



NEARLY ALL NEW CANADIANS OWN CELL PHONES, SAYS MTM REPORT

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OTTAWA — Media Technology Monitor (MTM) today released a new report, *Newcomers and Cell Phones*, which shows 99% of newcomers to Canada own a cell phone, with iPhones being most popular.

“The iPhone is the most popular brand among both newcomers and Canadian-born individuals alike, however, iPhones are more popular among newcomer smartphone owners than Canadian-born smartphone owners (60% versus 51%),” reads an MTM press release.

The report, which highlights findings from a new annual study of 4,000 respondents, also shows cell phone plans “are far more popular among newcomers than other telco services such as home Internet, paid TV services, and landline phone services,” according to the press release.

For example, “only 13% of newcomers report having a landline phone vs. 43% of the Canadian-born population.”

When it comes to cell phone plans with data, newcomers are “less likely to have a data plan than Canadian-born individuals with cell phones (69% versus 82%),” the release says.

However, the widespread adoption of cell phones among newcomers “has helped make these the most used device for an array of online activities,” according to the release.

“Newcomers are more likely to use a smartphone than any other device to perform searches, watch SVOD services or online video, listen to music streaming services, access social media, and read the news.”

MTM is a division of CBC/Radio-Canada.