

ONLINE AUDIO AMONG ANGLOPHONES

October 17th, 2019 – The demands of the Canadian listener are more challenging to pin down than ever before. In this double MTM and MTM Jr release the MTM focuses on all types of audio available online and how Anglophone Canadians aged 2 + are tuning in.



Highlights from the **MTM's new report on audio streaming "The Soundtrack of Our Lives"**:

- Nearly three quarters of Anglophones are streaming audio content online whether its online radio, music streaming services or podcasts, the choices are vast.
- While online audio listening is popular among all Anglophones, those aged 18-34 and students have the highest proportion of listening.
- The popularity of music streaming services continues in its ascent, the use of music streaming services has more than doubled since 2014. Two in five Anglophones reported streaming music in the past month.

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Highlights from the **MTM Jr's « Listening into » how kids consume audio content report:**

- Audio streaming is an important source of entertainment for youth. Two thirds (68%) of Anglophone youth (2-17) use music streaming services, while radio via a receiver is heard by 66% of youth and 15% listen to podcasts.
- Music streaming services like Spotify are finding widespread success with teenagers (12-17). Three-quarters of Anglophones aged 12 to 17 listen via music streaming services, making them more common than radio (71%) or podcast (20%) for teens.

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ABOUT MTM

The Media Technology Monitor (MTM©) is Canada's premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cellphone-only sample), the MTM has spoken with over 140,000 Canadians (equally split between Anglophones and Francophones) over the past decade, making it the most accurate and comprehensive media technology tracking survey of its kind. For more information on the MTM please visit our Portal at or call: 1-855-898-4999.