

Falling into the rhythm of AM/FM Radio

FALL 2023



This past Fall, Canadians tuned into Radio for a diverse range of music, entertainment, sports, and local events.

Whether listening over the air or streaming, AM/FM radio kept them engaged throughout their daily routines. Radio listening for Canadians 12+ remained consistently popular in terms of reach and time spent, when compared to Fall 2022, indexing at 99 and 98, respectively.

AM/FM Radio reaches **85%** of Canadians every week across meter markets.



A12+ Weekly Reach is highest in



Average Weekly Reach - A12+



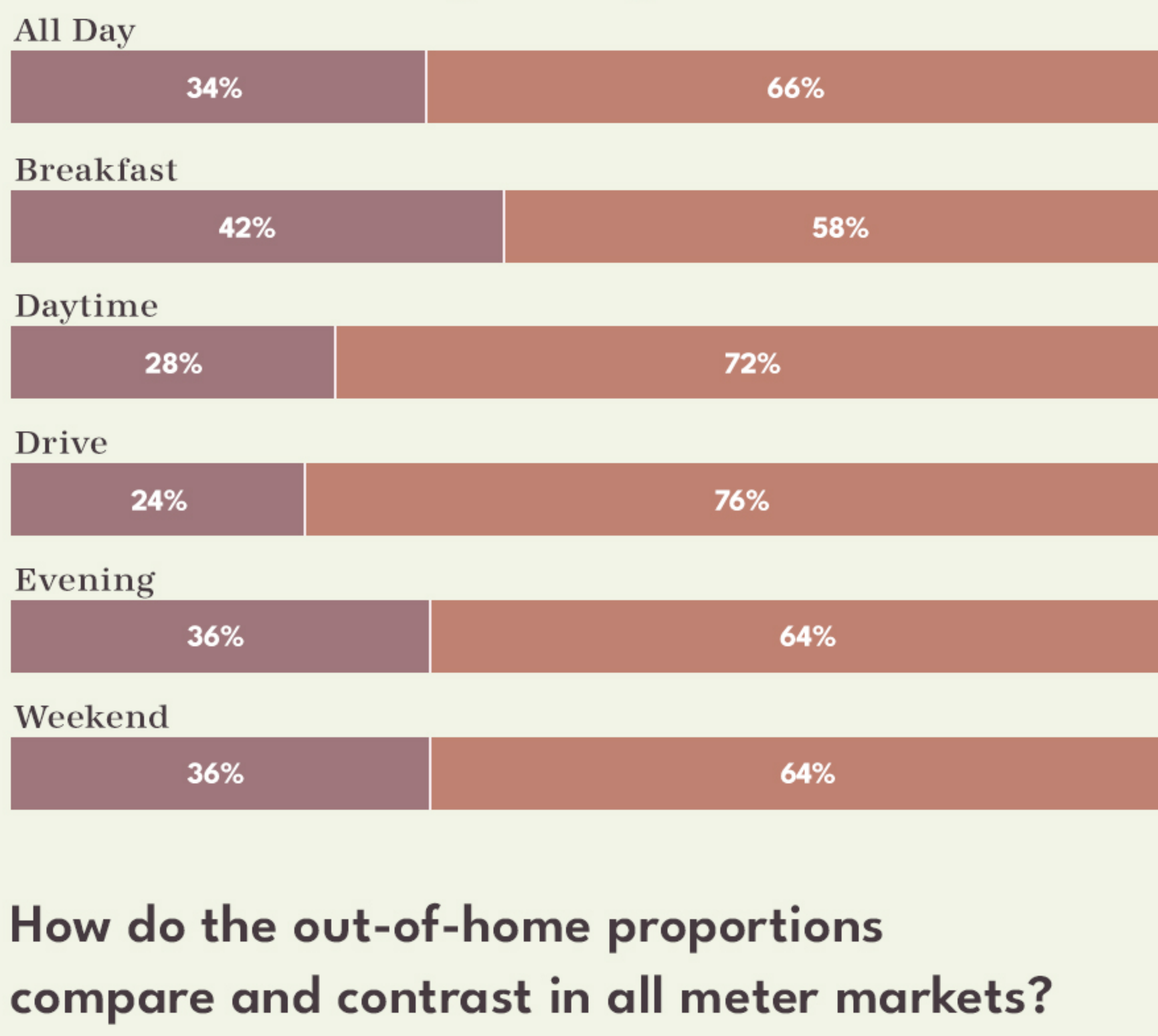
Canadians Prefer to Enjoy Radio on the Go

