

Radio Listening

WINTER 2024

The enduring appeal of AM/FM Radio, whether through traditional over-the-air broadcast or streamed, continued to captivate and engage listeners in various aspects of their daily lives in Winter 2024. Canadians 12+ have stayed true to their habits, with a consistent pattern in reach and time spent (AMA) compared to the previous Winter of 2023, indexing at 98.

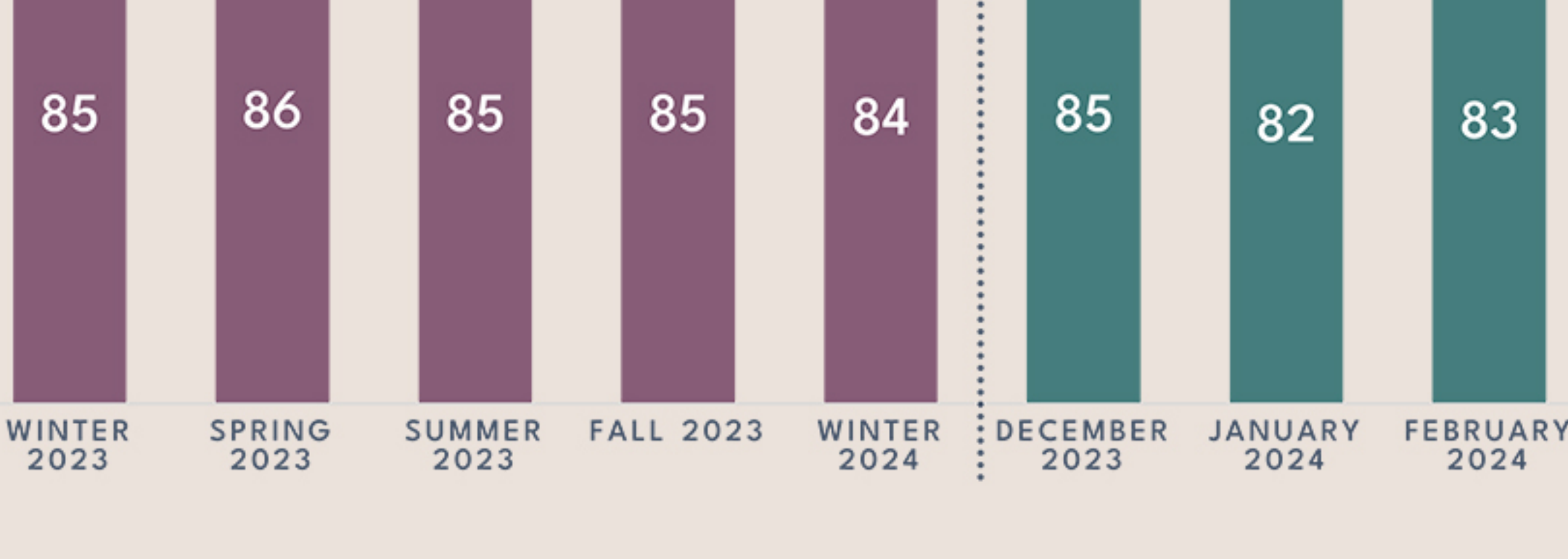
AM/FM Radio Reach is Stable Reaching 84% of Canadians Every Week across Meter Markets

