



MTM 18+ | March 16, 2021

Introducing MTM Newcomers! A look at Canada's newest arrivals with a focus on media habits

In Spring 2021, the MTM is set to launch its newest product to the MTM line-up, MTM Newcomers. After exploring how adult Canadians (18+) and Canadian kids (2-17) are interacting with media on traditional and new platforms, MTM is expanding its services to include Newcomers as well!

MTM Newcomers will focus on the growing demographic of those who have come to Canada within the past five years, helping you understand the media consumption habits of this growing segment of the Canadian population. A subscription to MTM Newcomers will give you full access to data and reports for maximum usability. Today's report, based on MTM 18+ data, is available to subscribers and lays the groundwork for the up and coming MTM Newcomers research by giving you exclusive insights into Newcomers' use and adoption of media technology.

Highlights from this MTM 18+ report include:

- New Canadians skew younger than the rest of the population, which is reflected in their ownership and use of media technology. 99% of those who report arriving in the past 10 years say they have a smartphone with 57% owning an iPhone, compared to 49% of those who were born in Canada.
- More than half of those who have arrived in Canada in the past 10 years are opting to watch "TV My Way". As a younger group, they are less interested in subscribing to a traditional service and embracing Subscription Video On Demand (SVOD) services such as Netflix or Amazon Prime Video.
- Recent arrivals are big fans of YouTube, both for video and music content. 95% of those who have arrived within 10 years say they watch videos on YouTube, and 93% stream music via the site - compared with three-quarters among the rest of Canadians who watch videos on YouTube, and less than two-thirds who use YouTube for music content.
- WhatsApp is much more popular among New Canadians than it is among those born in Canada. People who have immigrated to Canada are more than twice as likely to be using WhatsApp than are those who report being born in Canada.

About the MTM

The Media Technology Monitor (MTM©) is Canada's premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cellphone-only sample), the MTM has spoken with over 200,000 Canadians (equally split between Anglophones and Francophones) over the past decade, making it the most accurate and comprehensive media technology tracking survey of its kind. For more information on the MTM please visit our Portal at www.mtm-otm.ca or call: 1-855-898-4999.