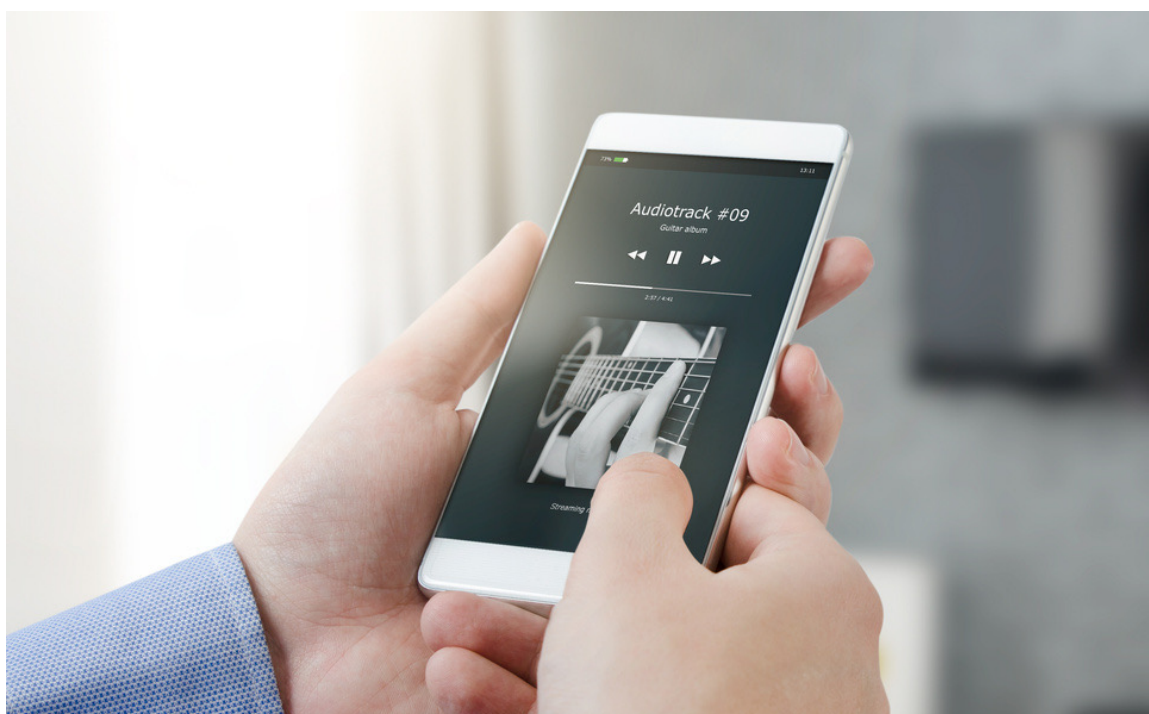
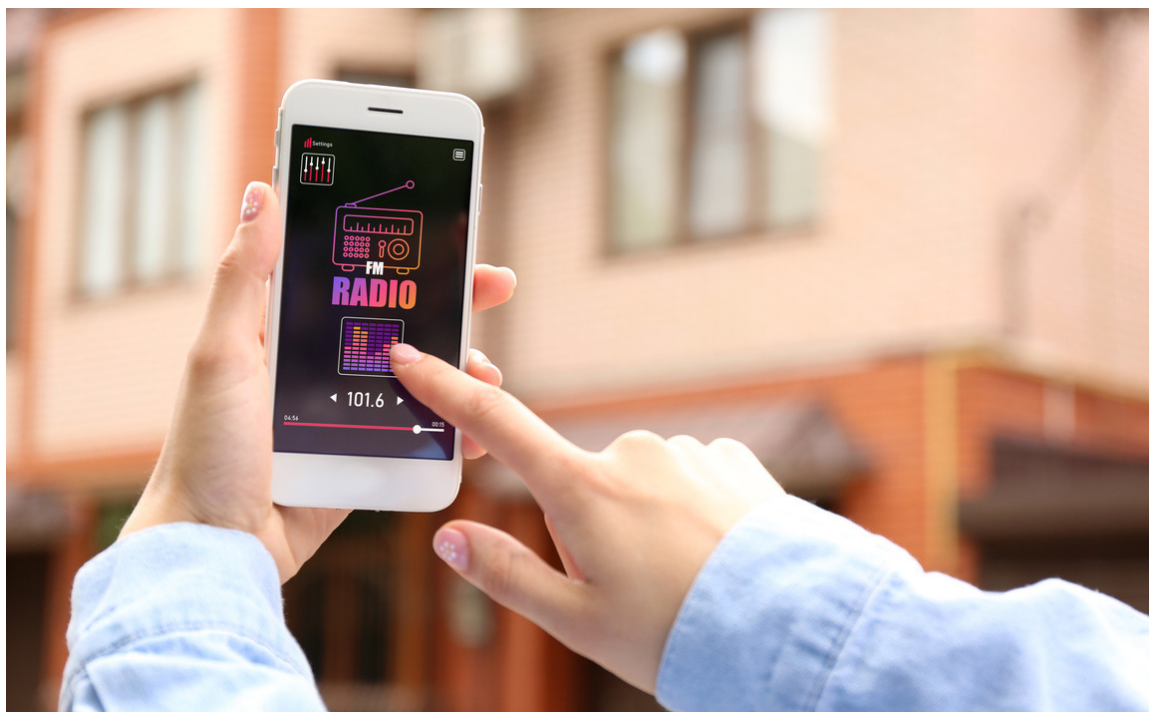


Fast Facts About the
CANADIAN AUDIO
LANDSCAPE

2025





Ipsos Canada Ad Nation Study:

Radio in Canada: Perception vs. Reality

Ipsos Canada, in partnership with thinktv, updated the 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.



