



Newcomer Media Tastes

Exploring the Genres That Connect and Entertain Canada's Newest Residents

MTM Newcomers | **September 12, 2024**

As newcomers adapt to their new environments, their content preferences become a reflection of their evolving identities, cultural integration, and search for community. From the shows they binge-watch to the articles they read online and podcasts they tune into, these choices offer insight into the genres that resonate most as they navigate their new lives.

The latest MTM Newcomers' report dives into those trending genres, uncovering what newcomers are embracing as they settle into their new worlds.

Highlights from the Newcomer Picks - Top Genres Consumed report include:

- **Content Preferences:** Newcomers and Canadian-born individuals both enjoy content on movies, comedy, food, cooking, and technology, whether it's watched, listened to, or read. However, newcomers are less likely than Canadian-born individuals to consume news, current affairs, and documentary content;
- **Audience Demographics:** Younger newcomers prefer fashion, beauty, and gaming content, while older ones shift towards content on current affairs, documentaries, nature, religion, and home improvement. Women favor drama, food, and fashion content, while men prefer sports, finance, and gaming content;
- **Media Consumers:** SVOD subscribers prefer movies and comedy content more than paid TV subscribers, and those watching non-English/French content also favor movies, comedy, and drama. Similarly, podcast listeners are less likely to engage with news and documentary content but have a strong interest in movies and comedy content.

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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.