

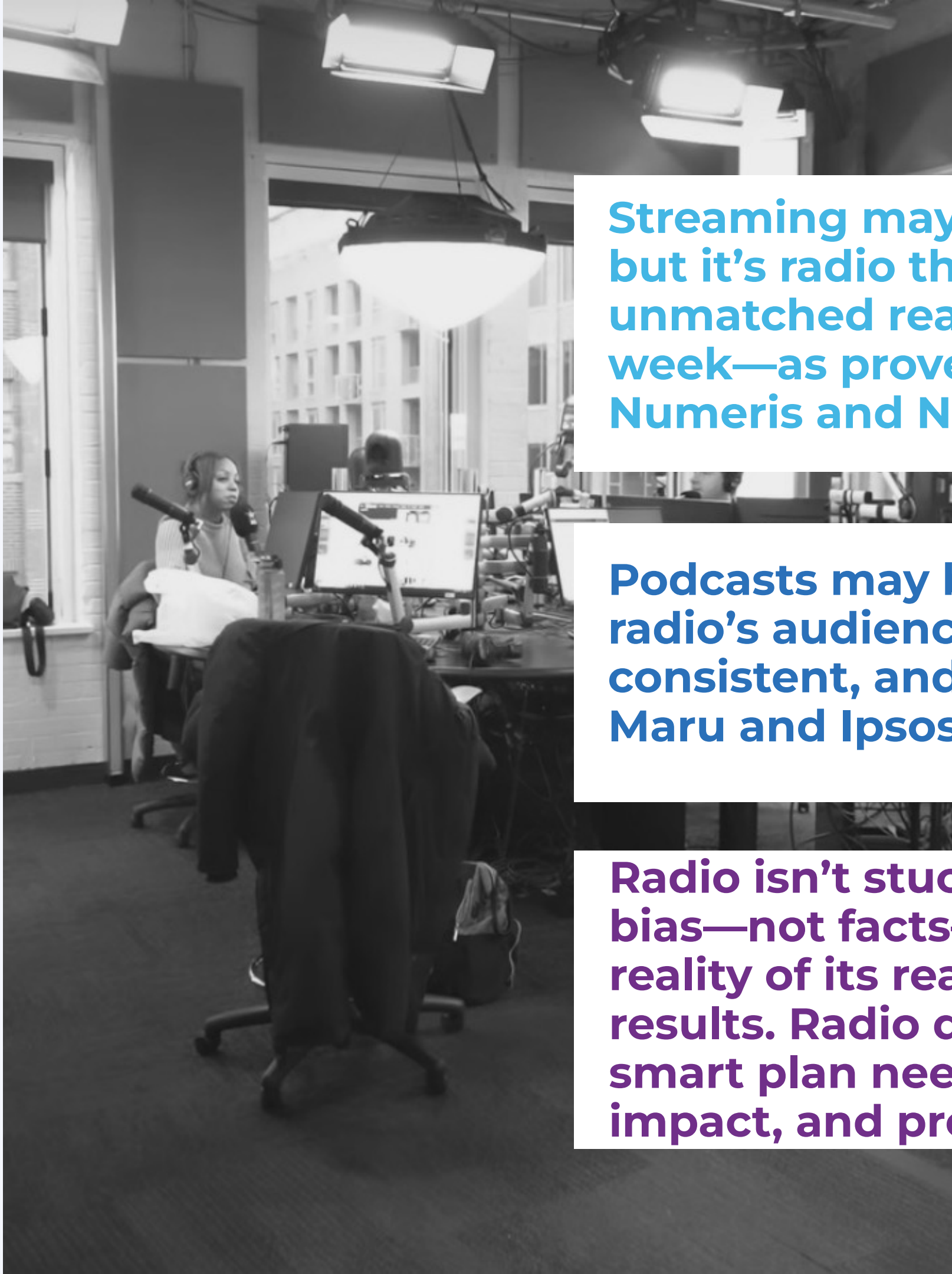


Radio isn't outdated, the perception of it is.
CHALLENGING PERCEPTIONS.

ON AIR

Radio

Radio isn't outdated, the perception of it is.



Streaming may get the hype, but it's radio that delivers unmatched reach—week after week—as proven by data from Numeris and Nielsen.

