



## “CELL PHONE ONLY” HOUSEHOLDS ARE DISTINCT IN THEIR MEDIA HABITS, AN MTM STUDY REVEALS

**November 2, 2017** – The number of people living in households with only cellular telephones continues to increase. According to the latest Statistics Canada findings, 27.5% of Canadian households are now reported to be using a Cell Phone as their sole form of telephone service (Statistics Canada, 2015 Survey of Household Spending). 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 different from 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:

- The demographic breakdown of CPO Individuals varies from the average Canadian with a landline and cell at home. CPO Individuals tend to skew younger, be male and tend to fall into the lower income categories earning less than \$35,000 annually;
- The majority of Canadians (75%) are not likely to cancel their current landline phone service in the next twelve months. However, Canadians who are considering cutting their landline service cite cost as their number one driver.
- Two in five CPO Households currently do not have a traditional TV service compared to only 12% of landline and cell phone Canadians. Up significantly since 2015, CPO Individuals are five times more likely to be TV My Way viewers – individuals who only watch TV online through services like Netflix.

For more information on the MTM, please visit our Portal at [www.mtm-otm.ca](http://www.mtm-otm.ca) or call: 1-855-898-4999