

Radio Listening

SOUNDS OF SUMMER

SUMMER 2023

AM/FM Radio was the trusted companion of Canadians throughout the entire Summer period, providing them with the perfect soundtrack as they embraced and savored the season.

Whether it was for the latest music hits, entertainment, sports updates, or staying informed with local news, AM/FM Radio was there - both at home and on the go. Reach and Time Spent by Canadians 12+ remained consistently strong and stable compared to Summer 2022.

Summer 2023 vs Summer 2022 Index:

Weekly Reach = 100

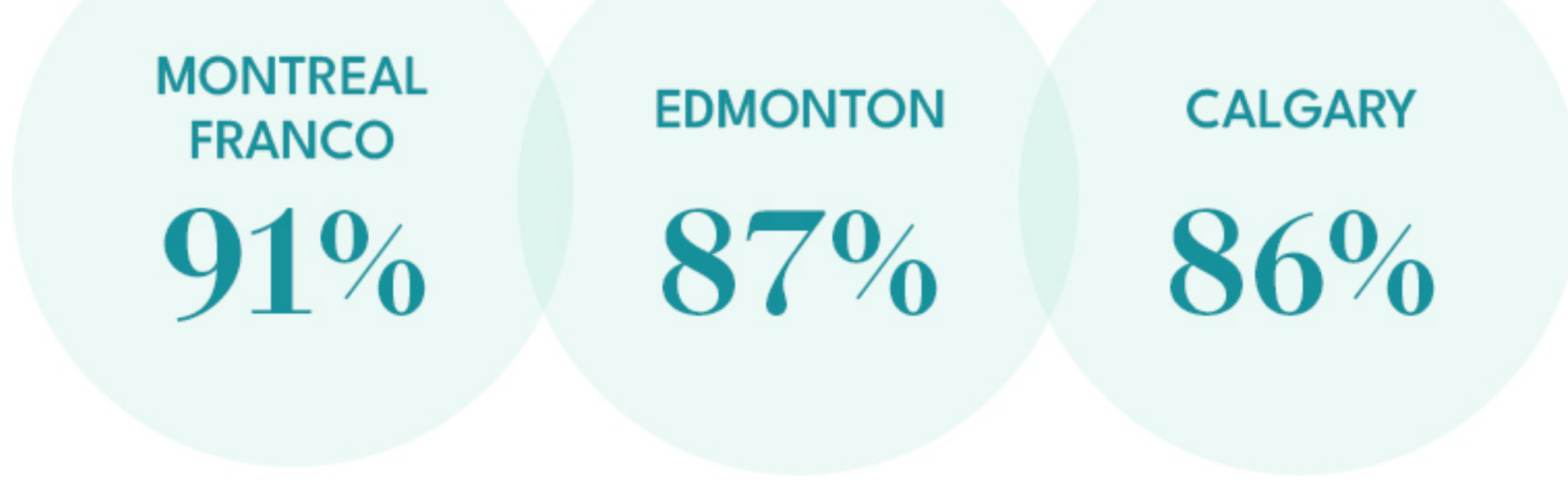
Time Spent (AMA) = 98

AM/FM Radio reaches

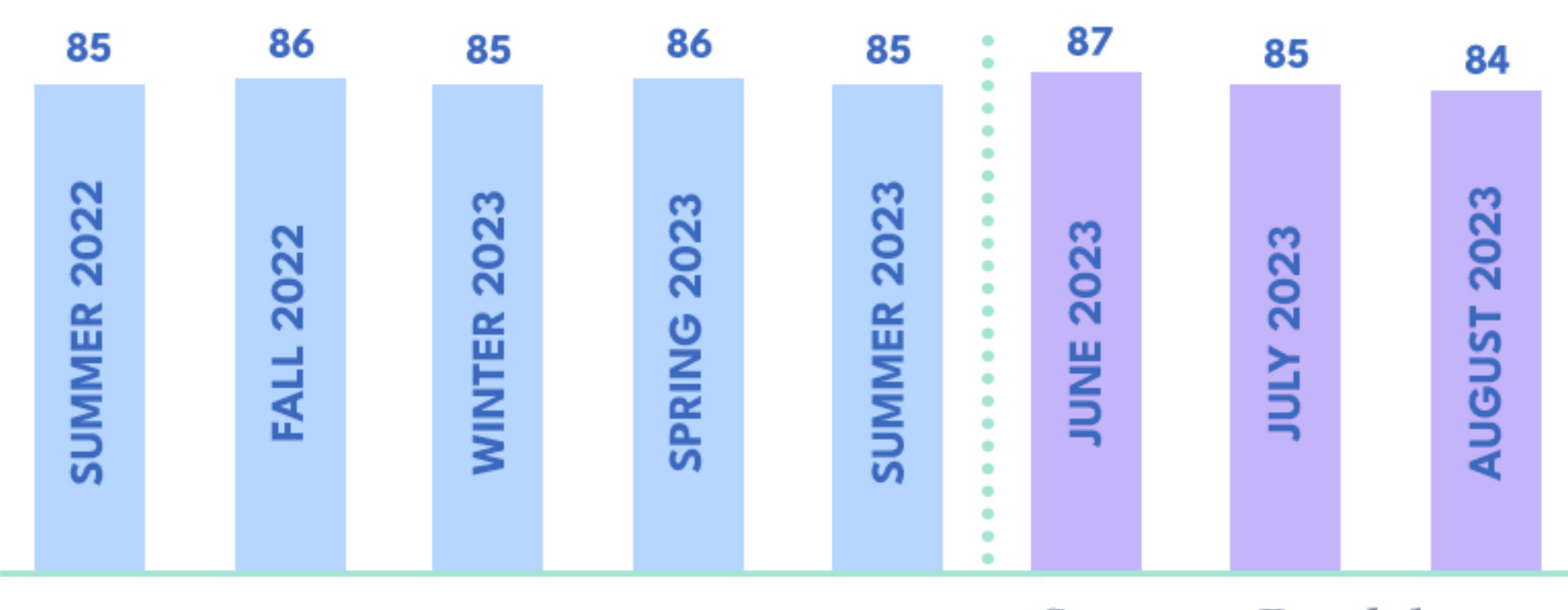
85%

of Canadians A12+ every week across meter markets.

A12+ Weekly Reach is highest in



Average Weekly Reach - A12+



Out-of-Home Radio Tuning Continues to be Top Choice Across Major Demos

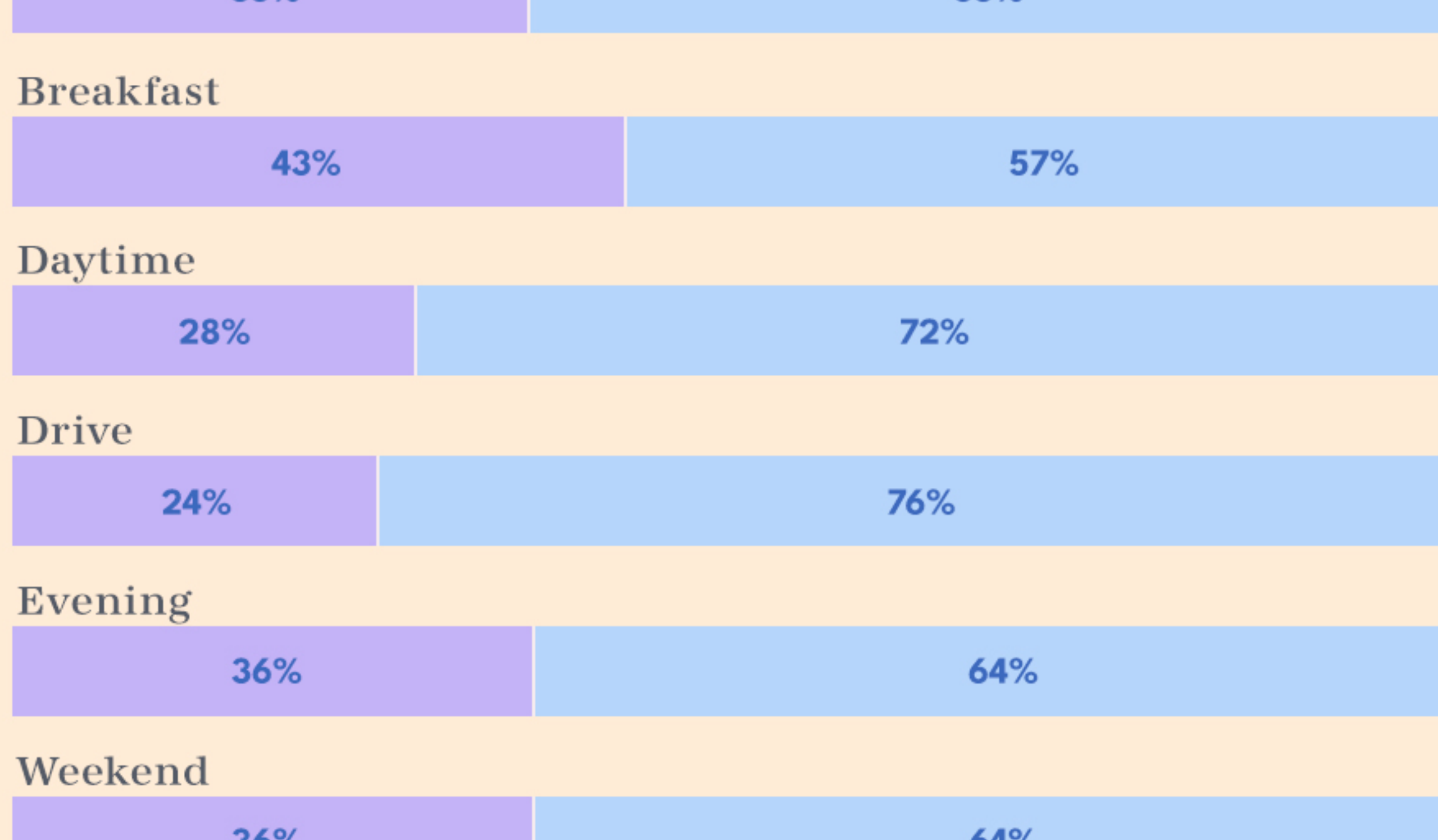
In Summer 2023, 65% of radio listening to AM/FM Radio was done outside the home for A25-54. Drive and Daytime dayparts continue to have the highest share of out-of-home tuning, at 76% and 72%, respectively.