A12+ Weekly Reach is highest in

Montreal Franco 90%

Edmonton 86%

Calgary 84%

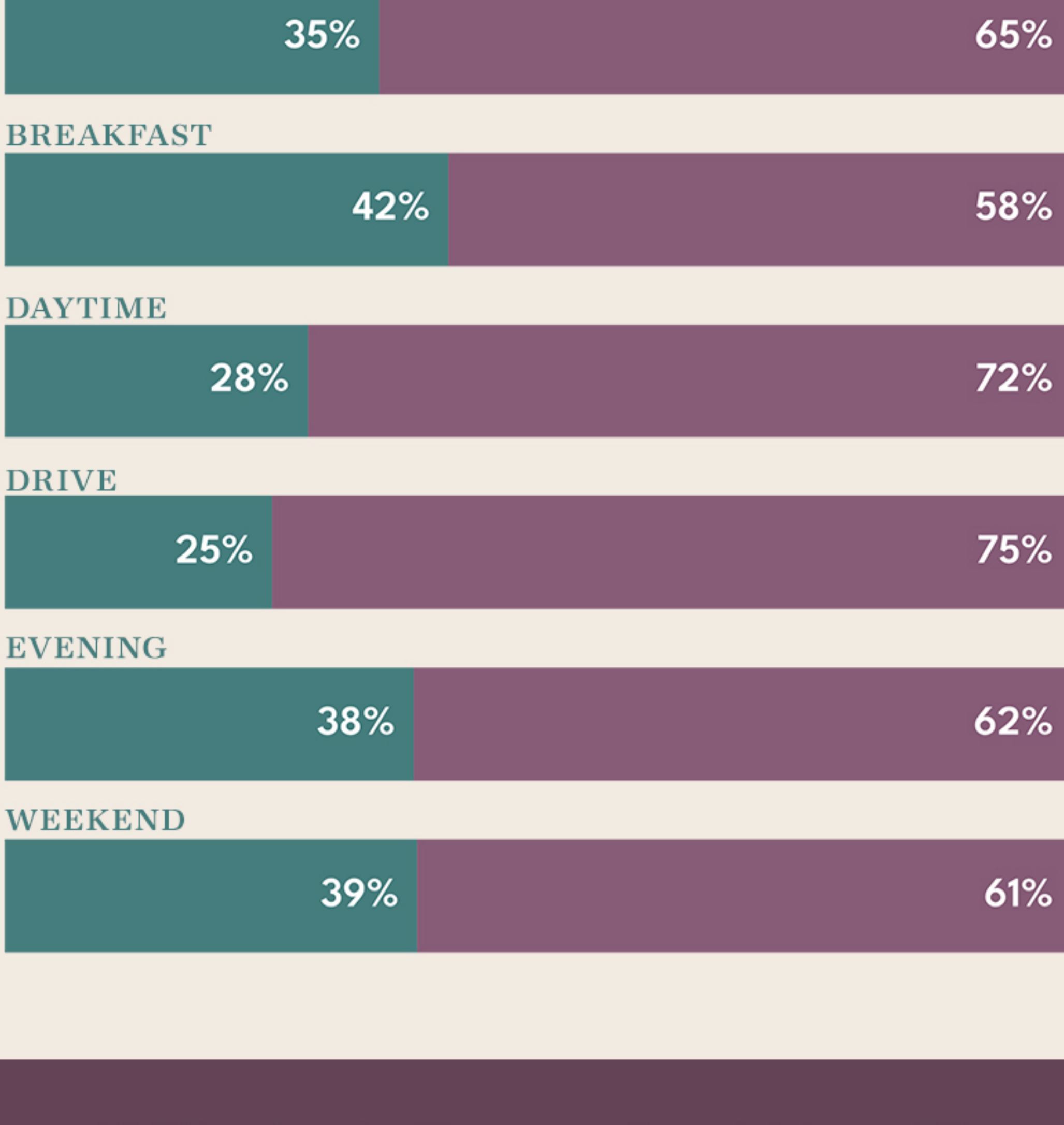


On the Go Listening Reigns Supreme for A25-54

During Winter 2024, 65% of Adults 25-54 listened to AM/FM Radio outside their homes. The Drive and Daytime dayparts stood out with the highest share of out-of-home tuning, at 75% and 72%, respectively.

