



MTM Releases Annual Comprehensive Deep Dive into Canadian Media Geography and Generational Trends

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The Media Technology Monitor (MTM) has released its highly anticipated annual report series: Geographic Market Reports and Generational Media Reports providing a detailed look at how location and age influence media technology adoption and usage across Canada.

Geographic Market Reports

This series explores media and technology adoption across 12 specific geographic markets. By focusing on the ownership of devices, services, online activities, and sources, these reports highlight the unique characteristics of local markets and contrast them with the broader anglophone and francophone landscapes.

Markets included in this year's release:

- **City-Level:** Vancouver, Toronto, Quebec City, and Montreal (including separate anglophone and francophone reports).
- **Provincial & Regional:** British Columbia, Alberta, Ontario, the Atlantic provinces, and Manitoba/Saskatchewan.
- **Specialized Insights:** An exclusive report on anglophones in the North, and a comparison of francophones living inside versus outside of Quebec.

Generational Media Reports

Complementing the geographic data, this series tracks how media habits evolve across different life stages. This year's release features three targeted reports analyzing key cohorts within both the anglophone and francophone markets:

- **Gen Z and Gen Y** (Ages 18-44)
- **Gen X** (Ages 45-59)
- **Boomers and Older** (Ages 60+)

By focusing on these specific age groups, the MTM provides a nuanced understanding of how technology is integrated into the daily lives of Canadians at different stages of life.

Both the Geographic and Generational series are now available, offering essential data for understanding the diverse media ecosystem of Canadians in 2026.

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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 300,000 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.