



# Visible Minorities in Canada and Media Consumption

## Analysis of the Canadian Market

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Media Technology  
Monitor  
[www.mtm-otm.ca](http://www.mtm-otm.ca)

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See Appendix for Permissible Uses

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## Appendix 1: Survey Methodology and Permissible Uses



# Introduction

- + Canada is made up of an extremely diverse multicultural landscape. Since its inception, the MTM has looked at how language, region, gender and age affect the adoption and use of media technology. This report looks at how visible minority status contributes to the way Canadians interact with technology.
- + This report profiles Canadians who identify themselves as visible minorities, discussing their ownership and use of media technology.
- + Data for this report comes from the Media Technology Monitor (MTM).\* Unless otherwise noted, data comes from the combined Fall 2013 and Spring 2014 surveys.

\* See appendix for further information on our survey methodology and permissible uses.