



Fall 2024

Listening Trends

During the busy Fall season, Canadians ventured outside their homes with radio along for the ride. This trend highlights the enduring popularity of radio as a versatile medium that adapts to the dynamic lifestyles of its audience, providing a reliable source of information and entertainment on the go. Whether commuting, exercising, or simply enjoying leisure time, Canadians consistently turned to radio to stay connected and informed.

Intelligence by
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AM/FM Radio Reaches 82% Of Canadians Every Week across Meter Markets

12+ Weekly Reach is highest in:



MONTREAL FRANCO

89%



EDMONTON

85%



CALGARY

84%



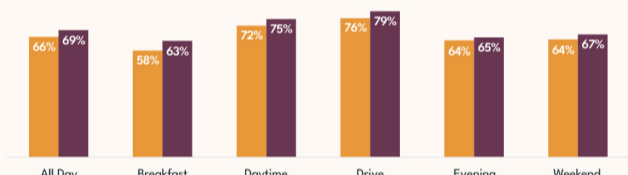
Rise in Out-of-Home Tuning in Fall 2024

In Fall 2024, 69% of radio listening to AM/FM Radio by Adults 25-54 occurred outside the home. Compared to the previous Fall, there is an increase in the share of out-of-home (OOH) listening across all dayparts, with the highest being during Breakfast, which rose by 5 percentage points. The Drive and Daytime segments continue to have the highest share of out-of-home listening, at 79% and 75%, respectively, this Fall.

Proportion of OOH Tuning by Daypart

A25-54 - Fall 2023 vs. Fall 2024

● Fall 2023 ● Fall 2024



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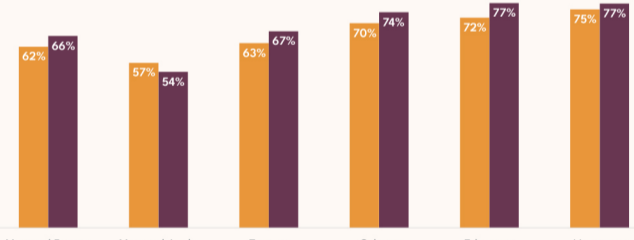
Increase in Out-of-Home Tuning Observed Across Most Markets

In the A25-54 age group, Vancouver and Edmonton lead in out-of-home radio listening at 77%, with Calgary following at 74%. Compared to last Fall, Edmonton saw the largest increase in out-of-home listening at 5 percentage points, while Montreal Franco, Toronto, and Calgary each increased by 4 points.

Proportion of OOH Tuning by Market

A25-54 - Fall 2023 vs. Fall 2024

● Fall 2023 ● Fall 2024



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AM/FM Live Radio Streaming* for Fall 2024

Live Radio Streaming* maintained a 10% share of Total AM/FM Radio for Canadians 12+, while A18-34 and A25-54 demographics were slightly higher at 11% and 12%, respectively.

Intelligence by NUMERIS | Streaming Proportion for 12+:



For Canadians 12+, Montreal Anglo and Vancouver lead in live radio streaming with 12% and 11% of the total AM/FM radio share. Compared to last Fall, Toronto and Calgary saw a 1% increase in their live radio streaming share, while other markets remained stable.

Source: Numeris Radio PPM, Total Meter CTRL, Fall 2022/Fall 2023/Fall 2024 (Weeks 1-13), Mo-Su 2a-2a, 12+/A18-34/A25-54, AMA (000), AvWkCume(%).

*Disclosure: AM/FM Live Streaming includes listening on personal computers, smartphones, tablets, smart speakers, 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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