



Visible Minorities and Technology

Analysis of the Canadian Market

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Introduction



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Canada is an incredibly culturally diverse country. Our reports and data have always provided an in-depth look at Canadians use of technology according to their language, age, gender and region.

This report provides a review of Canadians who self-identify as a visible minority including comparisons of their interaction with technology and media to the Canadian 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.*