

# Radio Listening

## Winter 2023

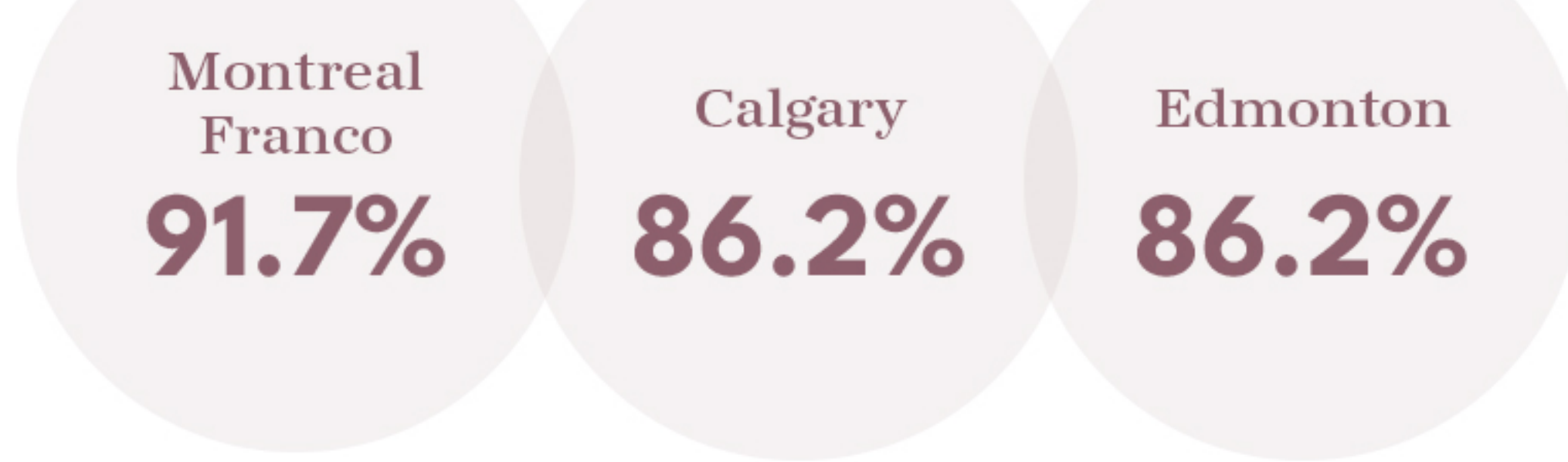
Canadians experienced a more typical Winter season in 2023 than in the two previous years. The holiday season was uninterrupted, and many escaped to sunny destinations with travel back in full swing. The weather was unpredictable all across the country; rapid and unseasonable temperature fluctuations were a top story. In Winter 2023, AM/FM Radio tuning was stable amongst key demographics as listeners continued to tune in both in and out of home. **RADIO listening (AMA) is stable for A12+ and indexing at 99 for A25-54 over last year.**



