



# Radio in Canada: What Today's Listening Habits Reveal

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Radio continues to play an important role in Canadian's daily media diet. Even with so many new ways to find entertainment, radio remains one of the easiest ways to get news and music.

MTM 18+ has released its latest report on radio, covering key demographics, listening locations, device usage, a deep dive into time spent with the medium, and much more.

Key Highlights from this report include:

- **Traditional Radio Still Dominates:** Radio continues to reach a strong majority of listeners, with 70% of anglophones tuning in on at least one platform. More than half tune in exclusively via traditional radio, roughly 1 in 5 use both terrestrial and online radio, and only 1% listen solely to online radio;
- **The Power of In-Vehicle Listening:** The vehicle remains the most popular location for radio consumption. 4 in 5 radio listeners tune in to traditional AM/FM radio during their daily commute, compared to over 1 in 3 who listen at home. Notably, 70% of online radio listening and 57% of satellite radio use also happens behind the wheel;
- **Demographic and Regional Insights:** Radio consumption is highest among older demographics, while online and satellite radio usage is strongest with those aged 35 to 64. Regionally, residents in Atlantic Canada and the North are the most likely to stream AM/FM radio, with those in the North showing a much higher preference for satellite radio than any other province.

**Access the Full Report** - The complete report, *Waves of Change - Radio in Canada*, is available to all MTM clients.

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