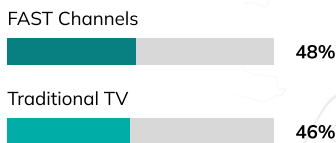


# Top Trends

MTM Newcomers is back with brand new data. Here are 5 topics with key findings to get you started. Looking for more actionable insights? Check out our full-length report or data analysis tool, available exclusively for MTM Newcomers subscribers.

## Watching quickly: FAST Channels

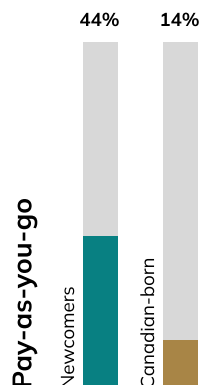
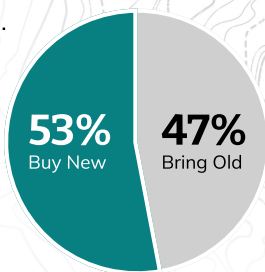
Almost half of Newcomers report watching a free ad-supported TV (FAST) channel in the past month



Newcomers are watching FAST channels roughly as much as a traditional TV

## Ring, ring, ring: Cellphones

Cellphone ownership is virtually ubiquitous among newcomers - just over half will purchase their phone after they arrive in Canada.

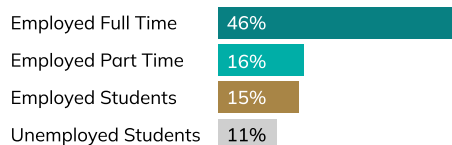


**3x** more likely

Newcomers are more likely to choose a pay-as-you-go cellphone plan than Canadian-born individuals

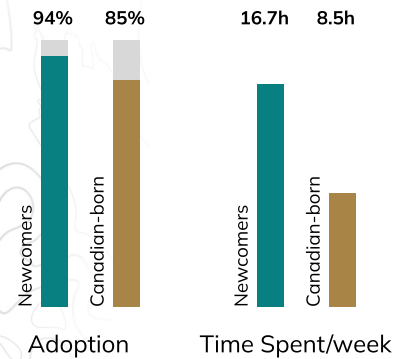
## Working it out: Employment

Almost half of newcomers are employed full time, ahead of those who are employed part time, students who are also employed and students who are not employed

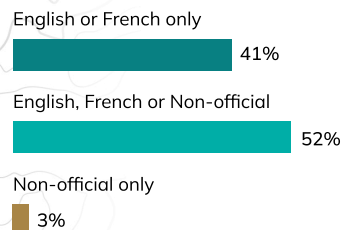


## On the feed: Social Media

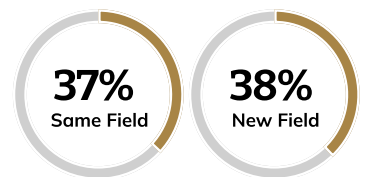
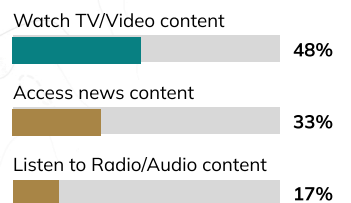
Newcomers surpass the average Canadian-born individual in terms of social media usage



## Watching, listening, reading: Languages of content



## Non-official language consumption



Newcomers are evenly split between pursuing a new field or pursuing work in the same field