



Cell Phone Only Households

Analysis of the Canadian Market

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Introduction



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Cell phones stand as one of the most popular and commonplace pieces of technology since the TV set, radio and PC. With the functionality and availability of these devices, it makes sense that many Canadian households have abandoned their landlines in favor of these devices. In the face of this growth, what still makes these individuals unique? And what about those with cell phones and landline?

This report examines our latest data from our Cell Phone Only (CPO) sample to consider demographics, technology ownership, online activities, media use and more. This sample is compared against cell phone phone owners who have a landline phone as well.

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 *.*