Podcasts may be trending, yet radio's audience is bigger, more consistent, and proven—verified by Maru and Ipsos data.

Radio isn't stuck in the past. It's bias—not facts—that's blurring the reality of its reach, relevance, and results. Radio delivers what every smart plan needs—real reach, real impact, and proof that it works.



01

PERCEPTION

“Radio is dead. No one is listening.”



Radio isn't dead.

**Across the 5 PPM
Markets**

Each minute

**Focusing on ad-
supported audio**



You just stopped paying attention.

**14.4 Million people
listen to radio each
week.¹**

**590 thousand people
are tuning in to radio.¹**

**7 out of every 10
minutes are spent
listening to live radio.²**



02

PERCEPTION

“Everyone’s working
remote now.”

83% of Canadians are working away from home part of the week.



69%

Primarily work away from home



51%

Work away from home 3+ days per week



14%

Work hybrid



17%

Primarily work at home

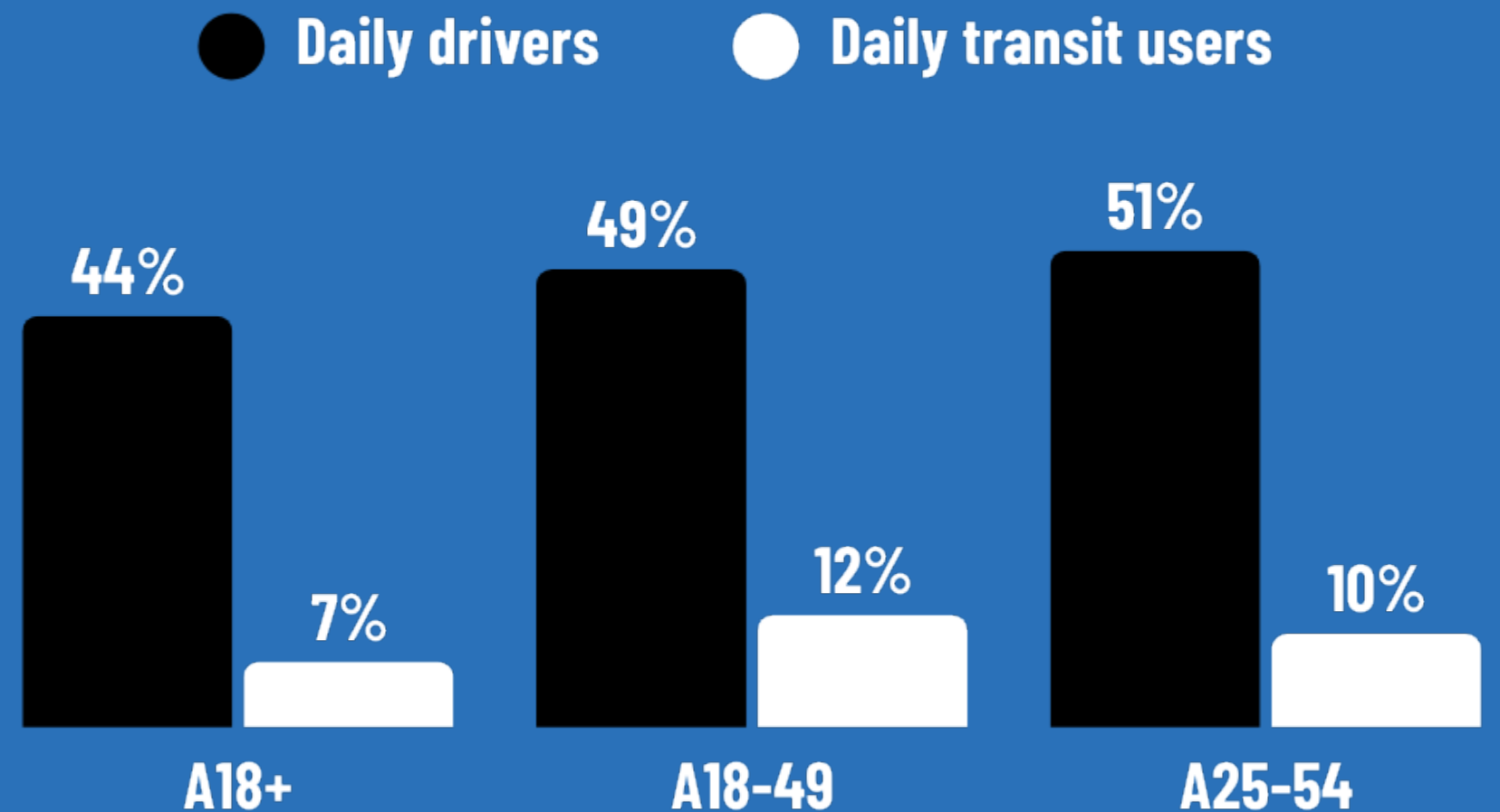


Radio rides shotgun.

Adults aged 18–49 are nearly 4x, and those 25–54 are 5x more likely to commute by car than by public transit.

REALITY

Most commuters drive and don't take transit.



REALITY

Radio listeners in the car aren't just tuned in—they're high-value.

Radio listeners are who advertisers want to reach:

They're more educated | Have higher incomes | Are on the move

Listened to AM/FM Radio in the car yesterday - **Indexed to 18+**

+11%

4+ Households

