

Embracing the Spring Vibes



Spring is synonymous with outdoor activities, and this season, Canadians continue to take their radios with them. Whether it's for music, entertainment, sports, or local news, AM/FM radio continues to be a staple in daily life.

Weekly Reach: Radio's Broad Appeal AM/FM Radio Reaches 81% of Canadians every week across Meter Markets

12+ Weekly Reach is highest in:



Edmonton

83%



Montreal Franco

89%



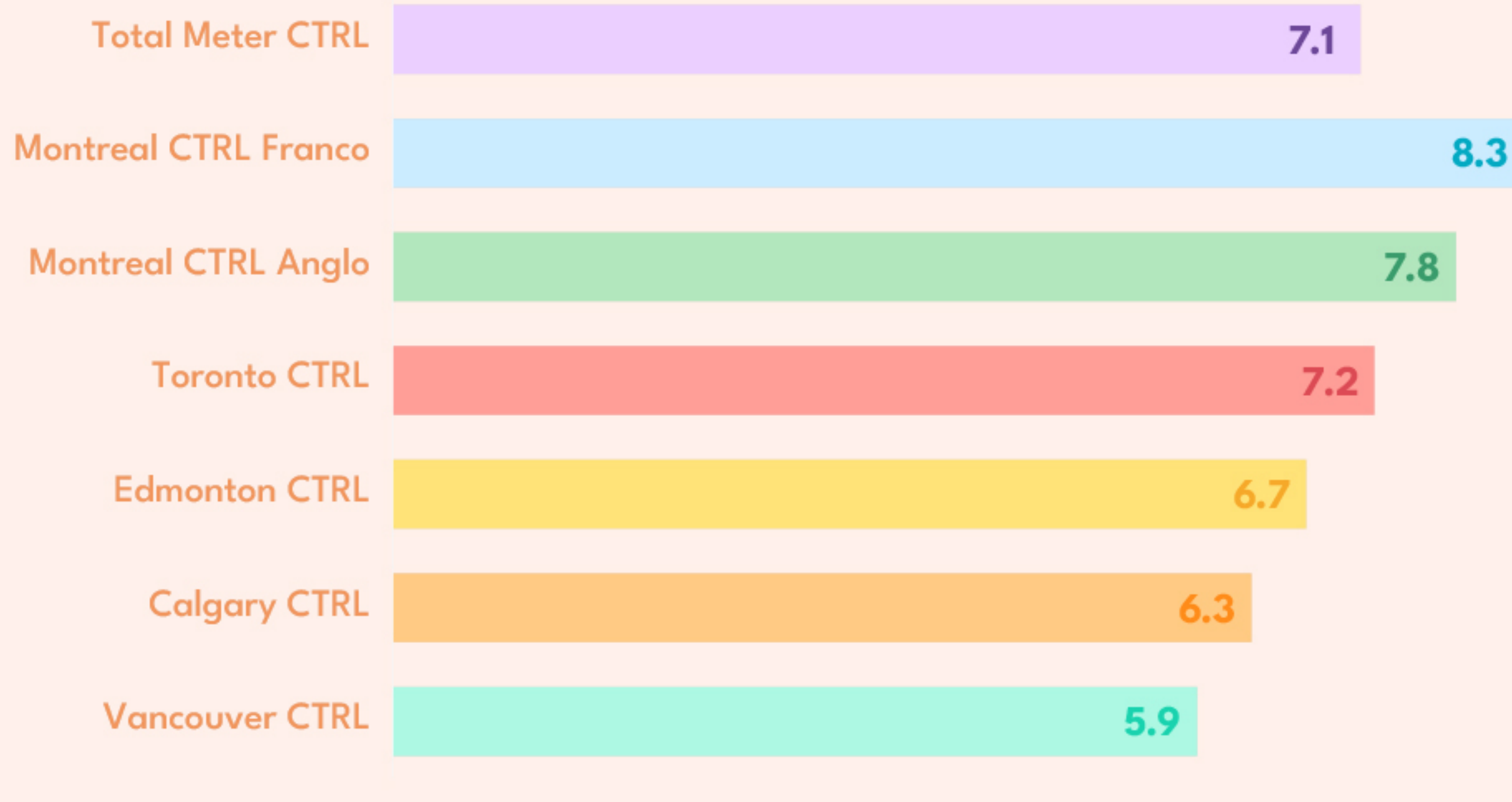
Calgary

83%

Time Spent Listening: A Commitment to Radio

This Spring, Canadians 12+ tuned into their favourite radio stations for just above 7 hours each week, on average. Calgary, notably, enjoyed a 2% bump in radio listening compared to last year's Spring season—proof of the strong bond between listeners and the stations they love.

