



Off-Air and Tuned-Out Canadians

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Introduction

- + There has always been a segment of Canadians who have lived without a TV service. The MTM splits these individuals into three different groups.
- + One group, called TV My Way viewers, have opted to not subscribe to any TV service (like cable, satellite or IPTV) or own an antenna, but still watch TV content online. They are the focus of a dedicated report, released alongside this one – *Off-Air and Tuned-Out Canadians*
- + This short companion report outlines two other groups who lack a TV service, Off-Air and Tuned-Out* Canadians. It will review why they have chosen to live without a TV service, how these groups compare to each other, and how they compare to those who do pay for TV service.
- + Since Fall 2014, year the Media Technology Monitor (MTM) incorporated a mixed-methodology approach which included 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.**

*Tuned-Out refers to those who have **no** regular TV service whether that is a paid TV subscription service (e.g. cable, satellite, IPTV from a telco) or Off-Air TV. They also do not watch TV via online sources.

**Data in this report coming from the online portion of the survey will be identified with this symbol +.

