



A Look at Media Technology Penetration and Usage Market Reports

Published: December 6, 2017



Introduction



Use or distribution of MTM/OTM data is governed by your organization's client agreement and may require prior approval from CBC/Radio-Canada

This is a series of reports looking at media technology penetration and usage in select geographic markets across Canada. Regions covered in this series include the individual provinces of British Columbia, Alberta, and Ontario, the combined provinces of Manitoba & Saskatchewan and the Atlantic Provinces. We also look at the individual cities of Toronto, Montreal, and Vancouver.

In the reports, we look at the penetration of many different devices, services, service providers, and online activities and sources for each region, comparing many to the Canadian Anglophone population as a whole.

The Media Technology Monitor (MTM) incorporates a mixed-methodology approach which includes a phone survey and a follow-up survey online.* The data from this report comes primarily from the phone portion of the survey unless otherwise noted.**

*See Appendix 1 for further information on our survey methodology, permissible uses and margin of error by selected markets.

**Data in this report coming from the online portion of the survey will be identified with this symbol +.

Margin of Error* for Select Markets

Results based on the total sample of 6,000+ Anglophones or Francophones are accurate within plus or minus 1.2 percentage points 19 times out of 20. This means that if the survey were repeated 20 times, 19 of the surveys would generate the same result plus or minus 1.2 percentage points from the original finding.

Select market data is based on sub-samples of the survey, and therefore, the margin of error increases due to smaller sample size. The margin of error for each respective market is listed to the right.

Market	Sample	Margin of Error
Total Anglophones	6,317	1.2
Atlantic Provinces	469	4.5
Franco Quebec	5,481	1.3
Quebec City (Franco)	481	4.5
Montreal (Franco)	2,219	2.1
Francos Outside Quebec	534	4.2
Montreal (Anglo)	313	5.5
Ontario	2,750	1.8
Toronto, ON	1,134	2.9
Manitoba/Saskatchewan	769	3.5
Alberta	849	3.3
British Columbia	1,122	2.9
Vancouver, B.C.	469	4.5

*More detailed information on the methodology is available on the MTM portal.



Please visit the [MTM portal](#) to access other MTM reports, data summary tables, and our interactive data analysis tool.

