



42% OF NEWCOMERS WHO CONSUME NEWS TURN TO SOCIAL MEDIA AS GO-TO SOURCE, MTM SAYS

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OTTAWA – Social media is an important news source for newcomers to Canada, according to CBC's Media Technology Monitor (MTM), which today released an exclusive report that focuses on how newcomers are using social media.

More specifically, "42% of newcomers that have consumed news in the past month cite social media as their go-to news source," a press release announcing the report's release says. "This ranks higher than other news sources such as news websites (27%), linear TV (21%) and radio (6%)."

The MTM report is based on a sample of over 4,000 newcomers. It "explores how new arrivals engage with a variety of social media platforms and how their usage patterns and experiences differ from Canadian-born individuals," a press release says.

Other findings highlighted in the report include that "72% of newcomers have used a social network in the past month compared to 82% of the Canadian-born population," the release says. "Newcomers from Europe or the Americas are more likely to be social media users, along with those who have higher levels of education or those that come from more affluent households."

The report also indicates that although Facebook is the most popular platform for both newcomers and Canadian-born individuals, newcomers are more likely to use many social media platforms. This includes WhatsApp (66% versus 23%), Instagram (65% versus 53%) Telegram (21% versus 4%) and TikTok (32% versus 19%).