



## ANGLOPHONES' PODCAST LISTENING HABITS

**August 21, 2018** - This [Media Technology Monitor](#) (MTM) release puts the world of Podcasting into the spotlight. Canadian consumers have a tremendous amount of online audio choices whether it's YouTube, music streaming services, podcasting or online radio stations – the content is abundant. In this release, 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:

- Podcasting continues to grow, once thought to have plateaued, penetration has doubled since 2011. Overall, 24% of Anglophones have listened to a podcast in the past month, it grows to 26% when you segment by Anglophone Internet users;
- Younger generations (18-37), affluent households and university educated are more likely to appreciate the Podcast medium as another type of digital audio;
- In our last podcasting report, released in late 2016, we found that computers and smartphones were equally popular devices for podcasts. Now, portability is vital for many Podcast listeners - smartphones have risen to be the number one device Canadians are choosing to consume podcasts on;
- 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 AM/FM Radio than the rest of the population.

### ABOUT THE MTM

The Media Technology Monitor (MTM©) 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 <http://www.mtm-otm.ca> or call: 1-855-898-4999.