

**RADIO**  
CONNECTS

Rediscover the Power of

# LIVE RADIO

2025







## Overview

The following provides a current overview of the evolving audio landscape in Canada, highlighting the enduring power and versatility of Live AM/FM Radio.

It takes a look at key areas of audio, where advertisers can reach their consumers and includes details on ad-supported audio trends, in-car audio behavior, and the role of Radio in driving consumer action. The information underscores the unmatched trust and reach of Radio advertising, along with the growing impact of its digital reach.

For advertisers and marketers, this report serves as a valuable resource to understand how Live Radio continues to be a dominant and effective medium for connecting with audiences, influencing purchasing decisions, and achieving measurable advertising success in today's competitive market.

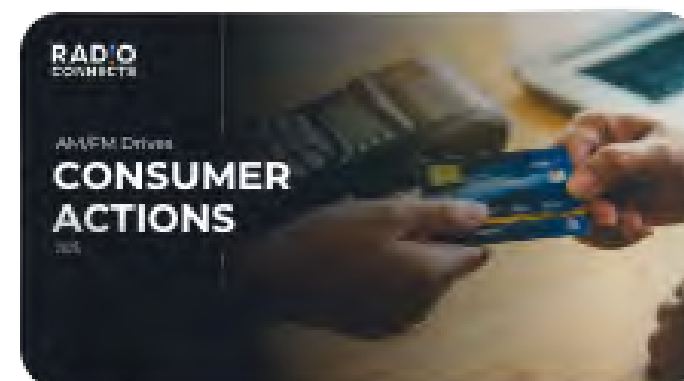
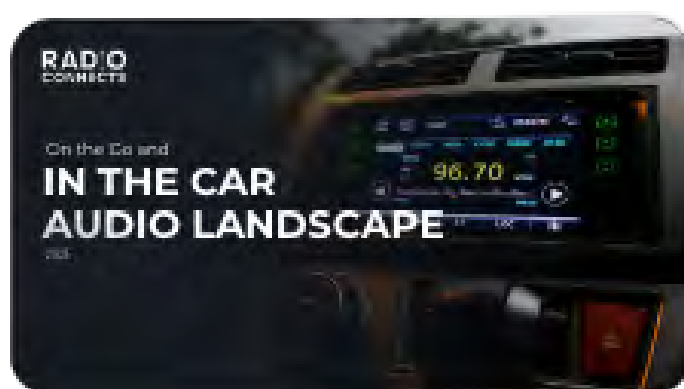
In addition to data sourced from Numeris and their RTS survey, insights have been generated from a questionnaire fielded in September 2024 by Signal Hill Insights to a Maru Voice Canada panel of over 3,000 Canadians.



