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Media & Technology in the North

The MTM releases its Media & Technology in the North report which takes an in-depth look at how Northerners are consuming media and adopting technologies. The Northern population is a highly under-researched part of Canada. For the first time, MTM expanded the scope of the MTM 18+ to survey the North, allowing a unique opportunity to examine how those residing in Yukon, Northwest Territories, and Nunavut compare and contrast to the average Canadian.

Highlights from this report include:

- Cell phone ownership in the North is extremely common and similar to the rest of Canada, the iPhone remains the most popular brand. Northerners are slightly more likely to own an iPhone however (58% versus 51%).
- Northerners show some distinct qualities in terms of their use of TV. Satellite TV subscriptions are notably more common in the North than the rest of Canada (45% versus 17% among paid TV subscribers). However, both Northerners and the average Canadian report similar levels of overall paid TV and SVOD subscriptions.
- Northern Canadians skew slightly higher than average in terms of their use of radio and online audio content for their past month usage but report spending slightly less time overall (2 hours less) with these types of content.
- Social networking is also more common in the North (82% versus 74%), driven by higher than average use of Facebook, Snapchat and TikTok. Northerners are also more likely to access their news via social networks than the average Canadian.

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.