



Empowered by Connectivity

Cellphones and Newcomer Life in Canada

MTM Newcomers | **January 16, 2025**

The Media Technology Monitor (MTM) is excited to release new insights into how newcomers to Canada are utilizing their cellphones to stay connected, navigate their new environment, and settle into Canadian society. As mobile technology becomes increasingly indispensable, this report sheds light on the habits, preferences, and challenges faced by this vital and growing demographic.

Key findings from this report include:

- Cellphone ownership among newcomers is nearly universal (99%), with the iPhone holding the largest market share (49%), followed by Samsung (32%).
- Close to 1 in 5 newcomers (18%) own multiple cellphones, primarily to separate work from personal life (61%) or to maintain plans or apps from their home country.
- The majority of newcomers (61%) acquire their cellphones in Canada, with younger age groups and middle-income earners leading this trend. The most popular way to sign up for a new cellphone plan is to visit a kiosk or storefront for a service provider.

[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 or call: 1-855-898-4999.