



WINTER 2026

Listening Trends

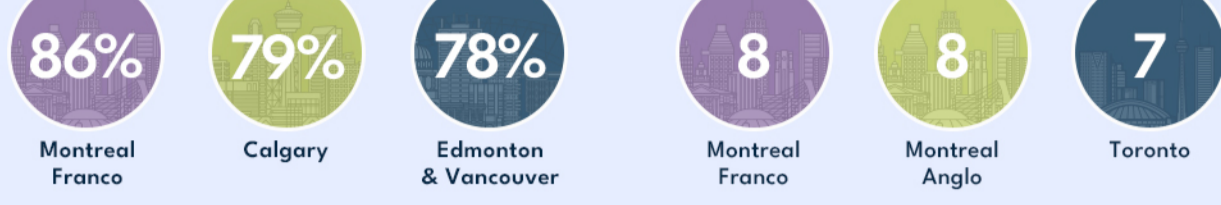
This winter, Radio was a friendly companion for Canadians, wherever their day took them. Whether it kept things lively at work, made the commute a little brighter, or turned a quiet evening at home into a music-filled moment, Radio consistently delivered. AM/FM stations continued to offer everything listeners loved: upbeat music, exciting live sports, and the latest local news. And with streaming, tuning in was just a tap away, no matter where they were. Traditional Radio and streaming together proved that Radio was not only reliable and flexible, but also an essential and comforting part of daily life across the country.

Intelligence by NUMERIS

AM/FM radio reaches 79% of Canadians weekly, averaging nearly 7 hours of listening.

12+ Weekly Reach is highest in:

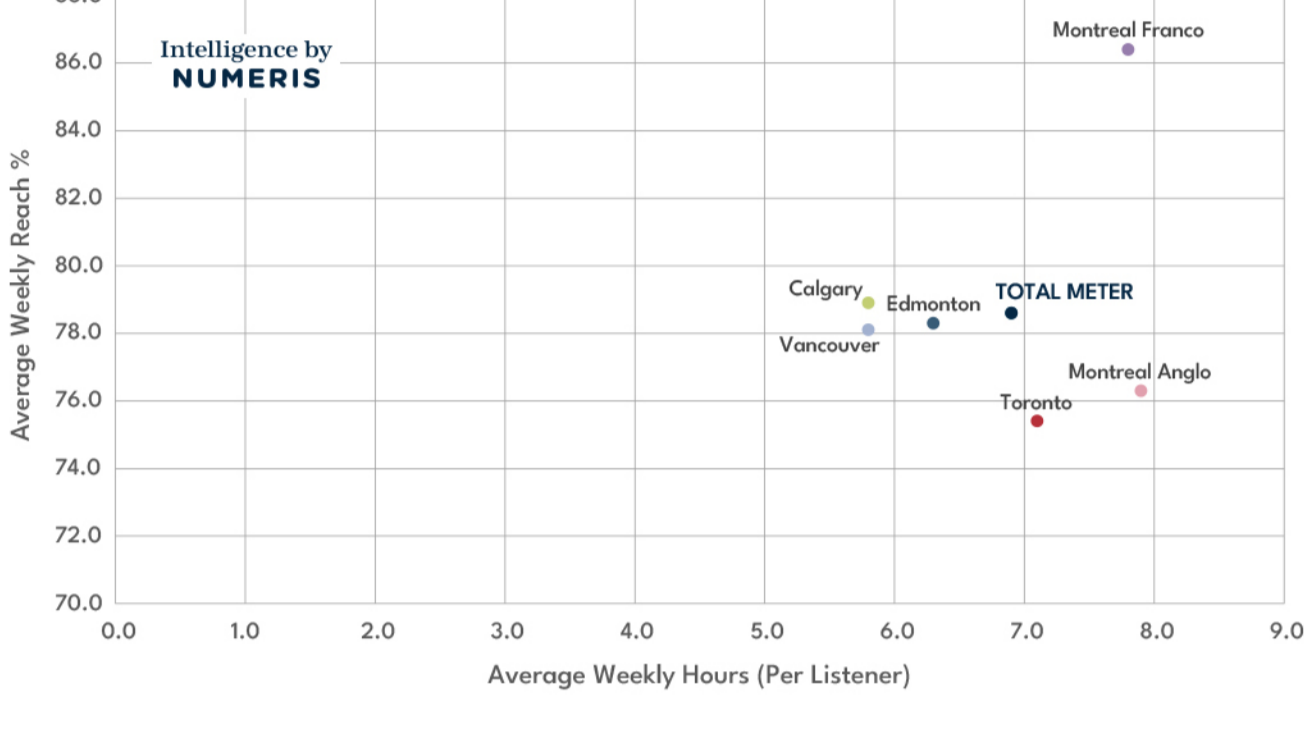
12+ Weekly Hours is highest in:



