RADIO CONNECTS

RADIO

MORE THAN MEETS THE EAR

What Canadians hear.
Where radio connects.

VANCOUVER | OCTOBER 28

RADIO CONNECTS

HOW CANADIANS LISTEN

01

PERCEPTION AND REALITY

Industry habits and estimates

02

SCALE AND CONTEXT

Radio's audience and everyday life

03

CONNECTION AND IMPACT

Trust, noticeability and discovery

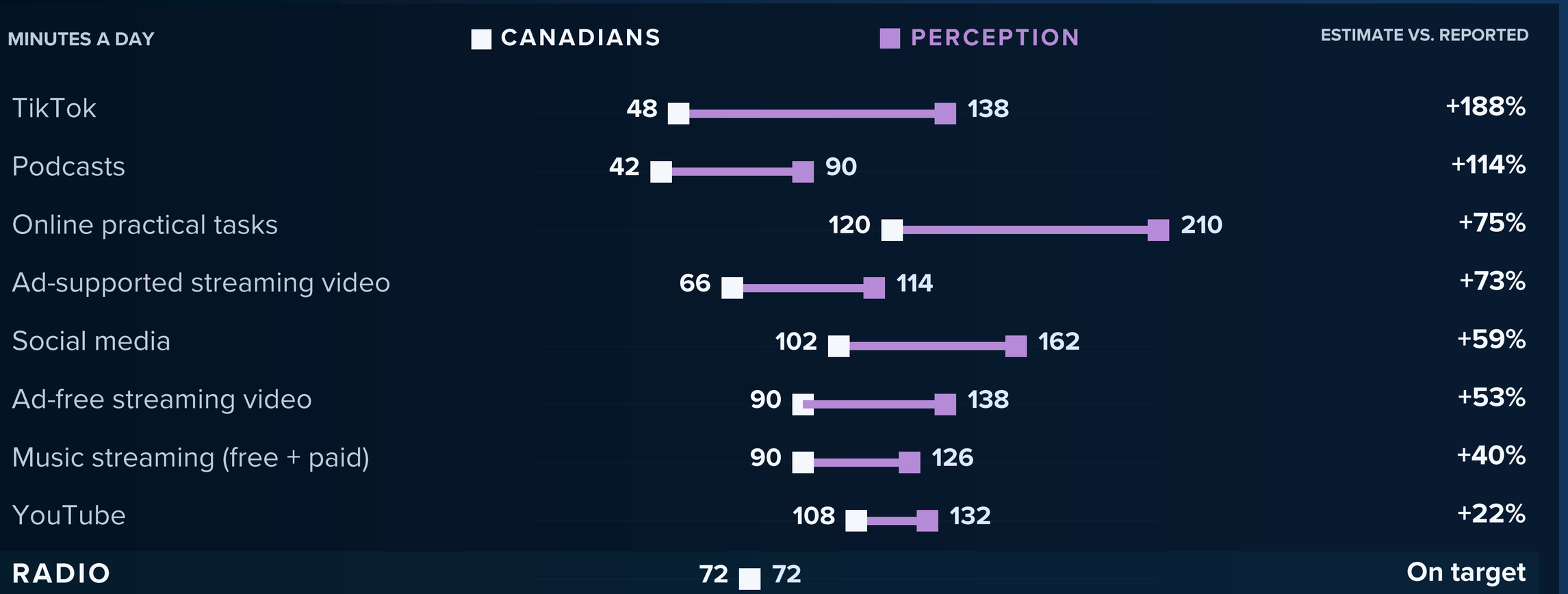
RADIO IN CANADIANS' LIVES

01

02

2026 research. Ad Nation: adults 18–59. From HEAR to HERE: adults 18+.

INDUSTRY PERCEPTION OF TIME SPENT WITH DIGITAL MEDIA IS HIGH



But estimates of how much Canadians spend with radio are on target.

Ad Nation 2026, p. 10; RC audio summary, p. 9. Ages 18–59. Minutes from rounded means.

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CANADIANS REPORT THEY LISTEN TO MORE RADIO THAN PROFESSIONALS

+71% more reported radio listening

Average daily minutes. Adults 18–59.

