



Younger listeners just as likely to tune AM/FM as they are to stream in-car

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Canadians aged 18-34 are just as likely to listen to AM/FM radio in the car as they are a streaming service, according to a new report from Media Technology Monitor (MTM) exploring in-vehicle and public transit audio habits.

“Cruising through the Soundscapes – Audio on the Go” found that two-thirds of Canadians continue to tune in to AM/FM radio in-vehicle. While radio remains the key source of audio entertainment in-car, music streaming services like Spotify and Apple Music, are popular among one third of Canadians.

Listeners aged 18-34 are slightly more like inclined to listen to AM/FM radio (60%) over streaming (57%), with those under the age of 50 nearly three times as likely to listen to podcasts in the car as older listeners.

When parents and kids are travelling in the car together, radio is the most popular source of audio (57%), followed by music streaming (31%). A sixth of kids listen to their own audio content via a phone or other device while in the car.

Online audio is more popular among those who take public transit, with the three most commonly mentioned sources cited as music streaming services, listening to music on YouTube, and podcasts.