

# 1 IN 7 CANADIANS HAVE CUT THE CORD

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According to a report out this week from Media Technology Monitor (MTM), one out of every seven Canadians has gotten rid of their paid traditional TV subscriptions.

According to an MTM spokesperson, the one in seven figure - or 14 per cent - is up slightly from previous polls on this figure. In the fall of 2016, the proportion of Canadian cord-cutters was at 11 per cent, in the fall of 2017 it was at 12 per cent, and in spring 2017 13 per cent.

According to a Thursday press release from MTM, a project of CBC/Radio-Canada, those between the ages of 35 and 49, and those with children under 12 are “more likely to have cut the cord.” These numbers may be set to increase, according to polling conducted by MTM for the report. “More than a fifth of TV subscribers say they are either ‘very likely’ or ‘somewhat likely’ to disconnect their service sometime in the next 12 months,” the release reads.

According to the release, some 90 per cent of Anglophones watch online content in any given month, from sources like Alphabet Inc.’s YouTube, Netflix Inc., and BCE Inc.’s Crave. Anglophones are 20 per cent more likely than Francophones to have cut the cord, according to the report, echoing remarks from Quebecor Inc.’s Jean-François Pruneau at the CIBC Eastern Institutional Investor Conference in Montreal on Thursday. He told investors that the company has experienced less of a drop-off in TV subscriptions, as over-the-top offerings are not as plentiful in French.

The report was compiled from phone surveys with 4,175 Canadian respondents in spring 2018. MTM said the results are accurate “within plus or minus 1.5% percentage points 19 times out of 20.”

In January, MTM reported that the proportion of those who do most of their watching on streaming services was catching up to those who do most of their watching on traditional TV.

The January report said 28 per cent of Canadians spend 90 per cent or more of their time watching video through traditional TV subscriptions, down from 59 per cent in 2011. Another 18 per cent spend the majority - between 60 and 90 per cent - of their viewing time on paid TV.