

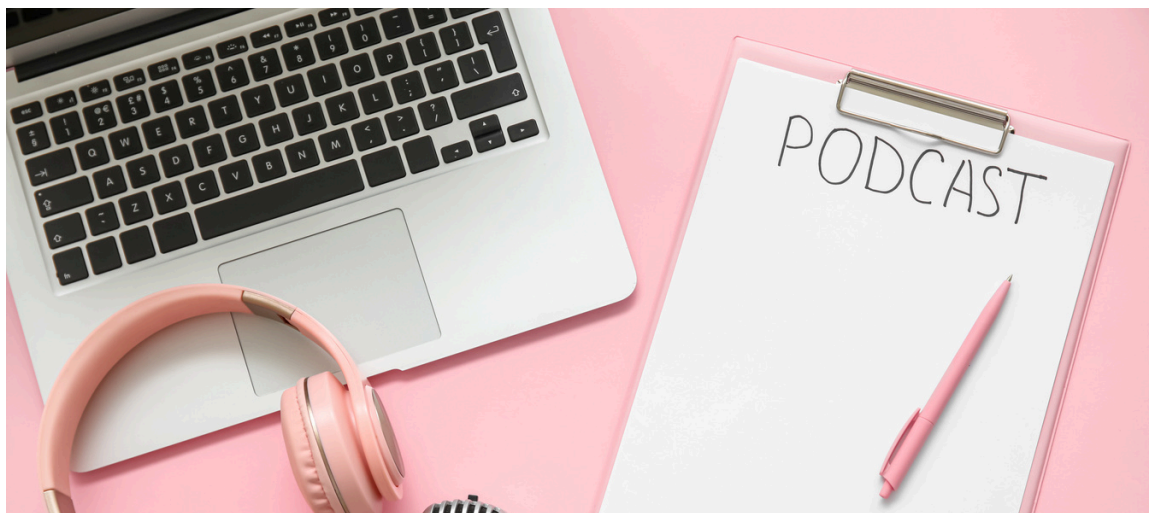
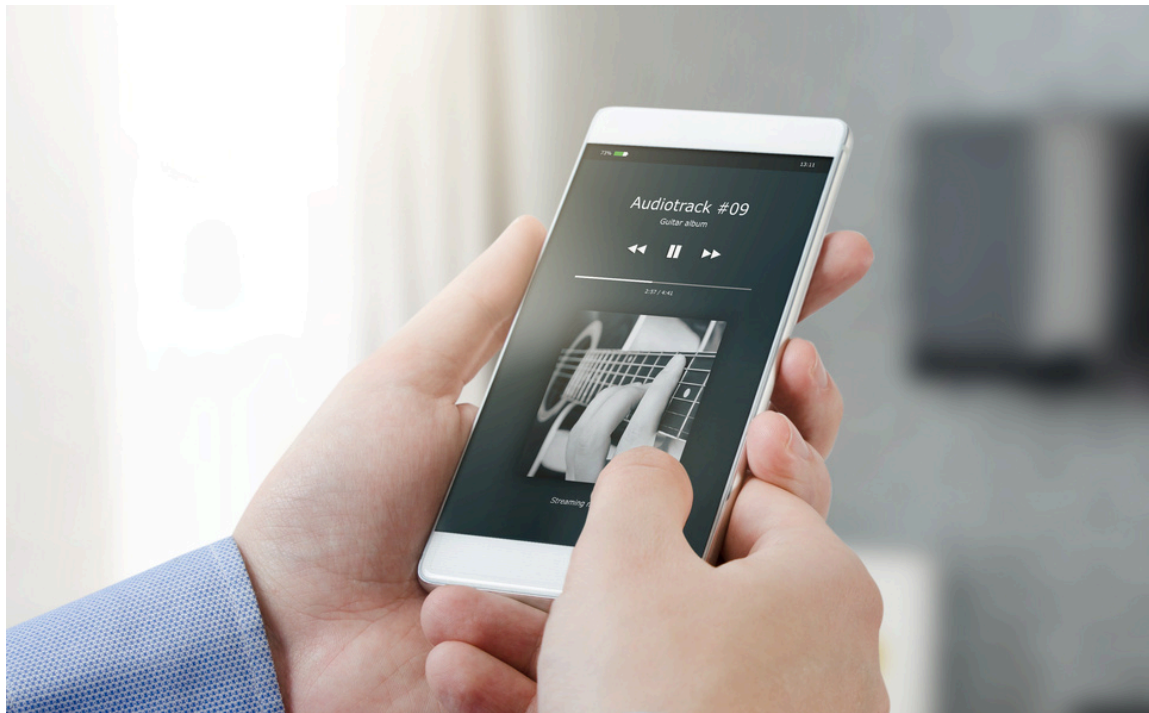


What Ad Nation Thinks Canadians are
Doing in the Audio Space

PERCEPTION vs. REALITY

2025





Ipsos Canada Ad Nation Study: **Perception vs. Reality**

Ipsos Canada, in partnership with thinktv, updated the 2020 Ad Nation Study to examine Canadian and industry perceptions of advertising and media. They surveyed Canadians about media usage and attitudes towards advertising, then compared these responses with those from the advertising community. The study revealed significant differences in lifestyles and audio consumption habits between advertising professionals and the general public, particularly a higher consumption of digital media. This emphasizes the need for marketers to avoid assuming their habits are the same as those of typical Canadian consumers when developing audio strategies.

