



VIDEO CALLING DURING THE PANDEMIC

Ottawa – September 10, 2020 - The MTM releases its Connecting in the Time of COVID-19 report. Personal isolation was a major consequence of the COVID-19 pandemic in Canada. Stuck at home for not only personal but work time, Canadians needed to find different ways to interact with colleagues, friends, and family. One of the ways that stood out during this time was video calling, which allowed Canadians the opportunity to see people outside their households while isolating. This report looks at video calling during the pandemic and the platforms used by online Canadians to stay in touch.

Key findings from the report include:

- During the COVID-19 pandemic, three online Canadians in five reported making video calls over the Internet. This represents a 50% increase of what we had seen last time we measured online video calls in the fall of 2018.
- As with many online activities, younger Canadians are the most likely to engage in online video calling. 84% of online Canadians aged 18-24 made online video calls in the prior month. As a corollary, 83% of current students make these calls. Younger callers also report spending more time making calls than older callers.
- Three applications have emerged as the most popular for making online video calls. Half of video callers use Facebook, 46% use Facetime and 41% use Zoom.

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ABOUT THE MTM

The Media Technology Monitor (MTM©) is Canada's premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cell phone-only sample), the MTM has spoken with over 140,000 Canadians (equally split between Anglophones and Francophones) over the past decade, making it the most accurate and comprehensive media technology tracking survey of its kind.