



4-Screen Anglophones: A Glimpse into Multi-Screen Media Behaviour

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See Appendix for permissible uses

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Appendix 1: Survey Methodology and Permissible Use

Appendix 2: Demographics

Four Screens – English-Language Market



Introduction

- + Canadians are embracing multiple screens (smartphones, tablets, Internet connected TVs, in addition to computers), which begs the question: on which screen do Canadians consume media when they have multiple screens?
- + Unless otherwise noted, data for this report comes from the Media Technology Monitor (MTM)* combined 2014-2015 survey.
- + This 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 telephone portion of the survey unless otherwise noted.*

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

Four Screens – English-Language Market

