



## Most newcomers own a smartphone

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OTTAWA – Almost all newcomers to Canada own a smartphone, according to the latest data to be released by the CBC’s Media Technology Monitor (MTM).

MTM’s second annual newcomers study, which had 4,000 respondents, “focuses on the media behaviours as well as the leisure and settlement activities of those who have arrived in Canada in the last 5 years,” says an email today announcing the new data and a free infographic providing a look at MTM’s findings.

The study also found 60% of newcomers get a cell phone after arriving in Canada. “Flanker brands such as Fido, Virgin and Freedom are popular cell service providers for newcomers as they tend to be more economical and flexible than the big 3 providers (Bell, Rogers, and Telus),” the email says.

Only 64% of newcomers own a television set compared to 91% of Canadian-born individuals, according to MTM, and newcomers are 52% less likely to subscribe to paid television services than their Canadian-born counterparts. However, newcomers “are more likely to fall under the “TV My Way” category and watch TV content online,” says the email.

Other key findings include:

Most (88%) newcomers subscribe to at least one SVOD service with close to 1 in 10 subscribing to a foreign-language SVOD.

“More than 4 in 5 newcomers use social networking sites or apps regularly” with Facebook being “the most popular network among newcomers at 75%, followed by WhatsApp (64%) and Instagram (61%).” Newcomers are more likely than those born in Canada to listen to music on YouTube and streaming services such as Spotify.