

WINTER 2025

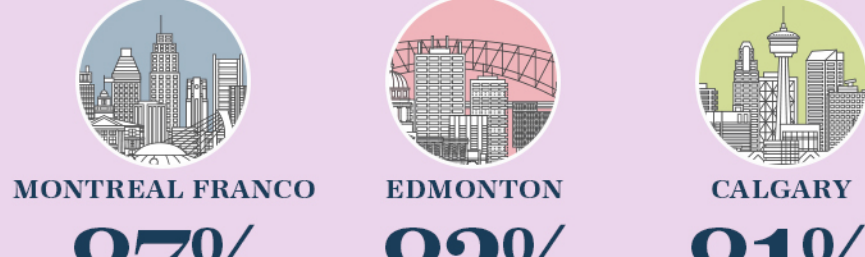
AM/FM Radio Listening

In Winter 2025, Canadians found solace with in-home radio listening as they navigated the cold months. AM/FM live Radio streaming* was popular, showing growth amongst major demographic groups. While streaming increased, traditional AM/FM radio continued to be a relied upon source for music, entertainment, sports, and local news. Radio tuning offers a unique connection to community and culture, making it an indispensable companion during the chilly winter months.

Intelligence by NUMERIS

AM/FM radio reaches 80% of Canadians every week across Meter Markets

12+ Weekly Reach is highest in:



In-Home tuning preferred by Canadians this Winter

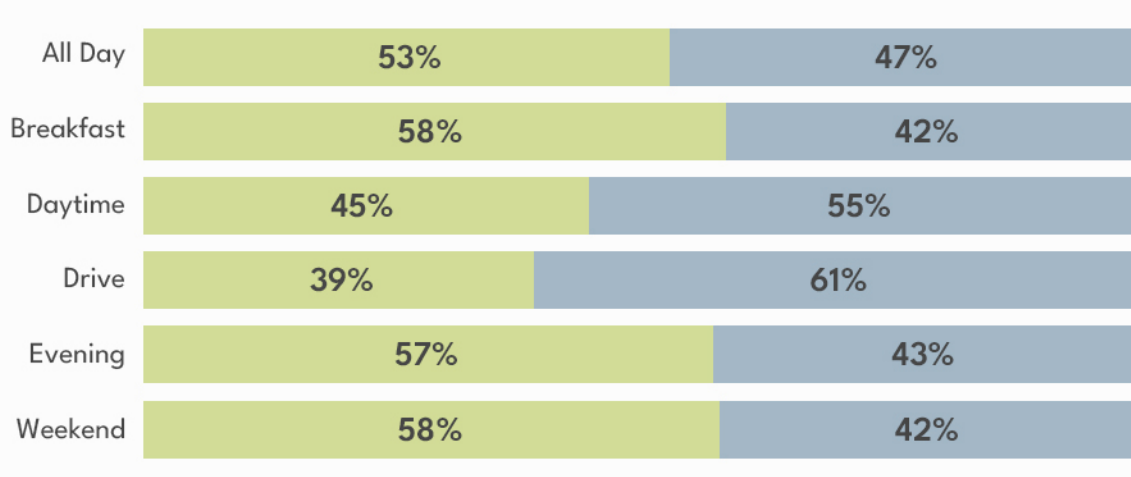
In Winter 2025, over half (53%) of Canadians 12+ tuned in to AM/FM radio at home, consistent with the previous Winter. While Drive (61%) and Daytime (55%) dayparts have the highest share of out-of-home tuning, the preferred venue to enjoy Radio at all other times of the day was in the comfort of listeners' homes.

Proportion of Radio Tuning by Location

Canadians 12+ - Winter 2025

● In-Home ● OOH

Intelligence by NUMERIS



In-Home Tuning by Market

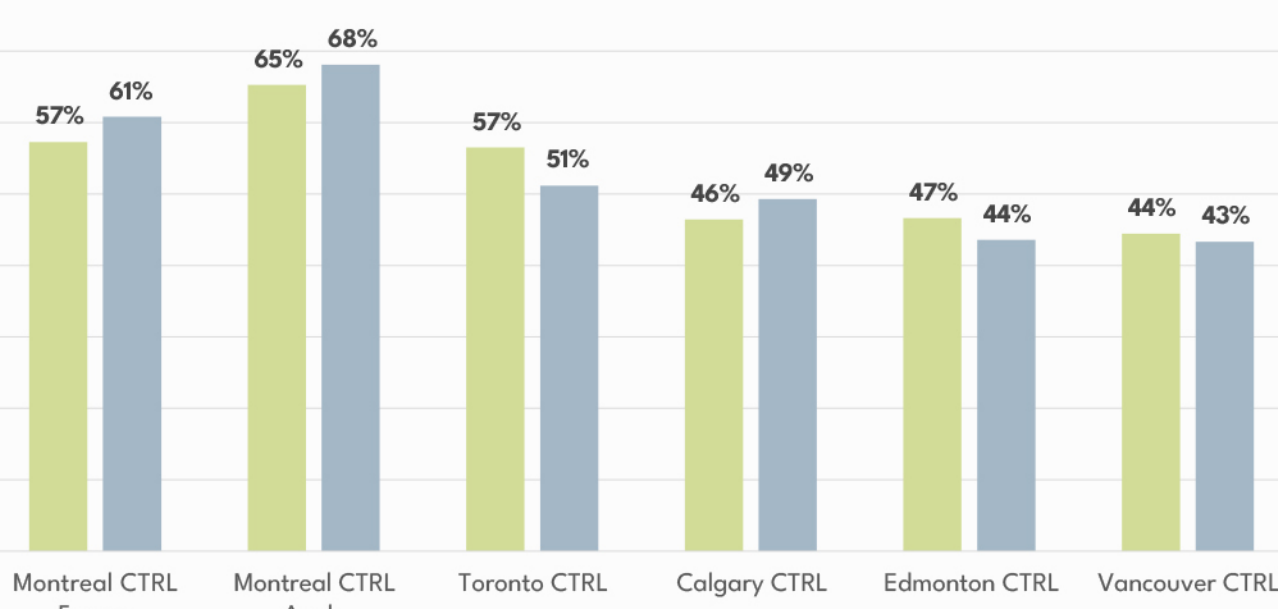
In Montreal and Toronto, Radio listening inside the home is more common among Canadians. In contrast, out-of-home listening is more prevalent in Calgary, Edmonton, and Vancouver. Compared to last Winter, Montreal Franco saw the largest increase in their in-home listening proportion by 4 points, followed by Montreal Anglo and Calgary, each with an increase of 3 points.

