

## Albertans, those 50+ listening to more radio than other demos

Source: Broadcast Dialogue

Date: 09/05/2024

In an increasingly crowded entertainment landscape, Albertans and those 50+ are listening to radio more than other demographics, according to newly-released data from Media Technology Monitor (MTM).

Looking at radio listenership among adults 18+, both online and via traditional receivers, the Station To Station – Radio in Canada report found that interest in radio peaks among those aged 50-64, accounting for 83% of listeners. The study found that those residing in Alberta (78%) are more interested in the medium, as are households earning more than \$75K (78-80%), and those with children in their household (77-78%).

Among French speakers, interest in radio peaks among those aged 35-64 (85%), households with incomes over \$75K (86-89%), and households with children (87%).

According to MTM, more than seven in 10 English speakers (72%) still tune in to listen to regular AM/FM radio, while almost one in five (18%) stream it online. More than half (55%) of English speakers and 58% of French speakers are still listening exclusively on a regular AM/FM radio receiver, with 19% of anglophone listeners and 22% of francophones relying on a combination of regular radio receivers and online platforms. Just one per cent of radio listeners are doing so solely online.

Smartphones are the most popular device for streaming AM/FM radio, with three in five English speakers (60%) and 55% of French speakers using them to listen. Two in five English speakers (40%) and one in three French speakers (34%) use their computer, one in four (26%) of English speakers use their smart speaker, compared to 19% of francophones. A smaller minority are using tablets or connected TVs.