



What content do newcomers consume on TV and audio platforms?

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Although not a monolith, newcomers to Canada do share certain media preferences. In a recently published report, MTM looked into what type of content newcomers as a whole tend to gravitate toward. For instance, newcomers who are SVOD subscribers consume more movies, documentaries, comedies, news, food and cooking content than paid TV subscribers, who typically watch more series and sports, according to the report.

The study – based on a survey of 4,017 newcomers and 800 Canadians between May and September 2023 – also shows that newcomers are less likely than those born in Canada to watch news, current affairs content and documentaries (37% newcomers vs. 48% Canadian-born). However, interest in this type of content tends to increase as newcomers age. When they reach 35-years-old, their news consumption increases by 43%, and when they reach the age of 45, it rises to 45%.

The research firm also found that the number of people listening to podcasts is similar between newcomers and those born in Canada (31% vs. 29%).

In terms of podcast content, half of newcomers show interest in movies, while two-fifths enjoy comedy. Male podcast listeners consume more content related to science, technology and sports than female listeners. In contrast, comedy, cooking and drama podcasts are more popular among women. Newcomers are also less likely to listen to news and current affairs podcasts than Canadians, but they prefer this type of audio content over drama and sports, according to MTM.

Overall, newcomers watch more movies, food, and cooking shows than those born in Canada (65% vs. 30%). They also show greater interest when it comes to health and fitness (25% of newcomers vs. 14% of Canadians), as well as fashion and beauty (21% vs. 8%), with women and those from Africa being most interested in this type of content. Comedy and drama TV programs are more popular among Canadians (45%) than newcomers (33%).

Younger newcomers are more interested in fashion, beauty and video games on TV than older newcomers. And while they are half as likely as Canadians to watch content about home improvement and renovation, interest in this type of content (as well as nature and religion) also increases as they get into their 30s.