



Golden Oldies – Canadian Seniors

Analysis of the Anglophone Market

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Introduction



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Seniors sit in a very unique position compared to other generations. The majority are in retirement, they represent a growing part of the Canadian population, and their use of traditional forms of media is nearly unrivaled. Their adoption of more Internet-based technologies and services is also higher than someone would assume.

This report profiles the ownership and use of media technology of Senior Anglophones (72+) and how they compare to younger Anglophones (71 and under) in an effort to consider what makes this group distinct.

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 phone portion of the combined 2016-2017 survey unless otherwise noted.*