+16%

Work away from home

+16%

earn \$100K+



PERCEPTION

“Radio’s reach isn’t very high.”

REALITY

Buying audio
without Radio
is like...

hosting a
webinar and
not unmuting
yourself.

82%

Average Weekly
Reach of Live
Broadcast
Radio 18+ ¹

Reported listened to in the past week 18+ ².

30%
Paid
subscription

25%
Owned
Music

12%
Sirius XM
Music

04%
Sirius XM
spoken word

Ad-supported
22%
Podcasts

22%
Free music
streaming

Radio's not just for “old people.”

Listeners aged 18–34 make up the largest chunk of radio's 18+ audience.

65+	50-64	35-49	18-34
87%	88%	83%	76%
weekly reach 2,631,500 people	weekly reach 2,816,400 people	weekly reach 3,175,300 people	weekly reach 3,516,200 people



Streaming gets the buzz.

But radio delivers the reach.



82%

Premium



21%

Free



12%

Paid



04%

Free



14%



10%



08%

Radio is the #1 audio platform to reach Canadians with an advertising message.

Radio was social — before social media.

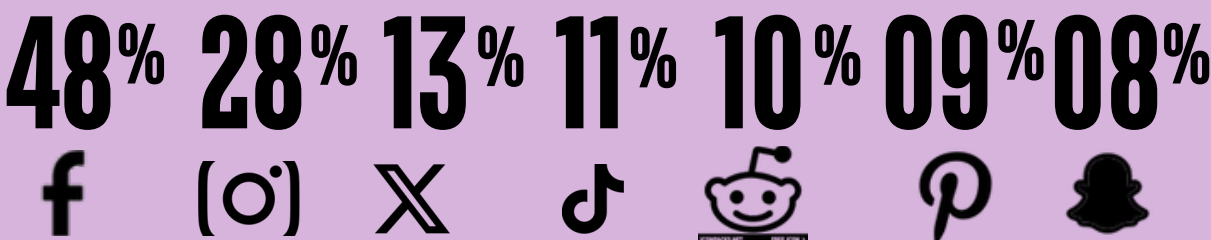
Radio is the original mobile medium, and its DJs the original influencers.

Radio is the original social network—reaching more Canadians in a week than any social media platform, across every key demo.



Radio’s weekly reach is:

- > 7.5x bigger than TikTok
- > Almost 3x bigger than Instagram
- > And almost twice the weekly reach of Facebook



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a



04

PERCEPTION

“Spotify is replacing
Radio.”

