



Insights on Radio trending January to March 2020 (PPM data: Dec 30 – March 30, 2020)

Insights on Radio trending January to March 2020

(PPM data: Dec 30 – March 30, 2020)

*Week of March 23, in home
listening represented 52%
of A2554 AMA*

(source: PPM Jan-Mar 2020)

- Despite major disruptions in patterns of media consumption, Radio has experienced less than a 5% drop in weekly reach against Adults 2554 since January 2020.
- A2554 experienced less than a 4% dip in AMA, while time spent listening has increased 1.2%.
- Between Feb 24th - March 30th, listening to AM/FM Radio at home increased 29%.
- During w/o March 23, at home listening represented over half of A2554 AMA.
- Streaming AM/FM Radio represents 19% of tuning for A2554, which is an increase of 72%, up from 11% in January.
- Not surprisingly, news/talk formats are seeing a marked increase in tuning.

A12+: Monthly Trending

Avg Weekly Reach (000) : A12+ AW Total NC Canada

+1.2% vs. Jan

-5.9% vs. Feb
-4.7% vs. Jan

Jan-20 Feb-20 Mar-20

19,326.2

19,561.4

18,409.1

A12+

Avg Hours Listen/ Week : A12+ AW Total NC Canada

+3.2% vs. Jan

+1.0 % vs. Feb
+4.2% vs. Jan

7.58

7.82

7.90

A12+

AMA (000) : A12+ AW Total NC Canada

+5.4% vs. Jan

-4.9% vs. Feb
-0.7% vs. Jan

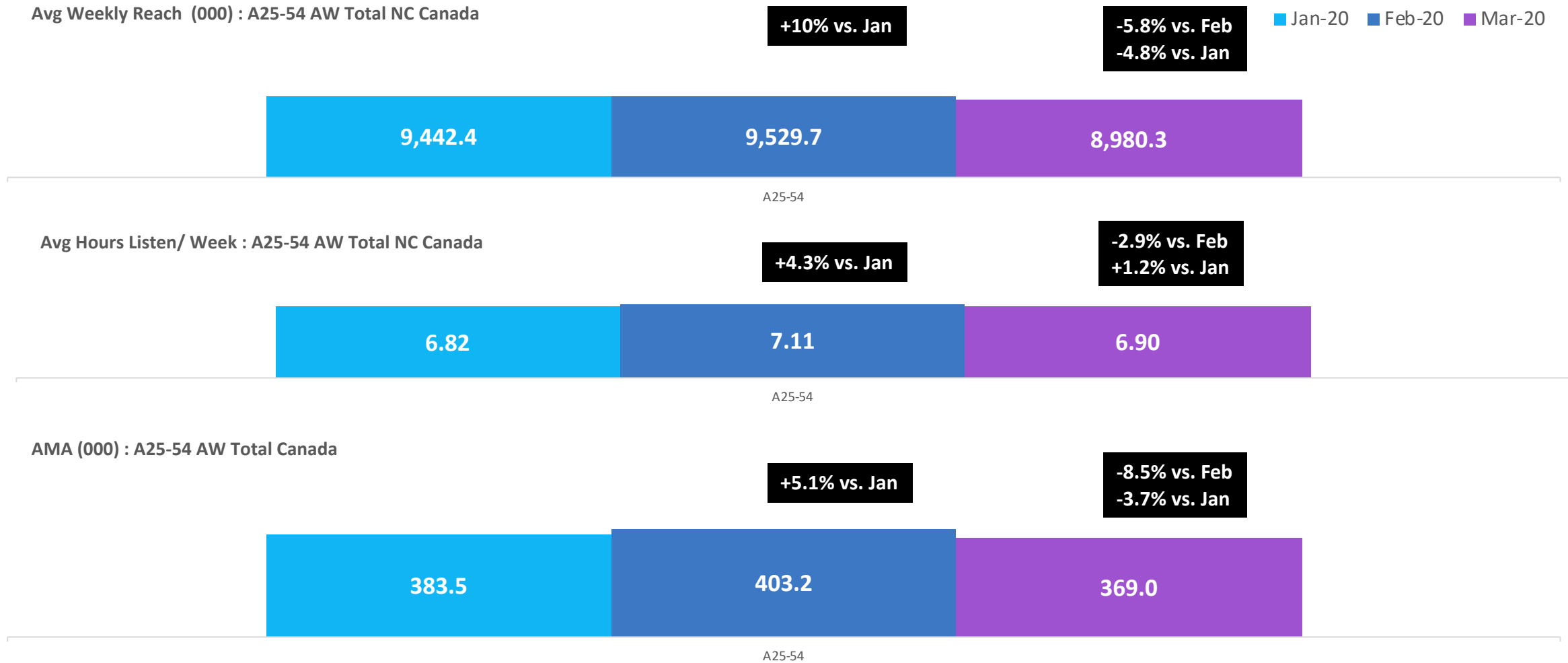
872.2

910.3

865.8

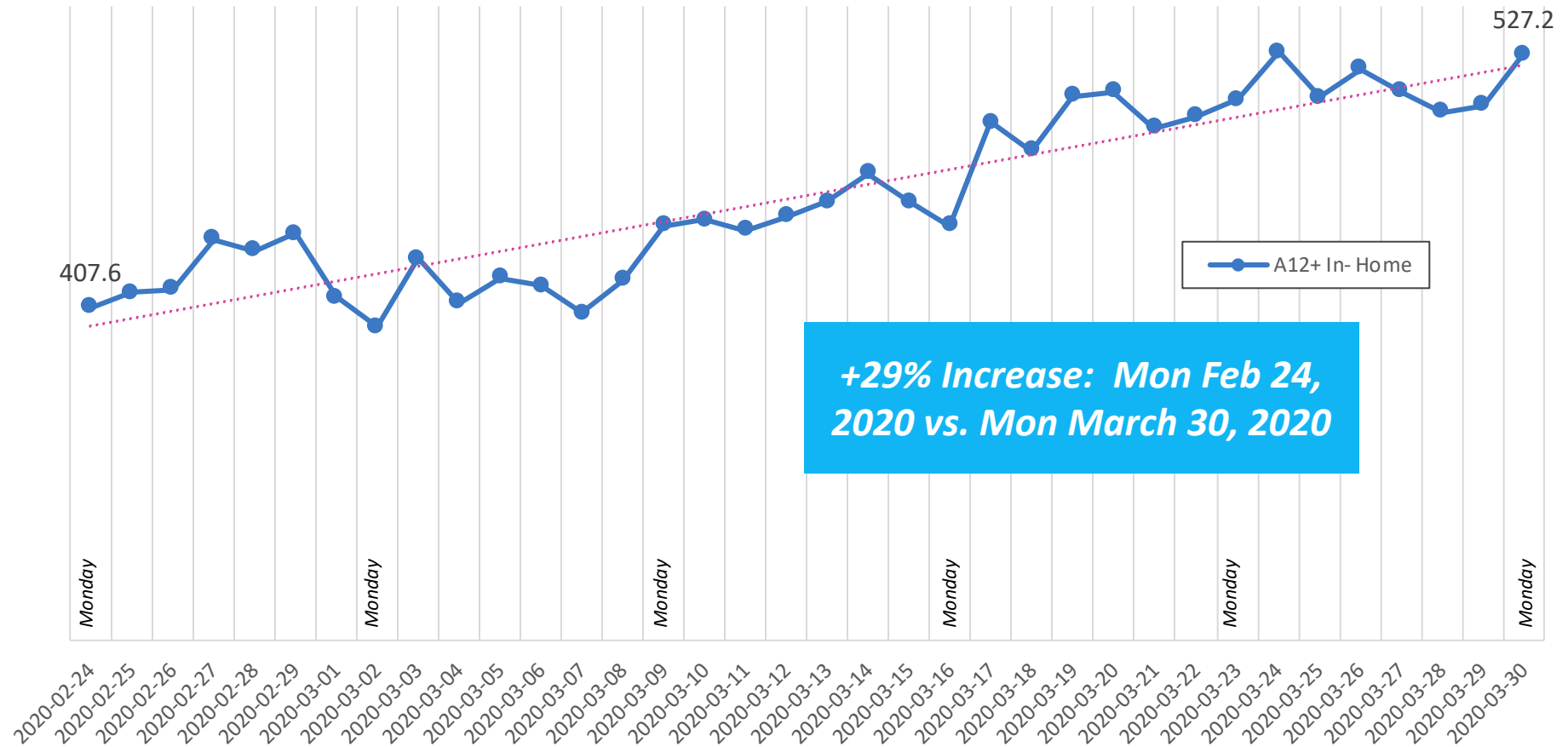
A12+

A25-54: Monthly Trending

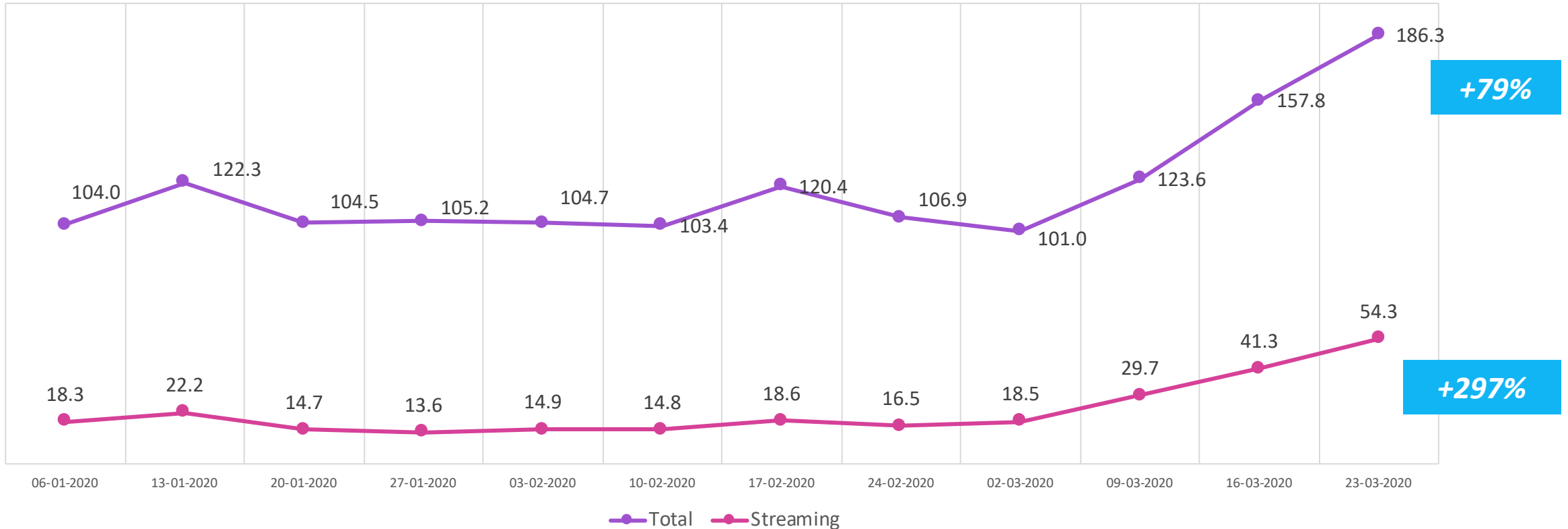


In the past month, in home tuning to AM/FM has increased 29%.

Canadians are listening to radio while working from home.