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



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



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

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

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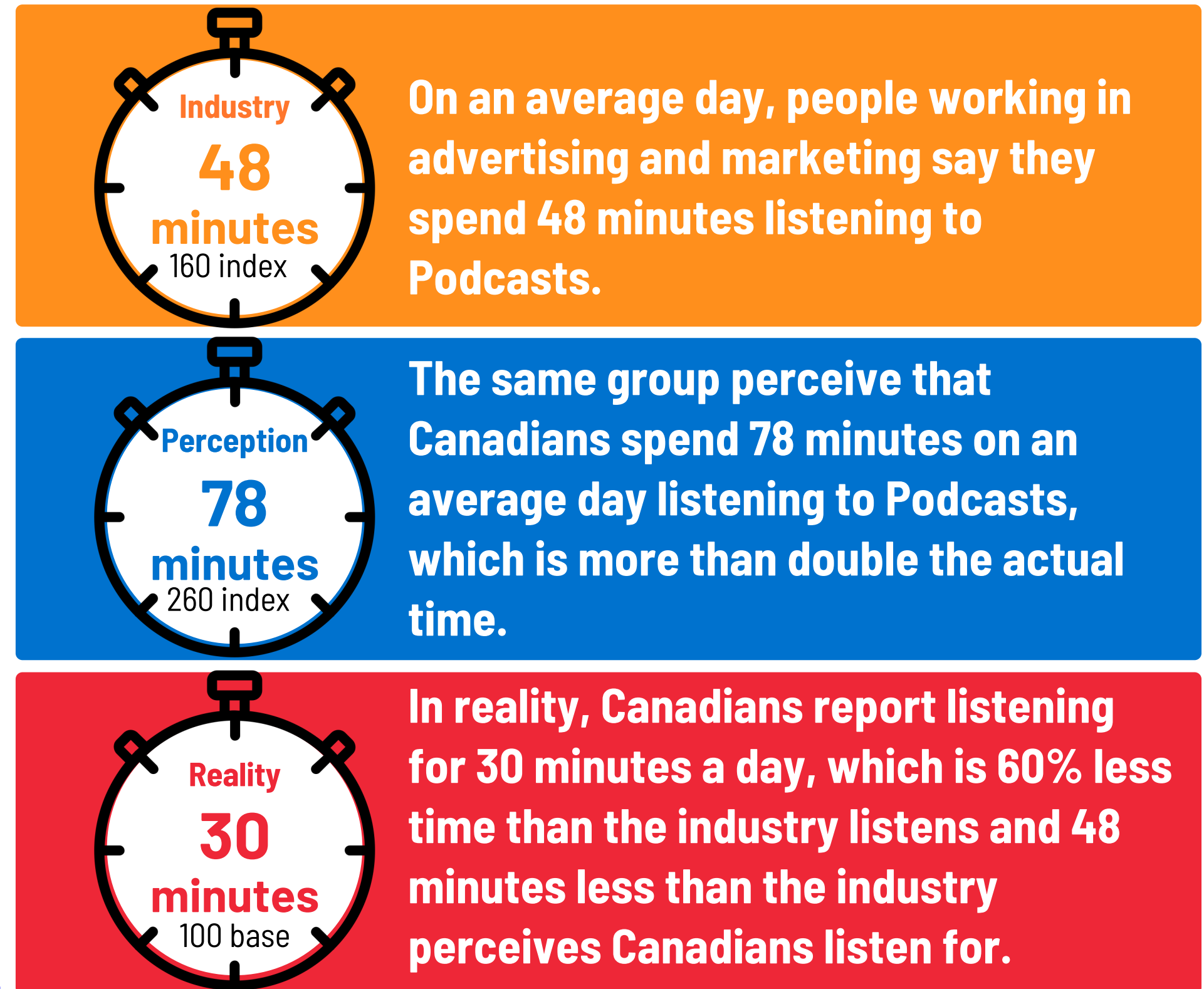
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Source: Ipsos Canada Ad Nation 2023 | * Numeris Fall PPM TC AW 2a-2a, 12+

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.

