



## ANGLOPHONES OWN MORE PORTABLE DEVICES; BOOMERS LOVE THEIR IPADS: MTM REPORTS

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OTTAWA - While both the English and French language markets in Canada use the Internet as an important source for media, Boomers say newspaper subscriptions are still important, according to two new reports from Media Technology Monitor (MTM).

A Profile of Boomers' Media Technology Adoption and Use: Analysis of the English-Language Market focuses on Canada's largest generation. While they have not grown up with publicly available Internet and wireless technologies, they have become avid users of these offerings, says the report.

Highlights include:

- Traditional TV and radio still rule among Boomers. They spend more hours a week watching TV on a set and listening to radio from a traditional receiver than younger Anglophones and Francophones in general;
- Boomers are keen followers of the news and they use a variety of sources to get their information. The Internet is a key source of news for Boomers, and the most popular source is news broadcaster websites. However, newspaper subscriptions are still important for this cohort, especially among older Boomers
- Boomers have embraced tablets, with four in seven owning one, the majority of which are iPads.

The second report, How Canada's Two Language Markets Use the World Wide Web, compares Internet usage across Canada's two language markets, exploring where they are similar and where they differ from each other.

Highlights from this report include:

- Both the English and French language markets use the Internet as an important source for media. Anglophones are more likely to use the Internet, mainly due to a difference between Internet use by Anglophones and Francophones over the age of 65;
- Anglophones are more likely to own portable devices like smartphones and tablets than Francophones. However, while Anglophones are 24% more likely to have a smartphone, they are only 10% more likely to own a tablet than are Francophones; and
- In terms of brand, Francophones are more likely to have a Samsung Galaxy or another Android powered device.