



Newcomers and Telecommunications: Exploring Service Provider Trends in Canada

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The Media Technology Monitor (MTM) has released its latest report focusing on how Canada's newest residents navigate the country's telecommunications landscape. As a vital link for work, staying in touch with family abroad, and accessing critical information, cellphone and internet services are central to the newcomer experience. In this brand-new report, we take a fulsome look at cellphone, home internet and television subscriptions among newcomers, as well as service bundling.

Key highlights of this report

Flanker Brands Win Over Newcomers

While the "Big Four" maintain a significant presence, newcomers are notably more likely to choose flanker brands for their cellphone services than the Canadian-born population. 42% of newcomers opt for these brands, often drawn by more competitive pricing and flexible plan options.

A Growing Preference for Bundling

As newcomers settle into their lives in Canada, their interest in bundling services increases. Currently, 2 in 5 newcomers bundle two or more services with the same provider, a trend that rises significantly among those who are more affluent, older, or have lived in the country for at least four years.

Motivations for Switching Providers

Newcomers are more inclined to change service providers than Canadian-born individuals. While a more affordable plan is the primary driver for both groups, newcomers are twice as likely as their Canadian-born counterparts to switch in pursuit of newer cellphone models, more data, or better network coverage.

The complete report is now available to all MTM Newcomers subscribers.

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Not a client?

If your organization is not yet a client but is interested in gaining a deeper understanding of how this growing segment of the population interacts with media and technology throughout their settlement journey, we invite you to [contact us](#) for more information on how to access our full data set and industry intelligence.



About MTM Newcomers

As a division of the Media Technology Monitor (MTM), MTM Newcomers is an annual media study in Canada which focuses on those who have arrived in Canada in the last five years. In total, 4,284 newcomers and 1,024 Canadian-born respondents were surveyed. Participants were able to respond to the survey in one of 12 different languages including Tagalog, Cantonese, Mandarin, Punjabi, Arabic, Spanish, Amharic, Hindi, Swahili, Ukrainian, French and English. For more information on the MTM please visit our Portal at www.mtm-otm.ca or call: 1-855-898-4999.