



Newcomers' Media Consumption Trends in 2023

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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 3rd annual MTM Newcomers study. MTM Newcomers provides a comprehensive exploration of the media consumption, technology ownership and the leisure and settlement activities of those who have arrived in Canada in the past 5 years. The new Arrivals 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 early findings from the Newcomers Top Trends Arrivals Report and Infographic include the following:

- Cell phone ownership among newcomers is universal with Apple and Samsung maintaining the top two spots. Just over 4 in 10 newcomers acquired their phones prior to arriving in Canada. Specifically younger newcomers aged 18-24 were more likely than other generations to be arriving with their phones.
- Social networking is a top internet activity among newcomers, over 9 in 10 report having accessed some type of social networking site in the past month. Time spent using social networking sites is much higher among newcomers than those born in Canada, roughly 5 hours more in a typical week.
- More than a quarter of newcomers own an Android/black box while only 14% of those born in Canada own one. Newcomers aged 45 years and older, individuals that are highly educated and those with children living in the home are the demographics most likely to own an Android/black box.
- Just over half of Newcomers are aware of government-funded settlement services that are available to them and 48% who have accessed services are using them for employment services followed by language training and orientation and information services.
- Just over 3 in 10 newcomers have taken a language class since arriving in Canada, with the most popular learning option being the Duolingo platform. In addition to more formal language classes, 1 in 5 newcomers has joined a language conversation group with their peers.

The 2023 Top Trends report, the most recent 2023 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.