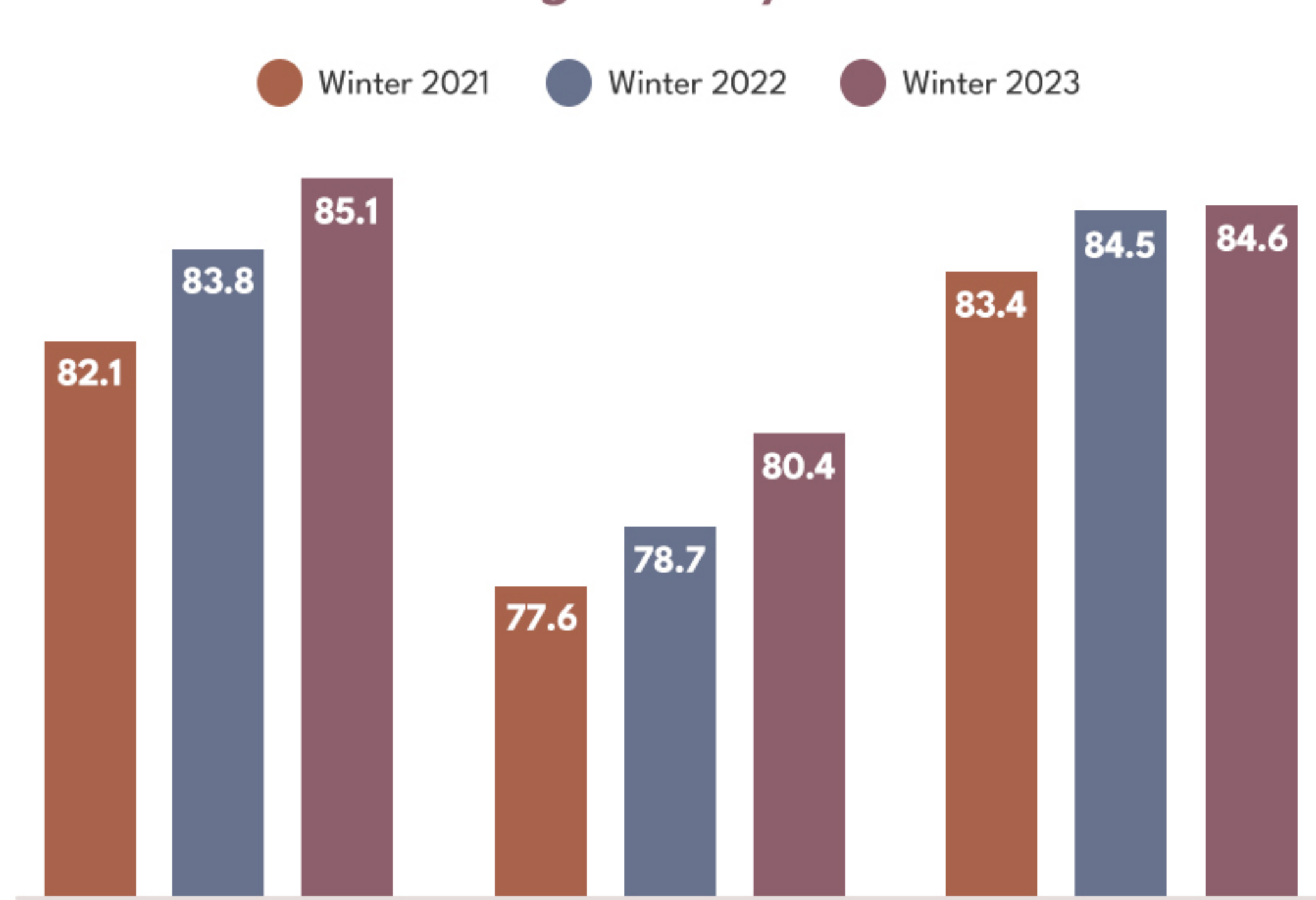
### AM/FM Radio Reaches 85% of Canadians A25-54 Every Week in PPM Markets

Weekly Reach in Winter 2023 for A12+ is INDEXING at 103 compared to Winter 2022 and all CTRL markets are indexing at 100 or above this season.

