



HOW DO CANADA'S VISIBLE MINORITIES ADOPT MEDIA AND TECHNOLOGY?

October 5, 2017 - Canada is made up of an extremely diverse multicultural landscape. In fact, the last National Household Survey by Statistics Canada (2011) identifies that 1 in 5 Canadians are visible minorities.

Since its inception, the MTM has looked at how language, region, gender and age affect the adoption and use of media technology. This new MTM report provides a review of Canadians who self-identify as a visible minority including comparisons of their interaction with technology and media to the Canadian population as a whole.

Highlights from the [Visible Minorities and Technology](#) report:

- Canadians who self-identify as visible minorities are roughly as likely as other Canadians to own various internet-connected devices. Desktop computers, game consoles and wearables are slightly less commonplace for this group, while smartphones, Internet-connected TV sets and smart TVs are moreso;
- Their TV viewing habits are fairly similar to other Canadians. While they are slightly less likely than the total population to be TV viewers, 92% have still watched TV content in the past month
- Other various online activities and some social networks are notably more popular for visible minorities - they are more likely to use specific social networks, namely Instagram, Snapchat and WhatsApp;

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