



# **A Profile of Boomers' Media Technology Adoption and Use Analysis of the English-Language Market**

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**Media Technology  
Monitor**  
[www.mtm-otm.ca](http://www.mtm-otm.ca)

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See Appendix for permissible uses

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# Introduction

- + This report profiles Anglophone Boomers and their ownership and use of media technology.
- + Boomers are 50-60 year olds, and can be split into Younger (50-59) and Older Boomers (60-70). While they have not grown up with publicly available Internet & wireless technologies, they have become avid users of these offerings.
- + 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 +.

