



A Deep Dive on Cellphones

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MTM 18+ and MTM Newcomers release two reports exploring cellphone adoption and usage among Canadians and Newcomers.

Mobile phones have become an indispensable part of modern life, connecting people across vast distances and enabling them to stay informed and entertained whenever they want, wherever they want. With the rapid advancement of technology, cellphones have transformed into powerful tools with a vast array of features and capabilities.

The MTM 18+ Leave a Message After the Tone report looks at the latest findings surrounding cellphone adoption, usage, service providers, and factors considered when purchasing a cellphone.

Additionally, the MTM Newcomers Beyond Calling report examines how newcomers are adopting and utilizing cellphones compared to the Canadian-born population, as well as adoption in relation to other technologies, cellphone carriers and online activities.

Key findings from the MTM 18+

Leave a message after the tone report include:

- More than 9 in 10 Canadian adults have cell phones. Adoption peaks among those aged 18 to 49 (98%) and tapers off slightly from there (94% of 50 to 64 year olds, and 84% of those aged 65 and older).
- The iPhone remains the smartphone of choice for most. Half of cellphone owners have an iPhone. Samsung is the second most popular brand (31%) followed by a number of others including Google, Motorola and Huawei that range from 1 to 3%.
- When picking a phone, cost is the most important factor. Three in five (63%) of cell phone owners consider cost when deciding which cell phone to acquire. Other key considerations include battery life (47%) and operating system (46%).

Key findings from the MTM Newcomers

Beyond Calling report include:

- Cellphones are widely embraced by Newcomers, virtually all of them own a cellphone. Newcomers prioritize cellphone ownership and have lower ownership rates of other devices, emphasizing the vital role of cellphones in their settlement process and daily lives.
- Newcomers rely on long-distance calling services to connect with their home countries. Apps like WhatsApp and Messenger are the primary means of making voice calls outside of Canada.
- 7 in 10 newcomers say that they look up information on settlement services on their smartphones. This highlights the significant reliance on mobile devices for accessing information and the importance of providing online resources about settlement that are mobile-friendly.



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About the MTM

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