



NEWEST MTM REPORTS HIGHLIGHT DIFFERENCES IN MEDIA USE ACROSS GENERATIONS

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OTTAWA — CBC/Radio-Canada's Media Technology Monitor (MTM) today released a series of new reports focusing on media and technology adoption and use across generations, from millennials (18-40) to Boomers (56-75) to seniors (76+), in Canadian English and French markets.

Among the highlights from the English generations reports, MTM found subscription video on demand (SVOD) services are very popular among millennials with more than 9 in 10 subscribing to one or more service.

“On the other hand, anglophones aged 40+ show greater interest in traditional TV and are nearly twice as likely to be paid TV subscribers than millennial anglophones,” reads an MTM press release.

Similar trends were found among francophone Canadians, according to a French press release.

When it comes to social networking platform preferences, there are notable differences among generations, according to MTM's reports.

“However, the most popular social network among younger and older anglophones remains Facebook, with 84% of senior social networkers (76+ year olds) using it in the past month,” reads the English press release.

The percentage of francophone seniors who have used Facebook in the past month is 87%, according to the French press release.

In terms of the devices they use, both English and French seniors are more likely than younger Canadians to use a tablet for social networking, according to MTM.

Looking at news consumption, English and French Boomers are both more likely to consume traditional news sources, either by watching TV news channels or subscribing to newspapers, than are younger Canadians.

“However, Boomers are less likely to be looking to social media as a news source than are younger generations,” reads the English press release.