

# Radio Listening

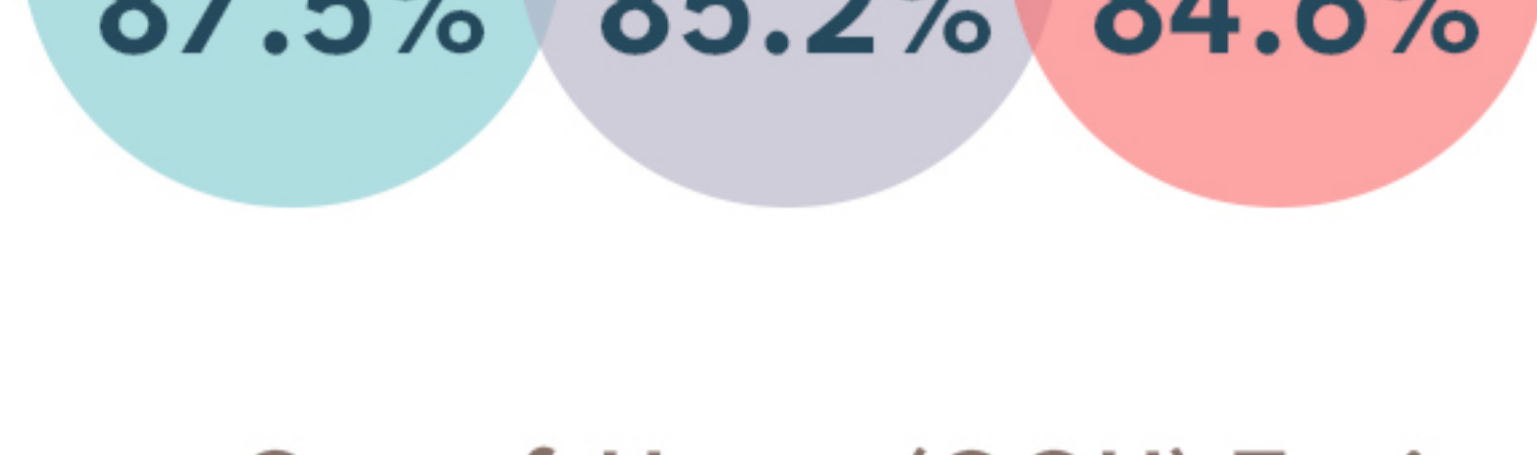
## Summer 2022

After two restrictive and cautious summers, Summer 2022 was a chance to reclaim all that was missed due to the pandemic. Canadians ventured outside their homes once again for a multitude of reasons, be it returning to the office, travel or simply to enjoy the activities and events that the season had to offer. With so much to take advantage of away from their homes, how did they consume AM/FM Radio during this time?



