



## TWO IN FIVE CANADIANS HAVE USED A VIRTUAL ASSISTANT IN THE PAST MONTH, ACCORDING TO NEW MEDIA TECHNOLOGY MONITOR REPORT

**April 19, 2018** - The Media Technology Monitor (MTM), Canada's premier research product in the area of technology ownership, released its new report focused on an evolving form of technology: the voice activated virtual assistant. As smart speaker technology continues to roll out in Canada, the MTM took a look at the precursor activity in their use of Virtual Assistants.

Some highlights from the [Virtual Assistants Report](#) include:

- The use of voice-activated virtual assistants have been embraced by Canadians; two in five Canadians say they have used a virtual assistant in the past month;
- Apple's Siri is the most popular, being used by a quarter of Canadians, while one in seven use OK Google;
- Virtual assistant users tend to spend more time online than the average Canadian Internet user. They are also more likely to be streaming audio and video content online, which are activities that can be enabled by asking the virtual assistant.

About our survey: The Media Technology Monitor is the highest quality media survey in Canada. The results reported here are based on the online component of our Fall survey, which has 2,955 respondents located across all regions of Canada excluding the territories, conducted September 7th to December 5th, 2017.

For more information on the MTM, please visit our [Portal](#) at or call: 1-855-898-4999