



How Canada's Two Language Markets Use the World Wide Web

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See Appendix for permissible uses

Table of Contents

+ Introduction	3
+ Executive Summary.....	4
+ Internet Use	5
+ Internet Devices	8
+ Internet Audio	16
+ Internet Video and TV	21
+ News and Sports	25
+ Social Networking	29

Appendix : Survey Methodology and Permissible Uses



Introduction

- + Canada is a country which has two distinct language markets – English and French.
- + This report compares Internet usage across Canada's two language markets, exploring where they are similar and where differ from each other.
- + The Media Technology Monitor (MTM) incorporates a mixed-methodology approach which included a phone survey and a follow-up survey online. The data from this report comes primarily from the phone portion of the Fall 2015 and Spring 2016 survey unless otherwise noted.**

**Data in this report coming from the online portion of the survey will be identified with this symbol +.

