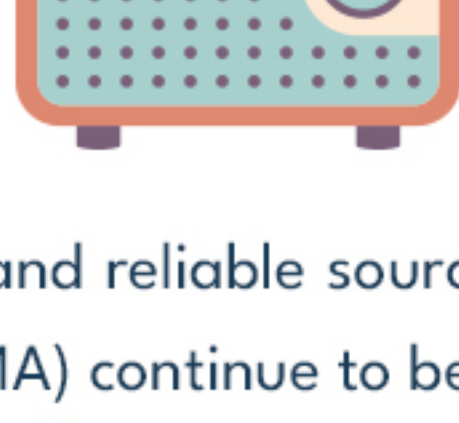




AM/FM Radio remains a beloved and reliable source of entertainment for Canadians. Reach and time spent listening (AMA) continue to be stable when comparing the Spring 2024 season with Spring 2023, indexing at 98 and 99, respectively. Radio streaming* is increasingly popular, offering listeners a convenient way to enjoy their favourite music and content.

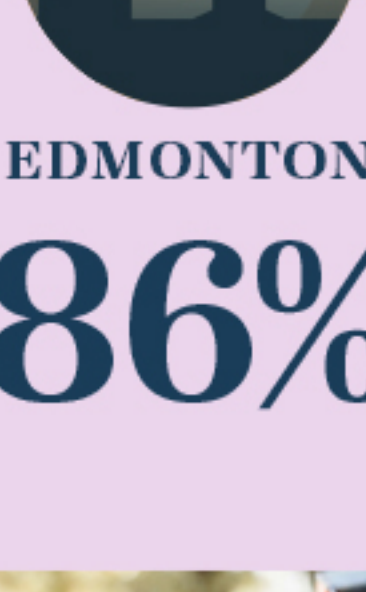
AM/FM Radio Reaches 84% Of Canadians Every Week across Meter Markets

12+ Weekly Reach is highest in:



