



+ From Zoomers to Boomers...

Check out the latest generations reports, covering Gen Z, Y, X and Baby Boomers!

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The Media Technology Monitor (MTM) releases its newest report series focusing on media and technology adoption and usage from Zoomers to Boomers. In this release we will be highlighting four generations: Gen Z (18-24), Gen Y (25-41), Gen X (42-56) and Boomers (57-76). Each report focuses on a different age cohort in the anglophone and francophone markets.

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 the Anglophone Generations reports include:

- Smartphone ownership is almost universal among Gen Zs, Gen Ys and Gen Xers. More than 9 in ten of Gen Zs (95%), Gen Ys (97%) and Gen Xers (95%) own a smartphone, compared to 85% of younger Baby Boomers and 75% of older Baby Boomers.
- Linear TV services are still number one with Baby Boomers. While most younger anglophones have transitioned to online offerings, Baby Boomers prefer to stick with traditional TV service subscriptions.
- There are notable differences in social networking platform preferences among groups. However, Facebook is still the most popular social network among Gen Z, Gen Y and older anglophones. When it comes to devices, all groups tend to use their smartphone and computers most for social networking.

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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.