



MTM Newcomers | February 3, 2022

Newcomers and Social Media

MTM Newcomers releases an exclusive report focusing on newcomers' use and consumption habits of social media. Social media offers ways to communicate, to share content and connect with varying features. Based on a sample of over 4,000 newcomers, this release explores how new arrivals engage with a variety of social media platforms and how their usage patterns and experiences differ from Canadian-born individuals.

Highlights from this report include:

- Accessing social media remains one of the most popular online activities for newcomers. 72% of newcomers have used a social network in the past month compared to 82% of the Canadian-born population. Newcomers from Europe or the Americas are more likely to be social media users, along with those who have higher levels of education or those that come from more affluent households.
- Although Facebook remains the most popular platform in both groups, newcomers are more likely than Canadian-born individuals to use many social media platforms, including WhatsApp (66% versus 23%), Instagram (65% versus 53%) Telegram (21% versus 4%) and TikTok (32% versus 19%).
- Social media is an important source of information for newcomers. 42% of newcomers that have consumed news in the past month cite social media as their go-to news source. This ranks higher than other news sources such as news websites (27%), linear TV (21%) and radio (6%).

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.