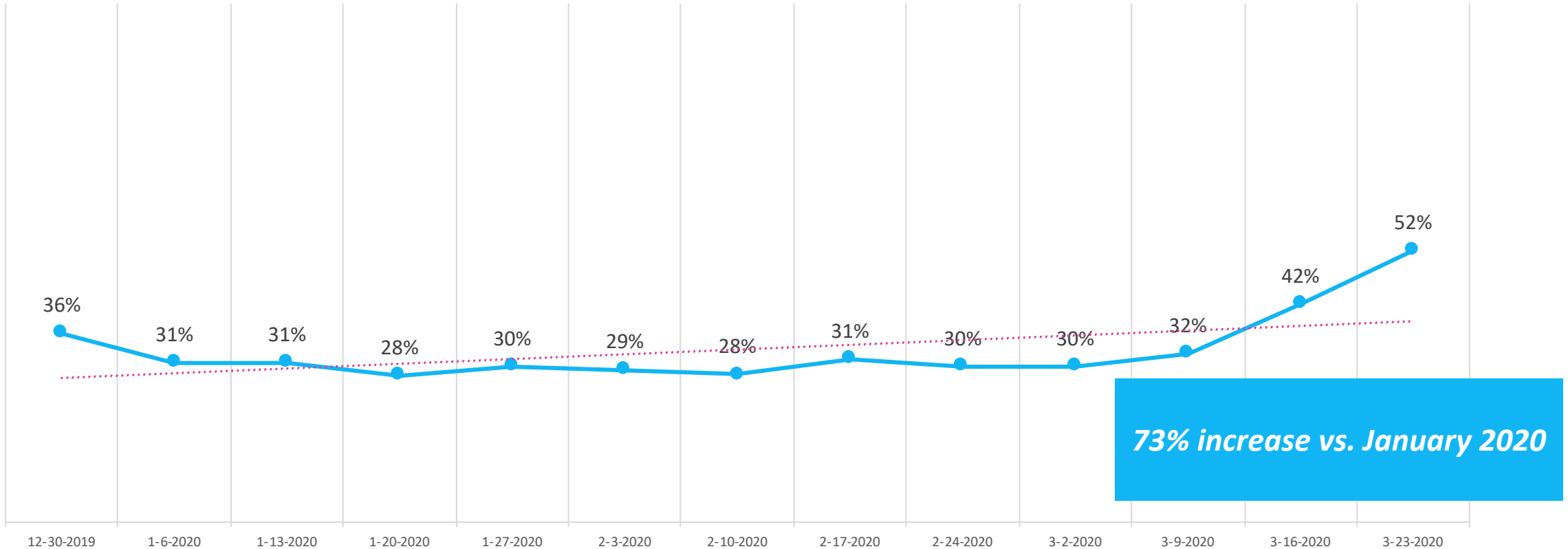


As work shifts to the home, so is workplace listening.



During w/o March 23, in home tuning represented over half of AMA audiences.