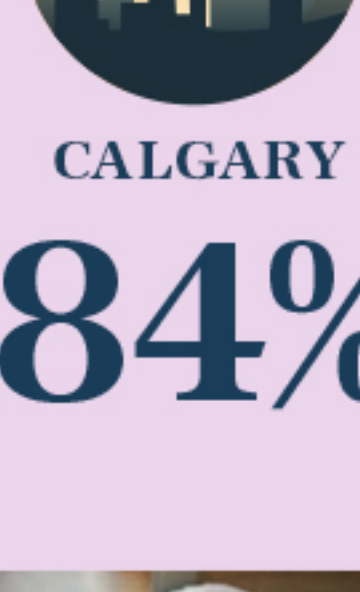
MONTREAL FRANCO

91%



EDMONTON

86%



CALGARY

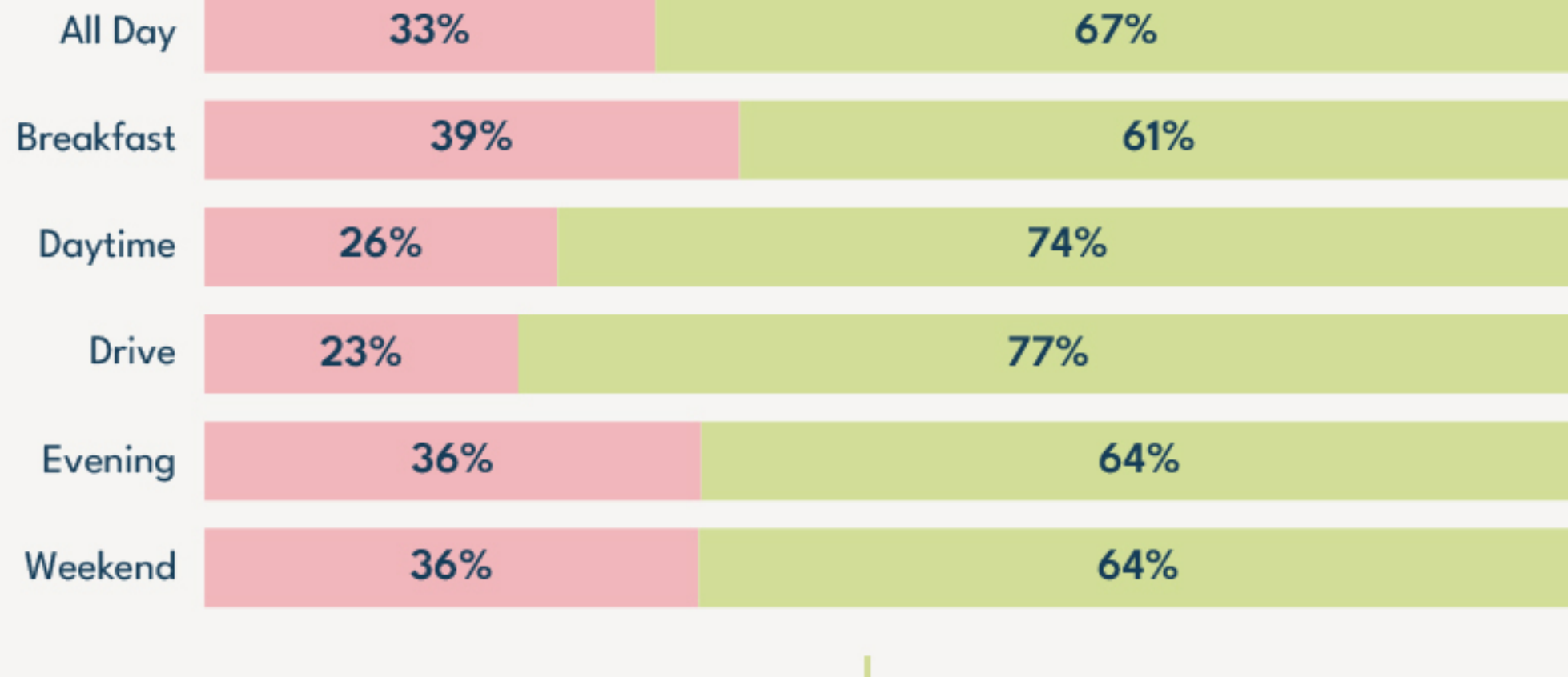
84%



While Out-of-Home tuning is dominant for all day listening at 67%, the Drive and Daytime dayparts saw the most OOH tuning, at 77% and 74%, respectively, in Spring 2024. In comparison to last Spring, all dayparts saw an increase in their OOH proportions, where Breakfast and Evening lead the way with a 4-percentage point increase.

For Adults 25-54, the Western markets of Vancouver, Calgary, and Edmonton boast the highest share of radio tuning outside the home. However, when comparing to last Spring, Montreal Franco experienced the most significant growth in their OOH proportion, with an increase of 10 percentage points, followed by Calgary (3) and Toronto (2).

