



Volume Up: How Newcomers Consume Radio and Audio Content

Newcomers | September 8, 2022

The Media Technology Monitor (MTM) released a report on how newcomers are consuming radio and audio content. Radio and audio content is abundant for Canadians. Through AM/FM receiver radios and various Internet-connected devices, it's easy to set the soundtrack to an entire day. This report looks at the consumption of traditional AM/FM radio and various forms of online audio, including music streaming services, AM/FM radio streaming and podcasts. It also dives into the devices used for listening and time spent consuming audio content by newcomers and Canadian-born individuals, and much more.

Highlights from this report include:

- Newcomers show a greater interest in overall online audio content than traditional radio. Just over three quarters of newcomers consume online audio, putting them roughly on par with Canadian-born individuals (80%).
- Newcomers are less likely to listen to AM/FM radio in comparison to Canadian-born individuals (36% versus 66%). However, newcomers' usage of traditional AM/FM radio grows as they age and with higher household income levels.
- Newcomers consult an array of different sources for online audio content. Music streaming services and podcasts remain fairly similar between both groups. In terms of most used music streaming services, newcomers and Canadian-born individuals are both more likely to use Spotify and Apple Music than any others. SoundCloud has also found unique popularity among Newcomers, used by 12% versus 3% of Canadian-born individuals.

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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 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 or call: 1-855-898-4999.