



## Albertans over-index on owning new tech, while Montrealers lag behind

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Some parts of the country are more eager than others to buy internet-connected media devices, according to research from Media Technology Monitor.

MTM aimed to highlight differences between markets through a series of 12 reports that looked at media and tech penetration and usage in select markets across the country. The report also covered regional differences in TV and streaming preferences.

The reports highlight the similarities and differences across regions including city-level reports for Vancouver, Toronto, Quebec City and Montreal; provincial-level reports for Ontario, British Columbia, and Alberta; and regional-level reports for the Atlantic provinces and Manitoba/Saskatchewan. In addition, there's an exclusive report highlighting Anglophones living in the North and another comparing the highlights of Francophones living in the province of Quebec to those living outside Quebec.

Looking at internet-connected devices, 93% of Albertans own a smartphone – compared to 89% of the general Anglophone population – while 59% own a game console, which is higher than the average Canadian at 52%. British Columbia residents also over-index on smartphone and connected TV ownership.

Anglophones in Montreal, meanwhile, are among the least likely to own devices, such as a game console (46%, compared to 52% of the general population), smart speakers (32%, versus 35%) or connected TVs (65%, versus 71%). Residents of Manitoba and Saskatchewan are less likely than the general population to own connected devices.

Anglophones living in the North are big online news consumers. They are more likely to read online news than the typical anglophone (82%, compared to 77% of the general population). Ontarians, meanwhile, rank above average in usage of specialty news channels – 64%, versus 58% of the rest of Canada.

Social media is the most popular among residents of Atlantic Canada and Alberta. Looking specifically at Instagram, Torontonians are more likely to use this platform than the rest of the population (44%, compared to 41%). People in the North are also more likely to access social networks (78%) than other Canadians (75%).