



# Radio Formats A year in Review

Radio remains a steadfast companion for Canadians, reaching an average of 84% for adults 18+ each week this past broadcast year. Listeners' preferred formats can indicate a wide range of audience tastes, with consumption habits differing among various demographic groups. How do preferences differ between English and French markets? What format is preferred by men vs. women? Is there a seasonality trend by format? Analyzing data from the 2023-24 broadcast year, let's get to know more about Radio formats and their audiences.



LIVE

## Format Trends by Season

Let's take a closer look at each format's weekly share throughout the broadcast year.

What stands out in both charts is that the relative share for each format remains fairly consistent throughout the year. There is some fluctuation in the Montreal Franco CM for All News/Talk at the end of December and a slight decline during the summer weeks. In the 5 English CM's, Week 16 (mid-December) shows a spike in Adult Contemporary which fades by the end of December. Overall, the share remains stable across the rest of the year.

The charts illustrate that there are no significant changes in format listening throughout the year. All News/Talk formats, followed by Adult Contemporary, hold the #1 and #2 positions, consistently.

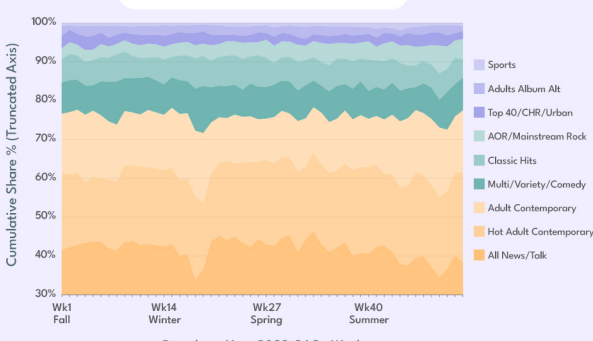
These shares of listening do not represent the volume of listening by week. While the amount of listening fluctuates over the 52-week period, the relative proportions by format remain unchanged.

For ease of analysis, the Y-Axis has been truncated to make the 'All News/Talk' format seem a lot lower in share than it actually is. This adjustment allows for greater detail on the Y-Axis for the smaller formats at the top of the axis.

### Share of Radio Formats by Week

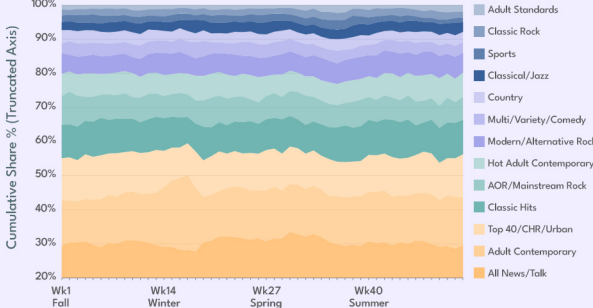
A18+, Broadcast Year 2023-24

#### Montreal CTRL Franco



Source: Numeris Radio PPM, Montreal CTRL Franco, 8/28/2023 to 8/25/2024 by Week, Mo-Su 2a-2a, A18+, Share % of TotHrsWk(000).

#### 5 English CTRL Markets



Source: Numeris Radio PPM, 5 English CTRL Markets, 8/28/2023 to 8/25/2024 by Week, Mo-Su 2a-2a, A18+, Share % of TotHrsWk(000)

## Format Audience by Demographic

We can analyze a format's audience by identifying the proportion of listeners that are female and their average age. In the bubble charts below, we show the different listening proportions for each radio format which is indicated by the size of each bubble. The 'All' bubble is used as a reference for the chart dimensions and is not to scale. The X-Axis\* represents the percentage of the Adult 18+ audience that is female, while the Y-Axis shows the average weighted age of listeners.

In the Montreal Franco CM, 'All' listening comprises 48.2% females with an average age of 55 years; similarly, the 5 English CMs (Montreal Anglo, Toronto, Calgary, Edmonton, and Vancouver) have 49.8% female listeners and an average age of 55 years. Differences between the French and English markets are evident in the Hot Adult Contemporary format group, where the Montreal Franco CM shows a listening demographic of 59.6% female and an average age of 50 years, while the 5 English CMs are slightly younger at 48 years with a higher proportion of female listening at 64.3%.

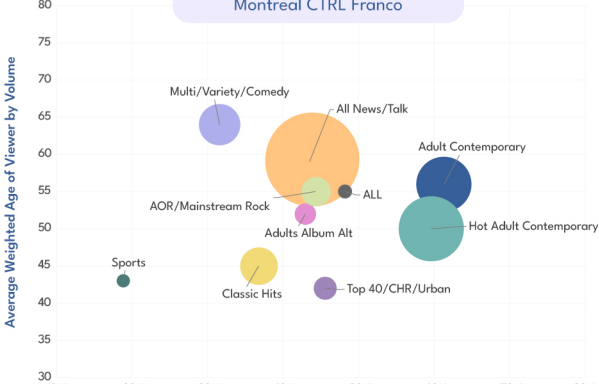
Sports formats continue to attract a predominantly male audience. In the Montreal Franco CM, Sports has 18.9% female listeners with an average age of 43 years, compared to the 5 English CMs which has 24.8% females and an average age of 51 years.

\*The x-axis ranges and bubble sizes vary greatly between individual markets.

### Radio Formats by Average Age, % of Female Listening and Relative Audience Size

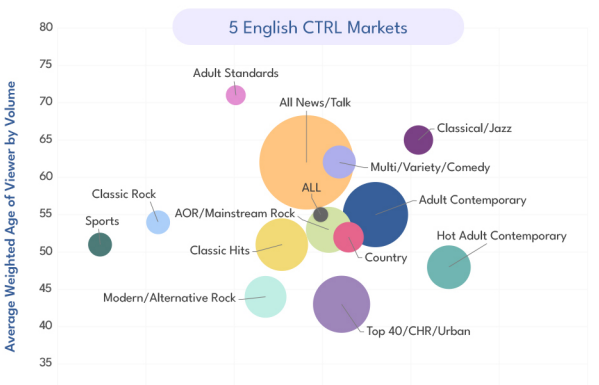
A18+, Broadcast Year 2023-24

#### Montreal CTRL Franco



Source: Numeris Radio PPM, Montreal CTRL Franco, 8/28/2023 to 8/25/2024, Mo-Su 2a-2a, A18+, F18+, TotHrsWk(000), WAvgAge.

#### 5 English CTRL Markets



Source: Numeris Radio PPM, 5 English CTRL Markets, 8/28/2023 to 8/25/2024, Mo-Su 2a-2a, A18+, F18+, TotHrsWk(000), WAvgAge.



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