Average Weekly Hours Per Listener Canadians 12+ - Spring 2025

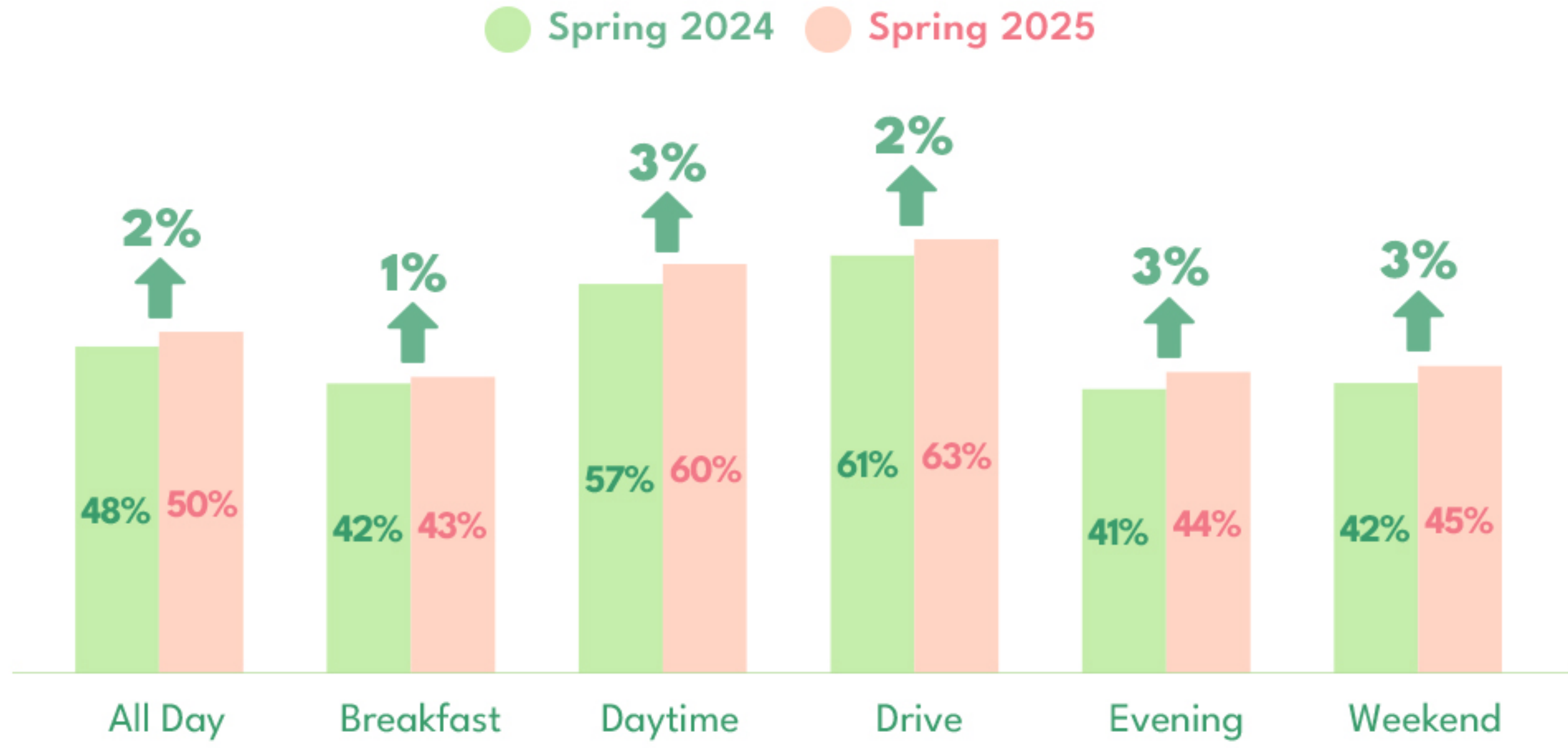


Out-of-Home Tuning: A Shift in Listening Habits



In Spring 2025, half of all radio listening happened outside the comfort of home, showcasing Canadians' preference for tuning in wherever they go. Drive and Daytime dayparts led the charge in out-of-home listening, with shares of 63% and 60%, respectively. This season also brought growth across all dayparts compared to last year, with Daytime, Evening, and Weekends all achieving a 3 percentage-point increase.

