



# Are you listening? Radio in Canada

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Radio continues to be a significant part of many Canadians' lives. In an increasingly crowded entertainment landscape, it remains one of the most widely accessible sources of content.

The MTM 18+ has released a new report that explores radio listenership both online and via traditional receivers among anglophones, comparing it to other forms of audio content and looking at how much time is spent listening.

Key highlights from the Station To Station - Radio in Canada report:

- **Listenership:** More than 7 in 10 anglophones (72%) still tune in to listen to regular AM/FM radio while almost 1 in 5 (18%) stream it online. Many anglophones listen exclusively via a regular AM/FM radio receiver (55%), others use a combination of regular radio receivers and online platforms (19%), and only a small subset (1%) relies solely on online platforms;
- **Demographics:** Radio Listenership varies based on a variety of demographic details. Interest in radio peaks among those aged 50 to 64 (83%) those residing in Alberta (78%), households earning more than \$75K (78%-80%) and those with children in their household (77%-78%);
- **Devices Used:** Smartphones are the most popular device for streaming AM/FM radio, with 3 in 5 anglophones (60%) using them to listen. Meanwhile, 2 in 5 (40%) use their computer, 1 in 4 use their smart speaker (26%), and fewer rely on connected TVs (14%) or tablets (6%).

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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](http://www.mtm-otm.ca) or call: 1-855-898-4999.