



THE WORLD OF RADIO

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.

CANADIANS AND THEIR USE OF TRADITIONAL AND ONLINE RADIO

LISTENED TO AM/FM RADIO IN THE PAST MONTH

10 YEARS AGO

91%

TODAY

89%

ESTIMATED FOR 2021

88%

LISTENED TO ONLINE RADIO IN THE PAST MONTH

22%

SOURCE OF ONLINE AM/FM RADIO STATION AMONG ONLINE LISTENERS

58%

LOCAL ONLINE RADIO

26%

RADIO FROM ANOTHER CITY

16%

RADIO FROM ANOTHER COUNTRY

TOTAL TIME SPENT LISTENING TO RADIO AND AUDIO

TRADITIONAL AM/FM RADIO

66%

ONLINE AM/FM RADIO

8%

OTHER ONLINE AUDIO*

26%

**includes podcasting, streaming music service, and YouTube*

FOR MORE INFORMATION

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