brand of choice.

This report is now available on the Portal along with the first report in this series about Millennials. Stay tuned for the next reports on Boomers and Seniors which will be release over the coming months. For more information you can visit www.mtm-otm.ca for the latest and most reliable data on new media technologies in Canada.