



Podcast listening continues to climb in Canada, according to MTM data

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Podcast adoption continues to climb in Canada, according to the latest data release from Media Technology Monitor (MTM).

The report looked at both English and French speakers' use of podcasts, who those podcast users are and how they consume other audio content.

It found that over one-third (36%) of the English-speaking population in Canada is now listening to podcasts. That's up from 30% in the fall of 2019 with podcast listenership growing by 20% during the pandemic, according to MTM. Comparatively, one in four Francophones has listened to a podcast in the past month, up from 17% in fall 2019.

MTM found that 56% of English speakers, 18-34, are consuming podcasts.

Those who stream AM/FM radio or use music streaming services are more frequent podcast users with two thirds of listeners indicating they get their podcast content from a single source. Spotify leads podcasting apps as the most common way for listeners to access content.

Word of mouth recommendations from friends, family or colleagues remains the most common method for listeners to discover new content.