



Radio Listening

SPRING 2023

As Spring 2023 brought in weather changes, Canadians of all ages continued to turn on the radio to enjoy the various content it offered.

In fact, individuals 12+ radio tuning has remained stable in both AMA and weekly reach, confirming that radio is still a reliable source of entertainment for many. Out-of-home tuning continues to be top choice across major demos.

AM/FM Radio reaches

86%

of Canadians A12+ every week across meter markets.

In comparison to Spring 2022, RADIO listening is stable for reach and time spent for A12+, both indexing at 100.



A12+ Weekly Reach is highest in



Average Weekly Reach - A12+

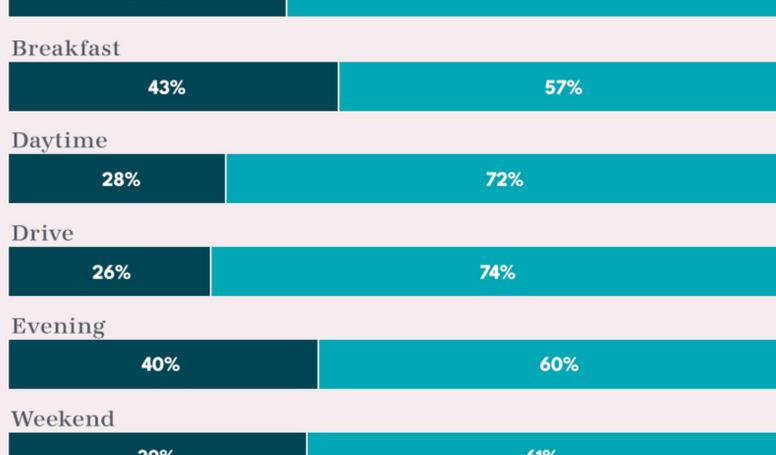


Out-of-Home Radio Tuning Continues to be Top Choice Across Major Demos

In Spring 2023, 64% 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 74% and 72%, respectively. Western markets of Vancouver and Edmonton are seeing the highest share of OOH tuning this Spring at 75% and 73%, respectively. Montreal Anglo is seeing the biggest lift in out-of-home tuning this Spring, increasing 7 percentage points compared to Spring 2022.



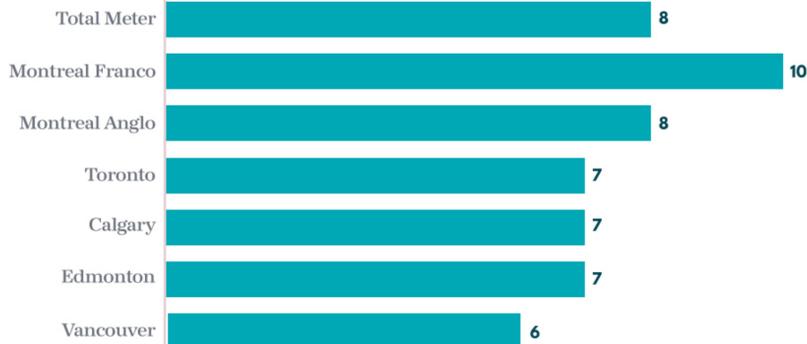
Proportion of Radio Tuning by Location – A25-54



Time Spent Listening remains stable for Total Meter

In an average week, Canadians spent approximately 8 hours listening to the radio with Montreal Franco spending the most time at approximately 10 hours.

Average Weekly Hours per Listener - A12+



Live Streaming* remains stable for A12+

LIVE RADIO STREAMING* MAINTAINED A 10% SHARE of Total AM/FM Radio in SPRING 2023 for A12+, 12% for A18-34 and 13% for A25-54 demographics.

Streaming* Proportion for A12+



Calgary maintained their live streaming* share of total AM/FM radio, which is currently at 10% this Spring. When comparing to Spring 2022, Vancouver and Montreal Franco's live streaming* share of AM/FM radio are both up 2 percentage points, currently at 12% and 10%, respectively.

Source: Numeris Radio Meter, Total Meter CTRL, Spring 2021/Spring 2022/Spring 2023 (Weeks 27-39), AW (Mo-Su 2a-2a), A12+/A18-34/A25-54, AMA(000), AvWkCume(%), AvHoursWk(Lis)

*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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