Reach Meets Engagement Across Radio Markets

Montreal Franco stands out as the clear leader when it comes to both reach and time spent listening—a testament to its listeners’ deep connection with Radio. The Eastern markets, including Toronto and Montreal Anglo, may see slightly fewer listeners tuning in, but those who do are notably devoted, spending more time on average with their favorite stations. In contrast, the Western markets of Calgary, Edmonton, and Vancouver showcase broader appeal, with a greater number of listeners tuning in each week, although their engagement tends to be lighter. This dynamic paints a vivid picture of how Radio resonates differently coast to coast, reflecting the unique rhythms and preferences of Canadians in each region.

Intersection of Reach and Time Spent Listening Across Radio CTRL Markets
Canadians 12+ - Winter 2026



Where and When Canadians Are Tuning into Radio

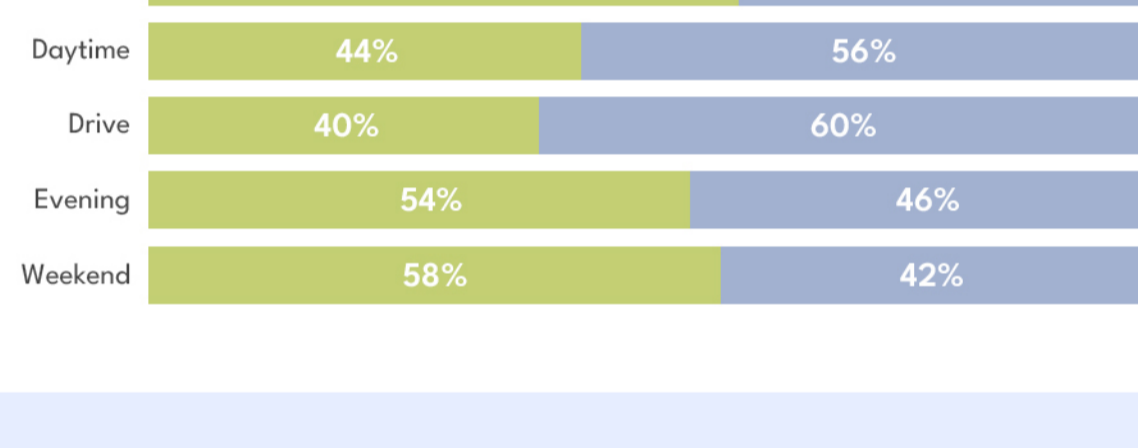
Canadians’ Radio listening habits reflect the rhythm of their daily lives, adapting seamlessly to whatever the day brings. This winter, Radio tuning leaned a bit more toward in-home listening (52%), especially during moments that matter most: breakfast time (59%), relaxing evenings (54%), and leisurely weekends (58%). These peaks highlight Radio’s special place in creating cozy, at-home moments.

On the flip side, out-of-home listening hits its stride during drive times (60%) and stays strong throughout the daytime hours (56%), emphasizing Radio’s role as a lively companion during commutes and busy workdays. Altogether, the data paints a picture of Radio as a flexible and ever-present partner, keeping Canadians company—whether they’re kicking back at home or out and about.

