



Radio Meter Insight

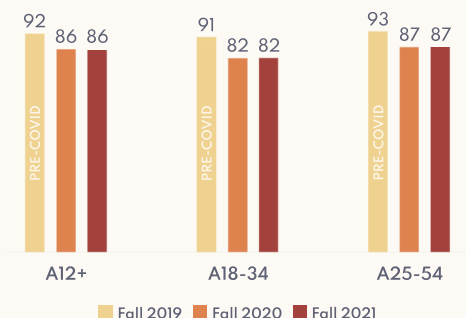
FALL 2021

While the pandemic continues to impact our daily lives, AM/FM Radio continues to be integral to Canadians, whether they tune in for music, entertainment or local news every week.

Fall 2021 arrived under similar circumstances to last year, however this season students were back to school, Canada hit the polls for a Federal Election, professional sports were back in full swing, and Radio saw a lift in out-of-home tuning.

In comparison to Fall 2020, RADIO listening (based on AMA) is stable for 12+ and indexing at 97 for A25-54 in Fall 2021.

AM/FM Radio reaches **87% OF CANADIANS** A25-54 across PPM markets



Source: Numeris Radio PPM, Total Meter CTRL, Fall 2019/ Fall 2020/ Fall 2021 (Weeks 1-13), AW 2a-2a, A12+/A18-34/A25-54, AvgWklyRch(%)

The **REACH OF RADIO** is strong across key demos.

A25-54 Reach **PEAKED** at **92%** in Montreal Franco CTRL and **90%** in Calgary CTRL and Edmonton CTRL for A25-54.

Weekly Reach **INCREASED** 3 percentage points for A25-54 in Montreal Franco CTRL and 2 percentage points in Calgary CTRL versus previous Fall.



8.2 Million Canadians were reached by AM/FM Radio during **BREAKFAST** period (6a-10a) in Fall 2021.

Calgary CTRL ↑ 4%*

Montreal Franco CTRL ↑ 7%*



9.6 Million Canadians were reached by AM/FM radio during **DRIVE** commute (3p-7p), on par with previous Fall.



6.5 Million Canadians were reached by AM/FM Radio during **EVENINGS** (7p-12a) with **increases*** seen across all markets.

Toronto CTRL ↑ 10%*

Montreal Franco CTRL ↑ 20%*

*Compared to Fall 2020

Source: Numeris Radio PPM, Total Meter CTRL, Fall 2020/ Fall 2021 (Weeks 1-13), Monday - Friday, A12+, AvgWklyRch(000)

Growth in **OUT-of-HOME** listening

Out-of-home tuning distribution is **up 2 percentage points** for A25-54 from last Fall, with out of home now representing **64%** of total tuning, and **36%** for in-home tuning.

- Out-of-home tuning continues to rebound in Toronto CTRL, with a **6 percentage point** increase over previous Fall.

LIVE **STREAMING**** remains stable

Live Radio Streaming has increased throughout the pandemic and this season it maintained a **10% share** of total AM/FM tuning for 12+ and **14%** for A25-54 compared to previous Fall.

- Toronto CTRL and Vancouver CTRL maintained their live streaming share of total AM/FM radio at **16%** and **17%**.

- Calgary CTRL live streaming share of AM/FM radio continues to grow, up **7 percentage points** in Fall 2021 compared to previous Fall, increasing from **10%** to **17%**.

**Disclosure: AM/FM Live Streaming includes listening on personal computer, smartphone, tablet, smart speaker etc. The Numeris radio meter service measures the internet stream of member stations separate from their over the air signal. The live internet stream is identical in programming content.

Source: Numeris Radio PPM, Total Meter CTRL, Fall 2020/ Fall 2021 (Weeks 1-13), AW 2a-2a, 12+ & A25-54, AMA(000)