Proportion of Radio Tuning by Location – A25-54

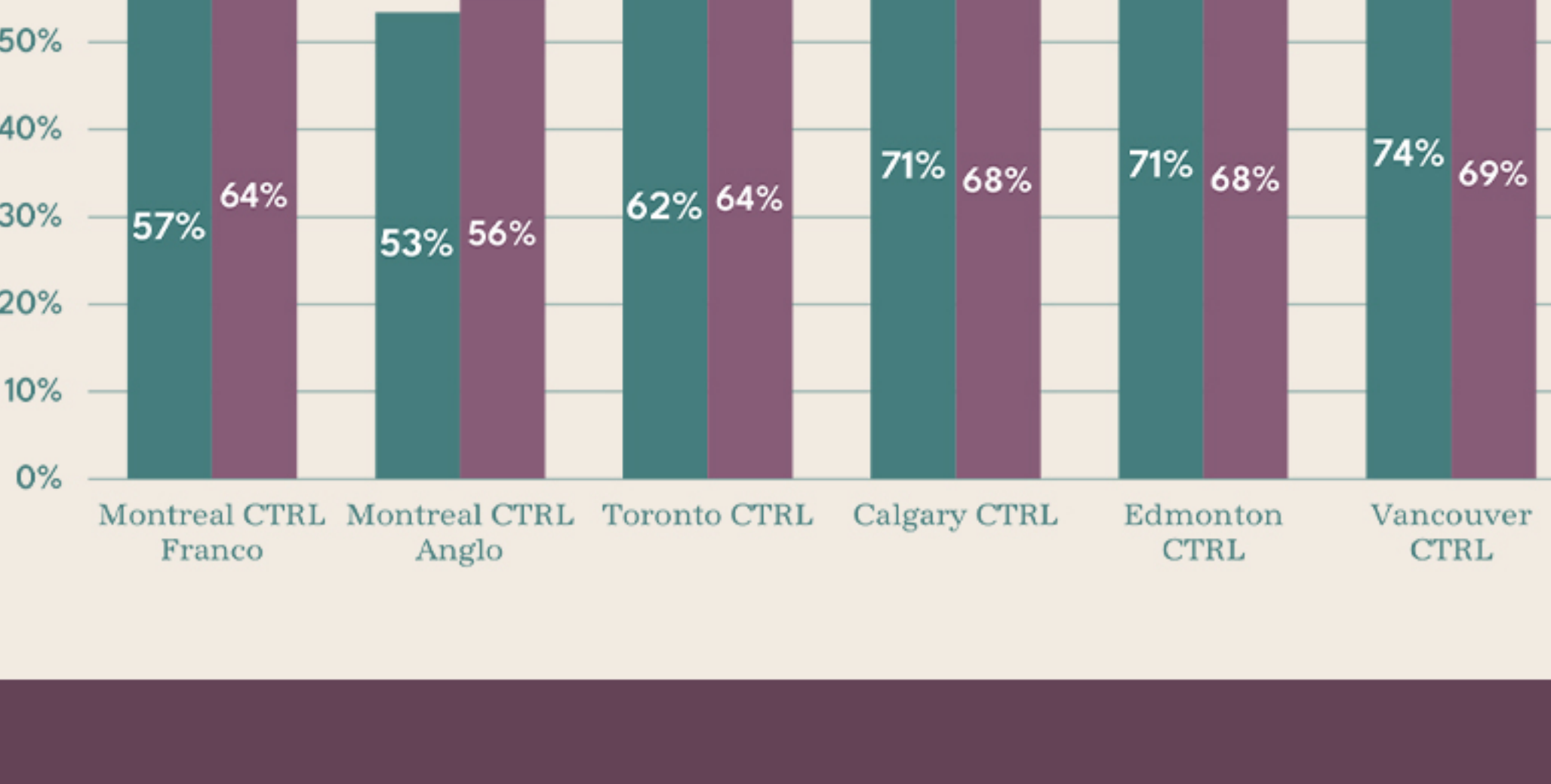
● In-Home ● OOH



In terms of OOH tuning, the Western markets of Calgary, Edmonton, and Vancouver lead the pack for Adults 25-54. However, Eastern markets of Montreal Franco/Anglo and Toronto witnessed a rise in proportion of their out-of-home listening this Winter.

