



THE SENIOR GENERATION (71+) AND THEIR MEDIA AND TECHNOLOGY USE

January 19th, 2017 - Canada's Seniors (71+) have traditionally been late adopters to the world of media and technology compared to the younger generations. With so much research surrounding the Millennials and younger generations, the Media Technology Monitor's (MTM) newest report delves deeper into the habits of Canada's Seniors. The Seniors' report looks at a generation that has literally seen it all: the early years of traditional television and radio, the inception of the Internet and now the ubiquity of portable devices such as cell phones and tablets. The MTM's [**A Profile of Seniors' Media Technology Adoption and Use**](#) report provides an overview of how Canada's oldest generation is adopting media and technology in today's Internet-connected world.

Some highlights include:

- Anglophone Seniors still prefer traditional media outlets like television, radio and newspapers. They spend more time watching TV and listening to radio, and nearly half report subscribing to a newspaper – significantly more than younger Anglophones;
- Nine in ten Seniors still have subscription TV services like cable, satellite, or fibre optic, they also report less desire for reducing or cutting their TV services all together;
- About a third of Seniors have tablets, roughly the same penetration as smartphones. However, tablets are a more popular device for Internet activities among Seniors than are smartphones.
- About 3 in 10 Seniors use social networking sites. Perhaps not surprisingly, Facebook is the most popular.

To find out more about Canada's Senior generation, you can access this report on the MTM Portal.

For the latest and most reliable data on new media technologies in Canada visit www.mtm-otm.ca