



# Newcomers Embrace Mobile Connectivity: MTM Report Reveals Cellphone Adoption Trends

**MTM Newcomers** | April 18, 2024

In today's world, cellphones have seamlessly integrated into our daily routines. From staying connected with loved ones, staying updated with the latest news, to streaming entertainment on platforms like Netflix and Spotify, these versatile gadgets have become indispensable companions.

MTM Newcomers new report: Hold the Phone - Newcomers and Cellphones examines cellphone adoption and use among newcomers compared to the Canadian-born population, including ownership, service providers and various activities performed on these multi-use tools.

Key findings from this report include:

- Cellphones are the most commonly owned device among newcomers and Canadian-born individuals, with ownership rates of 100% and 97% respectively, indicating their widespread presence in both groups.
- Close to 3 in 5 newcomers acquired their cellphone after arriving in Canada (57%). Older newcomers are more likely to have done so after arriving in Canada than their younger counterparts (44% among those aged 18 to 24 vs 66% among those aged 45 and older).
- Newcomers are more likely to perform online activities on their cellphones. In fact, they overwhelmingly turn to this device for performing all online activities asked about in our survey, except for watching TV and movies on SVOD services, which they also do often on a computer (57% watch them via a smartphone versus 51% on a computer).

[ACCESS MTM PORTAL](#)

## 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.