In Fall 2023, 66% of adults aged 25-54 enjoyed listening to AM/FM Radio outside the comfort of their homes. Notably, the Drive and Daytime dayparts claimed the highest share of out-of-home tuning, at 76% and 72%, respectively.

Across the western markets of Calgary, Edmonton and Vancouver, this demographic is seeing an increase in their out-of-home proportion when comparing to last Fall.



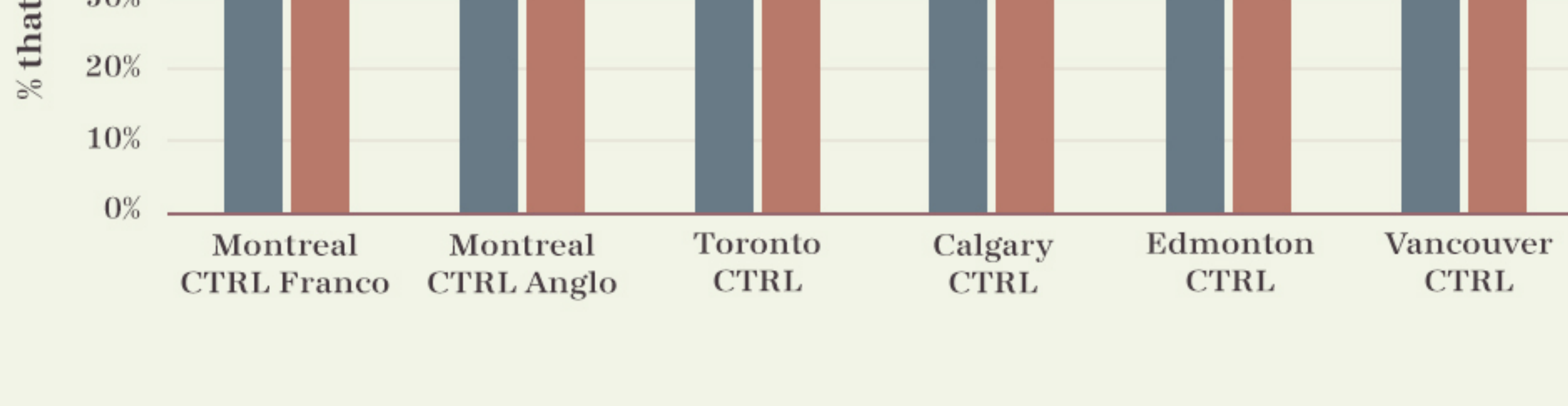
Proportion of Radio Tuning by Location – A25-54



How do the out-of-home proportions compare and contrast in all meter markets?

When we analyze the OOH proportions by market and demographic, Vancouver has the highest share for Adults 25-54, at 75%. Not far behind are Edmonton and Calgary at 72% and 70%, respectively. However, when it comes to Canadians 12+, the eastern markets of Toronto and Montreal take the lead with a higher in-home proportion for radio listenership.

