



# A Summer to Remember

SUMMER 2021

As Canadians' experienced record temperatures and spent their vacations within the country due to travel restrictions, RADIO listening remained strong in Summer 2021. Weekly reach for audiences 12+ scored the **highest levels since the pandemic hit reaching 87% or 12,846,000 Canadians** in PPM markets.

Audiences continues to tune to AM/FM Radio throughout the Summer as a way to be informed and entertained both at home and on summer roadtrips. Weekly reach for A25-54 is now indexing at 94% of Summer 2019 , moving closer to pre-pandemic levels.

Total AMA is also up 2% in Summer 2021 for audiences 12+ and stable for A25-54.



## AM/FM Radio reaches 87% OF CANADIANS each week across PPM markets (12+)

Radio's weekly reach has continued to climb month over month since the beginning of 2021. We saw the biggest growth for weekly reach (000) this Summer in June with a lift of 481,000 people tuning to AM/FM Radio compared to June 2020, jumping from 84.8% to 86.5%. In addition, August 2021 had the highest reach for AM/FM Radio over the past 18 months reaching **12,862,000** Canadians across the major markets.



Source: Numeris Radio PPM, Total Meter CTRL, 2019-20/2020-21, AW 2a-2a, A12+, AvgWklyRch(%)

## Sounds of Summer: Radio's Reach for A25-54



SUMMER 2021*	SUMMER 2020*	SUMMER 2019
87%	86%	93%

\*Includes Covid periods

Weekly reach for A25-54 grew to

# 91%

in the local markets of  
**Montreal Franco, Calgary  
and Edmonton.**

## Listening on the Move

In Summer 2021, 61% of radio listening to AM/FM Radio was done outside the home for A25-54 which mirrors previous Summer.

Western markets of Edmonton and Vancouver continue to have highest out of home tuning at 68% and 67% for A25-54.

Toronto had the biggest lift in out of home tuning this Summer by increasing 7 percentage points compared to Spring 2021 for A25-54.

## Live Radio Streaming\*

accounts for a 10% and 14% share of Total AM/FM Radio for A12+ and A25-54 in Summer 2021.

Compared to previous summer, live Radio streaming\* showed an increase of 2 percentage points in Summer 2021.

Calgary's live Radio streaming\* for A25-54 now accounts for 15% of Total AM/FM Radio this Summer, up 4 percentage points from Summer 2020.



Source: Numeris Radio PPM, Total Meter CTRL, 2019-20/2020-21, AW 2a-2a, 12+ & A25-54, AMA(000)