



# Media and Technology Trends Across Generations

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The MTM releases its newest report series focusing on media and technology adoption and use across generations. In this release we will be highlighting five generations: Gen Z (18-26), Gen Y (27-43), Gen X (44 to 58), Boomers (59-78) and Seniors (79+). Each report focuses on a different age cohort in the anglophone and francophone markets.

Highlights from the the anglophone generations reports include:

- **Device Ownership:** Gen Zs and Gen Ys have similar device ownership, but Gen Ys lead in connected TV sets (78% vs. 71% for Gen Zs). Game console ownership peaks among Gen Zs (75%), while Gen X surpasses younger and older groups in tablets (73%), smart speakers (49%), and connected TVs (83%);
- **TV/Video Trends:** Gen X subscribes to paid TV more than younger anglophones (64% vs. 42%) but less than older ones (82%). When it comes to SVOD, they align more with younger anglophones (83% vs. 87%) than older generations (64%);
- **Social Media Usage:** Gen Zs (87%) and Gen Ys (84%) lead in social media usage, however, Baby Boomers are still engaging, with 65% of younger and 52% of older Boomers using at least one platform every month. Facebook and Instagram remain top platforms across all groups.

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