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Media Use and Technology Adoption through the Generations

The MTM releases its newest report series focusing on media and technology adoption and use from Millennials to Seniors. In this release we will be highlighting three generations: Millennials (18-40), Boomers (56-75) and Seniors (76+). Each report focuses on a different age cohort in the anglophone and francophone markets.

Highlights from the the anglophone generations reports include:

- Subscription Video on Demand (SVOD) services are very popular among millennials with over 9 in 10 subscribing to one or more. On the other hand, anglophones aged 40+ show greater interest in traditional TV and are nearly twice as likely to be paid TV subscribers than millennial anglophones.
- There are notable differences in social networking platform preferences among generations. However, the most popular social network among younger and older anglophones remains Facebook, with 84% of senior social networkers (76+ year olds) using it in the past month. When it comes to devices, seniors are more likely than younger anglophones to be social networking on a tablet.
- Boomers (56-75 year olds) are more likely to consume traditional news sources, either by watching TV news channels or subscribing to newspapers, than are younger anglophones. However, Boomers are less likely to be looking to social media as a news source than are younger generations.

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.