



Audio in Canada

MTM 18+ / MTM JR. | January 30, 2024

The Media Technology Monitor (MTM) unveils comprehensive insights into the audio consumption habits of Canadian adults and children with the release of two distinct reports: MTM 18+ Listen Up! Adults and Audio, and MTM Jr. Audio Odyssey.

Canadians find themselves immersed in a vast sea of audio choices. From music streaming services to AM/FM radio, satellite radio and podcasts, the avenues for audio engagement appear limitless. Amidst this media abundance, the MTM reports delve into how anglophones and francophones in Canada are navigating and interacting with audio content.

The MTM 18+ Listen Up! Adults and Audio report takes a closer look at the online audio consumption habits of anglophones, shedding light on where and how they access content, along with essential demographic insights.

Additionally, the MTM Jr. Audio Odyssey report provides an overview of audio consumption amongst kids under 18 in the anglophone market.

Key findings from the **MTM 18+ Listen Up! Adults and Audio** report:

- Almost 4 in 5 anglophones stream audio content every month. Usage is driven by combinations of different sources like music streaming services (57%), podcasts (40%) and AM/FM radio streaming (25%). Regardless of the type of audio content listened to, smartphones are the most commonly used device, followed by computers.
- YouTube Music and Spotify are the top music streaming services (40% and 38% respectively). Additionally, 43% of anglophones are now opting for a paid premium subscription to a music streaming service.
- Podcast listening is prevalent among 2 in 5 anglophones, with heightened interest among younger demographics and those with higher household incomes (55% each). Paying for exclusive podcast content remains more niche, with only 16% of podcast listeners opting in in the past month.

Key findings from the **MTM Jr. Audio Odyssey** report:

- Kids listen to various types of audio: the preferred option is music streaming services, with 7 in 10 (69%) anglophone kids listening to these services, followed by 63% of kids listening to AM/FM radio and 1 in 7 consuming podcasts.
- Music streaming services and podcasts gain popularity as children age, while radio listenership remains stable across all age categories. Radio and podcast listenership remains stable regardless of gender. However, girls are more likely to listen to music streaming services than boys (72% versus 67%).
- Spotify and YouTube are also the most popular music streaming platforms among anglophone kids (54% and 48% respectively). However, Apple Music is the most popular app used among kids living in households with access to premium accounts.

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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.