



How Canadians Consume Audio on the Go

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The MTM releases a new report exploring in-vehicle and public transit audio habits among Canadians. While there are many methods of transportation that can move people from place to place, the car is used by a vast majority of the populace – either as a driver or passenger. But what do people do while they are en route in vehicles? Listening to traditional AM/FM radio has long been the go-to form of entertainment while driving, but what other sources do people get their audio from?

The report “Cruising through the Soundscapes – Audio on the Go” looks at what Canadians are listening to when in a vehicle or on public transit.

Key highlights of this report include:

- Whether it's listening to the news, music or traffic updates, two thirds of Canadians continue to tune in to AM/FM radio in a vehicle. While radio remains the key source of audio entertainment in the vehicle, music streaming services such as Spotify and Apple Music, are popular among one third of online Canadians.
- Younger Canadians (18-34 year olds) are just as likely to be listening to AM/FM radio (60%) as they are to be listening to a streaming music service (57%) in the car.
- Those under the age of 50 are nearly 3 times as likely to be listening to podcasts in the car as are those over the age of 50.
- When parents and kids are in the car together, the radio is the most popular source of audio (57%), followed by music streaming services (31%). A sixth of kids listen to their own audio content on a phone or other device while in the car.
- Online audio is more popular among public transit riders. The three most commonly mentioned sources among transit users are music streaming services, music on YouTube, and podcasts.

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