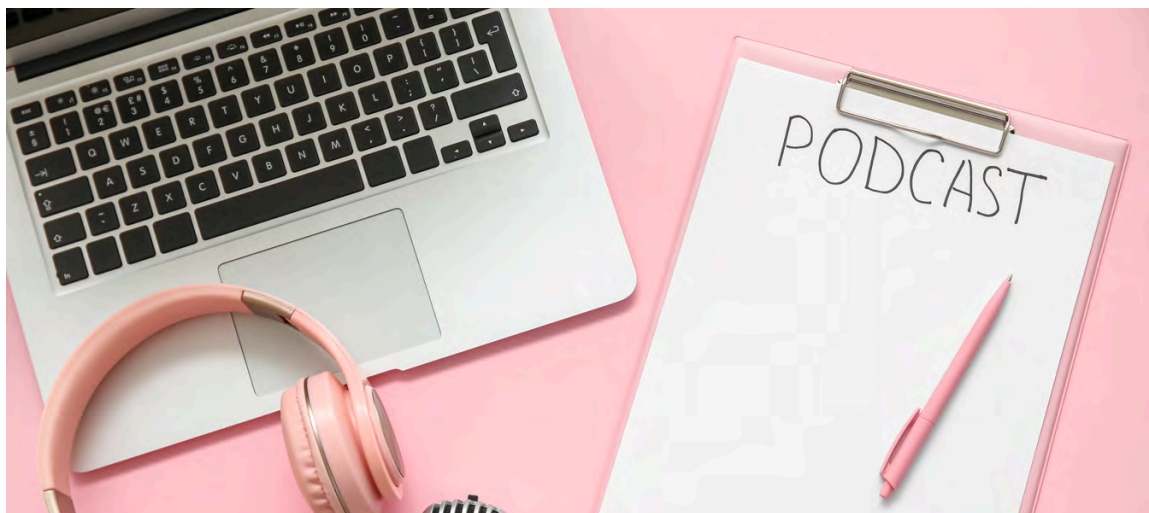
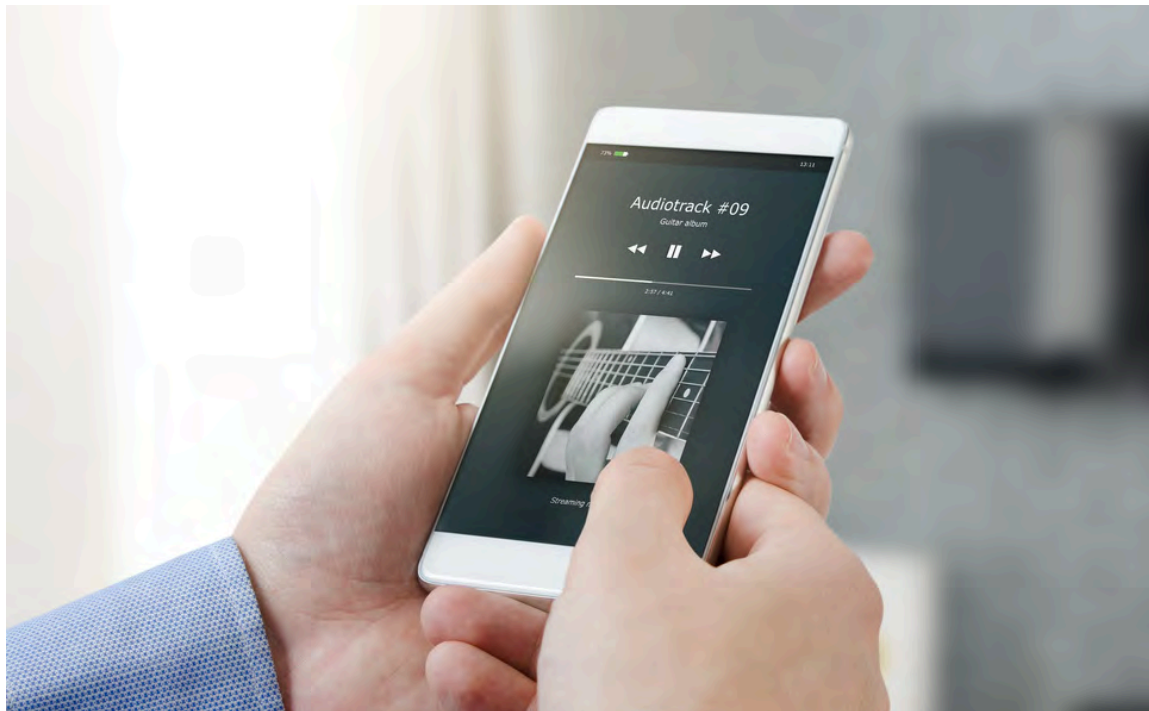
# Canadian Broadcast Radio

Whether a busy urban city or a close-knit community, Live Radio serves as the ultimate connector. Acting as a constant companion, it offers not only entertainment through music but also enriches listeners with insightful ideas and essential news. Moreover, it delivers critical updates that keep Canadians safe—all at no cost to the listener. Accessible over-the-air or via connected devices, Live Radio uniquely combines expansive reach with a personal touch, making it the most inclusive and familiar audio platform available to advertisers looking to engage with the widest possible audience.

The following information, will help you rediscover the power of Live Radio







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.



