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Discover How Canadians From Yellowknife to St. John's to Vancouver And Everywhere In Between Use Media And Technology

The MTM releases a series of reports on media and technology use in several different Canadian markets, highlighting similarities and differences across regions, provinces, the North and major cities. With a focus on ownership and use of media devices, these reports provide in-depth information on their respective markets and contrast them with the anglophone or francophone marketplace.

Twelve different markets across Canada are included in this series: city-level reports for Vancouver, Toronto, Quebec City and Montreal (with separate Montreal anglophones and francophones reports in both languages); provincial-level reports for Ontario, British Columbia and Alberta; and regional-level reports for the Atlantic provinces and Manitoba/Saskatchewan as well as an exclusive report highlighting anglophones living in the North. Lastly, an additional report comparing the highlights of francophones living in the province of Quebec to those living outside Quebec is also available in both official languages.

Highlights from the market reports include:

- Northern anglophones are big online news consumers. They are more likely to read online news (85% vs 78%) and to watch a news program/clip than the typical anglophone (64% vs 60%).
- Subscription Video On Demand (SVOD) services, such as Netflix, are most popular in Vancouver (85%). Francophones who live in Montreal are also more likely than the general francophone population to subscribe to SVOD services, especially to Netflix (62%).
- 71% of residents of the Atlantic Provinces and 68% of Ontarians have a paid TV service subscription, making them more likely to subscribe to a traditional TV service than the rest of the anglophone population.
- Social media is more popular among residents of major cities such as Quebec City, Toronto and Vancouver. Specifically, Torontonians and Vancouverites are more likely to use WhatsApp and LinkedIn than the average anglophone population.
- Albertans are more likely to have Internet-connected devices than the average anglophone, specifically smartphones (93% vs 88%) and game consoles (61% vs 50%).

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.