



Communications Monitoring Report 2015



Consumers



In 2014, Canadian households paid an average of **\$203.04** per month for their communications services:



Wireless

\$79.08



Television

\$53.95



Internet

\$38.91



Home telephone

\$31.10

1st

For the first time wireless overtakes wireline in Canadian household subscriptions:



20.4%

Wireless only

VS



14.4%

Wireline only

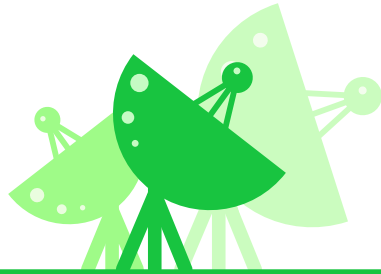


Number of hours Canadians watched traditional television in 2014:


2-11 years old = **20.6 hours**


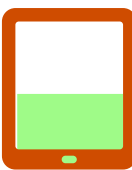
18-34 years old = **20.6 hours**


65+ years old = **41.8 hours**






Telecommunications






 **Mobile technology adoption continues to increase:**

-  **66%** of Canadians own a **smartphone**
-  **49%** of Canadians own a **tablet**

 **More Canadian households have wireless phones than landlines:**

-  **85%** Wireless
- VS**
-  **79%** Landline

 **Percentage of Canadian households subscribed to broadband Internet by download speed:**

-  1.5 Mbps +: **80%**
-  5 Mbps +: **77%**
-  10 Mbps +: **55%**
-  16 Mbps +: **34%**
-  50 Mbps +: **8%**



Broadcasting

%

Percentage of Canadian household subscribed to television services:



62.7%
Cable



22.0%
Satellite



15.3%
Internet protocol television (IPTV)



Use of streaming services by Canadians in 2014:



52%

music video streaming on YouTube



22%

AM/FM radio online streaming



18%

personalized music streaming



21%

podcast listening



Number of hours Canadians (12 years old +) listen to radio each week on average:



17 hours