



The MTM releases two new reports – Find out the media and technology profiles of Boomers and Seniors in Canada

January 13th, 2015 – With the new year upon us, the MTM releases two of its final three reports of 2015 – Boomers and Seniors. Learn how the Senior and Boomer Generations incorporate media and technology into their everyday lives.

The Seniors' report looks at a generation that has literally seen it all: the early years of traditional television and radio, the inception of the Internet and now the ubiquity of portable devices such as cell phones and tablets. The MTM's [A Profile of Seniors' Media Technology Adoption and Use](#) report provides an overview of how Canada's oldest generation is adopting media and technology in today's Internet-connected world. Some highlights include:

- Anglophone seniors still like traditional media outlets like television, radio and newspapers. They spend more time watching TV and listening to radio, and over half report subscribing to a newspaper – significantly more than younger Anglophones;
- Seniors are also more likely to pay for their TV subscriptions and report less desire for reducing or cutting their TV services all together;
- Seniors are now more likely to own a tablet than a smartphone – over the past year tablets have seen a 45% jump in ownership among the oldest generation.

A second report focuses on Canada's largest cohort – the Baby Boomers. 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.

- Two-thirds of Boomers own smartphones – they prefer communication activities, like texting and emailing, rather than mobile audio and video activities;
- *Boomers* have embraced tablets. Over half report owning one – up 27% over the past year, the majority of which are iPads.

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

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