



MTM RELEASES SERIES OF REPORTS ON CANADIAN MEDIA, TECHNOLOGY USE

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OTTAWA – CBC’s Media Technology Monitor (MTM) announced today it has released a series of reports looking at media and technology use by those aged 18 and older for 12 different markets.

The reports highlight “similarities and differences across regions, provinces, the North and major cities,” an MTM press release says.

“With a focus on ownership and use of media devices, these reports provide in-depth information on their respective markets and contrast them with the anglophone or francophone marketplace.”

The series includes “city-level reports for Vancouver, Toronto, Quebec City and Montreal (with separate Montreal anglophones and francophones reports in both languages); provincial-level reports for Ontario, British Columbia and Alberta; and regional-level reports for the Atlantic provinces and Manitoba/ Saskatchewan as well as an exclusive report highlighting anglophones living in the North,” the press release says.

There is also another report, which compares “the highlights of francophones living in the province of Quebec to those living outside Quebec” that is available in both English and French.

Among the key findings of the reports is that Northern anglophones “are more likely to read online news (85% vs 78%) and to watch a news program/clip than the typical anglophone (64% vs 60%),” according to the press release.

The reports also show subscription video on demand services are most popular in Vancouver with 85% of Vancouverites subscribing to such services.

MTM further found “71% of residents of the Atlantic Provinces and 68% of Ontarians have a paid TV service subscription, making them more likely to subscribe to a traditional TV service than the rest of the anglophone population,” the release says.

Another key finding is that social media is more popular in major cities including Quebec City, Toronto and Vancouver with those living in the latter two cities being “more likely use WhatsApp and LinkedIn than the average anglophone population.”

Finally, according to the press release, those living in Alberta “are more likely to have Internet-connected devices than the average anglophone, specifically smartphones (93% vs 88%) and game consoles (61% vs 50%).”