



MTM Newcomers | May 26, 2021

Welcome Our Newest Product - MTM Newcomers!

STAY AHEAD OF THE CURVE AND LEARN MORE ABOUT NEWCOMERS' MEDIA CONSUMPTION HABITS WITH OUR LATEST DATA, BASED ON A LARGE SAMPLE OF 4,000 RESPONDENTS

The MTM is officially launching its latest product, MTM Newcomers. After researching how adult Canadians (18+) and Canadian kids (2-17) are interacting with media on traditional and new platforms, we are now expanding our service to include newcomers as well!

MTM Newcomers is the first annual media study in Canada that focuses on the growing demographic of those who have come to Canada within the past five years, helping you understand their media and technology habits.

Some top findings from the Newcomers Report & Infographic include the following:

- Although English is the most common language spoken in newcomer households, 54% of them watch content in another language to connect with their country of origin.
- Newcomers are 37% less likely than Canadian-born respondents to subscribe to a paid TV service, such as cable or satellite. However, they are more likely to fall under the "TV My Way" category and watch TV content online.
- 85% of newcomers subscribe to at least one Subscription Video On Demand (SVOD) service, such as Netflix. Close to 1 in 10 subscribe to a foreign-language SVOD, such as Hotstar or iQiyi.
- 71% of newcomers used social media in the past month. They are more likely than Canadian-born respondents to use WhatsApp and TikTok.
- Virtually all newcomers own a smartphone. When it comes to brands, they are more likely than Canadian-born respondents to own an iPhone, with close to 6 out of 10 newcomers owning one.

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.