

## YouTube Music, Spotify top Canadian audio choices

Source: Broadcast Dialogue

Date: 01/30/2024

MTM's recent Listen Up! Adults and Audio release looking at audio listening habits of those 18+, finds 40% of English-speaking Canadians and 43% of francophones cite YouTube Music as their most-used music streaming service, while 38% of anglophones and 32% of francophones are more likely to use Spotify. MTM says 43% of anglophones and 35% of French speakers are now opting for a paid premium subscription to a music streaming service.

Almost four in five anglophones and three out of four French speakers are streaming audio content every month. Usage is driven by a combination of sources led by music streaming services (57% of anglophones vs. 49% francophones), podcasts (40% and 26% respectively) and AM/FM radio streaming (25% anglo vs. 26% franco). Regardless of the type of audio content listened to, smartphones are the most commonly used device, followed by desktop or laptop computers.

Two in five anglophones and one in four francophones are listening to podcasts, with heightened interest among younger demographics and those with higher household incomes (55% each among anglophones, and 51% and 39% respectively among francophones). Paying for exclusive podcast content remains more niche, with only 16% of anglophone podcast listeners opting in in the past month and just 9% of French speakers.

### Kids listening to greater balance of streaming, radio

When it comes to kids, MTM Jr.'s Audio Odyssey found while streaming services are also the preferred option, a higher percentage are listening to AM/FM radio.

MTM found seven in 10 (69%) of anglophone kids are using music streaming services, 63% are listening to AM/FM radio, and one in seven consuming podcasts. Among French-speaking listeners, three out of four are streaming music, followed by AM/FM radio (59%) and podcasts (7%).

Music streaming services and podcasts gain popularity as children age, while radio listenership remains stable across all age categories. Radio and podcast listenership remains stable regardless of gender, however girls are more likely to listen to stream music than boys (72% vs. 67% anglo and 79% vs. 71% franco).

Spotify and YouTube are also the most popular music streaming platforms among anglophone kids (54% and 48% respectively), however Apple Music is the most popular app used among young people living in households with access to premium accounts.