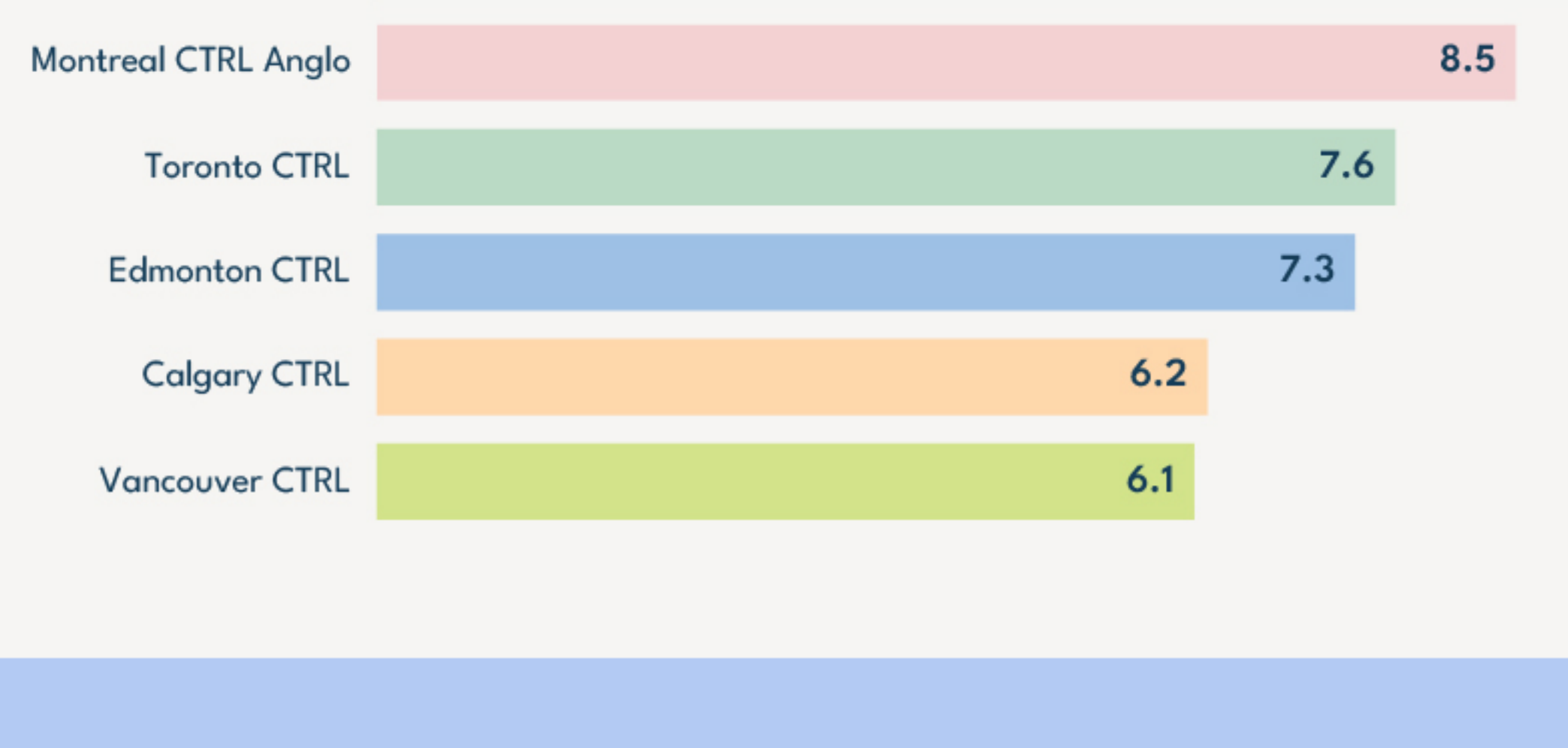
Proportion of Radio Tuning by Location - A25-54 - Spring 2024



Time Spent Listening Remains Stable for Total Meter

Canadians 12+ spent approximately 8 hours a week, on average, listening to the Radio this Spring. When comparing to Spring 2023, Vancouver, Montreal Anglo and Toronto all had increases, at 5%, 4%, and 3%, respectively.

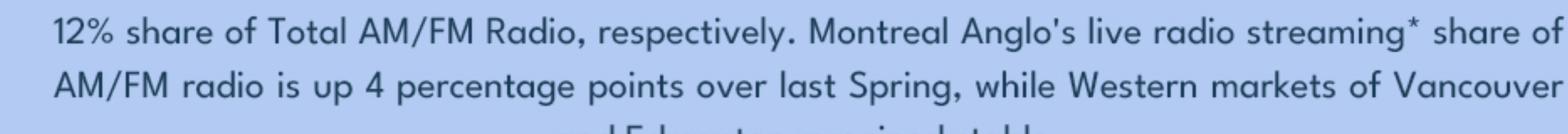
Average Weekly Hours Per Listener - 12+ - Spring 2024



Spring 2024 AM/FM Radio Streaming* Overview

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 13%, respectively.

Streaming Proportion for 12+:



Montreal Anglo and Vancouver are the top 2 markets for Live Radio Streaming* with a 13% and 12% share of Total AM/FM Radio, respectively. Montreal Anglo's live radio streaming* share of AM/FM radio is up 4 percentage points over last Spring, while Western markets of Vancouver and Edmonton remained stable.

AM/FM Radio Streaming* Behaviours - Spring 2024

Tuning in to radio stations via streaming has become a favoured option for many listeners.

Usage patterns differ across markets, and the distribution of streaming listening varies throughout the day and day of the week. Let's compare streaming behaviours in the English markets versus the French.

