



# From the Boom to Retirement – Baby Boomers and Technology

Analysis of the Anglophone Market

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# Introduction



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The Boomer generations (Younger and Older) have long been very influential in Canadian society. Their size and affluence have been drivers of marketing and sales strategies. However, with new technologies appealing to younger Canadians, we are seeing Boomers following trends in some cases.

This report profiles the ownership and use of media technology of Anglophone Boomers and how they compare to other Anglophones. To further the analysis, we separate Boomers into Younger (51-60 years old) and Older (61-71 years old) cohorts.

The Media Technology Monitor (MTM) incorporates a mixed-methodology approach which includes a phone survey and a follow-up survey online. The data from this report comes primarily from the phone portion of the combined 2016-2017 survey unless otherwise noted.\*