

# Spring 2023 Radio Diary Release

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## AM/FM Radio Reaches 84% of Canadians A25-54 in Diary Markets.

The Spring 2023 Radio Diary release represents radio listening from May 2022 through April 2023. During this period, Canadians eagerly took to the skies and roads, while sporting events, concerts, and other forms of entertainment roared back to life. Hybrid work environments remained; while many did not return to the office full time, they are returning on a more regular basis.

This Spring, 36% of A25-54 listening occurred in their vehicles, up 2 percentage points from last Fall and Spring. In home listening has decreased 3 percentage points from previous Fall, now at 34%.

### Proportion of Radio Tuning by Location - A25-54

VEHICLE

**36%**



HOME

**34%**



WORK

**28%**



OTHER

**2%**



## What to remember for this release:

- All 22 markets were measured under Continuous Measurement, using the Online Radio Diary
- Includes weekly measurement from May 2, 2022 through April 30, 2023

## Key Highlights

### 22 measured markets combined:

- Radio reached 82% of Canadians 12+ and 84% of Adults 25-54.
- Canadians 12+ in the Top markets spent an average of 13.5 hours per week listening to the Radio.

### In the Quebec Markets:

- 12+ Weekly Reach is at 85% and Adults 25-54 at 89%.
- Québécois 12+ spent 15.3 hours per week listening to the Radio.

## Spring 2023 Release Resources

The following products provide additional insight when reviewing the results for this release and are available on the Numeris Client Site\*.

- **Radio Diary Reach Report:** Learn which stations offer the best coverage for each market and find out which geographical areas reported stations reach.
- **Radio Station Guide:** Learn about all reported stations, format changes, or station off airs/reduced power.
- **Radio Diary Survey Guide:** Includes information pertaining to a release, including diary publisher subscriber/non-subscriber changes, policy changes, methodological changes, includes sample sizes by market, measured weeks, etc.

*\*Password Required*