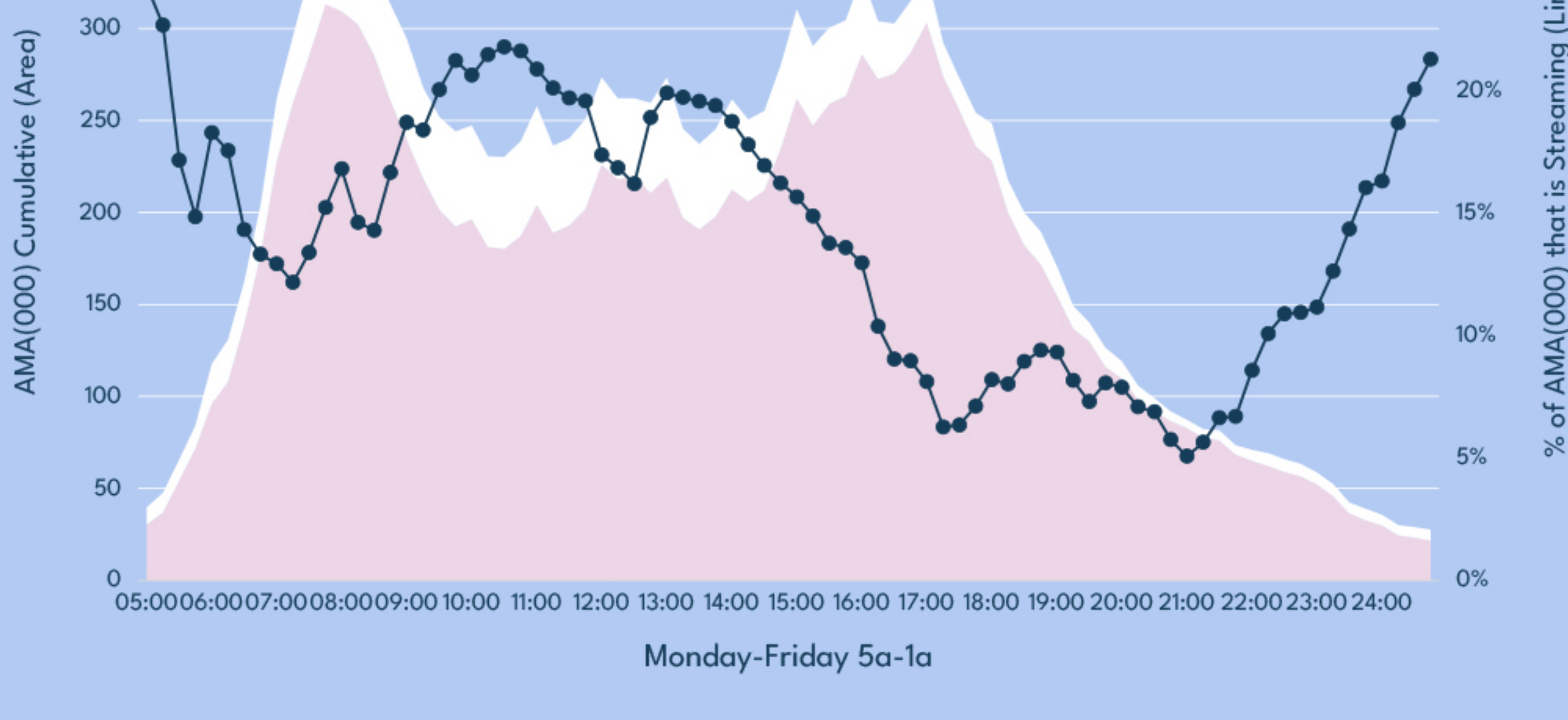
Streaming to Radio stations among the 5 English CTRL markets contributes up to 24% of listening while Montreal CTRL Franco has a higher percentage of up to 27%.

Taking a closer look at the Montreal CTRL Franco market, audience sizes fluctuate throughout the day and the general pattern in this market is for the proportion of streaming to peak in the very early morning.

For the 5 English CTRL markets, the largest proportion of listening attributed to streaming occurs later in the morning compared to Montreal CTRL Franco, however it also experiences a similar tapering in the early evening. From 9pm, the AMA continues to contract but the streaming proportion increases steadily up to 1am.

