



Media Technology
Monitor

THE MEDIA TECHNOLOGY MONITOR (MTM) RELEASES A NEW REPORT EXPLORING ADOPTION OF SMART SPEAKERS IN CANADA

Ottawa, July 11, 2018 – [The Media Technology Monitor](#) releases a brand new report focused on an evolving form of technology, the Smart Speaker. This newest technology to come into the Canadian market has generated a lot of buzz. This report looks at how Canadians have begun to adopt smart speakers into their homes, how they are using them, and who is most likely to buy.

Key findings from the [Smart Speakers Report](#) include:

- In just over a year, 8% of Canadians have adopted smart speaker technology in their home. The first-to-market Google Home is the most popular (5%) so far, but 2% of Canadians have also bought an Amazon Echo;
- When asked the location of their smart speaker, Half of smart speaker owners report having them in their living room and a quarter in their kitchen;
- There is significant interest in buying a smart speaker among those who don't yet have one, 14% of those who don't have a smart speaker indicate they are likely to buy one in the next 12 months.

ABOUT THE MTM

The Media Technology Monitor (MTM©) is Canada's premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cellphone-only sample), the MTM has spoken with over 140,000 Canadians (equally split between Anglophones and Francophones) over the past decade, making it the most accurate and comprehensive media technology tracking survey of its kind. For more information on the MTM please visit our Portal at <http://www.mtm-otm.ca> or call: 1-855-898-4999.