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

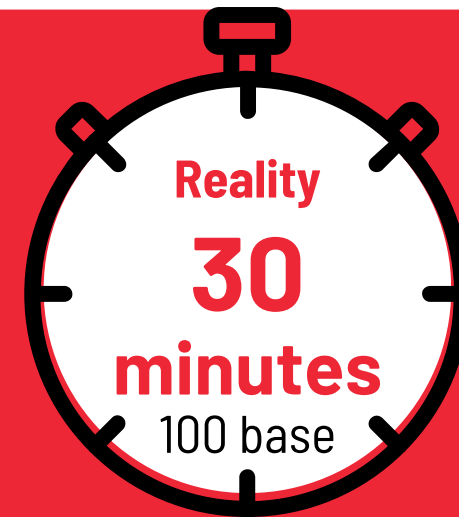
Over half (57%) of Canadians report having listened to **at least one podcast in the past year**.<sup>\*</sup> However, they tend to spend less time on this activity compared to advertising industry professionals. **In fact, less than 1 in 10 (9%)** of Canadians 18+ listen to **podcasts on a daily basis**.<sup>\*</sup> 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.



On an average day, people working in advertising and marketing say they spend 48 minutes listening to Podcasts.



The same group perceive that Canadians spend 78 minutes on an average day listening to Podcasts, which is more than double the actual time.



In reality, Canadians report listening for 30 minutes a day, which is 60% less time than the industry listens and 48 minutes less than the industry perceives Canadians listen for.

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

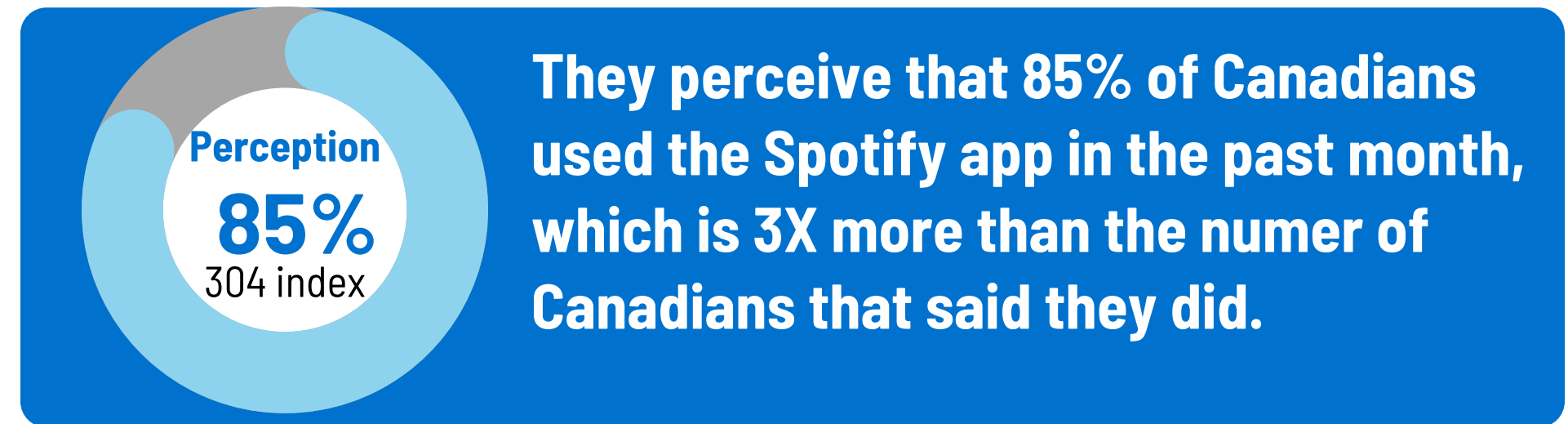
**In truth, Canadians indicate that they stream music for just 60 minutes each day, which is significantly less than what those in the industry perceived.**

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



# Key Takeaways

## IN THE AD-SUPPORTED AUDIO LANDSCAPE



7 out of every 10 minutes is dedicated to Live AM/FM Radio, solidifying it as the dominant audio platform for reaching adults in Canada

## WHEN CANADIANS GET BEHIND THE WHEEL



Live Radio leads in in-car audio consumption, even in vehicles equipped with the latest technologies, capturing almost 90% of in-car audio time.

## RADIO ADS ARE EFFECTIVE



A significant proportion of listeners take action after hearing ads on the Radio, ranging from learning about new products to visiting businesses to making purchases.

