

# Radio Listening

WINTER 2022

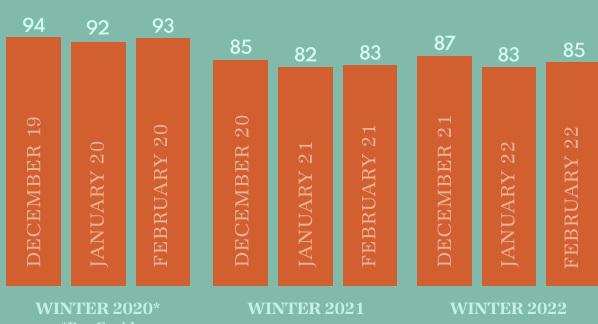
## Canadians continued to turn to radio throughout our second pandemic Winter season.



The comfort of AM/FM Radio remains, whether for music, news/information or simply as a connection to the outside world. The holiday season saw COVID-19 restrictions and guidelines changing at different degrees across the country and through it all, listeners either streamed or tuned in over-the-air, and consumed

AM/FM Radio across multi-platforms.

AM/FM Radio reaches **84.5%** of Canadians A25-54



WINTER 2020\*  
\*Pre-Covid

WINTER 2021

WINTER 2022

A25-54 Reach highest in

Montreal Franco : **90%** : Calgary **88%**

Reach in Toronto is UP 3 Percentage Points vs Winter 2021

A25-54 Weekly reach indexing at

**101**

over Winter 2021

December 2021

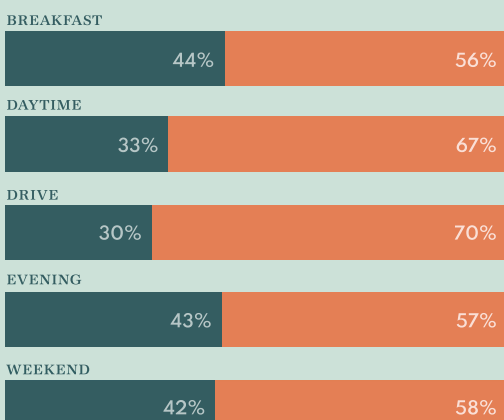
**87%**

of Canadians reached across PPM markets



## Majority of RADIO listening throughout the day occurs outside of the home

● In-Home ● OOH



### Winter 2022

- Out of home tuning (OOH) = 62%
- In-home tuning = 38%
- OOH tuning distribution up from 55% in Winter 2021
- OOH tuning distribution highest in DAYTIME (67%) and DRIVE (70%) for Total Radio
- DRIVE OOH tuning distribution is highest in in Edmonton (81%) and Vancouver (78%)



## Live Radio Streaming\*\* Maintained 11% Share of Total AM/FM Radio in WINTER 2022 for 12+

Live Radio Streaming Varies by Demo



- 16% share of total AM/FM radio for A25-54
- 19% share of total AM/FM radio for A18-34
- A25-54 live streaming is up 7 percentage points from pre-pandemic Winter 2020 to Winter 2022

### A25-54 Live Radio Streaming

**9%** : **14%** : **16%**

WINTER 20 : WINTER 21 : WINTER 22

Source: Numeris Radio PPM, Total Meter CTRL, Winter 2020/ Winter 2021/ Winter 2022 (Weeks 14-26), AW 2a-2a, A12+/A18-34/A25-54, AMA(000), AvWkCum(%)

\*\*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.