



A Profile of Seniors' Media Technology Adoption and Use Analysis of the English-Language Market

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See Appendix for permissible uses

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Appendix : Survey Methodology and Permissible Uses



Introduction

- + This report profiles Anglophone Seniors and their ownership and use of media technology.
- + For the purposes of this report, the Senior Generation is defined as the cohort aged 71 years and older. While they've seen the introduction and advancements of traditional television and radio, they've not grown up with publicly available Internet and wireless technologies.
- + The Media Technology Monitor (MTM) incorporates 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.*

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

