



# Cell Phone Only Households

## Analysis of the Canadian Market

January 20<sup>th</sup>, 2016



**For Internal Distribution Only**

See Appendix for permissible uses

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## Appendix 1: Survey Methodology and Permissible Uses

# Introduction

- + As an increasing proportion of Canadian households cut their landline and opt for cell phones instead, it is important to include this growing demographic. For the third year in a row, the MTM has incorporated a Cell Phone Only (CPO) Household sample into our research.
- + This report provides an overview of the CPO individual (COI) with respect to demographics, technology ownership and media use and compares this group to cell phone owners who have a landline phone as well.
- + 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 phone portion of the Fall 2014 and Spring 2015 survey unless otherwise noted.\*

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

