



# A Look at Media Technology Penetration and Usage in the Alberta Market

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Media Technology  
Monitor  
[www.mtm-otm.ca](http://www.mtm-otm.ca)

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See Appendix for permissible uses,

# Introduction

- + This is one of a series of reports looking at media technology penetration and usage in select markets across Canada.
- + While this report offers insight into the penetration and usage of media technologies in individual markets based on combined fall and spring data available from the Media Technology Monitor (MTM)\*, it should not be considered a substitute for Numeris market data.
- + The Media Technology Monitor (MTM) incorporates a mixed-methodology approach which included 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.\*\*
- + Select market data is based on sub-samples of the MTM survey, and therefore, the margin of error increases due to smaller sample size
  - The margin of error for the Alberta market is +/-3.4%\*

\* 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 +.