



## FIND OUT HOW CANADIANS ARE LISTENING TO RADIO

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

**May 24, 2018** -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 engage with this long-standing medium today?

This report looks at Anglophones use of AM/FM radio content on traditional receivers, consumption of satellite radio, and accessing radio content online.

The MTM's [Radio](#) report highlights include:

- As it has for many decades, 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;
- The majority of AM/FM radio stations now offer their content online, and Anglophones are making use of that content. Just over a fifth of them currently listen to AM/FM radio online;
- While many Anglophones make use of multiple platforms, the most common way is to listen to AM/FM radio content solely via a regular receiver (54%). Even among younger Anglophones (18-34) 48% listen exclusively through a regular receiver.

About our survey: The Media Technology Monitor is the highest quality media survey in Canada. The results reported here are based on the online component of our Fall survey, which has 2,955 respondents located across all regions of Canada excluding the territories, conducted September 7th to December 5th, 2017.

For more information call 1-855-898-4999 or visit [mtm.ca](#) for the latest and most reliable data on new media technologies in Canada.