Proportion of Radio Tuning by Location by Daypart
Canadians 12+ - Winter 2026

Intelligence by NUMERIS

● In-Home ● OOH



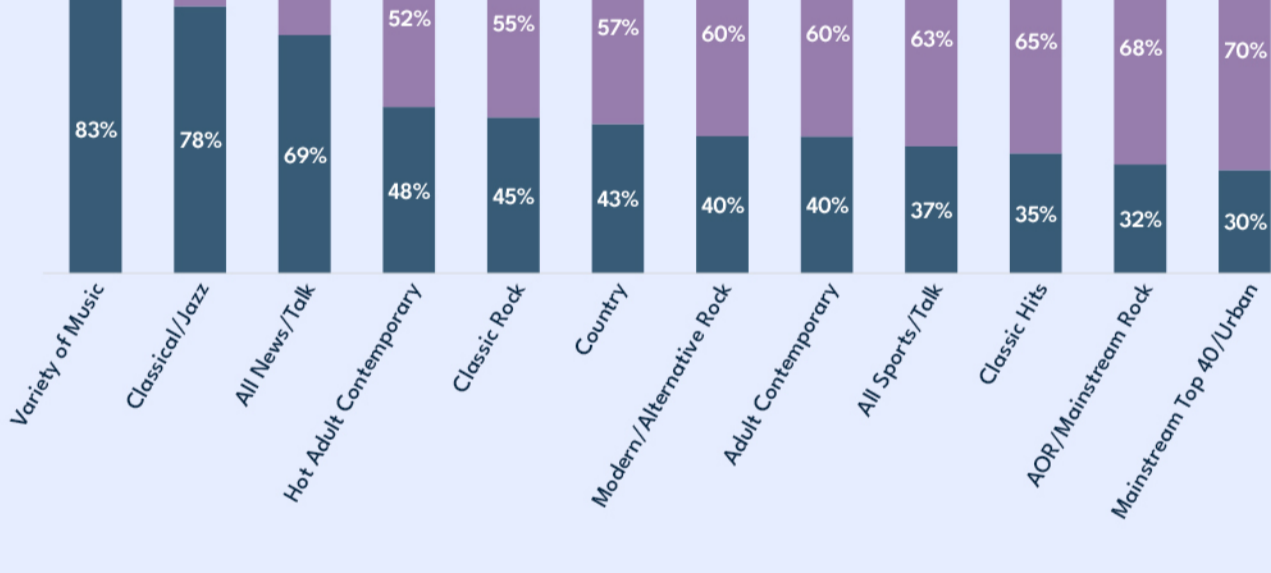
Home vs. On-the-Go: How Radio-Listening Shifts by Format

Radio listening habits reveal unique trends across different formats, offering a glimpse into how Canadians weave music and information into their daily lives. Formats like Variety of Music, Classical/Jazz, and All News/Talk are favourites at home, with more than 69% of listeners enjoying them from the comfort of their own space. These genres often provide a pleasant backdrop for household activities or deliver valuable news updates. Some formats, such as Hot Adult Contemporary and Classic Rock, invite a balance, appealing to those at home and those out and about. Meanwhile, lively genres including Mainstream Top 40/Urban, AOR/Mainstream Rock, and Classic Hits tend to be popular with listeners on the move, as over 65% tune in outside the home.

Proportion of Radio Tuning by Location by Format
Canadians 12+ - Winter 2026

Intelligence by NUMERIS

● In-Home ● OOH



Live Radio Streaming* Continues to Capture Listeners Everywhere

Live streaming* of Radio stations remains a dynamic and growing way for Canadians to tune in, resonating strongly across all key age groups and markets. This winter, live Radio streaming* accounted for 10% of overall AM/FM Radio listening among Canadians aged 12 and up. Engagement is even higher among younger adults, with 12% of those aged 18-34 and 13% of those 25-54 choosing to stream live Radio. Looking at major markets within the A25-54 group, Vancouver leads the way with a 20% share of live Radio streaming*, followed by Montreal Anglo at 16% and Edmonton at 13%.

Intelligence by NUMERIS

Proportion of AM/FM Live Radio Streaming*
Across Major Demos - Winter 2026

12+

10%

A18-34

12%

A25-54

13%

Intelligence by NUMERIS

Top 3 Markets for Live Radio Streaming*
Amongst A25-54 - Winter 2026

Vancouver CTRL

20%

Montreal CTRL Anglo

16%

Edmonton CTRL

13%

Source: Numeris Radio PPM, Total Meter CTRL, Winter 2026 (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.

Winter 2026 tuning clearly demonstrates that Radio continues to be one of the most effective mediums for connecting with audiences. Its ability to engage listeners consistently, deliver local relevance, and reach people during key moments sets Radio apart.



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If you have any questions, contact our Client Strategy and Solutions team.

I Have Questions!