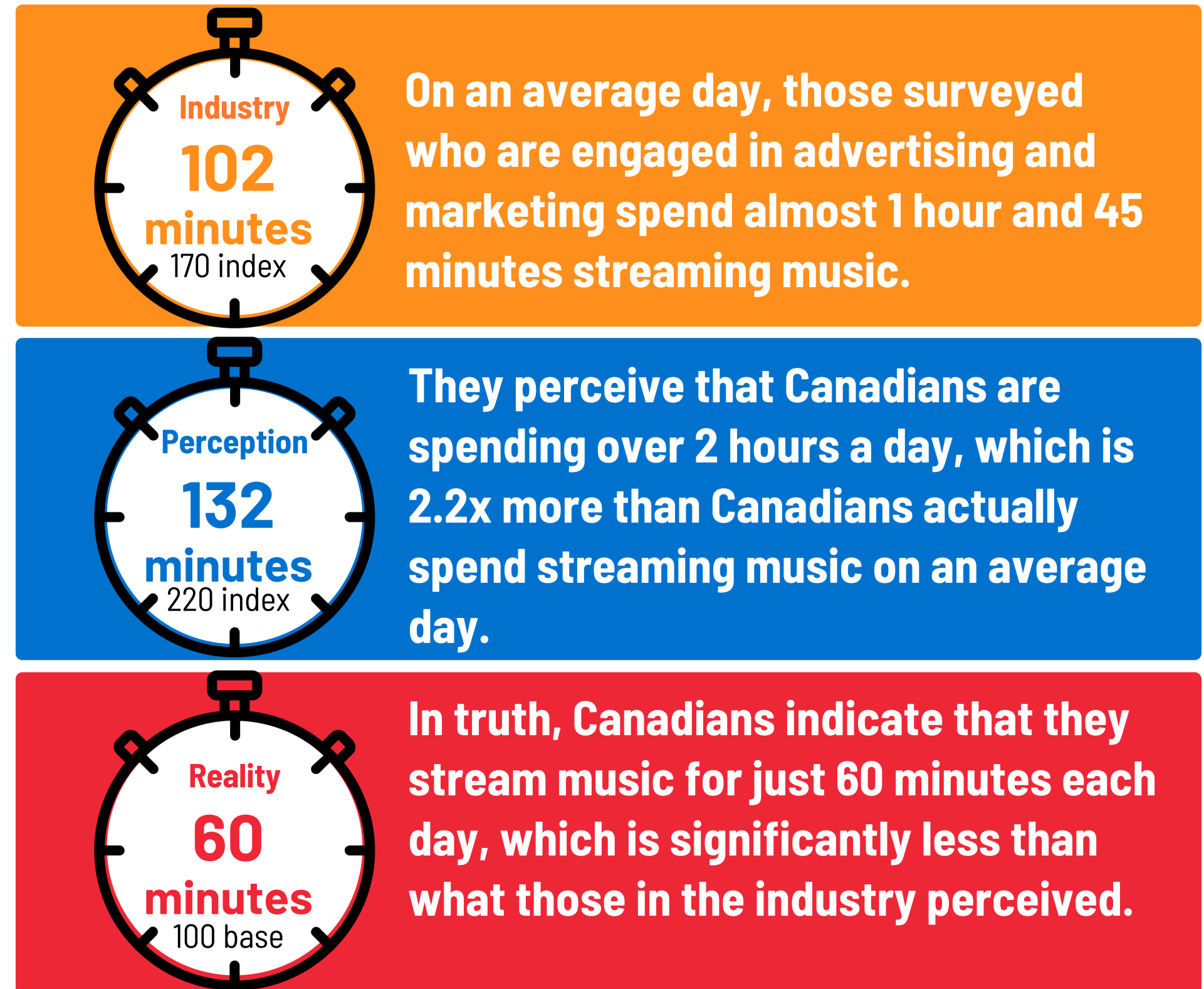


Source: Ipsos Canada Ad Nation 2023 | [*The Canadian Podcast Listener 2024](#)

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**.

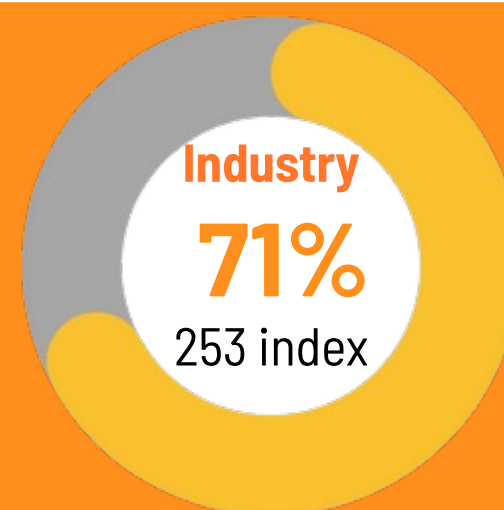


Source: Ipsos Canada Ad Nation 2023 | *Signal Hill Insights Fall 2024

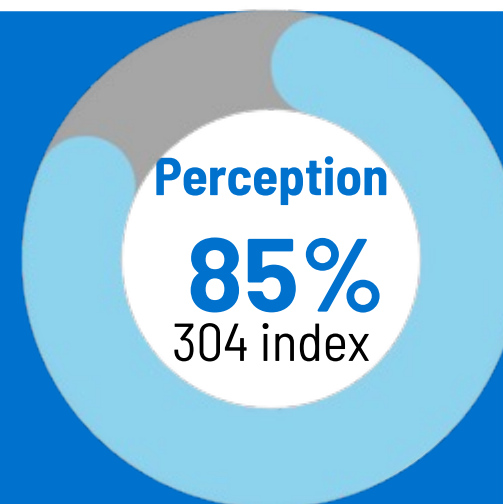
What the study revealed about how many Canadians 18+ accessed the Spotify app in the past month:

The Facts

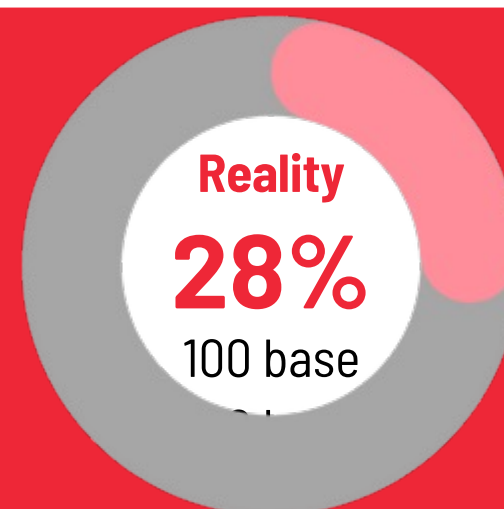
Considerably **fewer Canadians** are **using the Spotify app** than those who work in the industry, and **considerably less** than **they perceive**. In fact, **most users of Spotify** are using the **paid version** as a replacement for their **own personal music libraries**, choosing to 'rent' vs. 'own' 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**.*



On an average day, **71% of the marketing and advertising professionals surveyed say they accessed the Spotify app in the past month.**



