



# “Listening into”

How kids consume audio content

Analysis of Anglophones  
aged 2 to 17 years old

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# Introduction

From childhood, to adolescence, adulthood and beyond, Canadians love music. This type of content is more available than ever between an array of music streaming services, podcasts and the longstanding and widespread availability of AM/FM radios. In a crowded media landscape such as this one, how do today's youth consume audio in the year 2019?

This report provides an overview of audio consumption amongst kids under 18 in the Anglophone market.

MTM Jr. focuses on the behaviors and activities of Canadians aged 2-17 allowing you to better understand the media consumption habits of today's youngest audiences and consumers. Visit [www.mtmjunior.ca](http://www.mtmjunior.ca) for access to the full data set, the reports page and more.



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