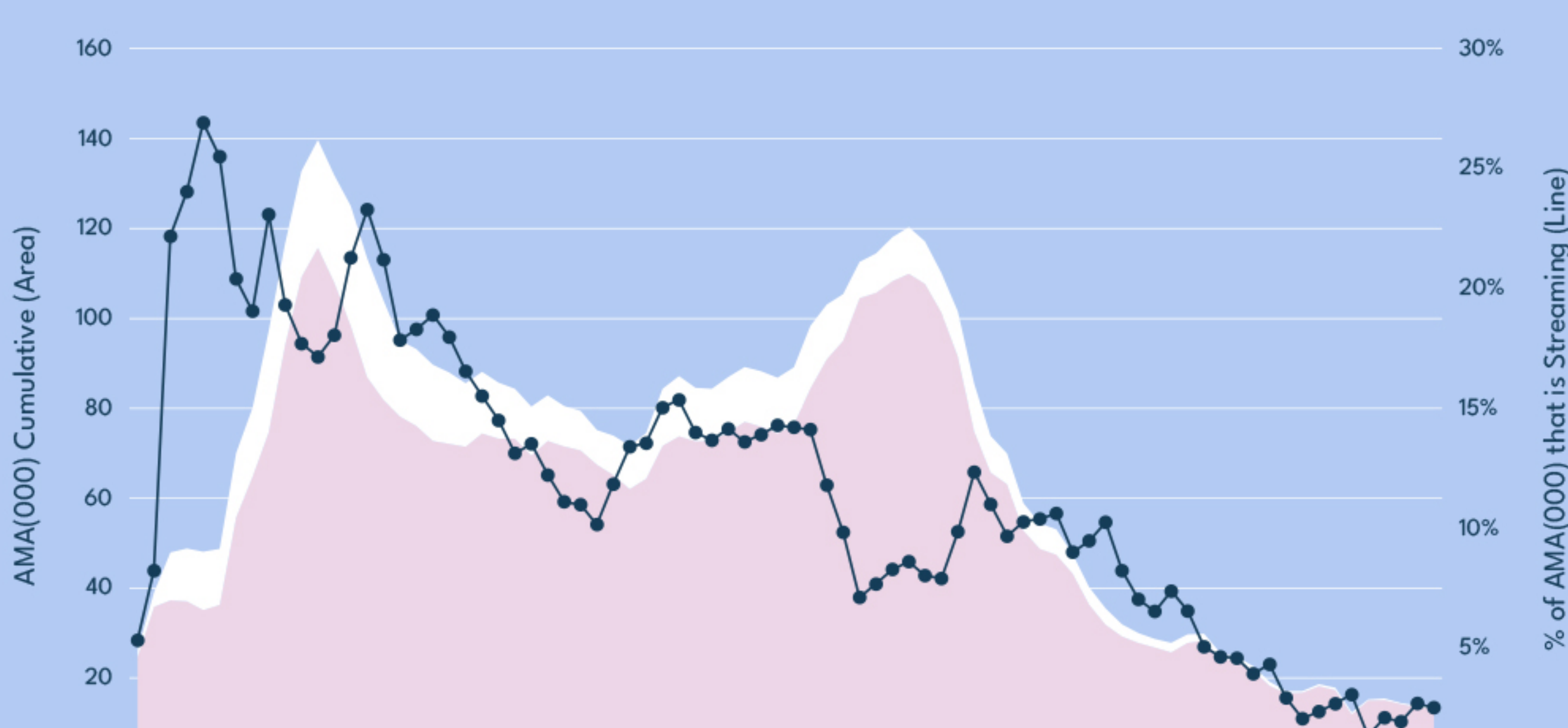
Adults 25-54 Radio Streaming Contribution - Weekdays

