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Indigenous Peoples and Media Technology

The MTM releases its Indigenous Peoples and Media Technology Report. The Indigenous Peoples of Canada (First Nations, Métis, and Inuit) make up an important portion of the overall population. Despite their place in the Canadian mosaic, not much is known about how Indigenous Peoples across the country use media technology. In an effort to improve our knowledge of the media consumption patterns among the Indigenous community, for the first time ever, the MTM has added an oversample among Indigenous communities, and in the North. In this release, we build on our North Report that was published just last week to see how Indigenous Peoples are consuming media and adopting technology.

Highlights from this report include:

- Indigenous Peoples tend to own similar devices to non-Indigenous Peoples. They are just as likely to have a smartphone, tablet, or smart speaker as do other Canadians. However, they are less likely to own a computer or laptop.
- Indigenous Peoples show a lot of interest in getting content digitally. Indigenous Peoples are slightly more likely to watch content on SVODs or on YouTube than the average Canadian. Music on YouTube is also more prevalent with this group.
- TV and Internet service penetration is high overall among Indigenous Peoples, but that can vary depending on where they live. Whether it be remote or more urban settings, they may not have the same access to high-speed internet or fibre optic TV. Satellite TV penetration is much higher among Indigenous households for this reason.
- Facebook usage is nearly universal among Indigenous Peoples. As a population that skews younger, they are also very drawn to SnapChat and TikTok.

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.