REALITY

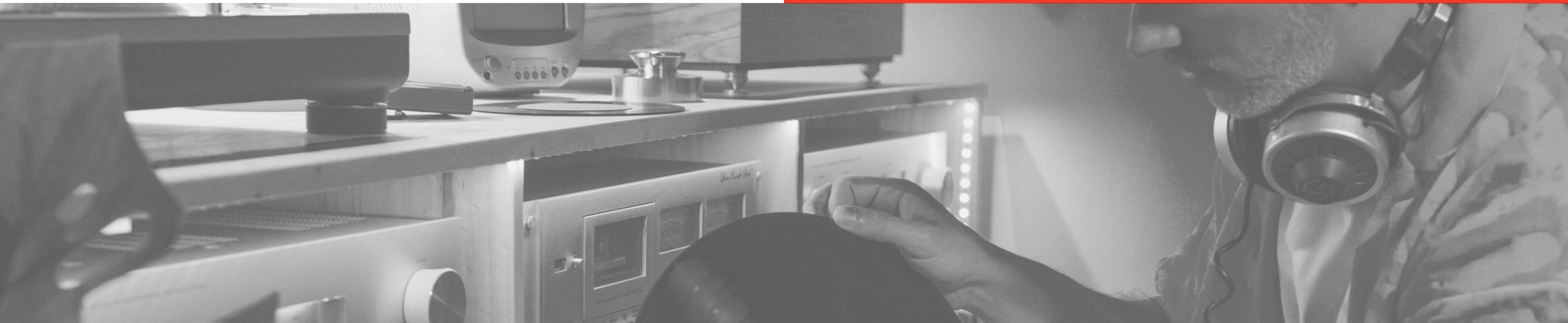
**Spotify is not radio,
it's today's personal
music library —
for some.**

**Spotify premium has
no ads.**

Only 12% of Canadians are reachable on ad-supported free Spotify. 21% listen to premium Spotify*.

If your target is educated, high-income, they're not listening to free Spotify.

* Weekly Reach 18+



REALITY

Since 2017, Spotify's premium subscriptions have grown, which means the more desirable Spotify users are increasingly difficult to reach with advertising.

Fall 2017

45%

of daily Spotify listeners had a paid subscription, or used someone else's

Fall 2024

67%

of daily Spotify listeners have a paid subscription, or use someone else's

Change

+49%

increase in the number of paid subscribers among daily listeners since 2017



REALITY

Less than 1 in 3 Canadians said they use the Spotify app each month.

Ipsos asked industry professionals how often they used the Spotify app, then asked their perception of how often Canadians use it. The outcome? Way off. Marketers estimated usage to be three times higher than reality. In fact, fewer than 3 in 10 Canadians opened the app each month.

Industry

71%

say they accessed the app in the past month

Industry Perception

85%

of Canadians have accessed the app in the past month

The Reality

28%

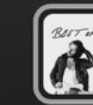
of Canadians say they have accessed the app in the past month



Greatest Hits

Bruce Springsteen

Compilation • 1995



... Born to Run

Bruce Springsteen

Thunder Road

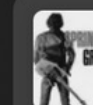
Bruce Springsteen

Badlands

Bruce Springsteen

The River

Bruce Springsteen



Born to Run

Bruce Springsteen



Radio owns exclusivity, especially with 18–49s and a third of younger adults.





05

PERCEPTION

“People in smart cars aren’t listening to the radio.”

REALITY

Broadcast Radio is in the driver's seat for in-car audio.

56%

Radio's share of total time spent with all in-car audio, 18+

Share of time spent with in-car audio - 18+^{2.}

13%
Owned music

11%
Paid music streaming

10%
Sirius XM Music

05%
Podcasts
Ad-supported

03%
Free music streaming

02%
Audio books



REALITY

In vehicles equipped with the latest technologies, Broadcast Radio accounts for the majority of the time dedicated to listening to ad-supported audio content.

	Share of time spent with in-car ad supported audio: 18+	
	All cars	Connected cars*
Live radio	88%	84%
Podcasts	08%	11%
Free music streaming	04%	04%



06

PERCEPTION

“Digital campaigns are what drive behavior.”

REALITY

Ads on radio drive action — but radio rarely gets the credit.

Radio sparks measurable actions, like search or store visits. Its top-of-funnel power fuels lower-funnel results.

After hearing an ad for a product or service advertised on Broadcast Radio:

45%
18+

**Took some
action**

29%
18+

**Searched
about it**

23%
18+

**Spread the
word about it**

10%
18+

Bought it

REALITY

Radio also inspires discovery.

Radio isn't just background — listeners say it helps them discover local events, businesses, and experiences.

While listening to Live Radio in the past couple of months:

48 %
18+

Said yes to one or more of these things

37 %
18+

Discovered a local event

21 %
18+

Heard more about a familiar brand or service

18 %
18+

Discovered a new brand or service

REALITY

Radio cuts through—and drives real action: what people do, try, and buy.

