



# Radio Listening

SPRING 2022

Life moved closer to pre-pandemic times over the Spring quarter and Radio listening was no exception.

Although COVID-19 continued to be widespread, restrictions were lifted in each province at their own pace, moving away from the uncertainty of the last two years. While the world was in flux in Spring 2020 with the pandemic just beginning, Spring 2022 provided a glimpse of what post-pandemic life could be like. As more commuters returned to the roads and social activities ramped up, AM/FM Radio reached more people than the previous two Spring periods while also increasing over last Winter.

AM/FM Radio reaches  
**85.9%**  
of Canadians A25-54

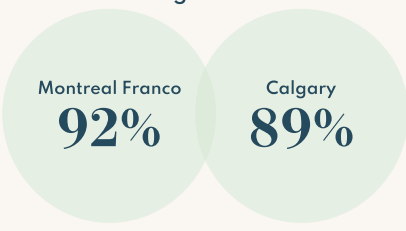
**A25-54 Reach**  
highest in

Montreal Franco

**92%**

Calgary

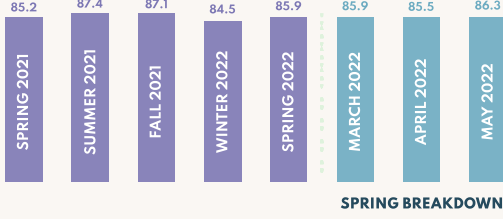
**89%**



Weekly Reach indexing at **103** vs Spring 2020.

Compared to Spring 2020, Montreal Franco and Vancouver had the most growth in Weekly Reach with an increase of **4** and **3** percentage points, respectively.

## Average Weekly Reach A25-54



## Canadians prefer to listen to AM/FM Radio **OUTSIDE** of their homes.

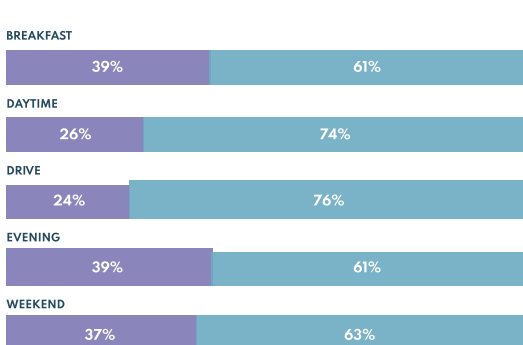
This Spring, out of home tuning (OOH) represents 67% of total tuning, with in-home tuning at 33% for A25-54. OOH tuning distribution has grown 10 percentage points from last Spring and 13 percentage points from Spring 2020. Locally, OOH tuning distribution is highest in Vancouver at 74%, followed by both Edmonton and Montreal Franco at 68%. When comparing to last Spring, Toronto had the biggest increase in OOH tuning, up 14 percentage points.

**8 million Canadians 12+** were reached by AM/FM radio during **BREAKFAST** period (6a-10a) in Spring 2022, indexing at **112** vs Spring 2020, when COVID began.

**9.4 million Canadians 12+** were reached by AM/FM radio during **DRIVE** daypart (3p-7p) in Spring 2022, indexing at **108** vs Spring 2020, when COVID began.

## Tuning by Location A25-54

● In-Home ● OOH



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



A12+

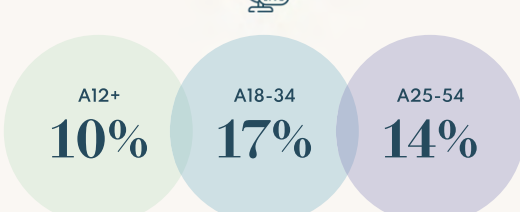
**10%**

A18-34

**17%**

A25-54

**14%**



A18-34 live streaming\* **INCREASED** by 4 percentage points over Spring 2020, when COVID began.

A25-54: Edmonton and Toronto are the **TOP 2** markets for Live Radio Streaming\* at 17% and 15% share of Total AM/FM Radio, respectively.

\*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, Spring 2020/ Spring 2021/ Spring 2022 (Weeks 27-39), AW 2a-2a, A12+/A18-34/A25-54, AMA(000), AvWkCum(%), AvWkCume(000).