Proportion of OOH Tuning by Market – A25-54

● Winter 2023 ● Winter 2024



Two Fundamental Components of Radio

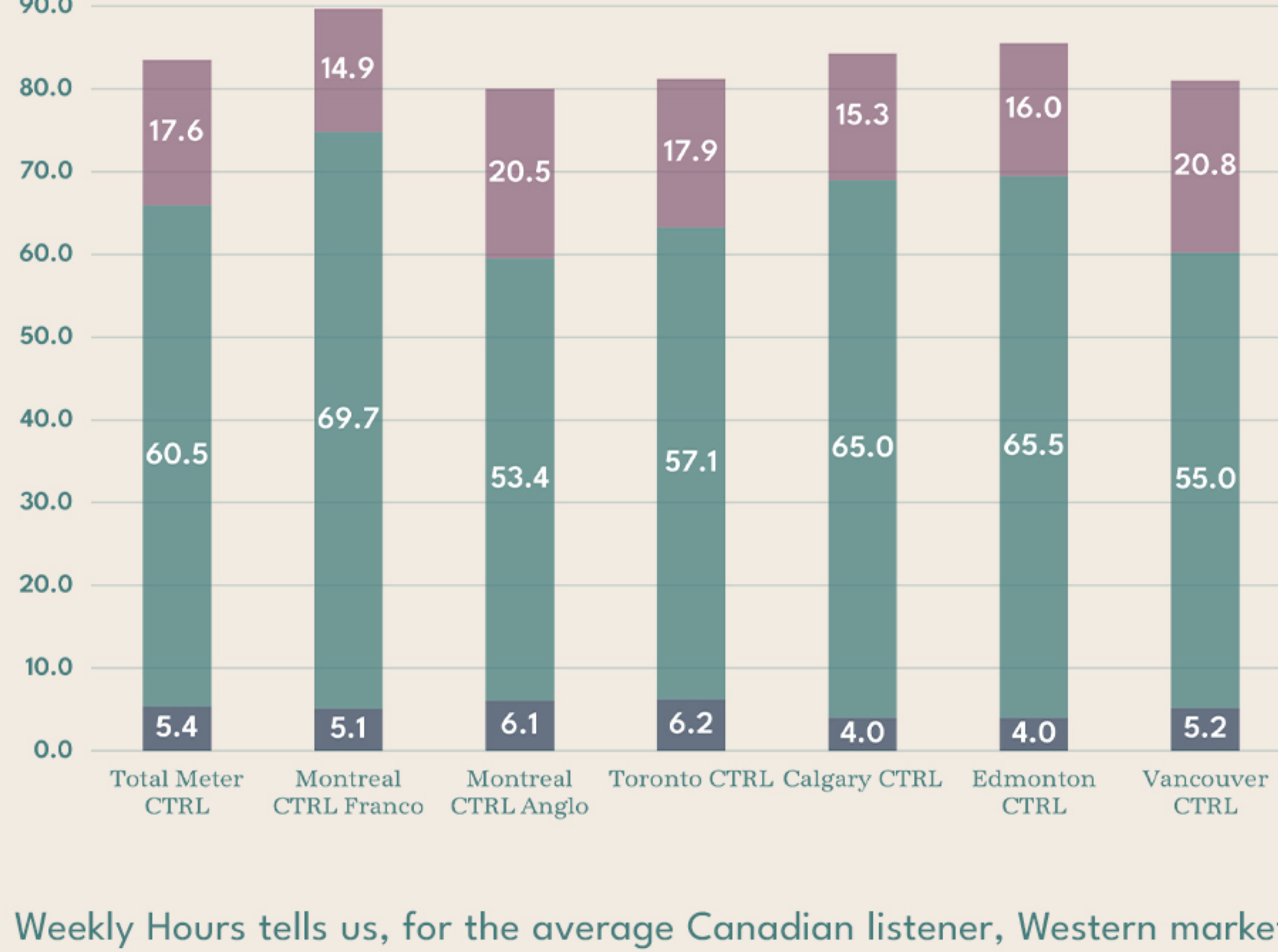
Weekly Reach (people showing up to listen to Radio) and Weekly Hours (how long the average listener tunes in for) are two key factors in understanding how Canadians engage with Radio.

Delving into Winter 2024 data, when breaking down where listeners tune in; ONLY at home, ONLY out-of-home, or a mix of BOTH, it is clear that most listeners enjoy Radio BOTH in-home and out-of-home.

Weekly Reach demonstrates that Vancouver and Montreal Anglo stand out with around 21% of the population tuning in ONLY out-of-home. In contrast, 70% of Montreal Franco residents enjoy Radio in BOTH settings.