#### A25-54 Weekly Reach is highest in



#### Average Weekly Reach

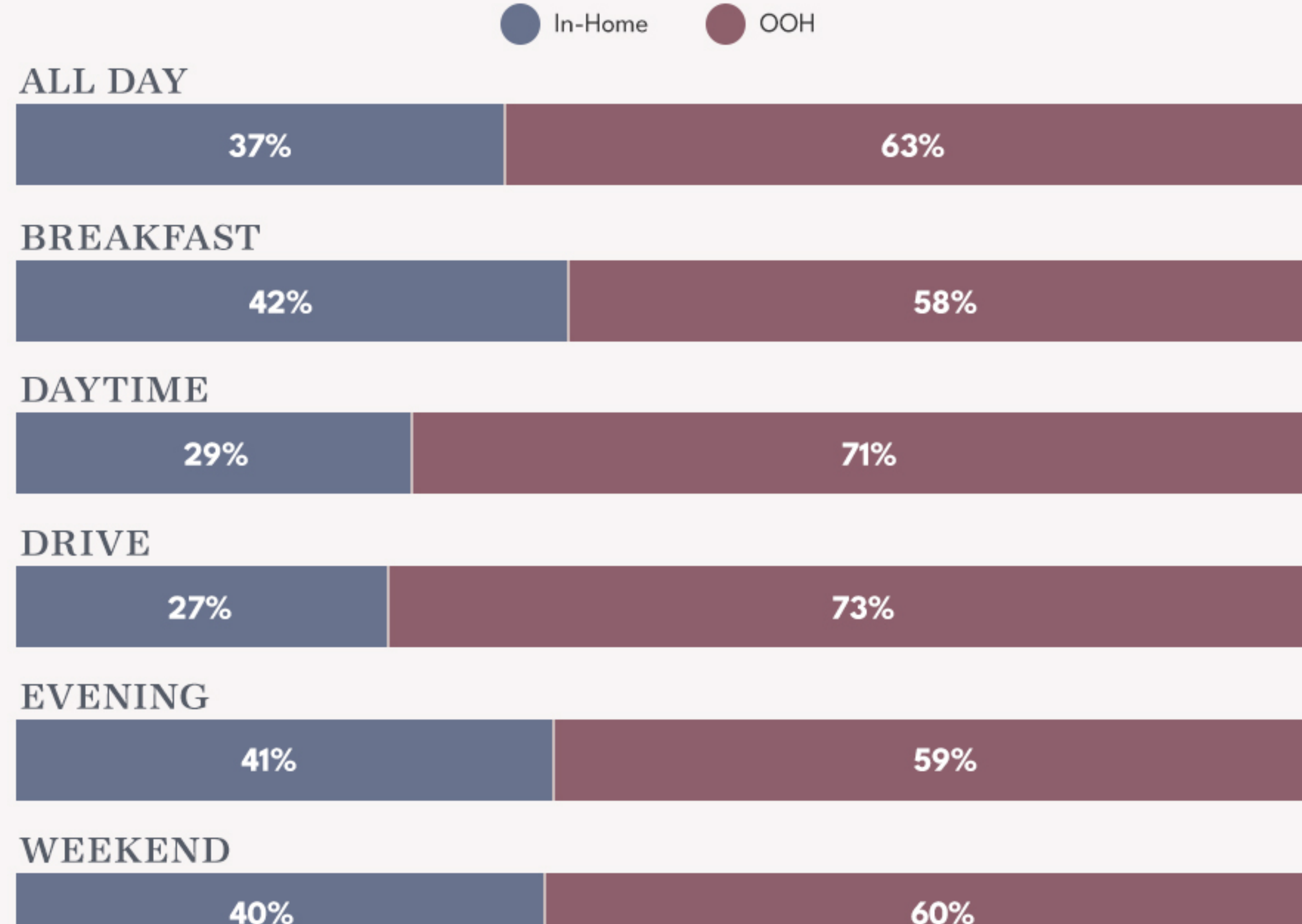


### Out-of-Home Radio Tuning Continues to be Top Choice Across Key Demos

In Winter 2023, 63% of radio listening to AM/FM Radio was done outside the home for A25-54, in line with that of Winter 2022. Western markets of Vancouver and Calgary/Edmonton continue to have the highest proportion of OOH tuning at 74% and 71%, respectively. Drive and Daytime dayparts continue to have the highest share of out-of-home tuning, at 73% and 71%, respectively. Calgary is seeing the biggest lift in out-of-home tuning in Winter 2023, increasing 10 percentage points compared to Winter 2022.



