



# The most popular messaging platforms for new Canadians

Source: Media in Canada

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The latest Media Technology Monitor report looked at the methods and platforms newcomers to Canada use to keep in touch with family and friends in their country of origin, based on the research firm's panel of 4,000 newcomer respondents.

Messaging app are by far the most common way to keep in touch, cited by 81% of respondents. Making video (49%) and phone calls (48%) are neck-and-neck for second, with social media (38%), SMS texting (32%) and email (11%) rounding out the list.

Messaging apps are popular as voice-over IP options provided by these apps provide a more affordable option than per-minute long distance rates, as well as extra charges that may come from texting outside of Canada or sending large media files that may eat away at data. Those who are more likely to make phone calls to their country of origin are more likely to use one of the big three cell carriers – 59% use Bell, Rogers, or Telus – while those using messaging apps skew towards flanker brands.

Of those primarily using messaging apps, Facebook Messenger is most popular at 63%, followed by WhatsApp at 57%. Less popular options include Snapchat (23%), Telegram (14%) and WeChat (10%).

Women (63%) are more likely to say that communicating with people in their country of origin helps them maintain a tie to their home culture than are men (53%), but it is still the most common way both groups feel connected to their country of origin