



MTM Newcomers | November 23, 2021

Newcomers and Cell Phones

The MTM releases the latest report on newcomers and cell phones. Find out how new arrivals to Canada within the past 5 years adopt and use cell phones to stay connected, consume media, and access important settlement services among other activities. MTM Newcomers is a newly launched annual study based on a sample of 4,000 respondents and leverages this large sample to examine newcomers' adoption and use of cell phones compared to the Canadian-born population, as well as adoption in relation to other technologies and cell phone carriers in Canada.

Highlights from this report include:

- The multi-functionality and convenience of cell phones makes them a critical tool for newcomers - 99% own a cell phone. 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%).
- Cell phone plans are far more popular among newcomers than other telco services such as home Internet, paid TV services, and landline phone services. Only 13% of newcomers report having a landline phone vs 43% of the Canadian-born population.
- While many newcomers with cell phones are opting in for phone plans with data, they are still less likely to have a data plan than Canadian-born individuals with cell phones (69% versus 82%).
- Widespread cell phone adoption has helped make these the most used device for an array of online activities. 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.

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.