



Canadians listening to more radio all week

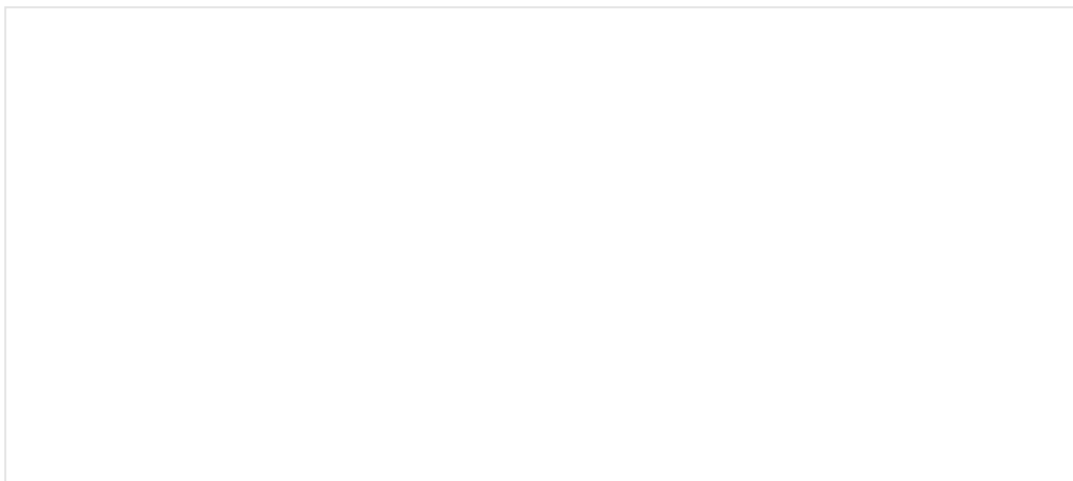
Radio tuning is changing as the influx of people adjust to their new stay-at-home and work remotely environment. Your Numeris team has posted a new Radio insights article that looks at AM/FM Radio daily time spent per listener.

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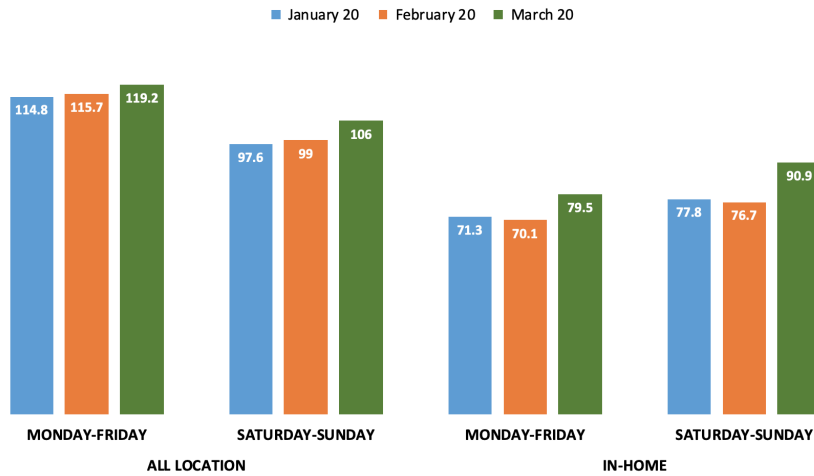
As daily routines and tuning behaviours have changed over the month of March due to COVID-19, Canadians listening to radio continue to listen on average **115.9 daily mins per listener**, a 4% increase over last month for A18+ in meter markets across Canada.

Majority of tuning in-home

Increase in daily mins/listener in the month of March was across the whole week. In-home tuning on Saturday & Sunday increased from 76.7 to 90.0 daily mins/listener for those who listened to AM/FM radio.



AVERAGE DAILY MINUTES PER LISTENER



Source: Numeris, Radio Meter, 2019-20, Total Meter CTRL, A18+

DlyTime(Lis) : of those who listened, the average time listened per day in minutes

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As a reminder, Radio trends are updated weekly. To access this content, login to your [Numeris Impact of COVID-19 website](#) with your company email address.

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