Proportion of Out-of-Home Tuning by Market

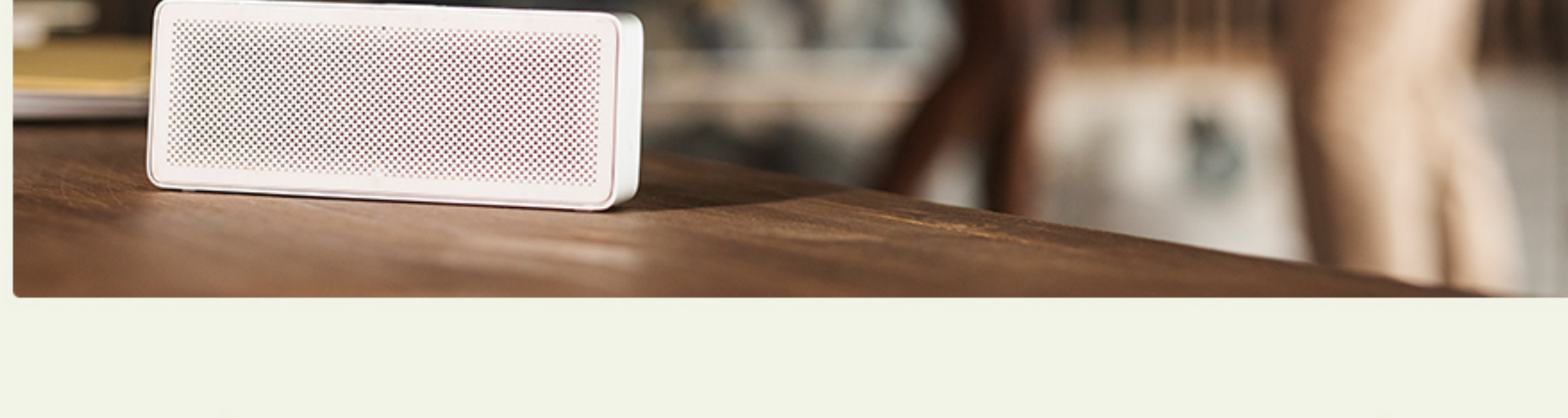
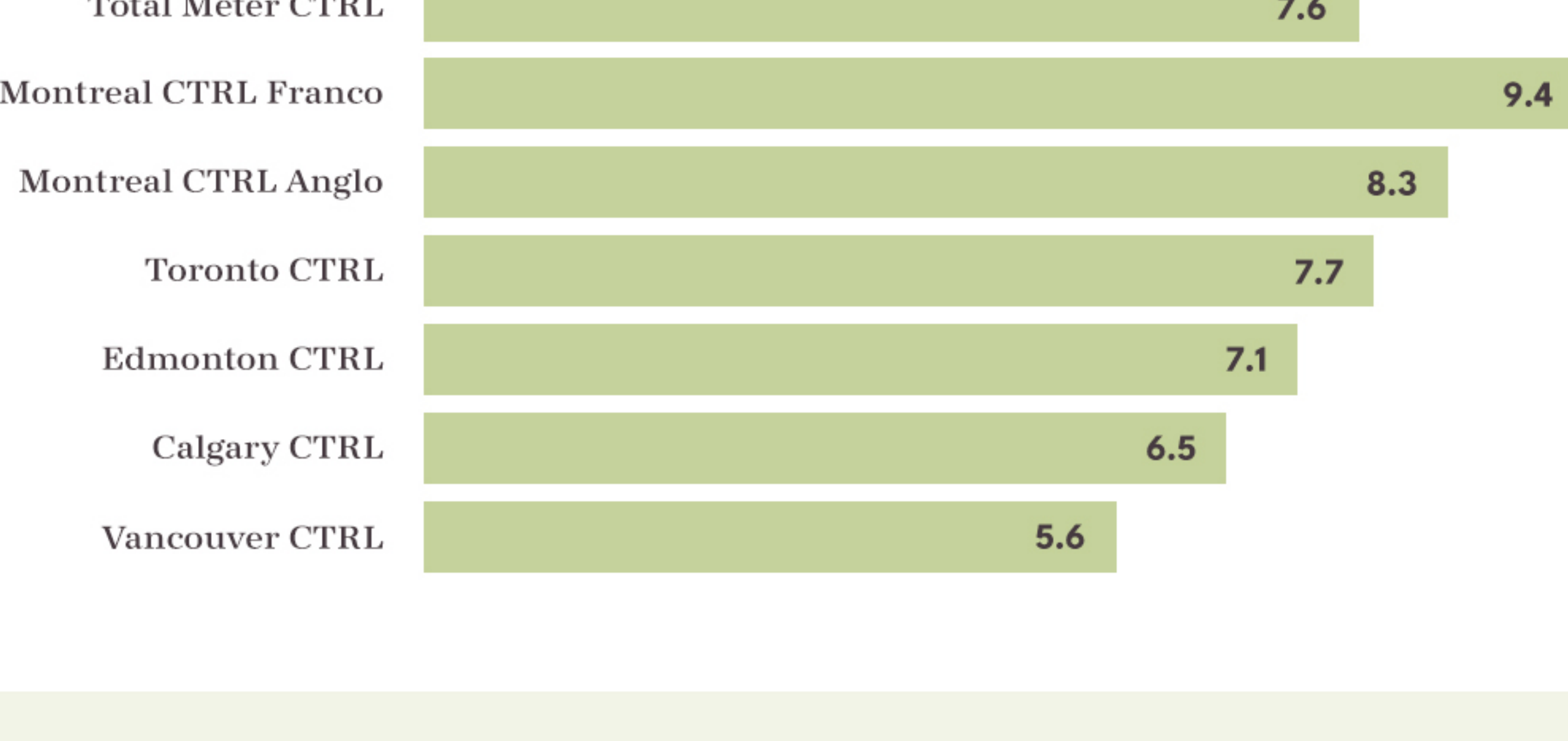


