



MTM 18+ | January 20, 2022

## Anglophones' Radio and Podcast Listening Habits

This MTM release puts the world of radio and podcasting into the spotlight. Radio is one of the longest standing technologies and continues to be used by the majority of the Canadian population. As technology develops, radio has shifted to newer media and is now readily available through our online devices in addition to the traditional AM/FM receiver. Podcasting has also become a sizable piece of the audio market with widespread availability. The MTM considers anglophones' use of radio and podcasts, key demographic data of users and how listeners consume other types of audio content.

Highlights from the Radio report include:

- Radio continues to be an important medium for news and entertainment; nearly four in five anglophones listen to AM/FM radio through a traditional radio receiver.
- While AM/FM content is widely available online, the vast majority of the users are listening via traditional receivers. The car is the most common place for anglophones to listen to AM/FM followed by listening at home and at work.
- AM/FM radio receiver listenership is highest among those aged 50-64. Other groups, such as francophones and those with higher education are also more likely to listen on a radio receiver.

Highlights from the Podcasting report include:

- Over one-third of the anglophone population listen to podcasts. This is a medium that is still growing, as listening has increased by 93% since 2017.
- Smartphones are the most commonly used device for podcasts. While podcast apps are the most common source of content, Spotify has grown as a podcast provider.
- Listeners tend to find out about new podcasts mostly by word-of-mouth. They are nearly twice as likely to discover content from friends, family, or colleagues than they are to cite any other method of discovering content.

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### About the MTM

The Media Technology Monitor (MTM<sup>®</sup>) 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 200,000 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 [www.mtm-otm.ca](http://www.mtm-otm.ca) or call: 1-855-898-4999.