



# MTM 18+ Spring 2024 Data

## Unveiling the Latest Trends in Canadian Media Habits

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The [MTM 18+](#) releases its Spring 2024 Sneak Peek Report which sheds light on the evolving trends of Canadian media consumption, providing insights for both industry stakeholders and consumers. This report presents key findings, including trends in reducing and canceling subscriptions, usage of Connected TVs, viewership of sports channels, sports betting habits, co-viewing practices, and more.

Some top findings from the Sneak Peek report include the following:

- **“The Taylor Swift Effect”:** Traditionally, men have been the primary viewers of sports on television. However, a notable shift occurred in the fall of 2023 when Taylor Swift began attending Kansas City Chiefs’ football games. During this period, Gen Z women were more than twice as likely to watch sports on TV than they were in Spring 2023, with viewership rising to 33%. This increased interest returned to normal levels in Spring 2024, dropping to 17% as the football season concluded;
- **Connected TVs:** Three quarters of all Canadians own a TV set connected to the Internet. The number of households connecting their TV set to the Internet has continued to grow slowly in the past 5 years (from 63% in Fall 2019 to 76% in Spring 2024);
- **Changed or Cancelled Subscriptions:** In response to rising costs, close to half (47%) have changed or cancelled a subscription service in the past 6 months. These cancellations could include paid TV services, SVOD subscriptions, Internet service, paid audio streaming services and cellphone service;
- **Sports Betting:** Exposure to sports betting advertisements is prevalent, with 45% of Canadians having seen an ad for sports betting on TV or online in the past month, and this increases to 57% among those who have watched sports content in the past month. More than 1 in 10 Canadians who have seen an ad for sports betting (11%) have actually placed a bet;
- **Co-viewing:** The vast majority of Canadians enjoy watching TV and video content with others, only 11% of Canadians say they never watch content with other people. Co-viewing tends to happen around the largest screen in the home, 87% of Canadians are co-viewing on their TV sets, 27% on a computer, 14% on a tablet and 27% on a smartphone.

### Adoption Reports | Spring 2024

The English- and French-language Media and Technology Adoption reports, the most recent Spring 2024 data set as well as the 2024 Sneak Peek are now available. If you are not yet registered for an MTM user account, click [here](#).

[VIEW SNEAK PEEK](#)

### 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](http://www.mtm-otm.ca) or call: 1-855-898-4999.