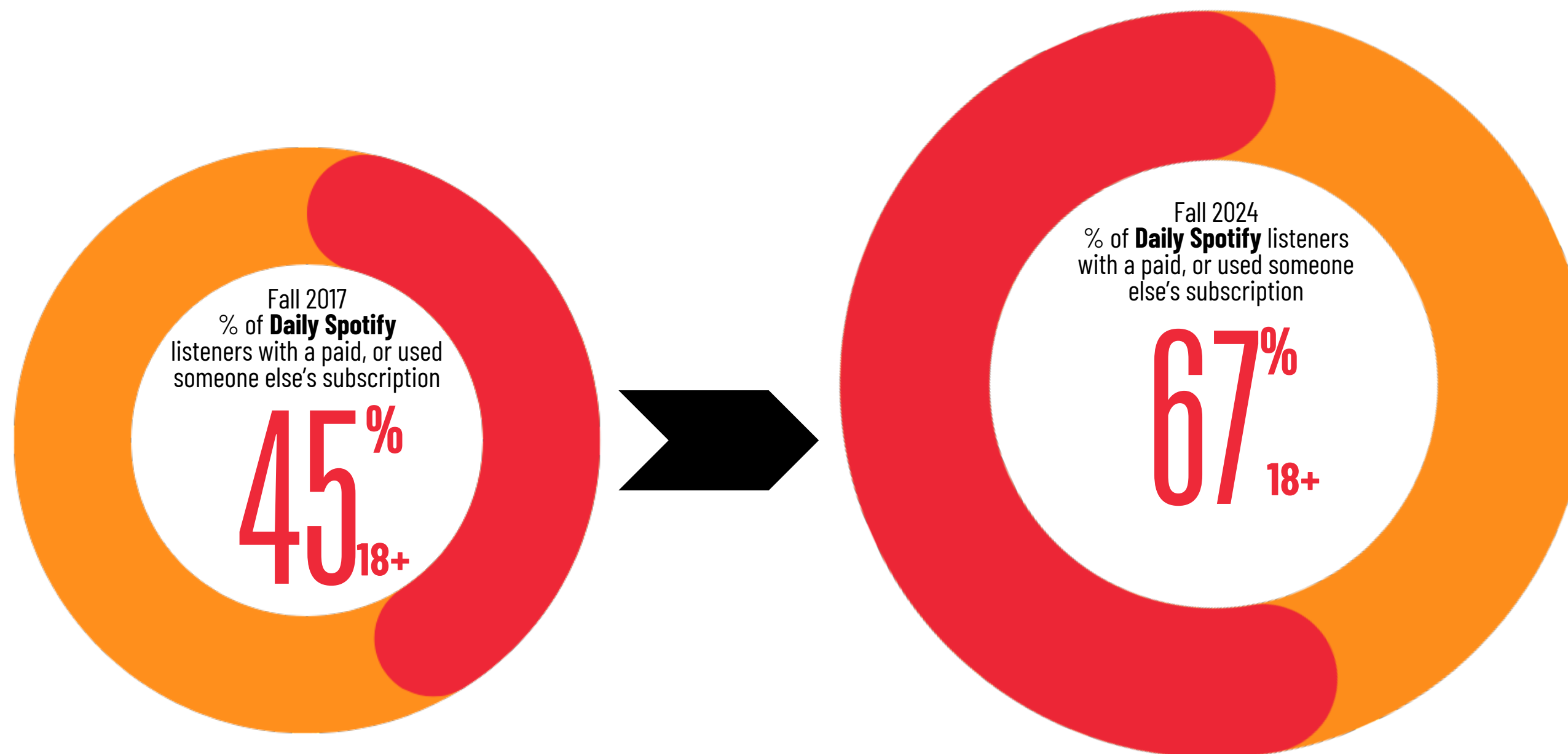
They perceive that 85% of Canadians used the Spotify app in the past month, which is 3X more than the number of Canadians that said they did.



In fact, less than 3 in 10 Canadians accessed the Spotify app in the past month, and of Canadians using it, 60% of them are using the premium paid subscription.

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

Since its launch, Spotify has experienced a **consistent rise** in users **upgrading to its paid service**. This trend mirrors the **growing preference** among some Canadians for **‘renting’ their personal music collections** rather than owning them.



THE MORE
DESIRABLE
SPOTIFY USERS
ARE
INCREASINGLY
HARD TO REACH
WITH
ADVERTISING

Source: Signal Hill Insights Fall 2024

Broadcast Radio in Canada

**716 COMMERCIAL
RADIO STATIONS**



**119 AM | 597 FM
529 English
97 French
27 Indigenous | 63
Other**

Source: CRTC 2023

**CANADA IS ONE
OF THE LARGEST
RADIO MARKETS**



**According to a recent
WARC Global Report,
Canada was 3rd to U.S.
and China, but ahead of
the U.K., France,
Germany, and Australia in
Radio spend**

Source: WARC Global Report 2021

**OVER 1B DOLLARS
GENERATED IN
ADVERTISING
REVENUE**



**Marketers spent over
\$1.1 billion in Radio
advertising to reach
Canadian consumers**

Source: CRTC 2023

**LOCAL RADIO
DRIVES BUSINESS
SUCCESS**



**67% of Radio
Revenue is driven by
local sales**

Source: CRTC 2023

Fast Facts

LIVE RADIO'S REACH IS UNBEATABLE



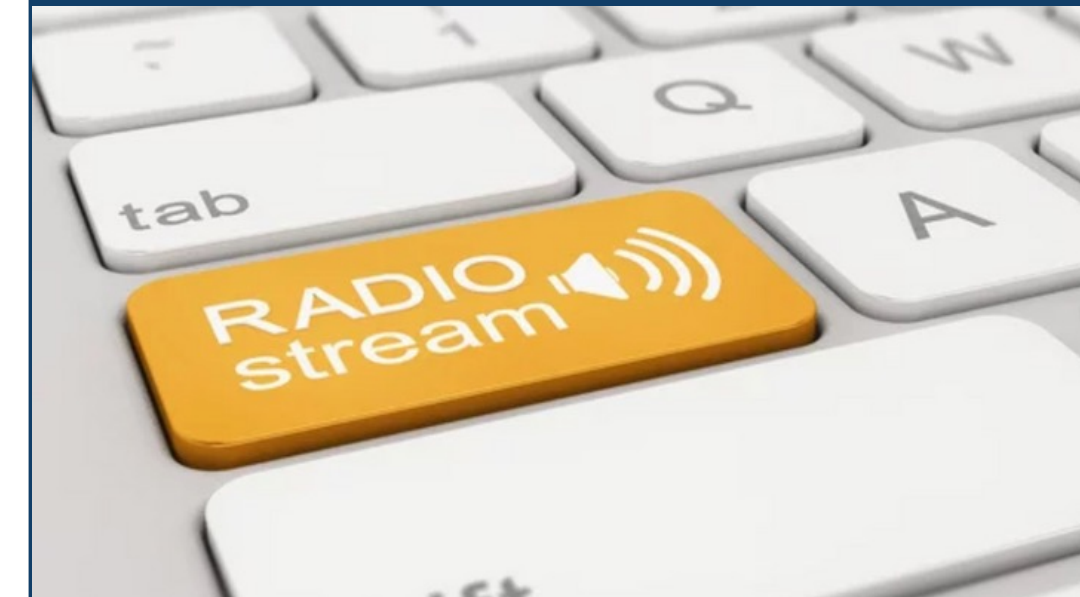
Live Broadcast Radio reaches 82% of Canadians each week and over 54% each day. Canadians are tuning in for almost 8 hours a week in PPM markets, and even longer outside of major urban centres.