For 18–34s, radio's a discovery engine — they're 33% more likely to hear about something new on air than the average Canadian.

While listening to Live Radio in the past couple of months:

55%
18-34

of listeners took action after hearing something on the radio

115 index 18+

28%
18-34

heard more about a brand they already knew

133 index 18+

24%
18-34

found out about a new product or service

133 index 18+



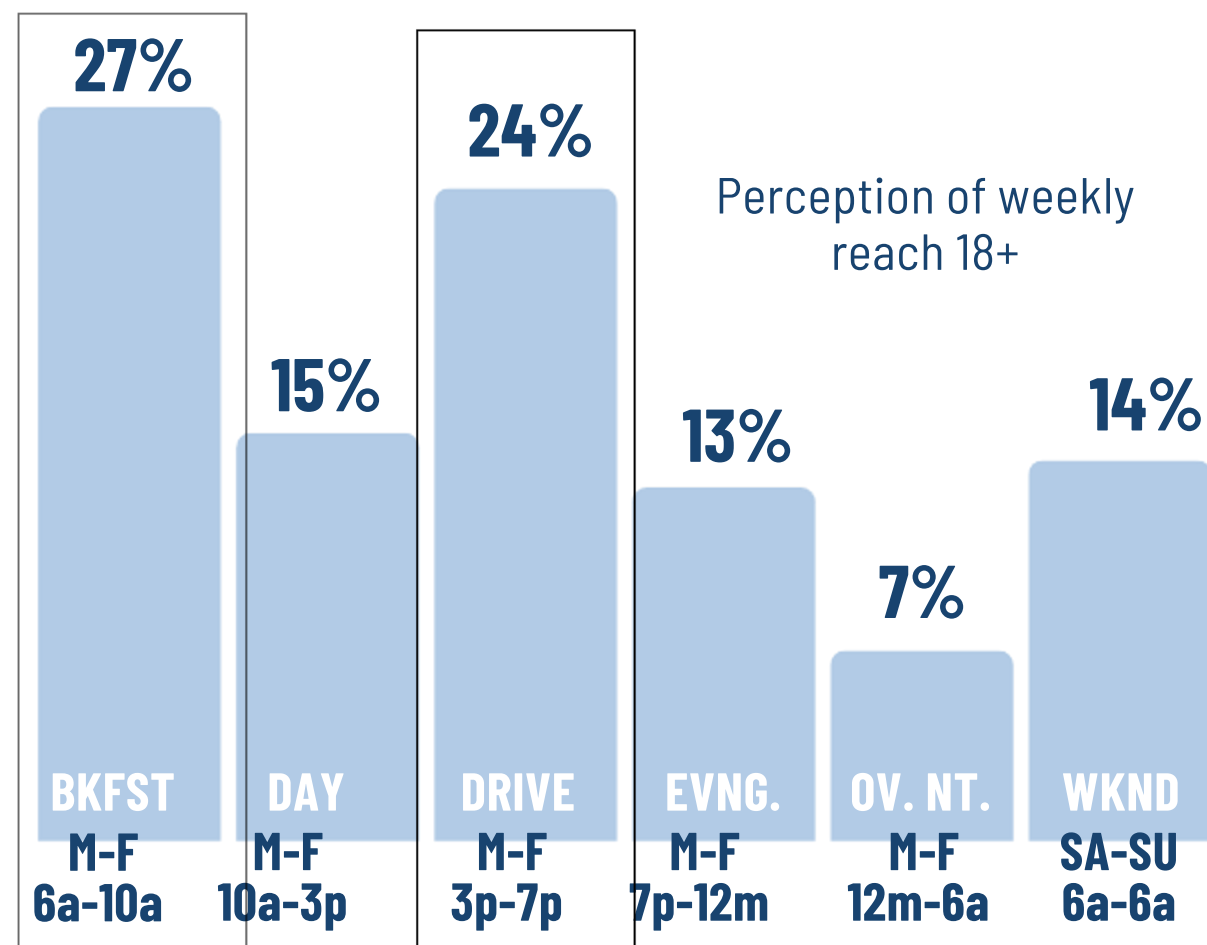
07

PERCEPTION

“People only tune in to radio during drive times.”

