



CANADIANS TUNING IN

THE MEDIA TECHNOLOGY MONITOR (MTM) RELEASES A NEW REPORT AND INFOGRAPHIC EXPLORING THE WORLD OF RADIO

October 10th, 2019 – Radio draws many parallels with TV. Both are longstanding forms of technology, used by almost all of the Canadian population. Their usage has also shifted as a result of their content becoming available online, and across more devices than ever before. How do Canadians, young and old, engage with this long-standing medium today? This infographic looks at Canadians aged 2 to 17 as well as a detailed report on how Anglophones aged 18+ listen to AM/FM radio content on traditional receivers and accessing radio content online.

The MTM's *Radio report* highlights include:

- AM/FM radio continues to play a major role in the media consumption habits of Anglophone Canadians; today nearly 9 in 10 Anglophones listen to AM/FM radio;
- While AM/FM content is widely available online, the vast majority of the users are listening via traditional receivers;
- The car is the most common place for Anglophones to listen to AM/FM followed by listening at home and at work.

[VIEW REPORT](#)



To find out more about how Canada's youth are tuning into radio please see the MTM JR Infographic here.

[VIEW INFOGRAPHIC](#)

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