



Anglophones' Podcast Listening Habits

MTM 18+ | November 17th, 2022

This MTM release puts the world of podcasting into the spotlight. Podcasts have carved out their own niche in the audio/radio space. By focusing on long form, episodic content and often more niche topics than radio broadcasts, podcast content has become a notable part of the media diet of many Canadians.

This report considers anglophones' use of podcasts, key demographic data of podcast users and how they consume other audio content.

Key findings from the Podcasting report include:

- Over one-third (36%) of the anglophone population listen to podcasts. Podcast listenership grew by 20% during the COVID-19 pandemic. It stood at 30% in the Fall of 2019.
- Podcasts are very popular among younger anglophones, with 56% of 18 to 34 year olds consuming this medium. In addition, we see higher use of podcasts amongst those who also listen to streaming music services or streaming AM/FM radio.
- Two thirds of listeners say they get their podcasting content from a single source. Among sources available, Spotify and podcasting apps are the two most common ways that listeners get their content.
- Word of mouth remains the most common method to discover new content. A third of listeners say they hear about podcasts from friends, family, or colleagues.

Discover our new sign up page! Not yet registered for an MTM user account? Create your own enterprise [account here](#).

ACCESS MTM PORTAL

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.