Segmentation of Average Weekly Reach % by Location – A12+

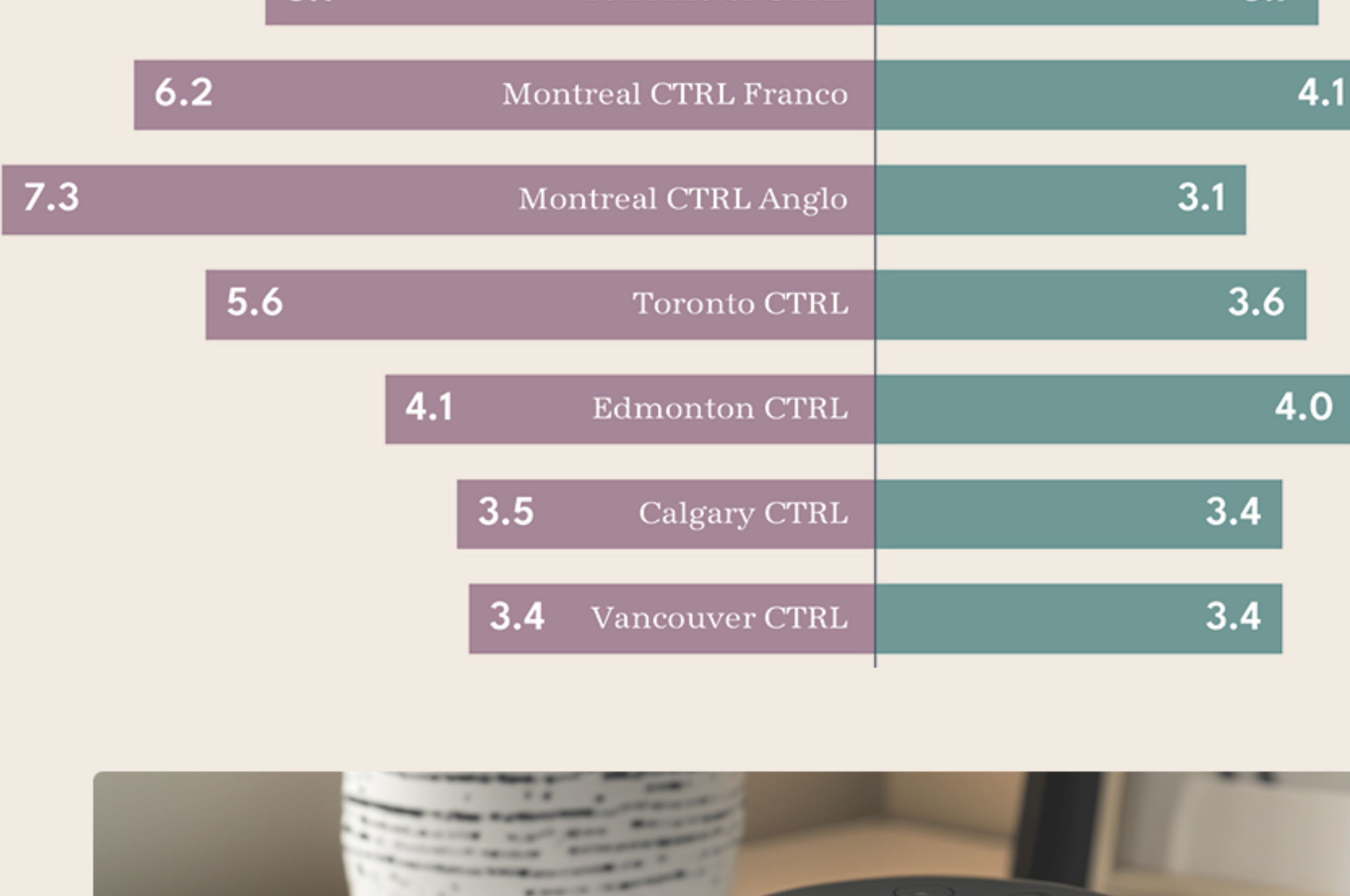
● OOH Only ● BOTH ● In-Home Only



Weekly Hours tells us, for the average Canadian listener, Western markets of Vancouver, Calgary and Edmonton have similar tuning in BOTH locations, whereas Eastern markets of Montreal Franco/Anglo and Toronto have more weekly hours tuned in-home.

Average Weekly Hours (Per Listener) by Location – A12+

● In-Home ● Out-of-home



AM/FM Streaming* in Winter 2024

LIVE RADIO STREAMING* MAINTAINED A 10% SHARE of Total AM/FM Radio in WINTER 2024 for A12+, 10% for A18-34 and 12% for A25-54

Streaming* Proportion for A12+



Montreal Anglo and Vancouver lead the way as the top 2 markets for Live Radio Streaming* with a 15% and 11% share of Total AM/FM Radio, respectively. In comparison to last Winter, Montreal Anglo's Live Radio Streaming* share of AM/FM radio has increased by 5 percentage points, while the Western markets of Vancouver and Calgary have remained stable.

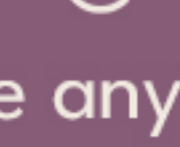
Source: Numeris Radio PPM, Total Meter CTRL, Winter 2022/Winter 2023/Winter 2024 (Weeks 14-26), AW (Mo-Su 2a-2a), A12+/A18-34/A25-54, AMA(000), AvWkCume(%), AvHoursWk(Lis)

*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.



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I Have Questions!