



## THE MTM LAUNCHES ITS NEWEST REPORT SERIES, TECHNOLOGY THROUGH THE AGES, TO DISCUSS HOW DIFFERENT AGE COHORTS ENGAGE WITH MEDIA AND TECHNOLOGY

**January 29th, 2018** - The Media Technology Monitor (MTM) is proud to announce its newest report series: Technology through the Ages. In this release we'll be highlighting three generations: Millennials (18-35), Boomers (51-71) and Seniors (72+). Each report focuses on a different age cohort. The reports profile the ownership and use of media technology for each age group in an effort to consider what makes each group distinct.

Highlights from [Technology through the Ages](#) reports are:

- In a typical week, Millennials invest more time overall online than any other age group. They love TV and Radio content as much as their older cohorts, but are more likely to get it from online platforms;
- Perhaps more than any other cohort, Millennials value convenient communications, as social networking and smartphones are both ubiquitous. However, strong growth in social networking and smartphone adoption is also occurring among the older cohorts;
- Boomers and Seniors still prefer traditional media platforms for television, radio and newspapers. They spend more time watching TV and listening to radio, and nearly half of Seniors report subscribing to a newspaper – significantly more than younger Anglophones;
- Boomers and Seniors still have subscription TV services like cable, satellite, or fibre optic, they also report less desire for reducing or cutting their TV services.

The results are based on a Spring 2017 mixed-methodology survey (telephone and follow-up online surveys) of 4,168 Canadian respondents across the country. For more information on the MTM, please visit our Portal at [www.mtm-otm.ca](http://www.mtm-otm.ca) or call: 1-855-898-4999