



Internet Activities

Analysis of the English Language Market

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The Internet has become an essential tool in the lives of many Canadians, with the average person spending a considerable amount of time online each week. From communicating to consuming video and music to accessing information and dealing with finances, Canadians today are performing an array of activities over the Internet.

This short report provides a summary of the Internet activities measured by the Media Technology Monitor and provides readers with a starting point for the more in-depth reports to come.

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 online portion of the survey unless otherwise noted.*