REALITY

61% of listening happens outside drive times.

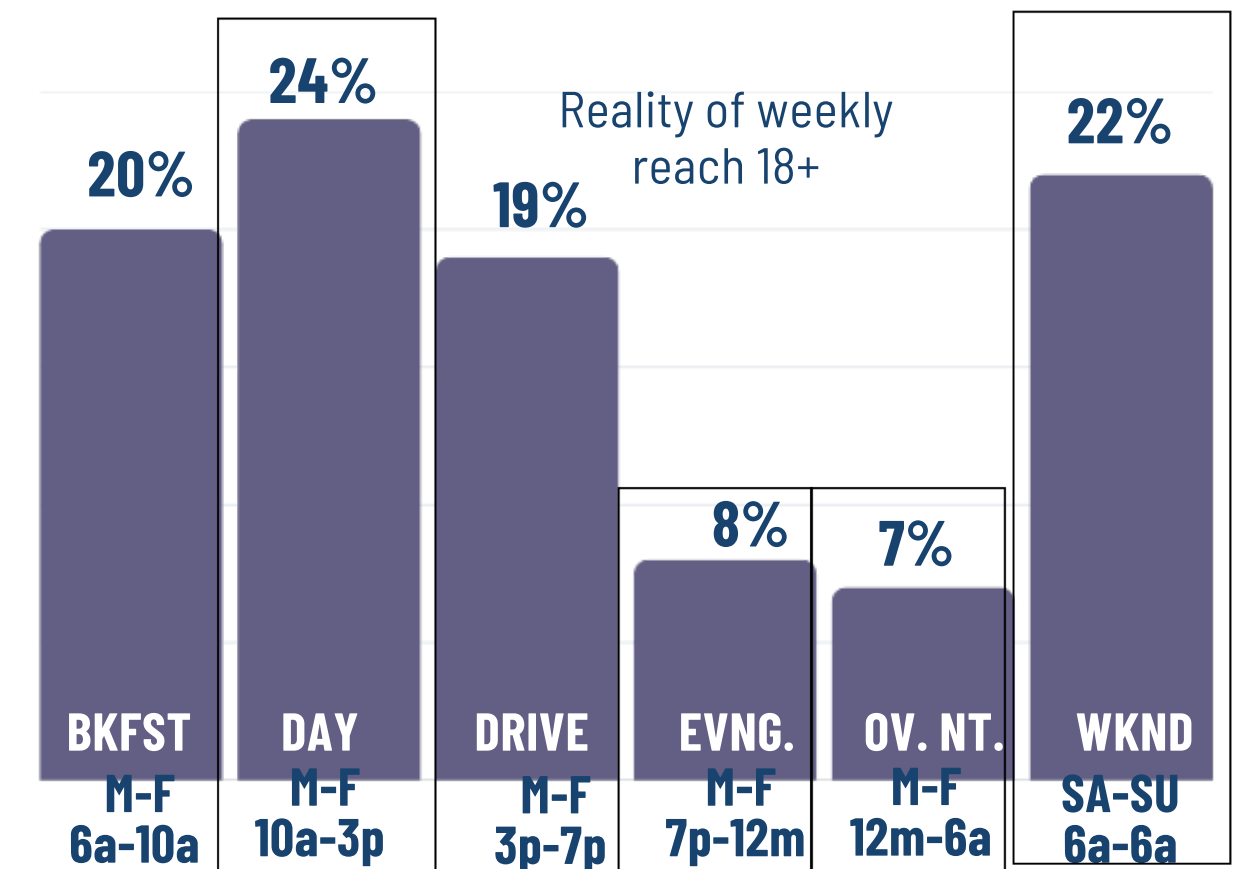


Perception

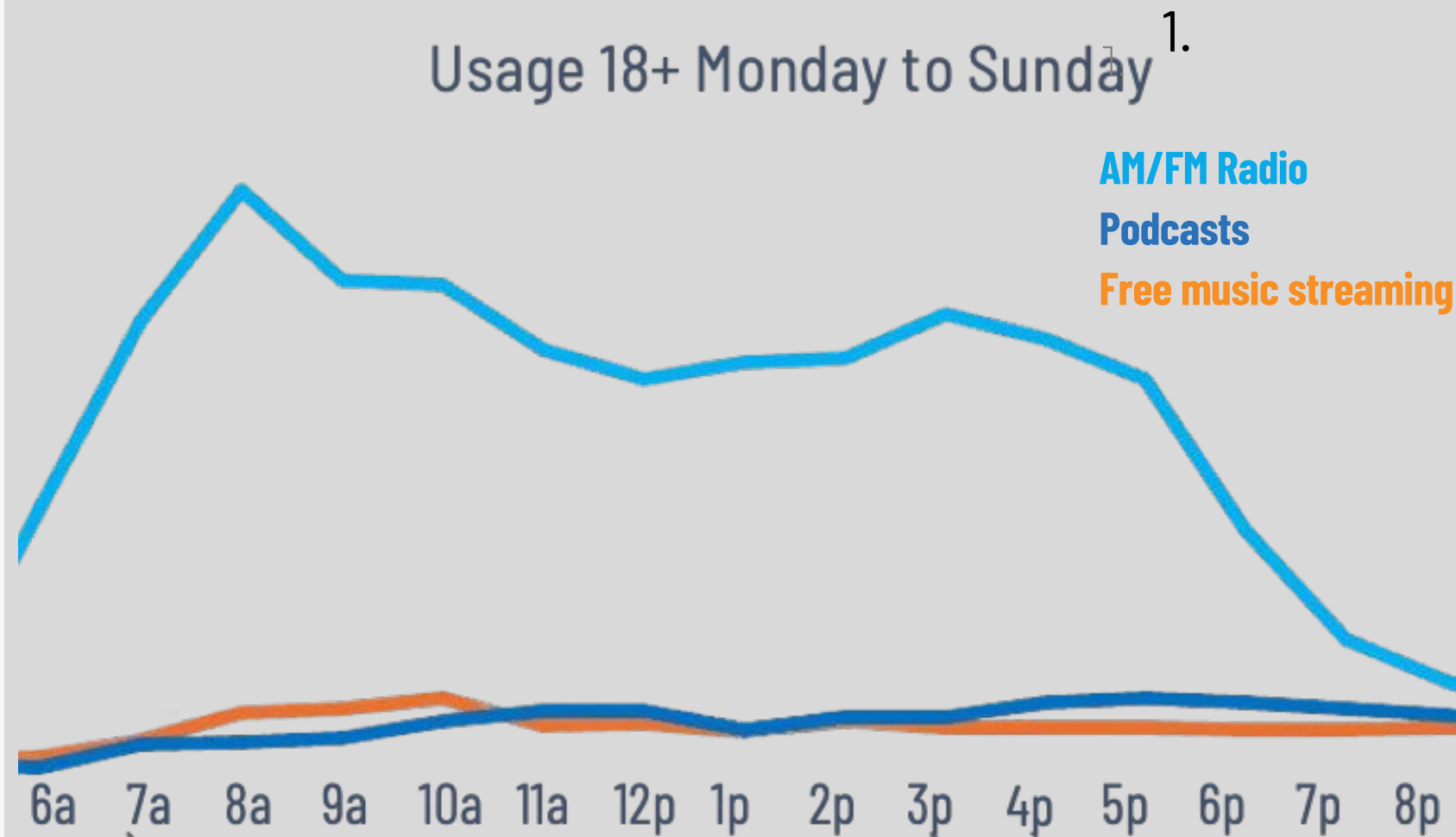
Radio's just for the morning and evening commute.

Reality

Midday and Weekends are where attention can meet opportunity.



