

HAPPY WORLD RADIO DAY!

From the earliest days of radio, people around the globe have been using it to share information, ideas and entertainment, and Canadians are no different! In our fast-paced, Internet-enabled world, however, has our connection to radio changed? To celebrate [World Radio Day](#), the MTM has gathered some key findings on how Canadians continue to consume and enjoy radio today.

10 YEARS AGO

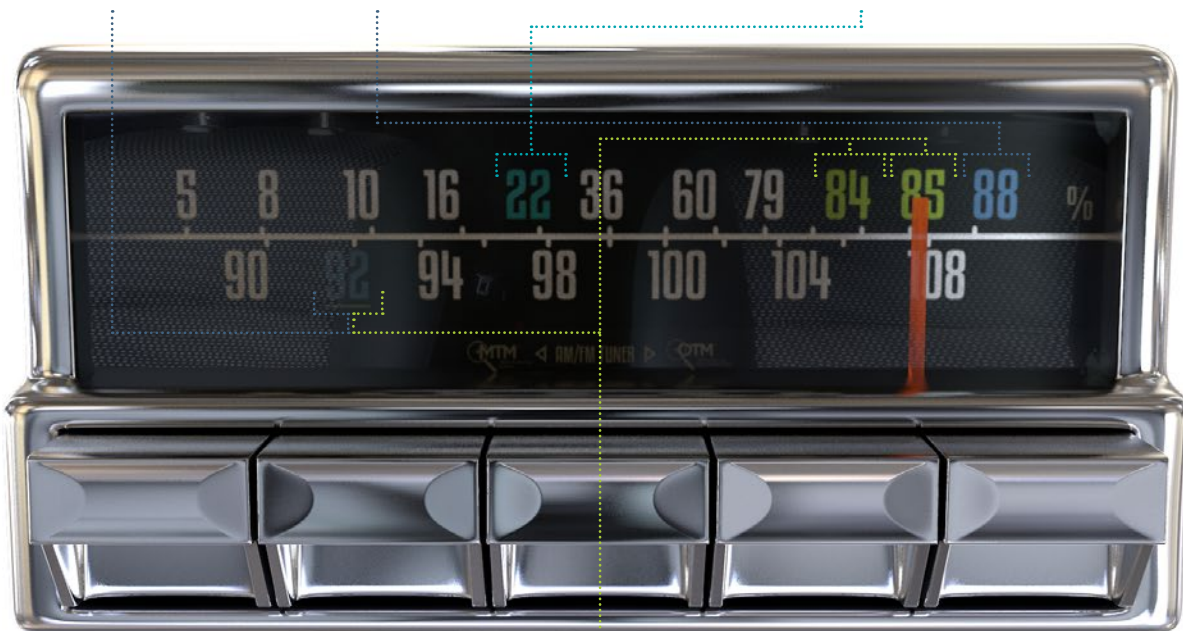
92%

TODAY

88%

LISTENED TO ONLINE RADIO IN THE PAST MONTH

22%



LISTEN TO RADIO

18-34 YRS

84%

35-49 YRS

92%

50-54 YRS

92%

65+ YRS

85%