LIVE RADIO'S HAS THE BIGGEST SHARE OF BUYABLE AUDIO



7 out of every 10 minutes spent with ad-supported audio is spent with Live Radio, highlighting Radio's unparalleled ability to reach mass audiences effectively and consistently.

LIVE BROADCAST RADIO IS DIGITAL



Since Fall 2019, the proportion of AM/FM hours that are streamed has increased from 9% to 14%, with an increasing number of Canadians tuning into AM/FM Radio streams via their smartphones

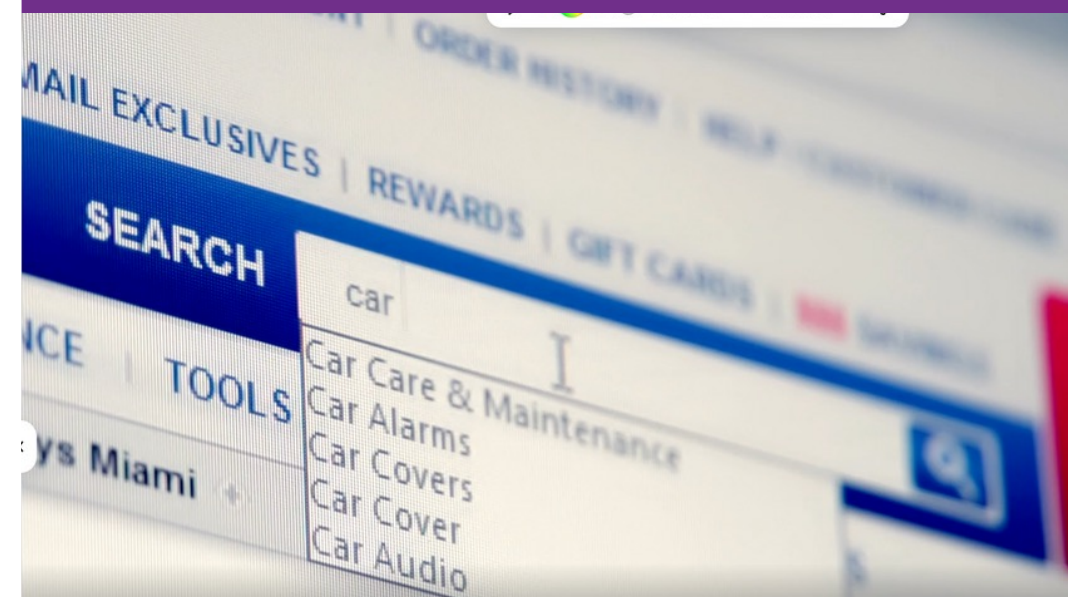
Fast Facts

LIVE RADIO'S RULES THE ROAD



AM/FM Radio has nearly 90% of the buyable audience available to reach Canadians in their cars. 53 minutes of every in-car audio hour is spent tuned to Live AM/FM Radio, the ultimate path to purchase medium that provides a captive audience for advertisers.

CANADIANS RESPOND TO ADS THEY HEAR ON LIVE RADIO



Nearly half (45%) of Canadians have taken some sort of action after hearing an ad on Live Broadcast Radio, whether that be purchasing the product, talking about it, or going online for more information.

SIGNIFICANTLY MORE EXCLUSIVE REACH THAN FREE SPOTIFY DIGITAL



56% of Canadians 18+ listen to Live Radio and not Free Spotify vs. 5% who listen to Free Spotify and not Live Radio



Measurement

There are 3 different types of measurement used to generate over-the-air Broadcast Radio audiences. While PPM's can provide an indication of streamed numbers, most Broadcasters are able to identify their own streamed data.

