



How is the Tablet Landscape Changing?

Analysis of the English-Language Market

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Introduction



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Today, information and communication technology have become a principal driver in the Canadian society. As one of those technologies, tablets have similarly become very commonplace in the Canadian market. With adoption at an all time high, the question remains, what is the current state of these devices and their owners?

This report examines the use of tablet with a focus on market trends, tablet owners, their activities and ownership of other devices.

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.*

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