



The Middle: A Look At Gen X

An Analysis of the English-Language Market

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See Appendix for permissible uses

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Appendix 1: Survey Methodology and Permissible Uses



Introduction

- + This report focuses on Generation X Anglophones and how this group compares to Millennials and Older Canadians. What makes them distinct? Read on to find out.
- + For the purposes of this report, we define Generation X as Anglophones between the ages of 35 and 49. Gen Xers are often wealthier and far more likely to be raising children than Millennials or Older Canadians. Both of these factors are a significant influence in their adoption and use of technology.
- + 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 +.