For Adults 25-54, Western markets of Calgary, Edmonton and Vancouver are all seeing an increase in out-of-home tuning this Summer, while Montreal Anglo is seeing the biggest lift, increasing 6 percentage points compared to Summer 2022.

Vancouver continues to have the highest share of OOH tuning, at 76% this Summer. Edmonton and Calgary fall close behind, with an OOH proportion of 72% and 70%, respectively.



Proportion of Radio Tuning by Location - A25-54



Consumer Behaviour into Radio Formats

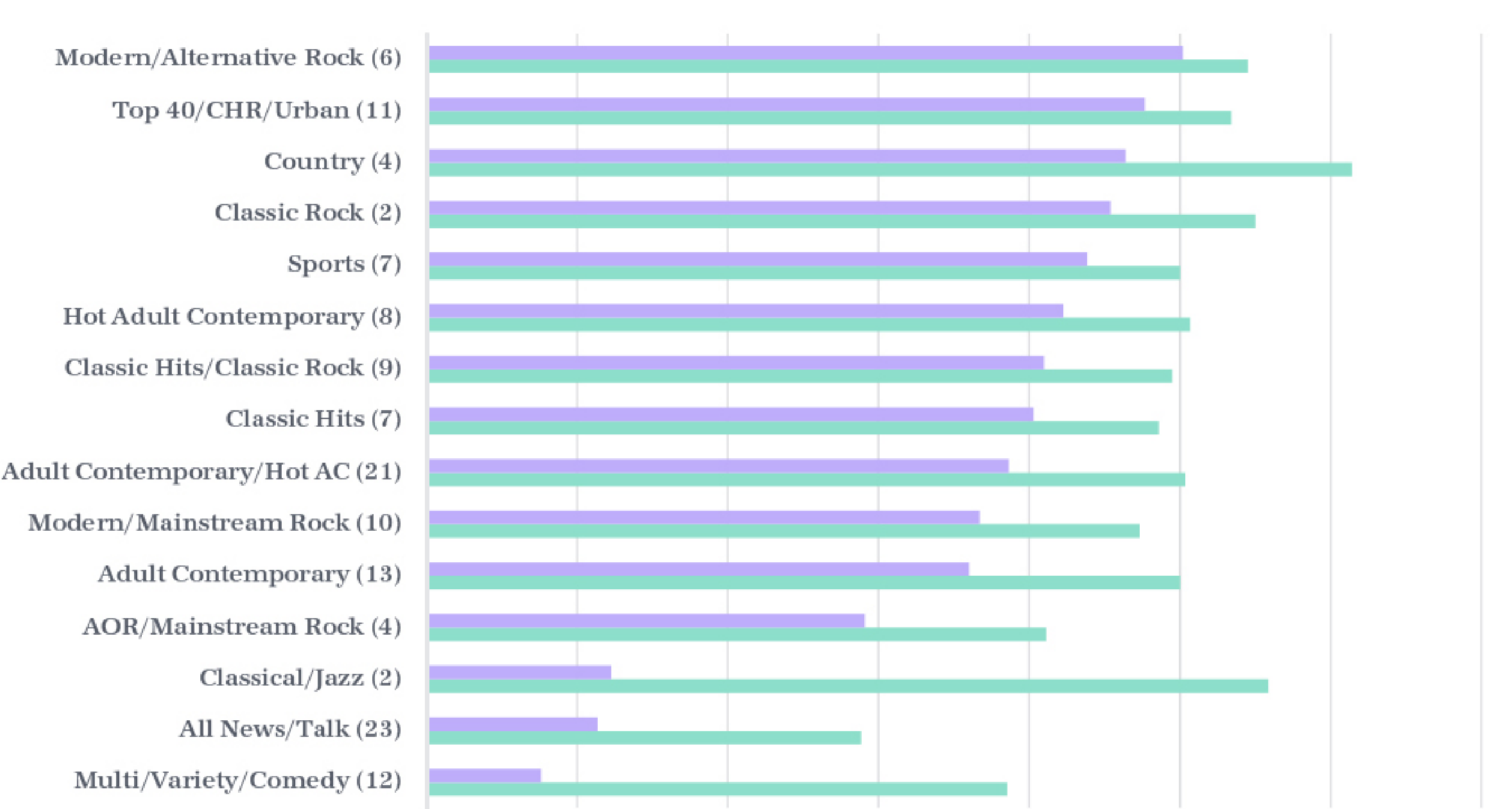
When it comes to radio tuning for Adults 25-54, the majority prefer to do so outside of their homes across all format groups. However, there is one exception to this trend -

