



CANADIAN TECHNOLOGY HABITS LEAN TOWARDS WHAT'S CONVENIENT

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Media Technology Monitor's Spring 2021 research shows that Canadians have really seemed to embrace convenience.

According to MTM's latest report, the growing appetite for content has led to one in four Canadians having rented or bought a film digitally. The lower cost of a rental, versus a purchase, means users can consume more new content for roughly the same amount of money spent such as renting three different movies, versus purchasing one.

Whether to save time or stay safe, one in five Canadians have ordered groceries online and two in five have replaced in-person dining with food delivery and take-out. Apps are popular, with 42% of respondents using a food delivery app and 19% using a grocery app. Those working or studying from home were the heaviest users – 57% use a food delivery app and 27% use a grocery app.

The focus on safety and convenience now includes the home, with 13% of Canadians opting for smart home security and 15% adopting for smart home automation. The higher the income the more likely the homeowner has added smart home security.

While we know Canadians have spent more time with TV this past year, one third are also engaging with online content related to their favourite TV shows, such as visiting the show's official website, a fan-created website, or following social media accounts of the show's cast members. Gen Z (ages 18 to 23) are more likely to engage with online fandoms (56%) followed by Gen Y (ages 26 to 40) at 43%.

This study is also the first time MTM has been able to research the media and technology of those living in Northern Canada, including the Yukon, Northwest Territories and Nunavut. MTM found that they spend slightly less time with TV, radio and the internet than the average Canadian. Many still have a traditional TV service: 34% via cable and 28% satellite, which is more than twice the Canadian average. Fibre optic service is negligible at 3% compared to the Canadian average of 22%.