



SUMMER 2025

Radio Listening

Whether cruising down the highway or soaking up the sun at the beach, Summer 2025 revealed that Canadians enjoyed their favourite radio stations on the go. Most listeners across the country relied on radio as a lively companion for every road trip, backyard barbecue, or spontaneous adventure. With its unbeatable mix of convenience and variety, AM/FM radio resonated with audiences coast to coast.

Intelligence by
NUMERIS

AM/FM radio reaches 80% of Canadians every week across Meter Markets
12+ Weekly Reach is highest in:



MONTREAL FRANCO

86%



EDMONTON

81%



CALGARY

81%

Out-of-Home Radio Listening Leads the Way for Adults 25–54

Summer 2025 brought Canadians together through the magic of AM/FM radio, especially for adults aged 25–54. Nearly 70% of their listening happened outside the home—think windows down and music up! The most popular times? Drive and daytime slots, with 79% and 77%, respectively, for out-of-home tuning, proving radio is always along for the ride.

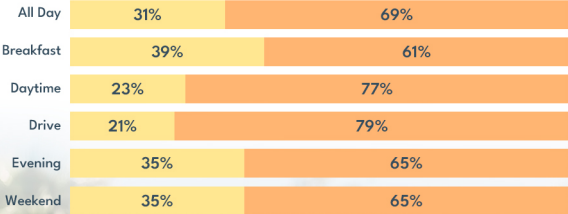
Western cities of Calgary, Vancouver, and Edmonton topped the charts, with out-of-home listening at 78%, 77%, and 75%, respectively. Calgary stood out this summer, showing the biggest jump, up 6 percentage points from last year, while Edmonton and Vancouver kept steady.

Looking east, Toronto was stable with 68% of listening happening beyond the front door, just like last summer. Montreal, however, flipped the script, with more people tuning in home than the previous year.

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Proportion of Radio Tuning by Location
Adults 25-54 - Summer 2025

● In-Home ● OOH



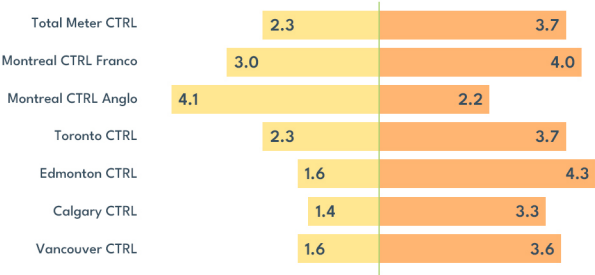
Market Level Tuning by Location

When we look at how many hours people spent listening to the radio this summer, adults 25–54 preferred tuning in while they were out and about—except for Montreal Anglo listeners, who preferred kicking back and listening at home, averaging 4.1 hours a week. Edmonton took the lead for out-of-home listening, with 4.3 hours weekly, while Montreal Franco listeners were close behind at 4.

Intelligence by
NUMERIS

Average Weekly Hours (Per Listener) by Location
Adults 25-54 - Summer 2025

● In-Home ● OOH



Radio Streaming* Remains a Popular Choice for Canadians

Live radio streaming* held strong this summer, capturing 11% of all AM/FM radio listening among Canadians aged 12 and up, and climbing to 13% for adults 25–54. While traditional broadcast radio remains the go-to for most listeners, streaming has carved out its own space in daily routines across the country.

Proportion of AM/FM Live Radio Streaming* in Summer 2025



Source: Numeris Radio PPM, Total Meter CTRL, Summer 2025 (Weeks 40-52), Mo-Su 2a-2a, 12+/A18-34/A25-54, AMA(000), AvWkCume(%), AvHoursWk(Lis)

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

Summer 2025 tuning highlights how AM/FM radio remains a vital part of Canadians' lives, providing a soundtrack to their daily activities and special moments. No matter where they go, they can always count on radio to be along for the ride.



Discover more insights into how Canadians are consuming their favourite audio and video content by visiting our website!

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If you have any questions, contact Numeris Client Solutions.

I Have Questions!