REALITY

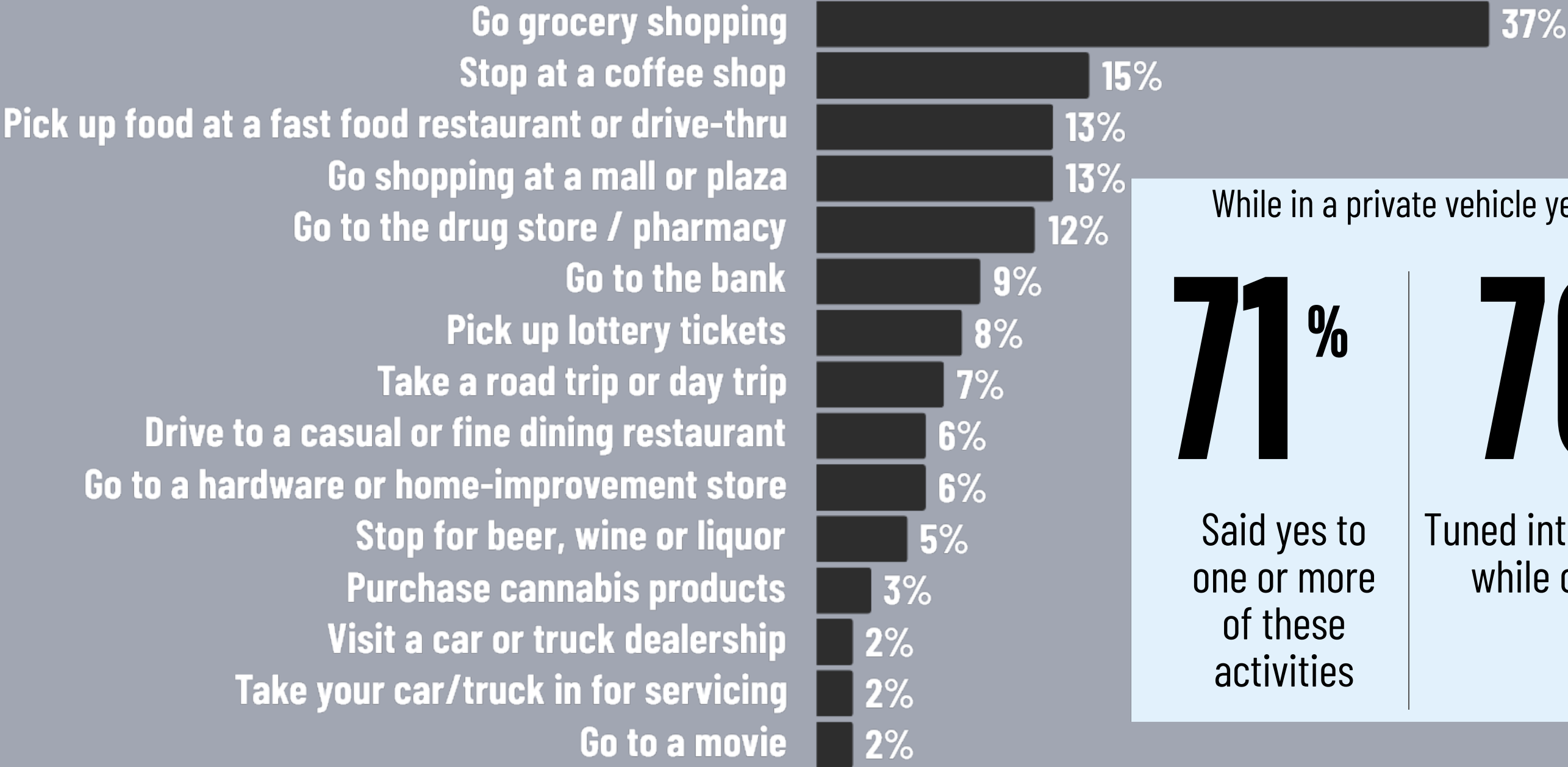


**When screens are off,
radio is on.**

94% of retail spending happens in-store, and radio connects with listeners during decision-making moments.^{2.}

68% of online shoppers are radio listeners.^{3.}

Radio is the shopping soundtrack.



While in a private vehicle yesterday:^{1.}

71%

Said yes to one or more of these activities

70%

Tuned into live radio while on route

According to Fall 24 RTS ^{2.}

85%

of Grocery Shoppers listen to Live Broadcast Radio

REALITY

Radio — it's
not what you
thought.

But it's what
works.



THE REALITY IS

We need to reframe the way we see radio. Because it's not the platform that's outdated — it's the perception.



Radio is not dead. Radio is not just for older people. And it's definitely not just background noise.

While streaming and podcasts get all the buzz, live radio still reaches more people — consistently, across every age group.

People are tuning in during the day, not just during the commute. And yes, even in smart cars, they're listening to the radio.

Ads on radio work. They spark search, drive action, and connect with shoppers when and where it counts — especially offline, where most buying still happens.



For More Information
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