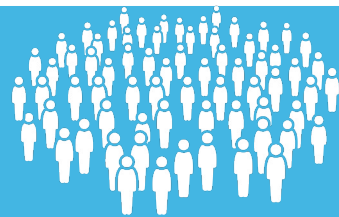
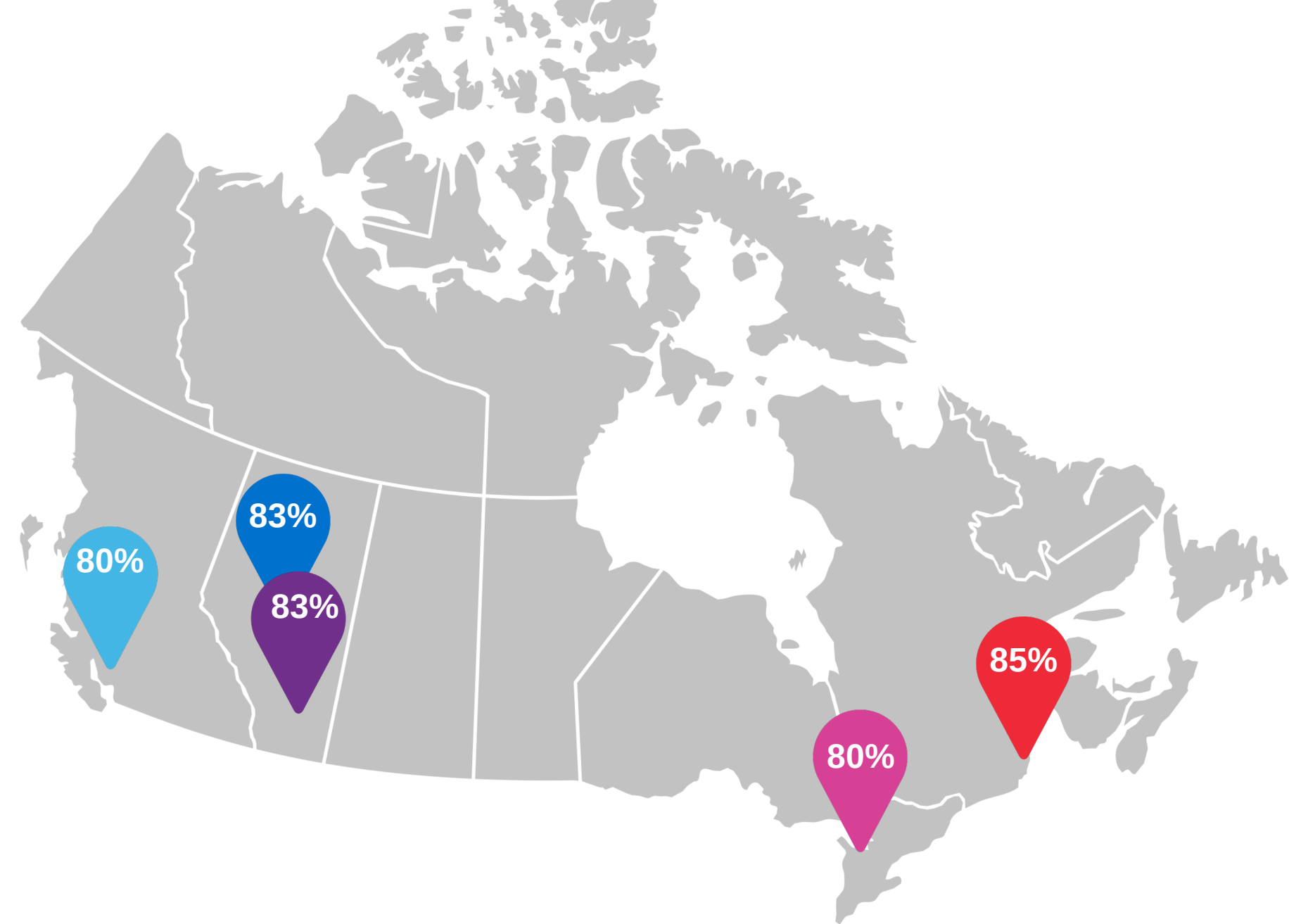
01 Numeris Portable People Meters PPMs
Passive measurement in 5 of Canada's largest cities, representing apx. 44% of the population. Data is released in 13-week cycles.

02 Numeris Online Diaries
Measurement of 22 of the "B" markets in Canada most often bought by national advertisers. Based on weekly measurement using an online diary, but excludes the last week of January, first week of July, and last week of December. Surveys are typically released in the Fall and Spring.

03 radioCount CATi Interviews
radioCount conducts phone interviews over one 8-week measurement period each Fall in 22 markets, however some markets are measured continuously throughout the year.

Live Radio's Scale Connects with Canadians Everywhere

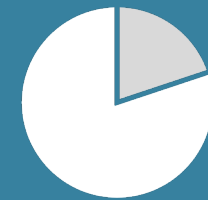
AM/FM Radio is the only audio platform that can deliver **commercial messaging** minute by minute, **at scale**.



Live Radio connects with over 14.4 million people each week, across the 5 PPM Markets, representing 44% of the total Canada population.¹

