



Navigating Generations: Exploring Media and Tech Adoption from Zoomers to Boomers

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The MTM is unveiling its latest series of reports focusing on the adoption and usage of media and technology across generations, spanning from Zoomers to Boomers. This release will shine a spotlight on four distinct generations: Gen Z (18-25), Gen Y (26-42), Gen X (43-57) and Boomers (58-77). Each report is dedicated to a specific age cohort within both the anglophone and francophone markets.

Highlights from the the anglophone generations reports include:

- **TV/Video Content:** TV subscriptions are still very popular among Boomers and Gen Xers - 82% of younger Baby Boomers, 89% of older Baby Boomers and 71% of Gen Xers subscribe to traditional TV. Most Gen Zs and Gen Ys, however, are consuming TV and video content online.
- **Smartphone Ownership:** The prevalence of smartphones is almost universal among Gen Zs, Gen Ys and Gen Xers (98%, 98% and 94% respectively). Although a majority of younger Baby boomers (88%) and older baby boomers (80%) own one, there is still a percentage of Baby Boomers that are cell-phone free (11%).
- **Online News Consumption:** 85% of Gen Ys, 4 in 5 Gen Xers (80%), 79% of Gen Zs, 7 in 10 younger Baby Boomers (72%) and 6 in 10 older Baby Boomers (64%) read online news.

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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.