



Virtual Assistants

Analysis of the Canadian Market

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Introduction



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As technology continues to evolve, we see new functionalities and applications emerging. One of these technologies is the voice-activated virtual assistant: an interface that understands natural language voice commands and completes tasks for the user. This report looks at the use of a number of these interfaces among Canadians.

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 online portion of the survey unless otherwise noted.*

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