#### Proportion of Radio Tuning by Location – A25-54



### Time Spent and Number of Stations per Listener

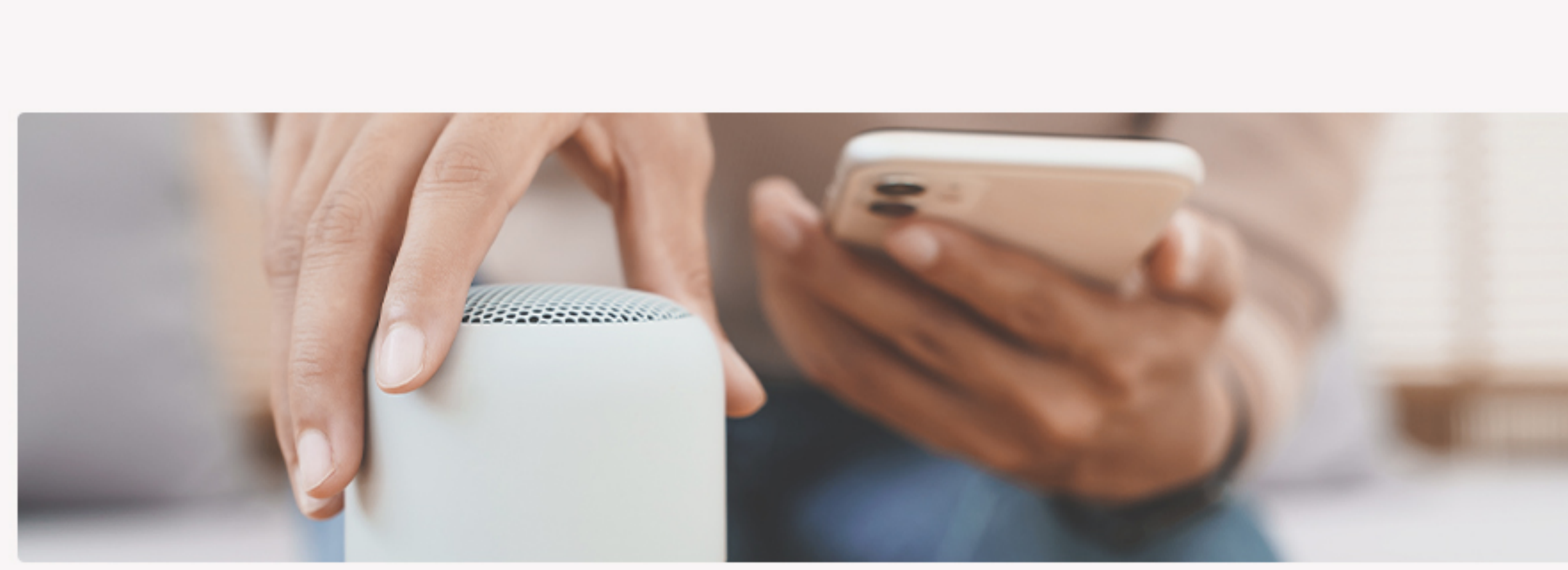
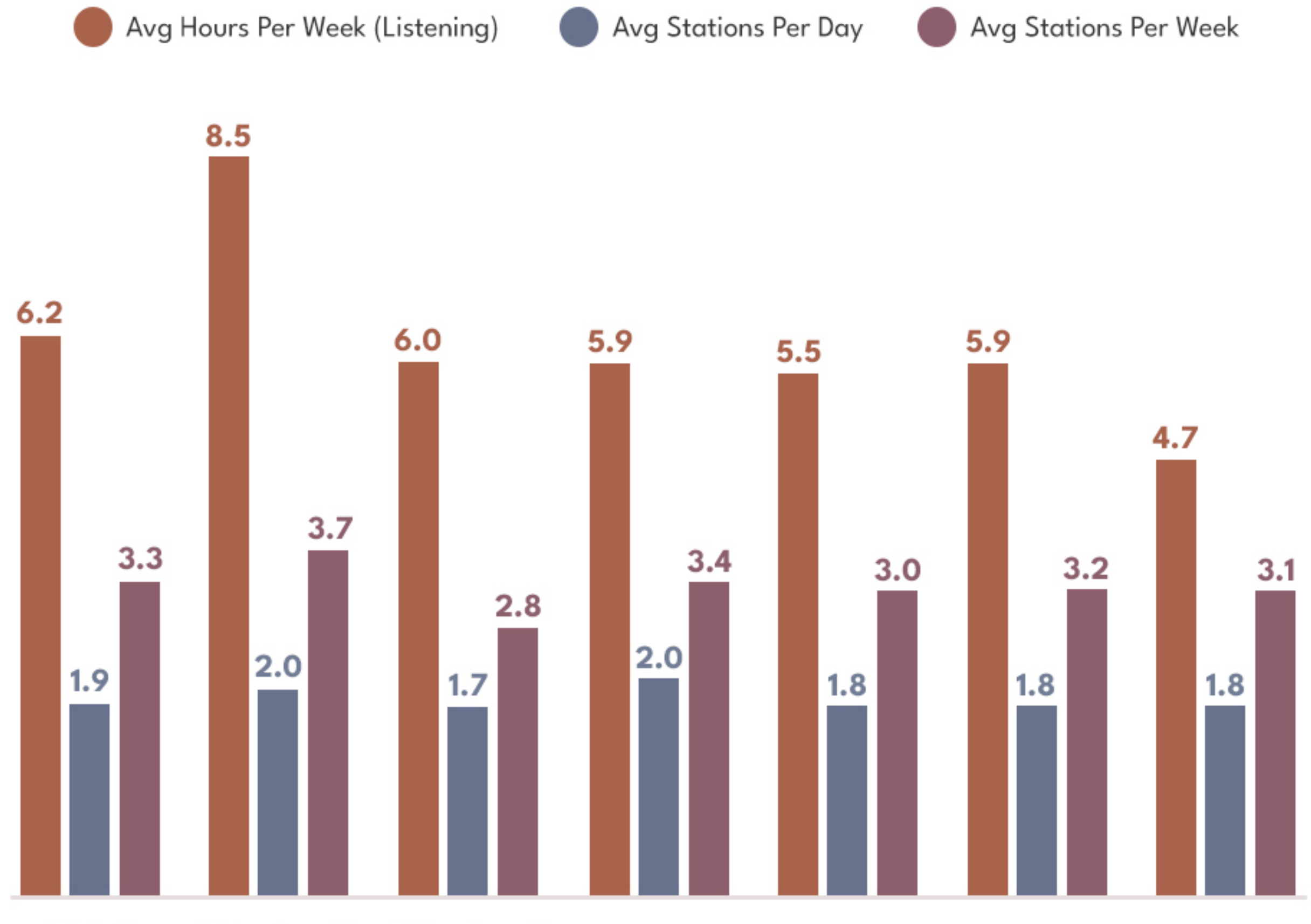


