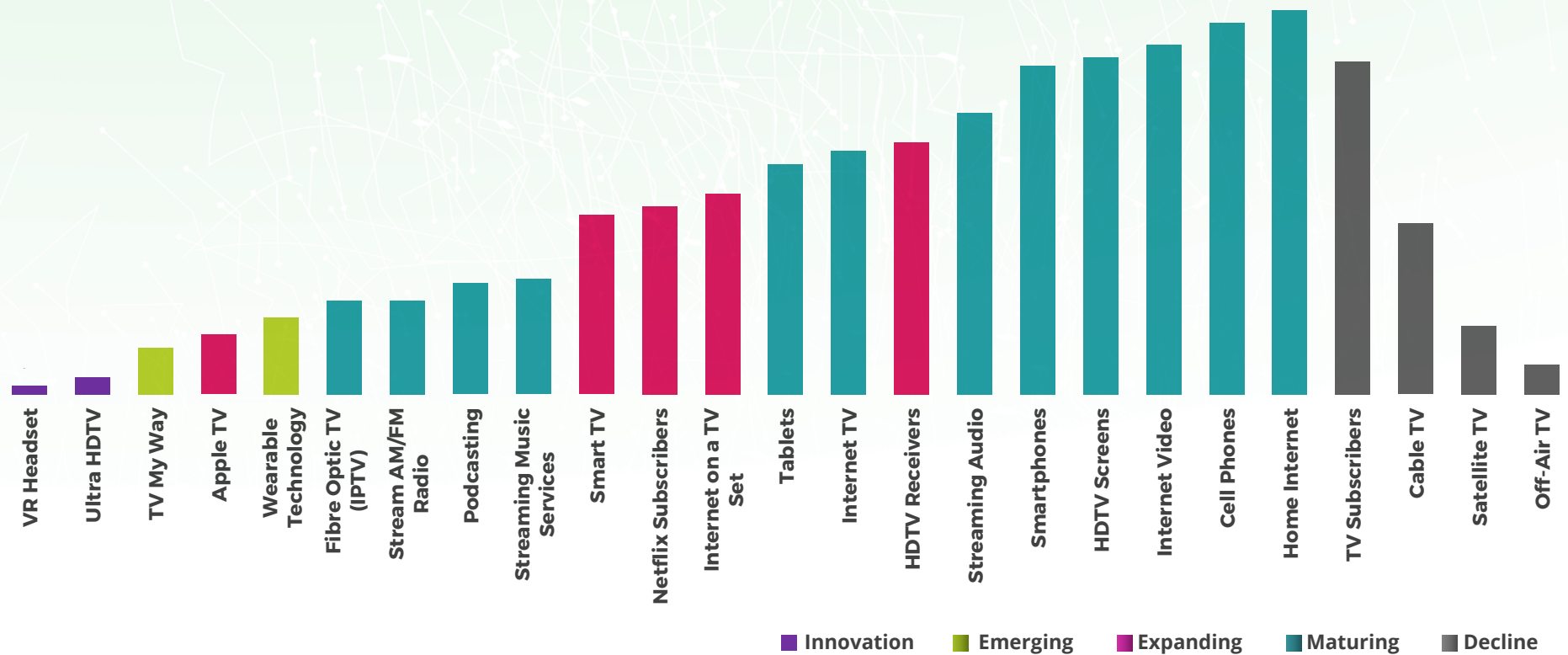


FALL 2016

Canadians 18+ (%)



Media Technology Adoption Cycle

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, the MTM has spoken with over 120,000 Canadians over the past decade making it the most accurate and comprehensive media technology tracking survey of its kind.



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