

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

88%

18-34 LISTEN TO RADIO

84%

LISTENED TO ONLINE RADIO IN THE PAST MONTH

22%

SOURCE OF ONLINE AM/FM RADIO STATION AMONG ONLINE LISTENERS

60%

LOCAL ONLINE RADIO

25%

RADIO FROM ANOTHER CITY

11%

RADIO FROM ANOTHER COUNTRY

USAGE OF NEW VS TRADITIONAL PLATFORMS

AM/FM RADIO ONLY

67%

AM/FM RADIO & STREAMING / SATELLITE

29%

STREAMING / SATELLITE ONLY

4%