**AM/FM Radio Reached 85.9% of Canadians A25-54, with 82.0% being reached outside of the home.**

A25-54 OOH Reach highest in

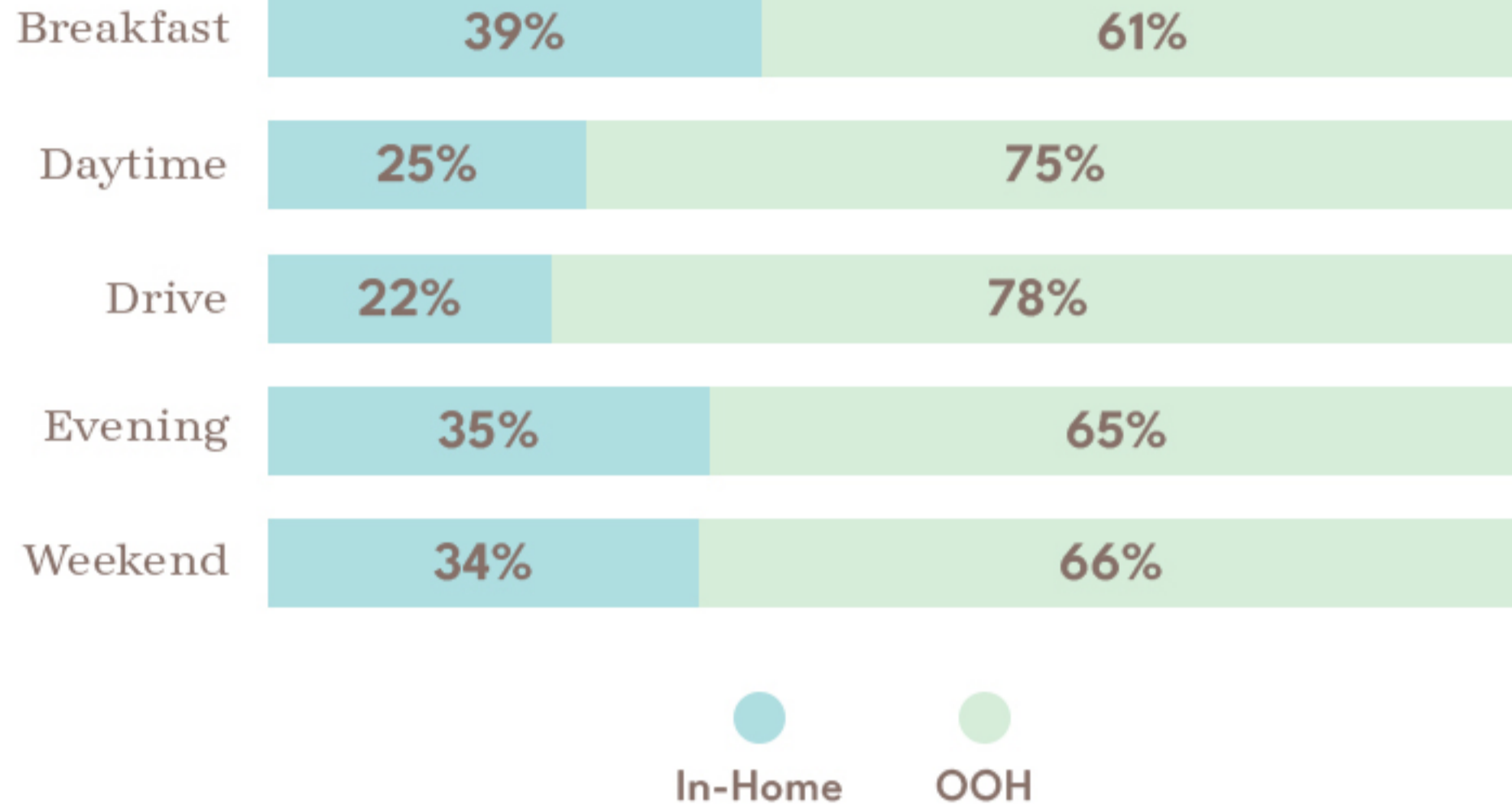


### Out-of-Home (OOH) Tuning



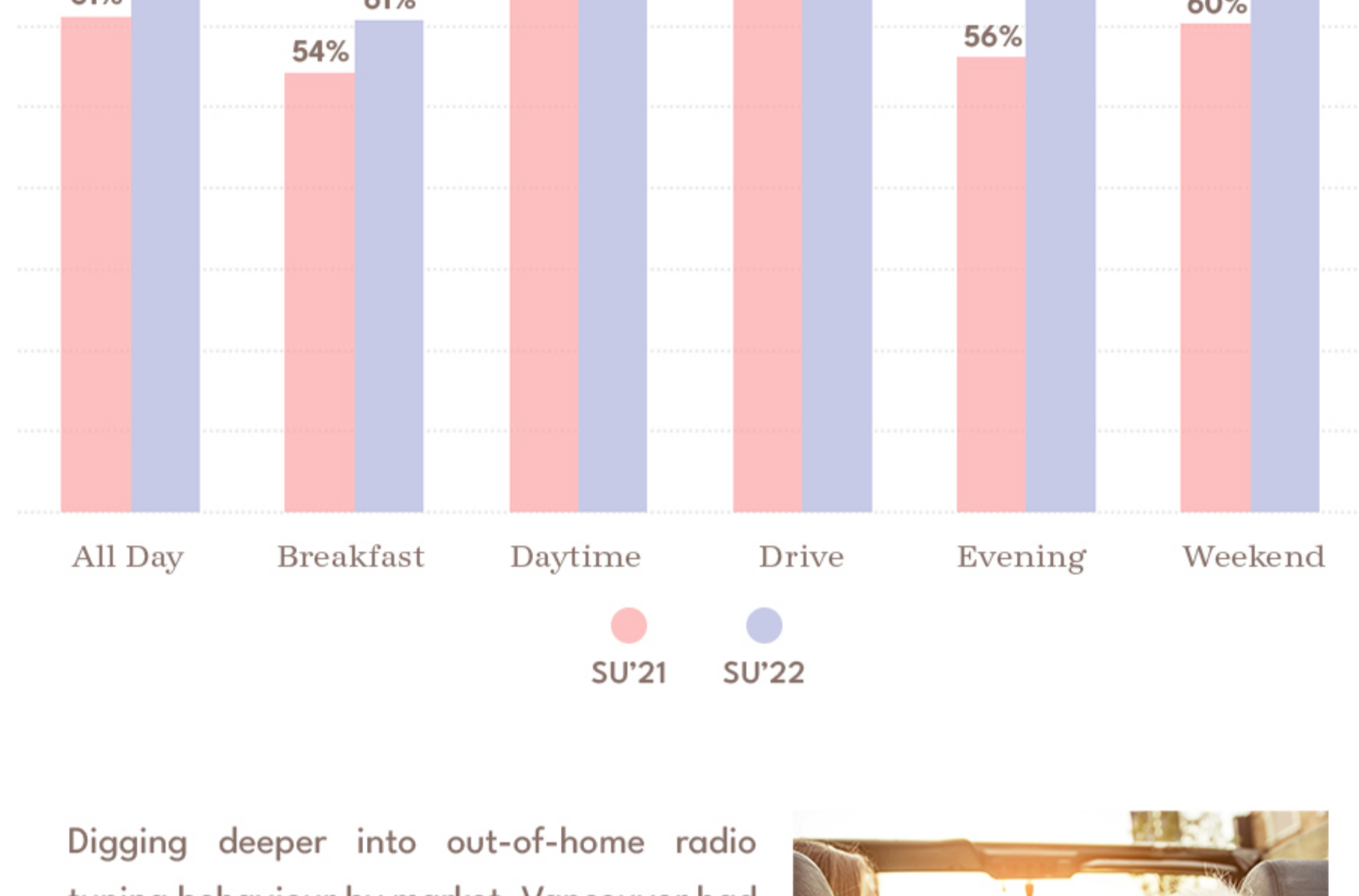
With more people on the go, aiming to make the most of the short-lived summer season, 67.9% of radio tuning was done outside of the home for A25-54. When comparing to the previous Summer, the proportion of OOH tuning for all dayparts increased significantly, where EVENING had the biggest increase of 9 percentage points.

### Proportion of Radio Tuning by Location - A25-54



At a market level, Toronto and Vancouver had a 12.9% and 4.6% increase in out-of-home radio tuning during the EVENING daypart, respectively, when comparing to last Summer. As for DRIVE, an increase in OOH radio tuning was seen for Montreal Franco and Toronto at 9.5% and 9.1%, respectively, for the same time period. Calgary, Montreal Franco, and Toronto all saw an increase year-over-year during DAYTIME, while BREAKFAST had an increase in OOH tuning to the markets of Toronto and Montreal Franco at 23.1% and 14.5%, respectively.

### Proportion of OOH Tuning by Daypart - A25-54



Digging deeper into out-of-home radio tuning behaviour by market, Vancouver had the most OOH listening for A25-54s at 75.3%. Coming second to Vancouver is Edmonton, where 69.3% of tuning was done outside of the home.



