



Change in Media Habits During COVID

Analysis of the Canadian Market

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Introduction

As a result of the COVID-19 pandemic, online Canadians have had to make use of media technology to try to fill needs and wants in their lives. These technologies have helped online Canadians to communicate, to remain connected with what is going on in the world, and find ways to occupy their leisure time while remaining at home. This report looks at the perceived changes that Canadians have made in their use of media technology during this time.

The Spring 2020 MTM was transitioned to an online survey to accommodate the realities of the COVID-19 pandemic. Further data is available via the Data Analysis Tool (DAT) on the MTM-OTM Portal.



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