



Connecting During Quarantine – Video Calling During COVID-19

Analysis of the Canadian Market

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Introduction

Personal isolation was a major consequence of the COVID-19 pandemic in Canada. Stuck at home for not only personal but work time, Canadians needed to find different ways to interact with colleagues, friends, and family. One of the ways that stood out during this time was video calling, which allowed Canadians the opportunity to see people outside their households while isolating.

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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