



# In The Name Of Cool

For Immediate Release

## **“BRING ON THE COMMUNICATOR,” SAY YOUNG CANADIANS**

TORONTO – March 26, 2001. A majority of Canadian teens are interested in new wireless technologies that combine cellular phones with Internet access, MP3 players, palm devices or games, according to a national study conducted for [Canadian Music Week](#) (CMW) 2001.

The study asked Canadians about their ownership of cellular phones and interest in current wireless technologies, as well as the new generation of so-called “inter-tainment” devices.

Among the key findings:

- Two-in-five Canadians (41%) own a cellular phone – cell phone usage peaks in the 25-49 age group (50%). Teens (16%), 18-24 year olds (36%), and adults aged 50 and older (37%) are less likely to report having a cell phone.
- Today’s wireless consumers stay up-to-date with the latest cell phone model. Nearly 2 of every 3 (63%) Canadian cell phone users say their phone is less than two years old. Young Canadians are more likely to have recent model phones.
- Interest in current and frontier wireless technologies is much greater among teens than other age groups.
  - Six-in-ten teens say they are “very” or “somewhat” interested in current generation of Internet-enabled cell phones.
  - Fifty-four percent (54%) say they are interested in “new wireless communications technologies that combine cellular phones with Internet access, MP3 players, Palm [devices] or games.”

“The combination of music, games and wireless Internet in one portable platform represents an important opportunity for the entertainment and wireless industries to reach the youth market,” said Neill Dixon, Executive Director of CMW 2001. “Reaching this target will, however, require creative pricing and payment structures that will match their more limited means.”

The findings are based on a scientific survey among 1,101 Canadians between March 1-7, 2001. The results of the survey are accurate to  $\pm 2.9$  points for the Canadian population as a whole, 19 times out of 20. This survey is part of an on-going series of studies which comprise [In the Name of Cool](#), an independent consumer research database on entertainment, music and media in Canada.

### **Contact**

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