Get the full report [here](#)

What the study revealed about time spent listening to Radio on an average day:

The Facts

Canadians **dedicate 2X more time listening to the Radio** each day compared to those in the advertising profession. Additionally, they spend **15% more time** with AM/FM Radio than what the ad community estimates. Live Radio reaches more than **52% of Canadians each day** in PPM markets, which is over **556,000 listeners every minute**. This totals more than **8 million Canadians aged 12+ each day in just Toronto, Montreal, Calgary, Edmonton, and Vancouver** that are tuned-in on a daily basis.

Source: Ipsos Canada Ad Nation 2023 | * Numeris Fall PPM TC AW 2a-2a, 12+

Industry
48
minutes
53 index

On an average day, marketing and advertising professionals spend 48 minutes listening to Radio, which is around half of the time that Canadians spend.

Perception
78
minutes
87 index

Those who work in the ad industry perceive that Canadians are only listening for 78 minutes a day, a shortfall of 12 minutes.

Reality
90
minutes
100 base

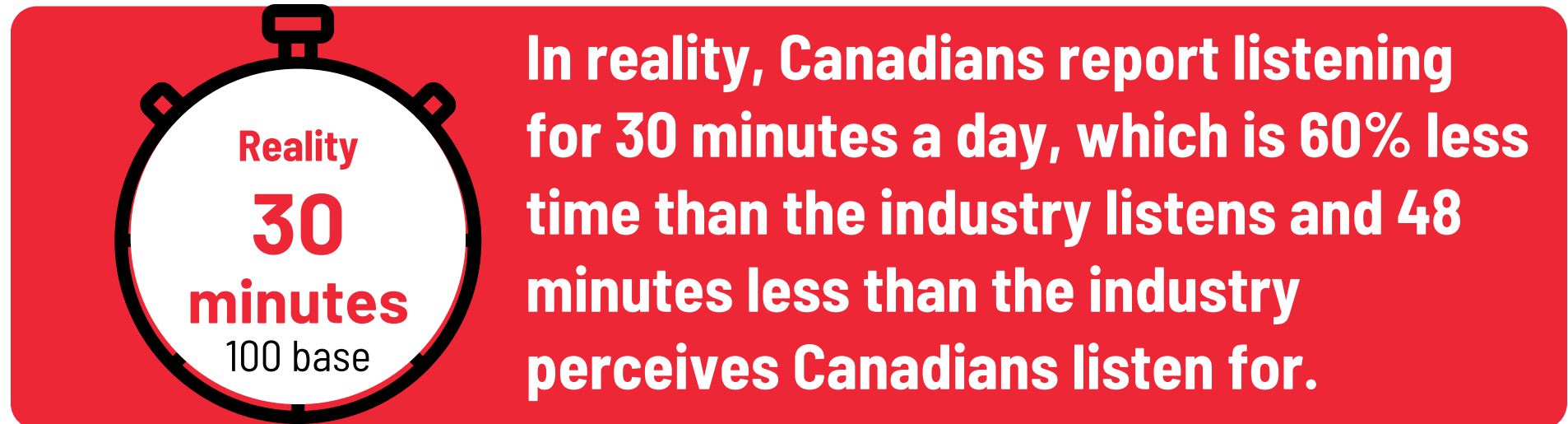
In reality, Canadians report listening to Live Radio for 90 minutes on an average day.

What the study revealed about time spent listening to Podcasts on an average day:

The Facts

Over half (57%) of Canadians report having listened to **at least one podcast in the past year**.^{*} However, they tend to spend less time on this activity compared to advertising industry professionals. **In fact, less than 1 in 10 (9%)** of Canadians 18+ listen to **podcasts on a daily basis**.^{*} Generally, those working in **marketing and advertising** are more digitally inclined and show a greater interest in podcasts, **averaging 48 minutes of listening daily**, while they **perceive Canadians** are dedicating **2.6X more to podcasts** than the 30 minutes that Canadians themselves claim to spend.

Source: Ipsos Canada Ad Nation 2023 | ^{*}The Canadian Podcast Listener 2024



What the study revealed about time spent listening to Streaming Music on an average day:


The Facts

Canadians spend **much less time listening** to streamed music compared **to the ad industry**, and **not nearly as much** as **the ad industry thinks** they do. The advertising and marketing professionals surveyed by Ipsos Canada, had the perception that Canadians spend more **than 2X the amount of time streaming music** than they actually do. In reality, **most of the music streaming** done by Canadians is to **their own non-commercial digital music libraries**. For **advertisers** trying to reach Canadians with **an audio message**, Live **Radio is the only medium** with the **scale** to do so. **7 out of every 10 minutes*** Canadians 18+ spend with **ad-supported audio** is spent listening to **Live Radio**.




Industry
102
minutes
170 index

On an average day, those surveyed who are engaged in advertising and marketing spend almost 1 hour and 45 minutes streaming music.



Perception
132
minutes
220 index

They perceive that Canadians are spending over 2 hours a day, which is 2.2x more than Canadians actually spend streaming music on an average day.



Reality
60
minutes
100 base

In truth, Canadians indicate that they stream music for just 60 minutes each day, which is significantly less than what those in the industry perceived.

Source: Ipsos Canada Ad Nation 2023 | *Signal Hill Insights Fall 2024

What the study revealed about how many Canadians 18+ accessed the Spotify app in the past month:

The Facts

Considerably **fewer Canadians** are **using the Spotify app** than those who work in the industry, and **considerably less** than **they perceive**. In fact, **most users of Spotify** are using the **paid version** as a replacement for their **own personal music libraries**, choosing to 'rent' vs. 'own' music. In fact, **only 40% of the 28% of Canadians** who said they use the music streaming app **can be reached with ads**, and they tend to be **less educated** and have **lower incomes**.*



Source: Ipsos Canada Ad Nation 2023 | *Signal Hill Insights Fall 2024



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