



Media and Technology Among Millennials

December 9, 2015 – To kick off our Media Technologies and the Generations Report Series the MTM releases the first of the reports focusing on the Millennial Generation. This tech savvy generation of 18-34 year olds who have never known a world without constant connectivity, often acts as the early adopters to the older more affluent generations who can push pricy technologies in to the mainstream – each group plays their own unique role.

Some of the highlights from the [Profile of Millennials' Media Technology Adoption and Use](#) report include:

- Anglophone *Millennials* embrace online activities, they report spending approximately 30 hours online weekly;
- Over 9 in 10 Anglophone *Millennials* are social networkers – of those about 4 in 5 do so on their smartphones;
- Though the majority of Millennials still have a paid TV service, 1 in 3 do not (No Paid TV Subscription or Off-Air). Millennials are also twice as likely as older Anglophones to watch Netflix on a weekly basis

To find out more about our reports on the Generations, you can access them on the [MTM Portal](#).

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