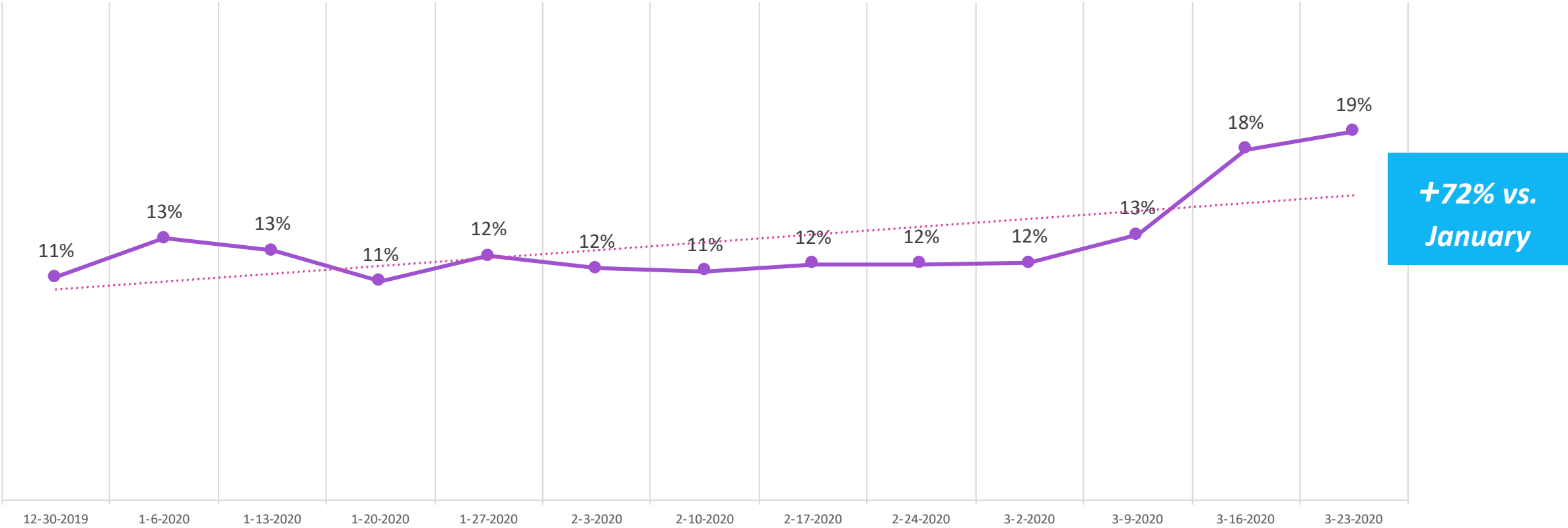
% = in-Home AMA / Total AMA



SOURCE: Numeris PPM daily, AW, Dec 30 – March 30, 2020, Infosys, Total NC Canada , A12+,, All Locations

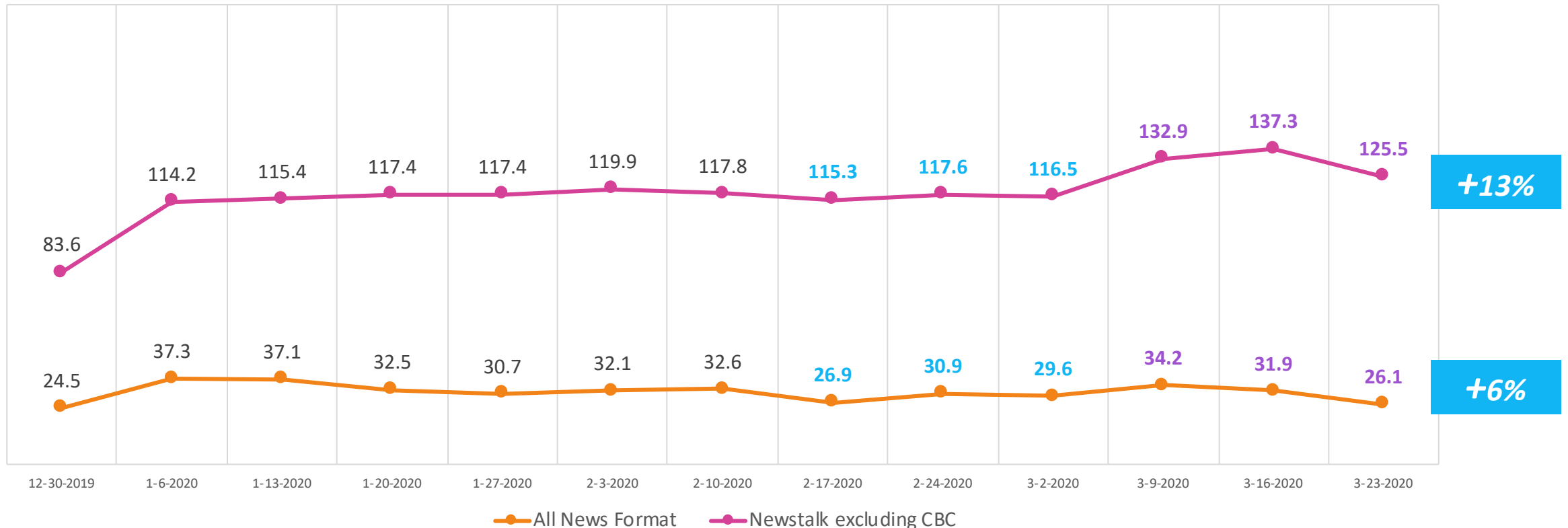
A2554 increased their streaming of AM/FM Radio.

% = Streaming AMA / Total AMA



News/Talk format has experienced increase in tuning.

(Feb 17-Mar 8 vs. Mar 9-Mar 29)



Summary

(PPM data: Dec 30 – March 30, 2020)

Canadians 12+ spent 7.90 hrs/wk with AM/FM radio in March vs 7.58 hrs/wk in January 2020 (104 i).

(Source: PPM Jan-Mar 2020)

- Radio continues to deliver impactful reach against Canadians in a time when routines and media habits have been disrupted.
- As social distancing impacts media consumption, radio listening is shifting to the home.
- With each week that goes by, Canadians are spending more and more time listening in-home.
- As work shifts to the home, so is workplace listening.
- As Canadians face challenging times, they are again turning to the lifeline provided by News and News-Talk radio.