



# Modern Families and Modern Technologies: an Overview of Canadian Households

Analysis of the Anglophone Market

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# Introduction



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Media technologies have shifted drastically in the last decade alone, giving rise to innovative new ways to access content. It is vital to understand how mediums like OTT services and the dominance of smartphones has had a broader impact on media usage in families

This report profiles Anglophone families and their ownership of media technology.

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 2017-2018 survey unless otherwise noted.\*