Top 5 Sneak Peek

FALL 2018
Introduction

The Fall 2018 MTM data has arrived, and with it comes crucial insight on new and emerging technology as well as the staple technologies. Our Fall data examines topics from smart speakers to fake news as well radio and news consumption among Canadians.

This report provides a brief overview of the top five media activities and technologies from the MTM’s latest Fall 2018 data and highlights some of what’s to come from the upcoming season of reports.

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 survey unless otherwise noted**.

*See the appendix for further information on our survey methodology and permissible uses
**Data in this report coming from the online portion of the survey will be identified with this symbol +.
Half of Canadians are tuning in to watch a local news show each night

Watching nightly local news jumps to 75% among heavy TV viewers. Heavy TV Viewers are defined as those who watch 15+ hours in a typical week and make up one-third of TV viewers.
One in eight online news users only read the headlines

13% of Canadians who read online news admit to not reading any articles in their entirety in a typical day

*Past month
To learn more about News Consumers, check out our upcoming News Enthusiasts report.
Watching Movie and TV Content in Another Language

About 1 in 5 Canadians have watched movie or TV content in another language other than French and English.

Watched TV and Movies in Another Language*  
Canadians, 18+ | %  

19%  

*Past month
Younger generations as well as those born outside of Canada are more likely to be consuming content in languages other than French or English.

<table>
<thead>
<tr>
<th>Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canadians</td>
<td>19%</td>
</tr>
<tr>
<td>Children &lt; 12 HH</td>
<td>23%</td>
</tr>
<tr>
<td>BC</td>
<td>24%</td>
</tr>
<tr>
<td>Gen Y (30–38)</td>
<td>25%</td>
</tr>
<tr>
<td>Gen Z (18–29)</td>
<td>29%</td>
</tr>
<tr>
<td>Visible Minority</td>
<td>31%</td>
</tr>
<tr>
<td>Born Outside of Canada</td>
<td>41%</td>
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</tbody>
</table>

*Identifies self as a visible minority.
To find out more about the consumption of TV and Movies online or via traditional channels by Canadians call 1-855-898-4999 to subscribe
Where do Canadians Listen to Radio?

Close to 9 in 10 Canadians have listened to AM/FM radio in the past month.

Radio listening has been stable for over a decade.
Radio consumption is heavily tied to the commute and people listening in their cars.

Location Listened to AM/FM Radio
Radio Listeners*, 18+ | %

- **22%** Home
- **2%** Exclusively Online Streaming
- **7%** Work
- **67%** Car

*Past month*
Follow us on Twitter @MTMOTM And check out our free radio infographic for World Radio Day.
85% of Canadians report having some level of concern surrounding the impact of fake news in the world today.

Concerned Over the Impact of Fake News
Online Canadians, 18+ | %
Fake News

Gen Z reports a higher level of concern over the impact of fake news than other generations.

Concerned Over the Impact of Fake News
Online Canadians, 18+ | %

- Canadians: 85%
- Gen Z (18–29): 89%
- Gen Y (30–38): 85%
- Gen X (39–54): 83%
- Boomers (55–73): 85%
- Seniors (74+): 82%

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Visit www.mtm-otm.ca to learn more about one of the largest media and technology surveys in Canada.
Smart speakers emerged in the Canadian market during the first quarter of 2018 – over 1 in 8 Canadians now own one.

The majority of smart speaker owners report having the Google Mini or the Google Home.
Streaming music on their smart speaker is the number one activity among owners.

### Smart Speaker Activities
Canadian Smart Speaker Owners, 18+ | %

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Make it “Say Funny Things”</td>
<td>29%</td>
</tr>
<tr>
<td>Read News</td>
<td>21%</td>
</tr>
<tr>
<td>Stream AM/FM Radio</td>
<td>32%</td>
</tr>
<tr>
<td>Do a Search</td>
<td>38%</td>
</tr>
<tr>
<td>Get Weather</td>
<td>51%</td>
</tr>
<tr>
<td>Stream Music</td>
<td>76%</td>
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</tbody>
</table>
To learn more about who’s using smart speakers and what they’re using them for, call 1-855-898-4999
Survey Methodology

The Media Technology Monitor is the highest quality media survey in Canada. It employs large sample sizes and achieves response rates far exceeding industry standards. Moreover, it includes Canadians with landline telephone service and those who rely solely on a cell phone. This blended sampling approach can reach 99% of Canadians. The MTM is a product of CBC/Radio-Canada Research and Analysis.

Of the telephone respondents, 5,343 completed a follow-up online questionnaire. The transition rate among online respondents from telephone to online is more than 40%.

The MTM measures Canadians’ media technology adoption and use at two points in time. In the Fall, telephone interviews are conducted with 8,000 Canadians (4,000 Anglophones and 4,000 Francophones). To monitor changes in the media landscape over the year, a telephone survey with an independent sample of 4,000 Canadians (2,000 Anglophones and 2,000 Francophones) is conducted in the Spring.

The results reported here are based on Fall 2018 survey of 8,208 Canadian respondents (including 2,437 cell-phone only) across all regions of Canada. The response rate is approximately 28%.

The Anglophone interviews were conducted by Ad hoc Recherche from October 11th to December 16th, 2018 and the Francophone interviews were conducted from October 17th to December 16th, 2018.

Results based on the total sample of 8,208 Canadians are accurate within plus or minus 1.1% percentage points 19 times out of 20. Permissible Uses Extracts from, or references to, the data in this report can be used, provided MTM 2018-2019 is clearly cited as the source of such extracts or references.

Permissible Uses

Extracts from, or references to, the data in speeches, reports or presentations given by members of your organization can be used, provided MTM 2018-2019 is clearly cited as the source of such extracts or references.
To learn more about what’s happening with technology in the Canadian landscape sign up for our Email Alerts or follow us on Twitter. You can also visit the MTM Portal to access other MTM reports, data summary tables and our interactive data analysis tools.