



Find Out More About Newcomers Media Habits With Our New 2022 Data

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Discover the latest data on newcomers' media consumption habits. Explore MTM Newcomers top trends based on a large sample of 4,000 respondents.

The Media Technology Monitor launched its 2nd annual MTM Newcomers study. MTM Newcomers focuses on the media behaviours as well as the leisure and settlement activities of those who have arrived in Canada in the past 5 years. The new Top Trends report and free infographic provide a first look at the findings from this year's study with more in-depth reports to come throughout the year.

Some findings from the Newcomers Top Trends Report and Infographic include the following:

- Virtually all newcomers own a smartphone and the majority (60%) purchase or acquire a cell phone after arriving in Canada. Flanker brands such as Fido, Virgin and Freedom are popular cell service providers for newcomers as they tend to be more economical and flexible than the big 3 providers (Bell, Rogers, and Telus).
- Newcomers are 42% less likely to own a TV set than Canadian-born individuals (64% vs 91% respectively) and they are 52% less likely than those born in Canada to subscribe to a paid TV service, such as cable or satellite. However, they are more likely to fall under the "TV My Way" category and watch TV content online.
- 88% of newcomers subscribe to at least one subscription video on demand (SVOD) service, such as Netflix or Amazon Prime Video. Close to 1 in 10 subscribe to a foreign-language SVOD, such as Hotstar, iQiyi or Shahid.
- More than 4 in 5 newcomers use social networking sites or apps regularly. Facebook is the most popular network among newcomers at 75%, followed by WhatsApp (64%) and Instagram (61%).
- Newcomers are much more likely to consume a variety of audio content online rather than on traditional platforms. 80% of newcomers listen to music on YouTube versus 49% of Canadian-born respondents. Newcomers are also more likely to use music streaming services like Spotify and to listen to podcasts.

The 2022 Top Trends report, the most recent 2022 data set as well as the free infographic are available to all MTM Newcomers clients. [Follow this link](#) to create your own user account if you don't have one yet.

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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.