



## WHO ARE CANADA'S 'FOUR SCREEN' ANGLOPHONES?

Source: Media in Canada

Date: 06/11/2018

*The report, "Four Screen Anglophones," looks at how the English-speaking Canadian market utilizes multi-screens.*

A recent report from the Media Technology Monitor is predicting how many screens a person owns based on whether they have a Netflix subscription.

The report, called "Four Screen Anglophones," analyzes how multi-screens are being utilized in English-speaking homes across Canada, using data from its fall survey conducted Sept. 27 to Dec. 8, 2017, which had 4,156 respondents from across Canada (excluding the territories).

According to the report, 35% of Anglophone Internet users are hooked up to a computer, smartphone, tablet and/or internet-connected TV. Of those connected, 35% have three screens, 21% have two, and 8% have one internet-capable screen.

While smartphones were the first and second-most popular screens among the demographic, televisions were still the chosen device for watching content and computers remained the most commonly owned device among internet users.

The main factor contributing to an Anglophone owning four screens is Netflix, according to the report, which shows it is twice as likely for a "Four Screen Anglophone" to watch the service on a television than any other device.

This does not translate to YouTube content, however, which is primarily viewed on smartphones and computers.

The report also found that the "Four Screen" demographic was likely to spend more time online than the average Anglophone, and are 30% more likely to stream music than their counterparts, who are more likely to listen to the radio than stream. They are also more likely to have higher-tech devices such as VR headsets (4% versus 6%) and wearables (23% versus 30%).

The surveyed demographic was between 35- and 44-years-old and tended to be more affluent with some post-secondary education, while those living alone or above 65-years-old were less likely to own four screens.