### Proportion of OOH Tuning by Market

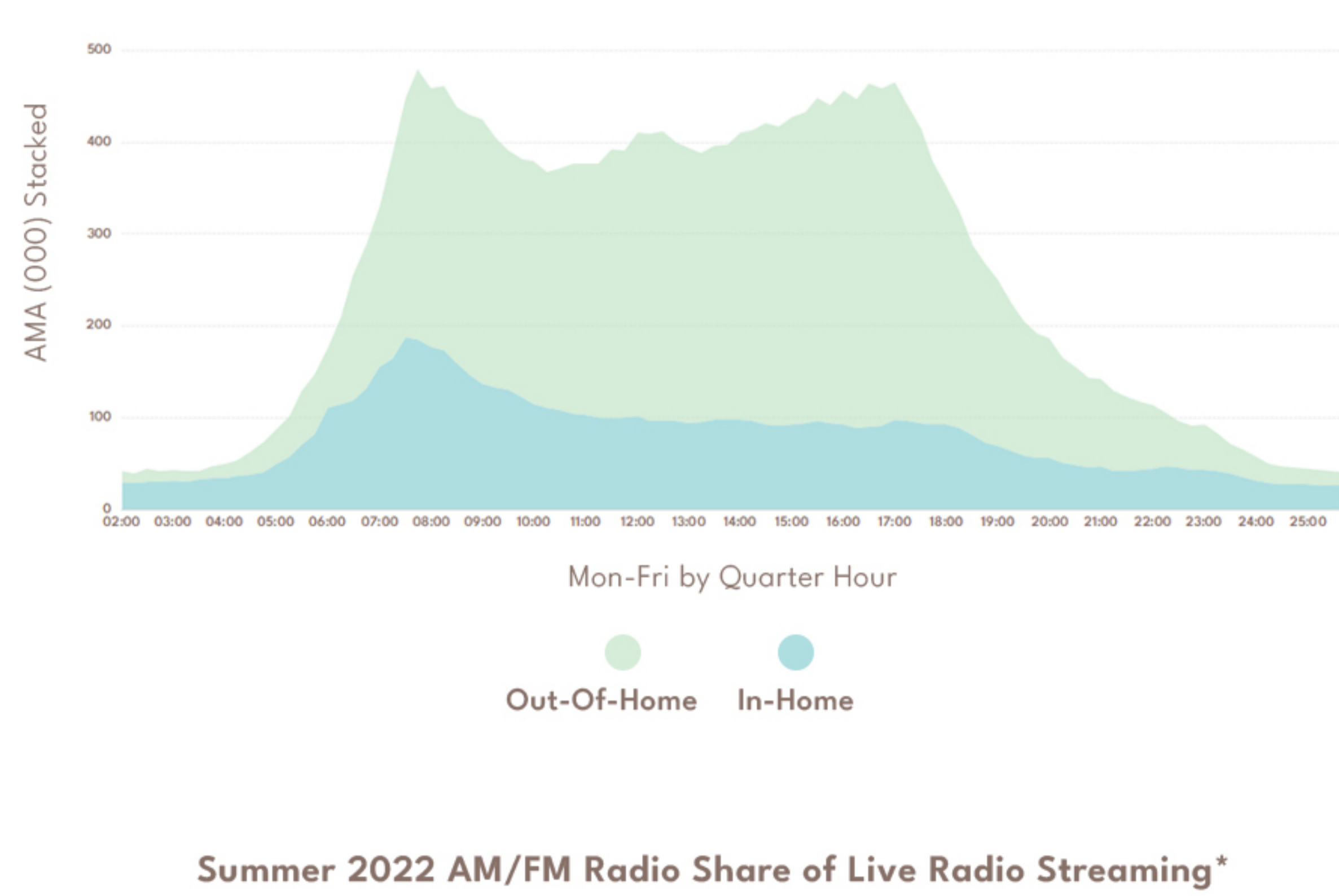
%OOH	A12+	A25-54
Total Meter CTRL	50.6%	67.9%
Montreal CTRL Franco	49.9%	68.4%
Montreal CTRL Anglo	36.1%	55.2%
Toronto CTRL	50.2%	66.8%
Calgary CTRL	50.8%	66.4%
Edmonton CTRL	54.8%	69.3%
Vancouver CTRL	57.4%	75.3%

