

# ANGLOPHONES' PODCAST LISTENING HABITS

**May 9, 2019** – This Media Technology Monitor (MTM) release puts the world of Podcasting into the spotlight. Podcasts have become a major part of online audio among a myriad of content sources. The MTM considers Anglophones use of podcasts, key demographic data of users and how podcast listeners consume other audio content.

Highlights from the MTM's **Podcasting report** include:

- Anglophones have shown a much stronger interest in podcasts than Francophones. 23% of Anglophones listen to podcasts, nearly twice as much as Francophones at 12%.
- Millennials (18-37 year olds), affluent households and university educated are more likely to be listening to the Podcast medium compared to Anglophones in general.
- Smartphones are now the preferred device for podcast content. Three in five podcast listeners use their smartphones to listen to podcasts. Podcast apps make listening to content on smartphones easier, and much more portable.
- Podcast listeners are avid audiophiles; they enjoy a variety of online audio content. While they show a stronger interest in online audio content generally, they are also more likely to be listening to music on YouTube, streaming music services as well as listening to AM/FM Radio than the rest of the population.

## ABOUT THE MTM

The Media Technology Monitor (MTM<sup>®</sup>) 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 140,000 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.