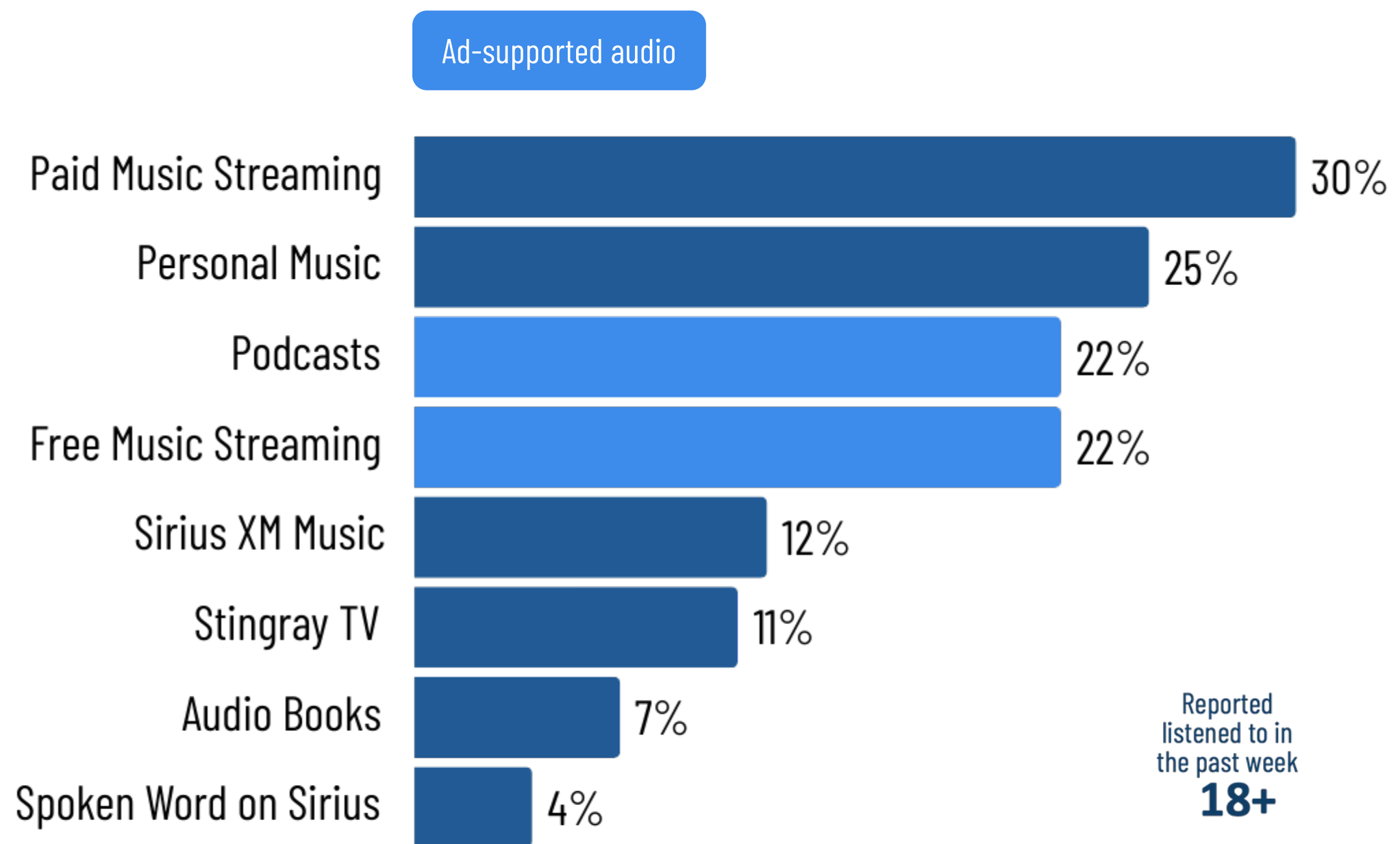


On average, that's over 590,000 people in the PPM markets tuned into Live AM/FM every minute.¹



7 out of every 10 minutes Canadians 18+ spend with ad-supported audio is spent with Live Radio. And in the car, 53 minutes of every hour listening to ad-supported audio is spent with Radio.²

Compared to Other Audio, Live Radio is the Reach Machine for Advertisers



Reported
listened to in
the past week
18+

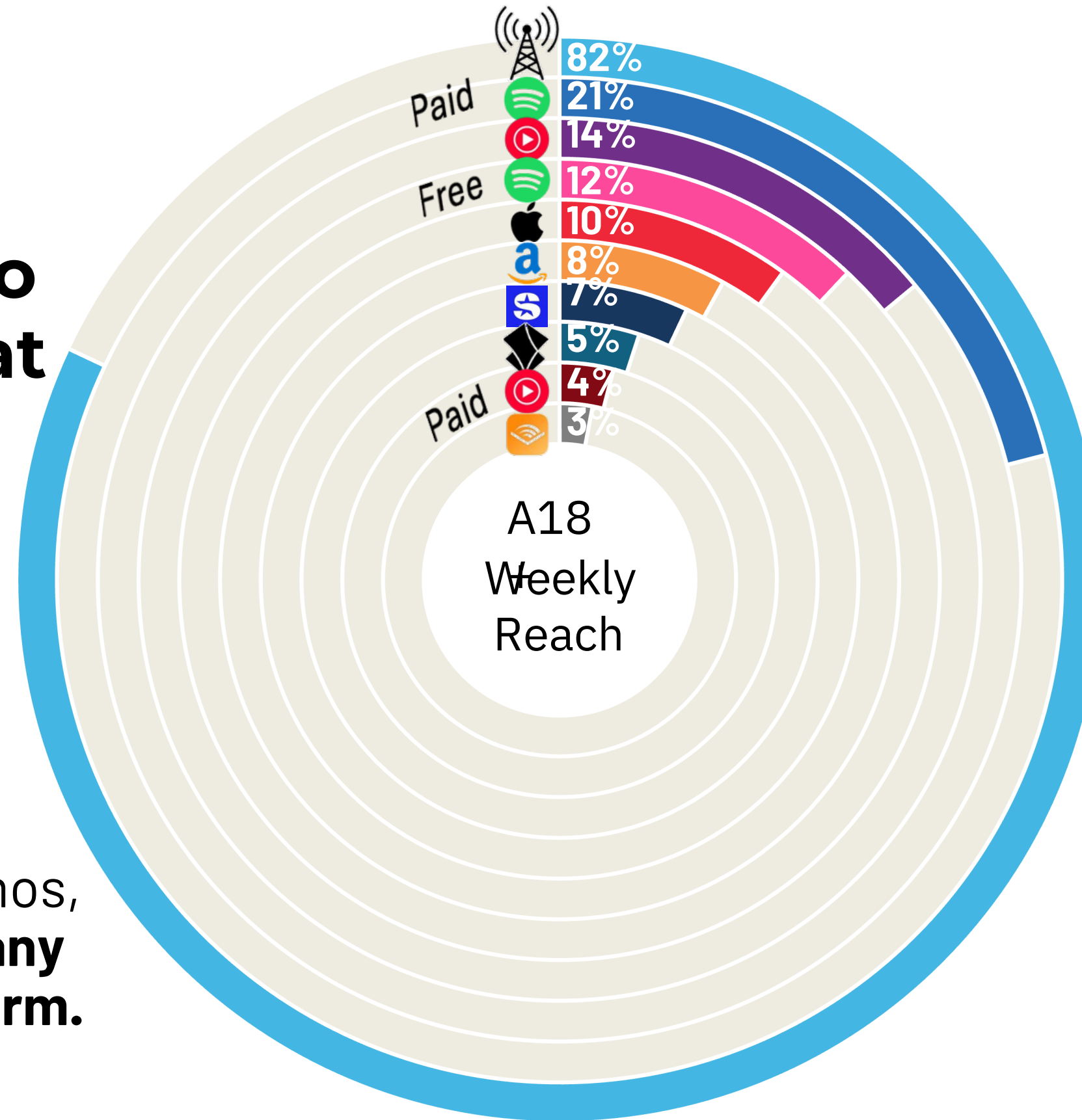
82%
Average Weekly
Reach of Live
Broadcast
Radio 18+*

Live Radio is the **dominant
audio platform** to reach
Canadians with an audio
message