Proportion of In-Home Tuning by Market

Canadians 12+ - Winter 2025 vs. Winter 2024

● Winter 2024 ● Winter 2025

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Time Spent Listening to AM/FM Radio this Winter season

Canadians 12+ spent approximately 7 hours a week, on average, listening to the radio this Winter season. Western markets of Calgary and Vancouver saw increases of 5% and 2%, respectively, when comparing to Winter 2024.



Average Weekly Hours Per Listener

Canadians 12+ - Winter 2025

Total Meter CTRL	7.1
Montreal CTRL Franco	8.4
Montreal CTRL Anglo	8.0
Toronto CTRL	7.1
Edmonton CTRL	6.4
Calgary CTRL	6.4
Vancouver CTRL	5.8

Intelligence by NUMERIS

AM/FM Live Radio Streaming* in Winter 2025

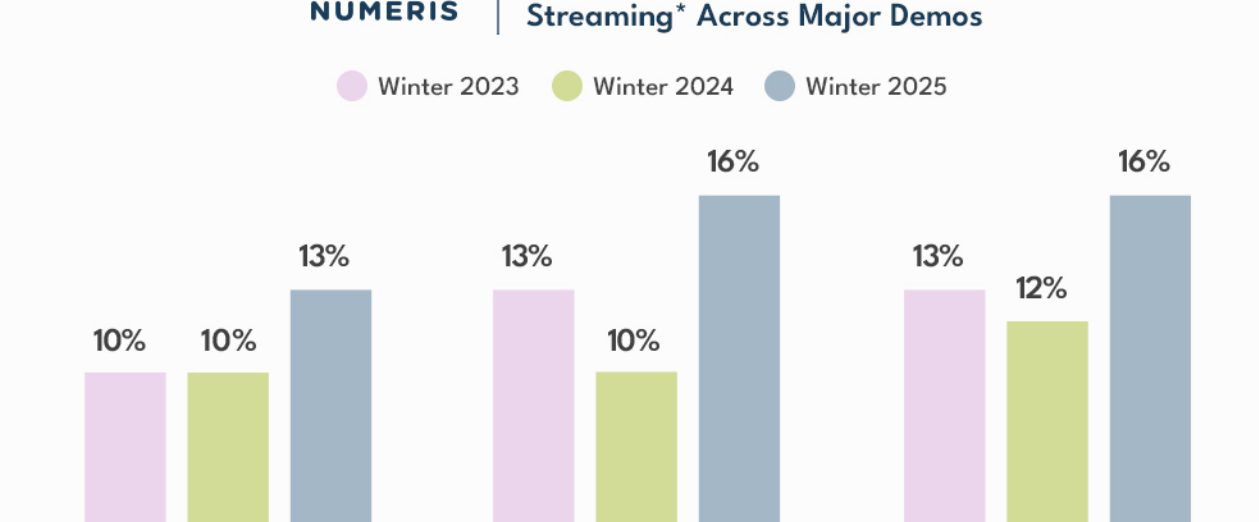
Live Radio Streaming* maintained a 13% share of Total AM/FM Radio for Canadians 12+, up 3 percentage points from previous Winter, while A18-34 and A25-54 demographics were slightly higher at 16%.

For Canadians 12+, all markets are seeing an increase in their Live Radio Streaming* share, except for Montreal Anglo, which was slightly down. Vancouver (16%), Calgary (14%) and Toronto (14%) are the top 3 markets for Live Radio Streaming* this Winter when looking at their share of Total AM/FM Radio. When comparing to last Winter, these same markets were up 5 percentage points each.

Intelligence by NUMERIS

Proportion of AM/FM Live Radio Streaming* Across Major Demos

● Winter 2023 ● Winter 2024 ● Winter 2025



Source: Numeris Radio PPM, Total Meter CTRL, Winter 2023/Winter 2024/Winter 2025 (Weeks 14-26), 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.



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I Have Questions!