



MTM Newcomers | September 16th, 2021

## Newcomers And The News

Canadian society is rapidly changing. Stay ahead of the curve and learn about the media and technology habits of those who have come to Canada within the past 5 years with MTM Newcomers - the first annual media study of its kind in Canada!

Our newly launched product, MTM Newcomers, includes two reports focusing on newcomers' perceptions and consumption of news. Based on a sample of over 4,000 respondents, this special dual release gives you exclusive insights into newcomers' trust in national and international news sources, their news consumption habits, their favourite platforms and devices to stay informed, and much more.

Highlights from these reports include:

- 67% of newcomers say they have consumed news in the previous month, with social media being their main source of news content. In general, newcomers are less likely to be using traditional media, such as TV or radio, as their main source for news than people born in Canada.
- With the easy availability of news in English and French in Canada, the vast majority of newcomers consume news in one of the official languages. Three in eight newcomers consume news content in both an official and a non-official language. Only 5% say that they only consume news in a language other than English and French.
- Canadian news sources are popular among newcomers, who put a lot of trust in them. They generally rate their trust in Canadian news sources higher than their trust in the news sources from their home countries, particularly newcomers from the Philippines, Mexico, and the United States.
- 58% of newcomers feel that Canadian media does a good job of representing a diversity of opinions, compared to 52% for the news media from their countries of origin. Only newcomers from the United Kingdom feel that the media from their country of origin (e.g. the BBC) does a better job of reflecting a diversity of opinions than Canadian media.

To find out more about MTM Newcomers, visit our [website](#) or [contact us](#) to learn about how this unique study can help your business understand this growing demographic 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](http://www.mtm-otm.ca) or call: 1-855-898-4999.