Source: Signal Hill Insights Fall 2024 | *Numeris Fall 2024 PPM TC AW 18+

Live Broadcast Radio is the largest audio platform that Canadians listen to

AM/FM Radio reaches more Canadians, across all key demos, in one week **than any other audio platform.**



Source: Numeris RTS Fall 2024 Used audio platforms past 7 days:



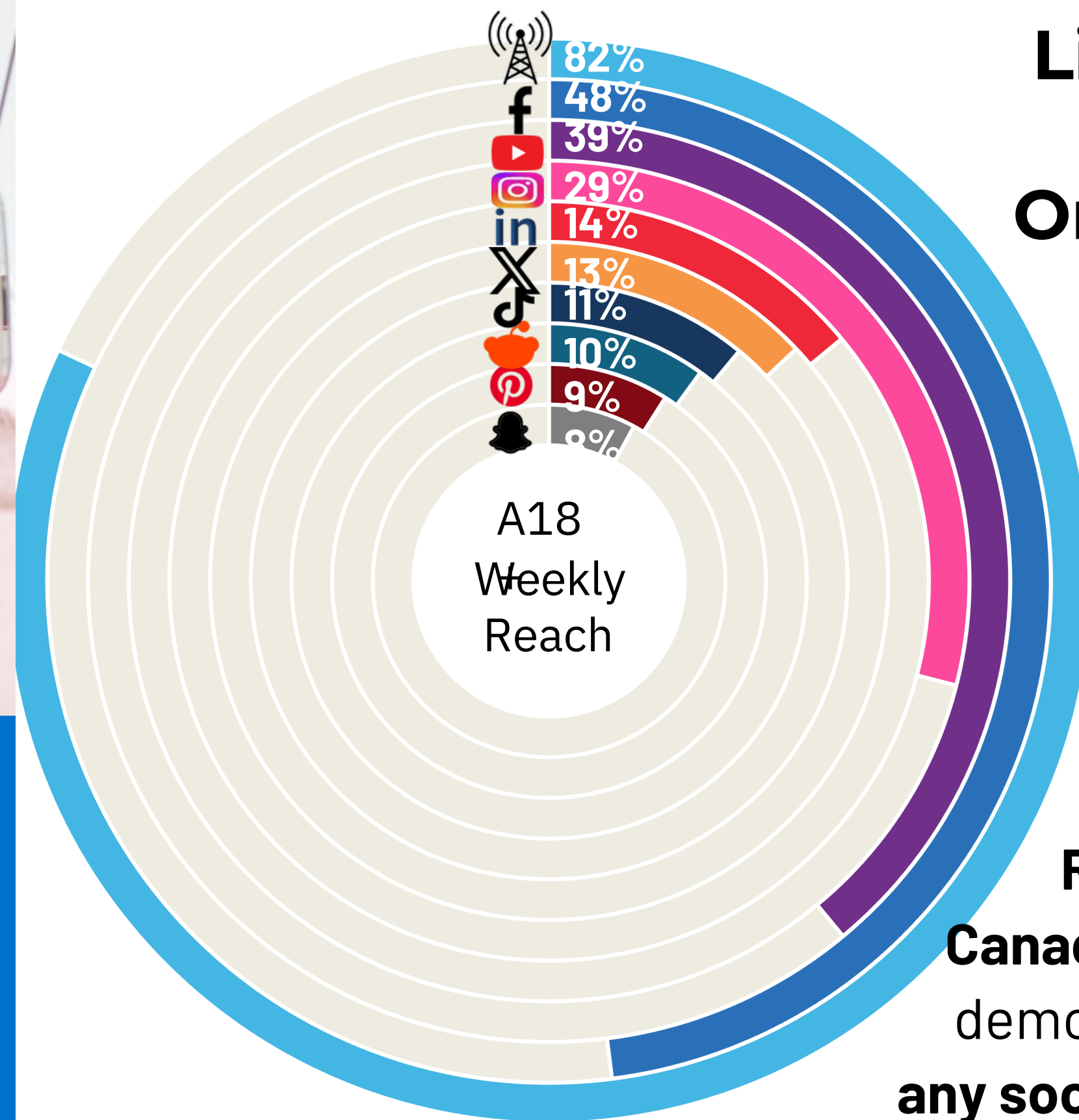
82% Average Weekly Reach of Live Broadcast Radio

Source: Numeris Fall 2024 PPM TMC AW 18+



82% Average Weekly Reach of Live Broadcast Radio

25 Source: Numeris Fall 2024 PPM TMC AW 18+



Live Broadcast Radio Is the Original Mobile Medium and Remains the Largest Social Media Platform

Radio reaches more Canadians, across all key demos, in one week than any social media platform.

Source: Numeris RTS Fall 2024 Used social networks past 7 days:

Key Takeaways

PERCEPTIONS VS. REALITY



Canadians **spend more time with Radio**, and **less time with podcasts and music streaming** than industry professionals perceive.

MARKETERS INVEST IN RADIO



Broadcast Radio generates over a billion dollars in advertising revenue, of **which 67% is spent locally**, because advertisers see the immediate benefits to their business.

NOTHING COMPARES TO RADIO'S SCALE



Live Radio **connects with over 8 million people each day** in Canada, with an average of almost **600,000 listeners every minute**, just in PPM markets alone.

NO OTHER AUDIO PLATFORM TOPS RADIO'S REACH



Among **all audio choices**, from music to audiobooks, **AM/FM Radio reaches the most Canadians.**

RADIO IS THE #1 AD-SUPPORTED AUDIO PLATFORM



Looking at the places where **advertisers can reach Canadians with a commercial message, 7 out of 10 minutes** spent listening to **ad-supported audio** is spent **listening to Live Radio.**

RADIO - THE ORIGINAL SOCIAL MEDIUM



Live Radio reaches more people in one week than **any of the audio or social media** apps, reaching almost **7x more Canadians than Free Spotify** and most **2x as many as Facebook.**



For More Information

CONNECT WITH US