All News/Talk, which has an in-home proportion of 51% this Summer.

On the other hand, when we examine the habits of 12+ as a whole, we see different consumption behaviours, where in-home tuning is preferred for All News/Talk (69%) and other genres like Classical/Jazz and Multi/Variety/Comedy.

Out-of-Home Proportion of Radio Tuning by Format Group Summer 2023, A12+ and A25-54

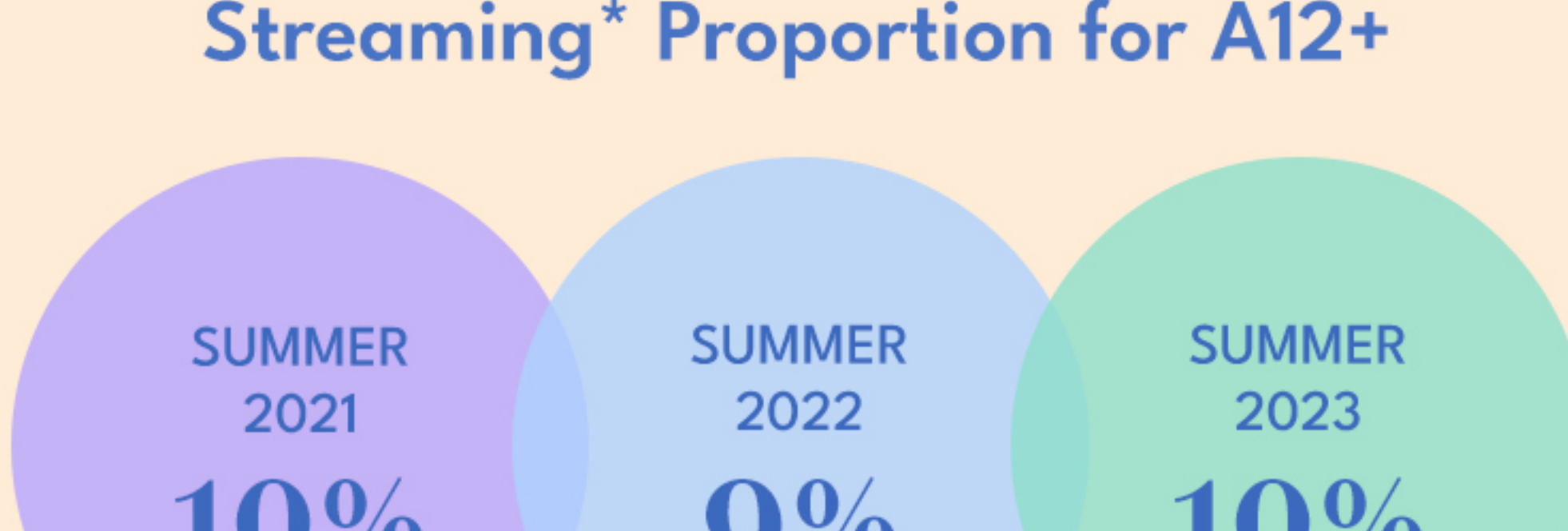
A12+ A25-54



LIVE RADIO STREAMING* MAINTAINED A 10% SHARE of Total AM/FM Radio in SUMMER 2023 for A12+, AND 12% for BOTH A18-34 and A25-54 demographics.

Live Streaming* share for Canadians 12+ has increased 1 percentage point compared to Summer 2022.

Streaming* Proportion for A12+



Vancouver and Calgary maintained their live streaming* share of total AM/FM radio, currently at 11% and 8% this Summer, respectively.

When comparing to Summer 2022, Montreal Franco and Toronto's live streaming* share of AM/FM radio increased, currently at 9% and 10%, respectively.

Source: Numeris Radio PPM, Total Meter CTRL, Summer 2021/Summer 2022/Summer 2023 (Weeks 40-52), AW (Mo-Su 2a-2a), A12+/A18-34/A25-54, AMA(000), AvWkCume(%)

*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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