



How are Canadians and Newcomers Consuming Radio & Audio?

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The MTM 18+ and the MTM Newcomers release two reports on how Canadians and newcomers are consuming radio and audio content.

With a plethora of content at their fingertips, what are Canadians' and newcomers' preferences when it comes to immersing themselves in traditional and online radio, as well as other audio experiences?

The MTM 18+ Tuning in - Radio in Canada report looks at radio listening, both terrestrial and online, as well as satellite radio subscriptions among anglophone Canadians.

Additionally, the MTM Newcomers Soundscapes of Settlement report looks at the consumption of traditional radio, as well as various forms of online audio – including music streaming services, online radio, podcasts, devices used for listening and time spent by newcomers.

Highlights from the **MTM 18+ Tuning in - Radio in Canada report:**

- Traditional radio remains a popular source of audio content – four anglophones in five (80%) listen to AM/FM radio content on any platform monthly.
- Radio is going beyond traditional terrestrial distribution. A quarter of anglophones (25%) stream radio content online, and a fifth of anglophone households (20%) subscribe to satellite radio.
- Radio is most popular among the 50 to 64 age group and tends to increase with household income, although it dips somewhat with the most affluent anglophones.

Highlights from the **MTM Newcomers Soundscapes of Settlement report:**

- Newcomers continue to consume radio content every month – over 1 in 3 newcomers (35%) listen to traditional AM/FM radio, while 1 in 5 (19%) listen to online radio and 12% subscribe to satellite radio.
- Popularity of traditional radio is higher among those coming from the Americas (49%), men (36%), newcomers over the age of 35 (43%), those who live in Alberta (42%) and those within the highest income brackets.
- Besides radio, there are other types of audio that newcomers are listening to, with the majority (91%) opting for online audio. Listening to music on YouTube is the most popular way of audio consumption (76%), followed by music streaming services (62%).

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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.