



# Radio

## Analysis of the Anglophone Market

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# Introduction



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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 Media Technology Monitor (MTM) incorporates a mixed-methodology approach which includes a phone survey and a follow-up survey online. The data from this report comes primarily from the phone portion of the survey unless otherwise noted.\*\*

*\*\*Data in this report coming from the online portion of the survey will be identified with this symbol +.*