



Media and Technology Trends Across Canada

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The MTM issues a set of reports examining media and technology usage in various Canadian markets, emphasizing both commonalities and distinctions among regions, provinces, the North, and major cities. These reports delve into the ownership and usage patterns of media devices, offering detailed insights into each market and drawing comparisons with the anglophone or francophone market.

Twelve different markets across Canada are included in this series: city-level reports for Vancouver, Toronto, Montreal (with separate Montreal anglophone and francophone reports in both languages); provincial-level reports for Ontario, British Columbia and Alberta; and regional-level reports for the Atlantic provinces and Manitoba/Saskatchewan as well as an exclusive report highlighting anglophones living in the North. Lastly, an additional report comparing the highlights of francophones living in the province of Quebec with those living outside Quebec is also available.

Key findings from the market reports:

- **Paid TV Service** - A majority of Atlantic Provinces residents (82%) are subscribed to a paid TV service like cable, satellite or fibre optic, making them more likely to subscribe to a traditional TV service compared to the broader anglophone population.
- **Device Ownership** - Torontonians are more likely to own a computer/laptop than the rest of the anglophone population (96% compared to 92%) and Albertans are more likely than the rest of the anglophone population to own a smartphone (95% vs 90%). On the other hand, Northerners are the least likely to have a home Internet subscription (91% vs 96%) and to own devices such as computers/laptops, tablets, smartphones and Internet connected TVs (57% vs 73%).
- **SVOD Services** - Subscription Video On Demand (SVOD) services, such as Netflix, are most popular in Toronto (87%) and Alberta (86%).
- **Social Media** - Social media is the most popular among residents of Vancouver (81%). Looking specifically at Instagram, Torontonians are more likely to use this platform than the rest of the anglophone population (55% vs 46%).

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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.