Stability in Time Spent Listening for Total Meter

The amount of time listeners spend listening to the Radio has remained consistent compared to last Fall, with an average of approximately 8 hours per week. Those in Montreal Franco spend the most time with Radio at 9.4 hours each week.

When we compare to Fall 2022, Montreal audiences, both Anglo and Franco, have remained stable in terms of time spent with Radio while Toronto saw an increase of 1%.

Average Weekly Hours Per Listener – A12+

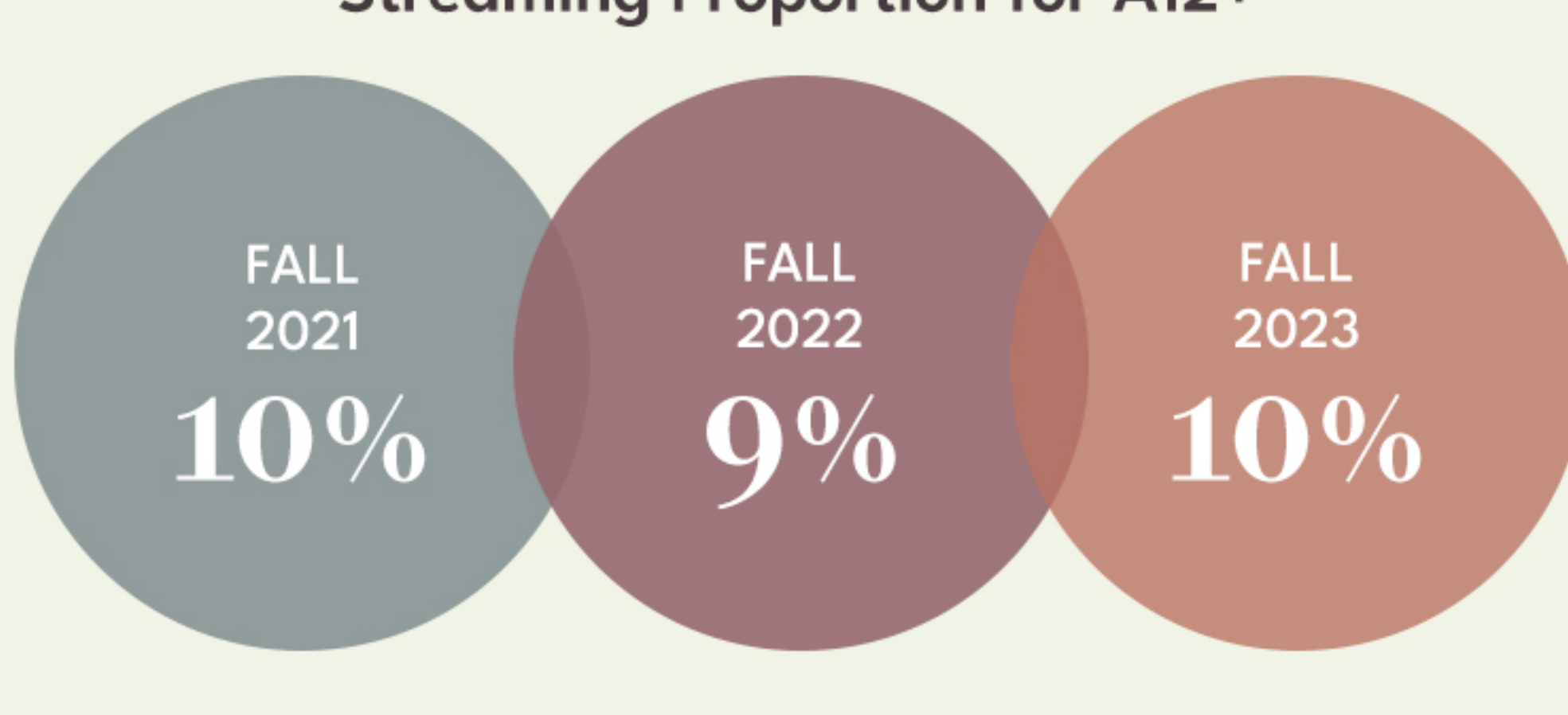


Share of Live Radio Streaming* Remains Stable for A12+

Fall 2023 Share of Total AM/FM Radio Streaming*

Demographic	Share
A12+	10%
A18-34	11%
A25-54	13%

Streaming Proportion for A12+



This Fall, all markets have either maintained or exceeded their share of total AM/FM live radio streaming*. When comparing to last Fall, Montreal Anglo/Franco's share of live radio streaming* in AM/FM radio has increased by 3 percentage points. The western markets of Vancouver, Edmonton, and Calgary have remained stable, with shares of 12%, 10%, and 8%, respectively. Similarly, Toronto has also remained stable, with a 9% share of live radio streaming* this Fall.

Breaking Down the Radio Listening Habits of Canadians

