



Indigenous Peoples and Media Technology

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The Media Technology Monitor (MTM) released a report to understand Indigenous Peoples' media and technology usage. Indigenous Peoples living in Canada (First Nations, Métis, and Inuit) make up a small but important portion of the overall population. In an effort to improve our knowledge of the media consumption patterns among Indigenous Peoples, the MTM continues to oversample among Indigenous Peoples across Canada and in the North. Additionally, the survey has now been made available for respondents to answer in Cree and Inuktitut (SB), in addition to English and French. This all contributes to a more fulsome and accurate understanding of Indigenous Peoples' media and technology usage and adoption.

Key findings from the Indigenous Peoples and Media Technology report include:

- Indigenous Peoples are more likely to own Internet-connected TV sets, game consoles, and smart speakers. However, their adoption of other technologies such as smartphones, tablets or computers/laptops remains similar to the general population.
- Subscription video on demand (SVOD) services are more common among Indigenous Peoples. Just under 9 in 10 Indigenous Peoples subscribe to an SVOD service compared to 78% among the general population. Past month social media usage is also higher among Indigenous Peoples, driven largely by higher use of Facebook, Instagram, TikTok and SnapChat.
- While many Indigenous Peoples have a home Internet connection, a portion are affected by the availability and/or quality of their service. Just over a quarter of Indigenous Peoples in the North report that their ability to access content is "always" or "often" affected by the quality of their home Internet service.



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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.