



## NEW MTM REPORT GIVES INSIGHT INTO MEDIA HABITS OF NORTHERN CANADIANS

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OTTAWA – CBC’s Media Technology Monitor (MTM) released a new report today that looks at media consumption and technology adoption in the north.

“For the first time, MTM expanded the scope of the MTM 18+ to survey the North, allowing a unique opportunity to examine how those residing in Yukon, Northwest Territories, and Nunavut compare and contrast to the average Canadian,” a press release reads.

The report shows cell phone ownership in the north is similar to the rest of Canada, although those who live in the north “are slightly more likely to own an iPhone... (58% versus 51%),” the press release says.

In terms of TV, “Northerners and the average Canadian report similar levels of overall paid TV and SVOD subscriptions.”

The report also shows Northerners “skew slightly higher than average in terms of their use of radio and online audio content for their past month usage but report spending less time overall (2 hours less) with these types of content,” according to the press release.

It also shows social networking is more common in the north (82%) than the rest of Canada (74%) “driven by higher than average use of Facebook, Snapchat and TikTok. Northerners are also more likely to access their news via social networks than the average Canadian.”