



# Exploring News Consumption Among Newcomers

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Canadians and newcomers alike have a strong appetite for content and strive to stay informed. With more options than ever before, where do newcomers turn to for news?

The new report from MTM Newcomers takes a fulsome look at news consumption, from key demographics, to different sources, platforms and so much more.

Highlights from the News Flash - Newcomers and the News report include:

- The vast majority of newcomers exhibit a substantial interest in news. Nine in ten of newcomers (92%) say they have consumed news in some form in the previous month. This could be on any platform, from any news source, or in any language.
- Newcomers favour online news consumption over traditional platforms. Half of newcomers get their news via social media and a quarter of them via online news websites. Women, younger newcomers and those with lower household incomes are the most prone to using social media as their primary news source.
- There is a balance between those who consume news only in official languages and those who consume news in both, official and non-official languages. Almost half of newcomers (49%) consume news in either English or French and another language. Only 3% of newcomers who consume news do so exclusively in languages other than English or French.

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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](http://www.mtm-otm.ca) or call: 1-855-898-4999.