5 English CTRL Markets - Spring 2024



Adults 25-54 Radio Streaming Contribution - Weekdays

Montreal CTRL Franco - Spring 2024

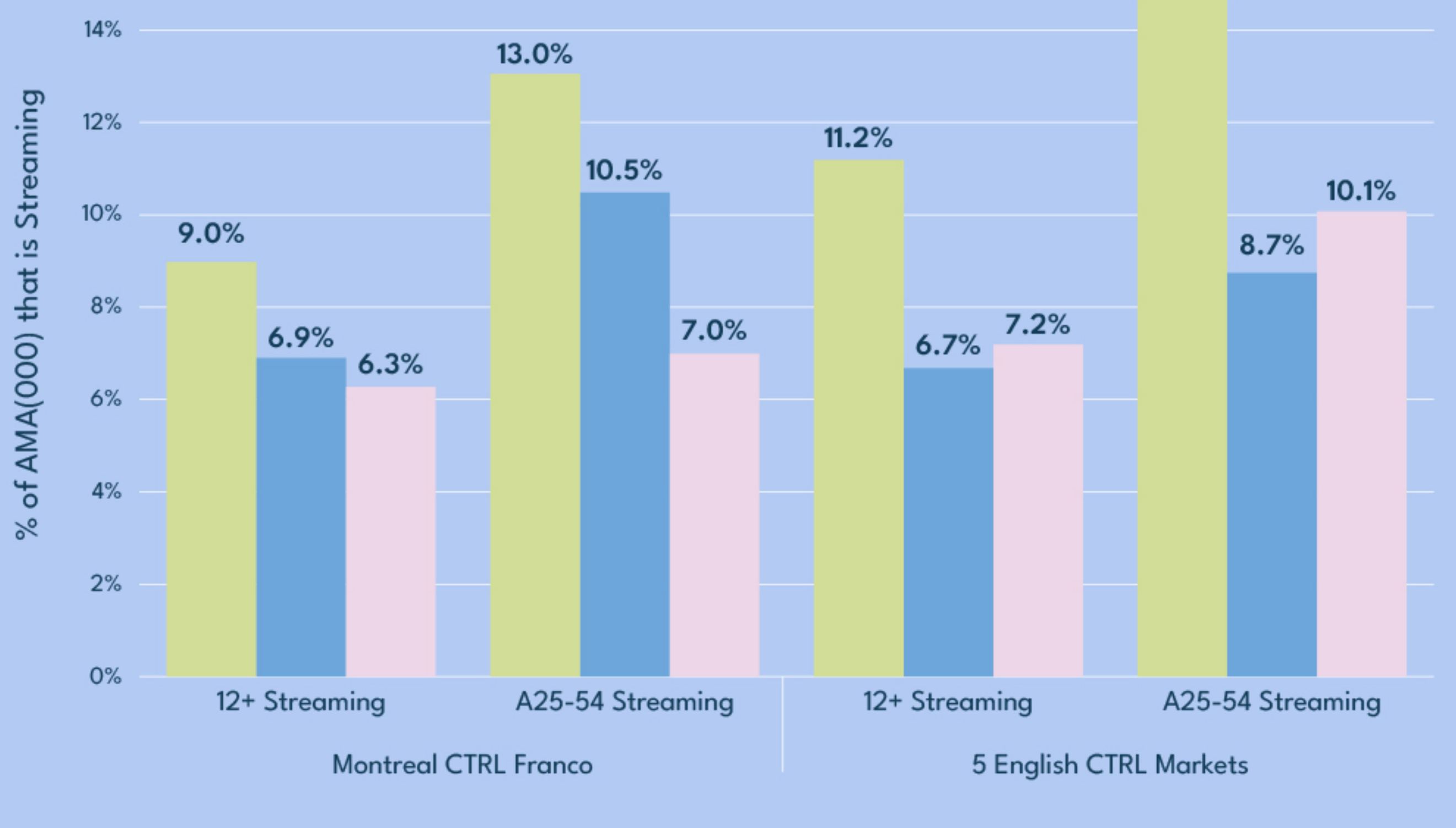


Streaming contributes proportionately more to audiences among Adults 25-54 than 12+ and more in the 5 English CTRL Markets than in Montreal CTRL Franco during the weekday and on Sundays.

Weekdays have the highest proportion of streaming listening, however Saturday prevails over Sunday in Montreal CTRL Franco. We see the opposite in the 5 English CTRL Markets, where Sunday is preferred on the weekend.

Proportion of AMA Attributed to Streaming - Day of the Week

Montreal CTRL Franco vs. 5 English CTRL Markets - Spring 2024



Source: Numeris Radio PPM, Total Meter CTRL, Spring 2022/Spring 2023/Spring 2024 (Weeks 27-39), Mo-Su 2a-2a, Mo-Fr 5a-1a, 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.



Visit our website often for more insights into Audio and Video behaviours across Canada.

Visit Now



If you have any questions, please contact Numeris Client Solutions.

I Have Questions!