



## FAMILIES AND TECHNOLOGIES

### THE MTM RELEASES A NEW REPORT EXPLORING THE MEDIA HABITS OF ANGLOPHONE FAMILIES

**Ottawa – April 8, 2020** - The MTM releases a new report focused on how Anglophone families are consuming both traditional and online media. Media technologies have allowed Canadians innovative ways to watch and listen to content as well as changing the way we communicate with the world around us. In the current climate, it's crucial to understand our audiences and the platforms they're choosing.

Key findings from the ***Families Report*** include the following:

- While the majority of Anglophone households continue to receive traditional TV services such as cable, satellite or fibre optic, more than a quarter of households with children under 7 are opting to get TV content over the Internet, and going without a subscription TV service. They are 24% more likely to be TV My Way than are households with kids between the ages of 7 and 12 and 30% more likely than households with teens;
- Families are avid subscribers of Over the Top TV services. Not surprisingly, Netflix is the most popular amongst these households but they are also more likely to subscribe to Amazon Prime Video. Families with children also report having higher levels of interest in subscribing to Disney+ over the next 12 months. We anticipate seeing growth with these services during the current COVID-19 pandemic;
- Households with kids are 50% more likely to own a game console than the average Anglophone household, in addition, households with teens are more likely to have the most current generation of game consoles (PS4 and Xbox One) than are other types of households.

[VIEW REPORT](#)

### 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 150,000 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](http://www.mtm-otm.ca) or call toll-free: 1-855-898-4999 or locally 613-288-6231 | [Jenny.Meadows@cbc.ca](mailto:Jenny.Meadows@cbc.ca)