### Weekday Listening by location - A25-54



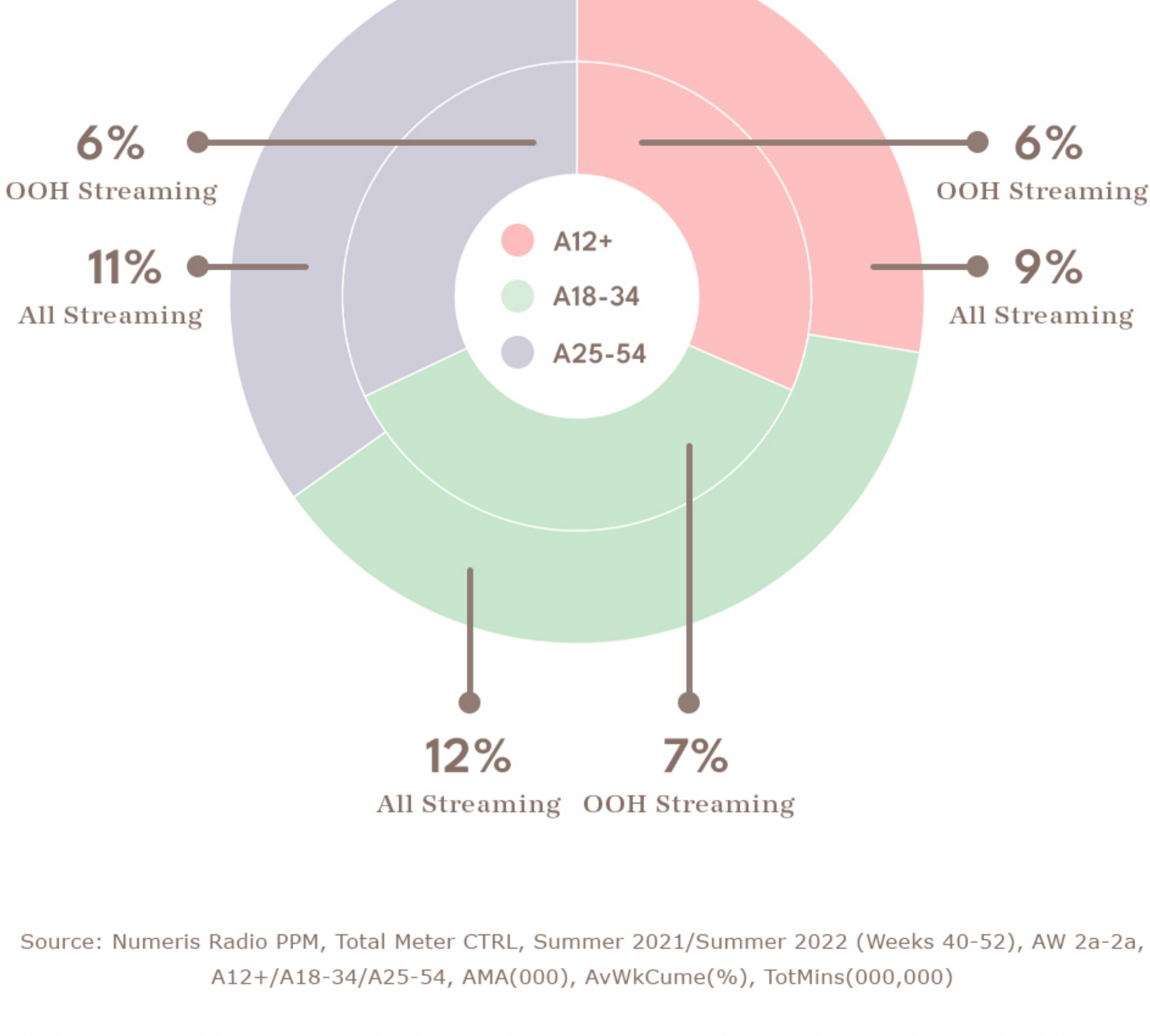
Different behaviours are seen for in-home and out-of-home radio listening. In-home listening starts to pick up early in the morning at 6:00am, peaking at 7:30am and starts to gradually wind down throughout the day.

Out-of-home tuning has a much different story. Radio listening picks up around 6:30am, peaking around 8 in the morning, and starts to wind down as people head to their vehicles to hit the road. As people head out to lunch around 11:30am/noon, out-of-home tuning picks up slightly, winding down after that once again. At the end of the work day, around 4:30-5pm is when out-of-home tuning is at its highest.



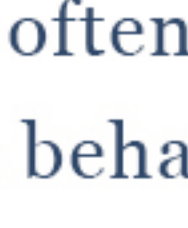
### Summer 2022 AM/FM Radio Share of Live Radio Streaming\*

For A25-54s, Edmonton, Vancouver and Toronto are the TOP 3 markets for Live Radio Streaming\* of Total AM/FM radio with a 16%, 13% and 12% share, respectively.



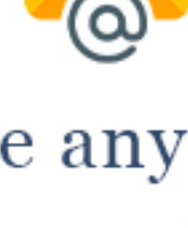
Source: Numeris Radio PPM, Total Meter CTRL, Summer 2021/Summer 2022 (Weeks 40-52), AW 2a-2a, A12+/A18-34/A25-54, AMA(000), AvWkCume(%), TotMins(000,000)

\*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.



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