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MTM Spring 2021 Data Analyzes Canadian Media Habits Including Canada's Northern Regions

MTM's latest Sneak Peek Report highlights Canada's Northern audiences, digital movie rentals, food and grocery delivery, smart home automation and more.

The MTM releases its Spring 2021 Sneak Peek report which explores our top findings on how Canadians are redefining their media habits as we slowly emerge from the pandemic. This report provides an overview of the top five highlights regarding media activities and technologies, to help you better understand Canadians' media habits and provide a taste of the new reports and infographics we have coming this season.

Some top findings from the Sneak Peek report include the following:

- Digital movie rentals and purchases are now available on a wide range of digital storefronts. As a result of the pandemic and the growing appetite for content, one in four Canadians have rented or bought a film digitally.
- Due to lockdown restrictions, food delivery and take-out have replaced in-person dining for many. Two in five Canadians have used a takeout or food delivery app and one in five have ordered groceries online.
- Smart home automation is helping Canadians make their everyday lives easier and safer. 15% of Canadians are opting for different types of home automation and 13% have opted for smart home security.
- Canadians aren't just watching TV; they're continuing their TV experience with related online activities such as following social media TV accounts, related celebrity accounts and more. One third of Canadians are engaging with content related to their favourite TV shows online.
- For those residing in Northern Canada, traditional television is still an important way to watch the news and be entertained. Cable TV is the primary way to receive TV signals - especially in the larger centres of over 10,000 residents. Satellite TV, however, is more than twice as common in the North than in the average Canadian household.

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 cellphone-only sample), the MTM has spoken with over 200,000 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. For more information on the MTM please visit our Portal at www.mtm-otm.ca or call: 1-855-898-4999.