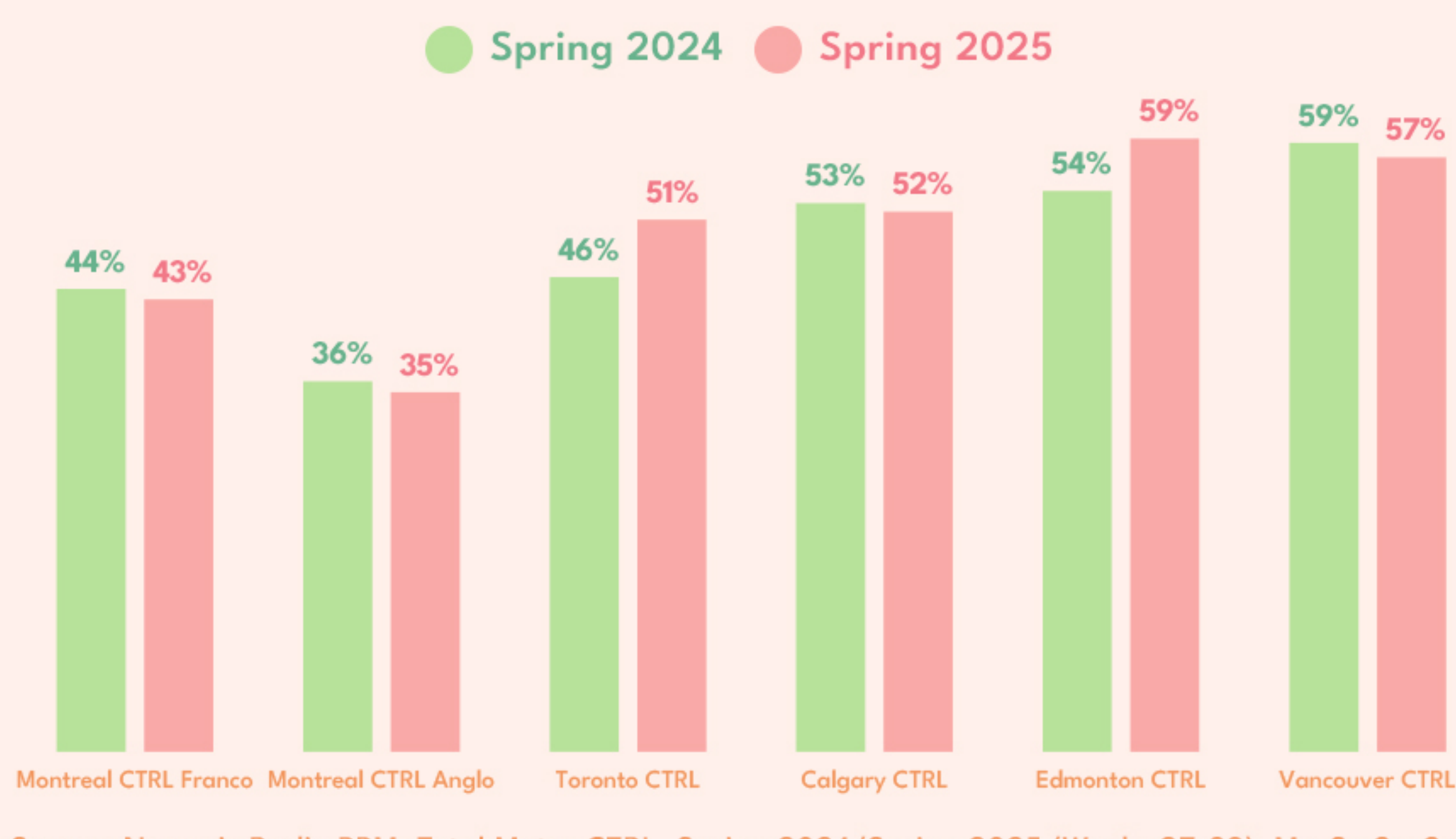
Proportion of OOH Tuning by Daypart - Canadians 12+



Market Insights: Regional Variations

The Western markets of Edmonton, Vancouver, and Calgary led the way in out-of-home radio listening in Spring 2025, with shares of 59%, 57%, and 52% respectively. Notably, Toronto and Edmonton have seen the biggest jumps, each gaining 5 percentage points in their out-of-home audience. These regional trends highlight just how diverse and dynamic Canadians' radio habits are across the country.

Proportion of OOH Tuning by Market – Canadians 12+



Source: Numeris Radio PPM, Total Meter CTRL, Spring 2024/Spring 2025 (Weeks 27-39), Mo-Su 2a-2a, 12+, AMA(000), AvWkCume(%), AvHoursWk(Lis)

As Canadians continue to redefine their listening habits, one thing remains clear: radio is more than just a medium—it's a companion through life's moments, big and small. Whether it's the soundtrack to a morning commute or a weekend getaway, radio's unique ability to connect and inspire ensures it will remain a cherished part of the Canadian experience for years to come.

Discover more insights into how Canadians are consuming their favorite audio and video content by visiting our [website](#)!

Contact Client Solutions