



## “Cell phone only” households are distinct in their media habits, an MTM study reveals

**January 20th, 2016** – The number of people living in households with only cellular telephones continues to increase. According to the latest Statistics Canada findings, 21% of Canadian households are now reported to be using a Cell Phone as their sole form of telephone service (*Statistics Canada, Residential Telephone Service Survey, 2013*). In order to learn more about this unique group of people, since 2012 the MTM has incorporated a *Cell Phone Only* (CPO) household sample into its annual survey. This report provides an overview of the CPO individual with respect to demographics, technology ownership and media use and compares this group to cell phone owners who also have a traditional “landline” phone.

Who is this distinct group? Are they actually any different than other cell phone owners who happen to have a landline phone as well? Our research reveals some surprising results!

Some of the highlights of the CPO report include:

- Portability continues to be the top reason for Canadians forgoing their landlines for cell phones, followed by cost;
- Cell Phone Only Canadians tend to be younger, males and students;
- One-quarter of all CPO Households do not have a traditional TV service. CPO Individuals report watching less traditional TV than landline cell owners, but when online TV and Netflix TV are included, CPO Individuals report watching virtually the same amount of TV as landline cell owners.

To find out more about this unique group, subscribers can access the MTM's Cell Phone Only report on the [MTM Reports Page](#) on the Portal.

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