

Teched In

In an effort to better understand Canadians who own an array of WiFi enabled devices, the MTM has coined a new term. Teched In refers to those who own a smartphone, a tablet, a computer or laptop, an Internet-connected TV set, and a smart speaker. Here are 5 key facts about those who are Teched In, based on a sample of **12,000 Canadians** from our latest 2018/2019 survey.



9%

of Canadians fall into this new category.

1/3

This is a group that is more middle aged. Over a third of Teched In Canadians are part of Gen X (39-54).

3/4

Teched In Canadians love audio content. 3 in 4 listen to music streaming services and 2 in 5 listen to podcasts.

90%

This highly connected group is big into social media. 90% of Teched In Canadians are using social networks, 84% using Facebook and 50% are on Instagram.

2X

“Watch” out for this group, because they are more than twice as likely to own a wearable device, such as a fitbit or Apple Watch, than the average Canadian (55% versus 25%).