



Constantly Connected – Canadian Millennials

Analysis of the Anglophone Market

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Introduction



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Millennials are stepping to the forefront of Canadian society. These are people who have grown up with the Internet and mobile technologies and are avid users of these offerings. It is clear that Millennials are invested with mobile technologies and love to go online, but how strong is this interest.

This report profiles the ownership and use of media technology of Millennial Anglophones and how they compare to older Anglophones. To further the analysis, we separate Millennials into Gen Z (18-28 years old) and Gen Y (29-37 years old).

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.*