## CANADIANS TRUST RADIO ADS



More than digital formats and value local content, making Live Radio a preferred medium for community and local business support.

## STREAMED LIVE RADIO



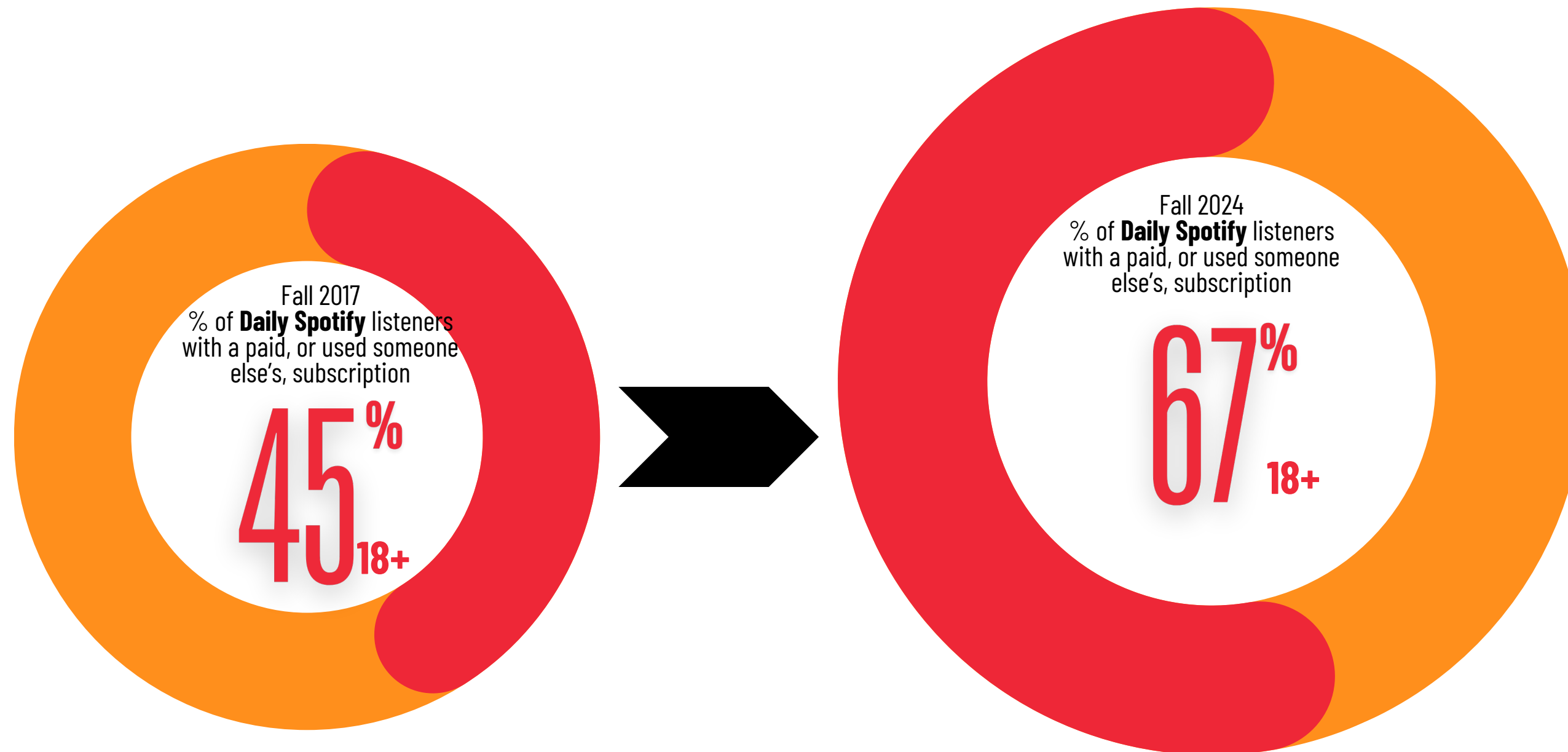
Continues to gain reach, offering addressable audio listeners to advertisers on a platform seen as trustworthy by Canadians

## RADIO COMPLIMENTS TV CAMPAIGNS



Extending Reach and Frequency to maximize advertising impact across key demographics.

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






For More Information

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