



# New Data on Newcomers

Discover 2024 Media & Technology Habits

**MTM Newcomers** | **November 19th, 2024**

With newcomers representing a growing share of the Canadian population, understanding their media and technology habits is essential for gaining insights into the fabric of Canadian society. But what's the most effective way to get practical, actionable insights on how this diverse group engages with media and technology?

Introducing the latest edition of [MTM Newcomers](#)! Our new season kicks off with the *Top Trends Report 2024*, alongside fresh data available through our data analysis tool and a free Sneak Peek Infographic.

Some highlights from this new season of MTM Newcomers include:

- **Job Search:** Among newcomers who have searched for employment in the past 6 months, job sites like Monster and Indeed are one of the primary ways for newcomers to find employment;
- **TV Ownership:** Newcomers are less likely to have a TV set in the home than Canadian-born respondents (72% vs 93%). Despite being less likely to own a TV, however, nearly all newcomers (97%) connect that TV to the internet;
- **YouTube Usage:** Newcomers are more likely to be consuming content on YouTube than Canadian-born individuals (86% vs 72%) and are twice as likely to have YouTube Premium (15% vs 8%).
- **Online Ad Behaviours:** Two-fifths of newcomers (40%) have clicked on an online ad in the past month, and nearly half of those (48%) made a purchase after clicking.

The *Top Trends Report*, the most recent 2024 data set as well as the Sneak Peek Infographic are available to all MTM Newcomers' clients.

**Not a client yet?** Request your free copy of the [Sneak Peek infographic](#)

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## Webinar

Please join us on December 5th at 1:30 PM EST as we share some of the new findings from our MTM Newcomers Top Trends Report 2024. After registering, you will receive a confirmation email containing information about joining the webinar.

[REGISTER FOR WEBINAR](#)

## 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.