



Exploring Media and Technology Usage Among Indigenous Respondents in Canada

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The Media Technology Monitor (MTM) presents its annual report: Indigenous Respondents and Their Use of Media and Technology.

According to the 2021 Census, Indigenous Peoples—First Nations, Métis, and Inuit—constitute nearly 5% of Canada's population. Despite their significant presence, there is limited understanding of how these communities engage with media and technology.

To address this gap, the MTM has prioritized oversampling Indigenous respondents in its research. Additional efforts include offering survey completion in Cree and Inuktitut, alongside reaching more respondents through online panels. These measures aim to ensure a thorough representation of Indigenous voices, contributing to a broader understanding of media and technology use across Canada.

Highlights from this report include:

- **TV/Video Consumption:** While online video is ubiquitous among Indigenous respondents (95%) we still see more than half (55%) have a paid TV subscription and 3 in 5 (61%) tune in to traditional TV in a typical week;
- **Audio Consumption:** Traditional radio is also an important source of content with 60% tuning in over the course of a typical week. However, YouTube (70%), along with audio streaming services like Spotify (68%) are the biggest sources for audio content;
- **Social Media Usage:** 84% of Indigenous respondents have used a social media platform in the past month. The top 4 social media platforms are Facebook (77%), Instagram (56%), TikTok (46%) and Snapchat (41%).

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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.