



Canadian Viewing Profiles



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The Media Technology Monitor (MTM) releases a new report that sheds light on how different audiences connect with media content.

The Canadian Viewing Profiles report looks at the different viewing profiles of Canadians based on self-reported MTM TV/video viewing data. Each of the identified viewing profiles are described based on their demographics, their viewing habits and their subscription to various services.

Highlights of this report include:

- More than half of all Canadians (53%) watch a combination of traditional and online content. 3 in 10 (31%) mainly watch TV and video content online or through an SVOD subscription (e.g. Netflix), and only 14% of viewers primarily watch TV and video content on a TV set through a paid TV subscription service (e.g. cable, satellite).
- Viewing habits have been changing over the past years – the proportion of those who spend 90% or more of their viewing time watching traditional platforms has declined significantly over time, while the amount of those spending the same percentage of their viewing time with online platforms and SVOD services has grown.
- Individuals who primarily depend on traditional platforms are more inclined to be women, averaging 67 years old, falling within the lower household income bracket, and possessing a high school education or less. On the flip side, men, particularly those around the age of 40 and those with kids aged 18 or younger at home, indicate that they spend most of their time consuming video content on online platforms.

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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.