



ANGLOPHONES & AUDIO STREAMING

Ottawa – October 29, 2020 - The MTM releases its Audio Streaming report. With the growing penetration of at-home Internet connections and Internet-connected devices, Canadians have access to a near limitless amount of online audio content. This report offers a broad overview of online audio and Anglophones' listening habits, with a focus on music on YouTube, music streaming services, AM/FM radio streaming and podcasts.

Key findings from the report include:

- Streaming audio content is the most popular among students and younger Anglophones. 94% of Anglophones under the age of 35 have streamed audio in the past month, along with 95% of students.
- COVID-19 has impacted the use of streaming audio. Compared to Fall 2019, the most significant change in Spring 2020 has been a noticeable decline in the use of streaming music services (47% to 42%) and even more so, podcasts (31% to 21%).
- AM/FM radio streaming has remained relatively stable over the past five years. Unlike many other forms of audio, streaming AM/FM radio is less common among students (19%) and more common among 35-49 year olds (30%).
- 30% of all Anglophones report listening to podcasts. Listenership tends to be even higher among 18 to 34 year olds (48%).

[VIEW REPORT](#)

ABOUT THE 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 cell phone-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.