



Which Technologies Mark the Spot with Generation X?

Analysis of the Anglophone Market

Published: February 6, 2019



Introduction



Use or distribution of MTM/OTM data is governed by your organization's client agreement and may require prior approval from CBC/Radio-Canada

While Generation X was once defined as slackers who were cynical of what was around them, this age cohort has matured, become more career focused and started families. As this generation evolves, we see them develop their own profile in terms of what media devices they own and which media sources they use.

This report profiles the ownership and use of media technology of Generation X and how they compare to other Anglophones. In this report we compare this cohort to both younger (Millennials) and older (Boomers and Seniors combined) Anglophones.

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.*