Adults 25-54 spent a little over 6 hours a week listening to radio across all meter markets – Montreal Franco spends the most time with 8.4 hours.

How does this compare with how many stations, on average, are being listened to on a given day or week?

Across all meter markets, audiences are listening to approximately 2 average stations each day. When we look at the number of stations listened to every week, it's approximately 3 average stations in the Western markets, 3.4 stations in Toronto and 4 stations in Montreal Franco.

#### Average Weekly Hours per Listener vs Average Stations per Day/Week – A25-54

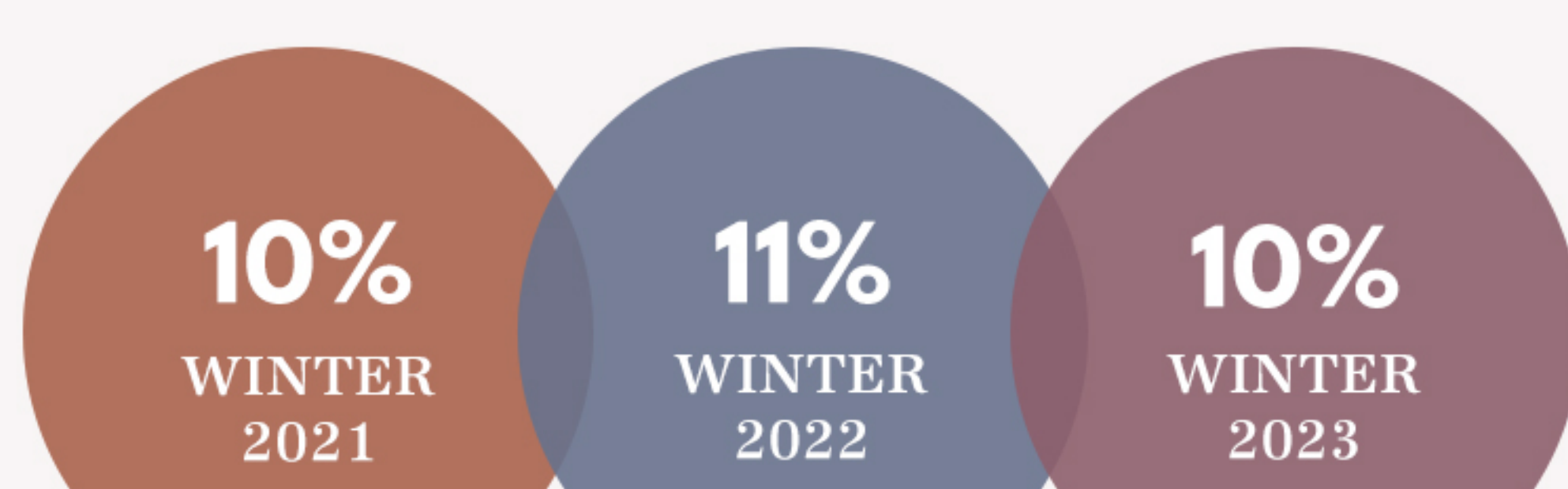


### AM/FM Streaming\* in Winter 2023

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

Live Streaming\* remains stable for A12+.

#### Streaming\* Proportion for A12+



Vancouver maintained their live streaming\* share of total AM/FM radio at 11%, now tied with that of Toronto. When comparing to Winter 2022, Montreal Franco and Montreal Anglo's live streaming\* share of AM/FM radio is up 1 percentage point.

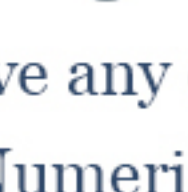
Source: Numeris Radio PPM, Total Meter CTRL, Winter 2021/Winter 2022/Winter 2023 (Weeks 14-26), AW (Mo-Su 2a-2a), A12+/A18-34/A25-54, AMA(000), AvWkCume(%), AvWkCume(000), DlyCume(000), AvHoursWk(Lis)

\*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.



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