Two fundamental components of how the average Canadian listens to Radio are:

Session length - how long people listen in an average session

Number of sessions - how many occasions they listen to in a tuning day

Looking back to Fall 2021, Canadians continue to be actively engaged in radio listening with no notable changes - across all markets - in both the number and duration of sessions.

Radio Listening - A12+

Daily Session Length and Daily Number of Sessions

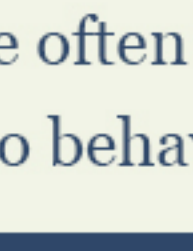
	Daily Session Length (Minutes)			Daily # of Sessions		
	Fall 2021	Fall 2022	Fall 2023	Fall 2021	Fall 2022	Fall 2023
Total Meter CTRL	9	9	9	12	11	11
Montreal CTRL Franco	9	10	10	12	12	12
Montreal CTRL Anglo	10	10	10	12	12	11
Toronto CTRL	10	9	9	11	11	11
Edmonton CTRL	9	8	8	12	12	11
Calgary CTRL	9	9	9	11	11	11
Vancouver CTRL	9	9	8	11	10	9

Source: Numeris Radio PPM, Total Meter CTRL, Fall 2021/Fall 2022/Fall 2023 (Weeks 1-13), AW (Mo-Su 2a-2a), A12+/A18-34/A25-54, AMA(000), AvWkCume(%), AvHoursWk(Lis), DlySL(Min) [minutes], DlyNumSes

*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.

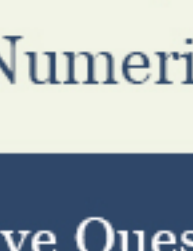
The 2023-24 Radio Meter Release schedule is now available!

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