Source: thinktv / Ipsos, Ad Nation 2026. Adults 18–59. Self-reported daily time unless stated.

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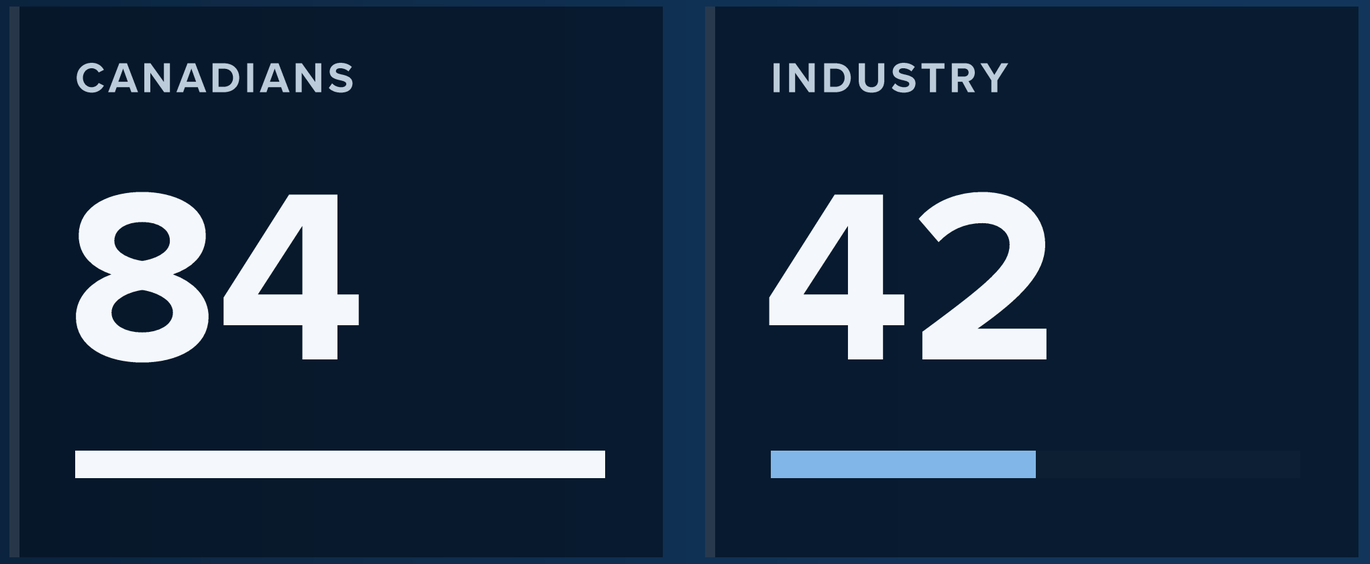
35–54

YEARS OLD

CANADIANS OF THE SAME AGE REPORT THEY LISTEN TO TWICE AS MUCH RADIO AS INDUSTRY PROFESSIONALS

Average daily radio minutes. Both groups aged 35–54.



7 in 10 industry professionals are in this age group.

Ad Nation 2026. Table 57, AC49 and AF49. Average daily radio minutes, including zero listening. Adults 35–54.

RADIO CONNECTS

CONSUMERS WITH MORE MONEY TO SPEND REPORT THEY LISTEN EVEN MORE

Self-reported daily radio minutes

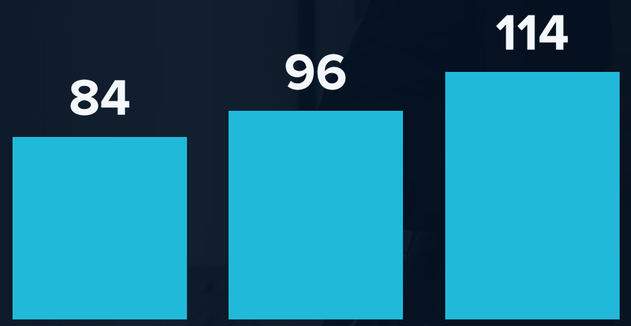
HOUSEHOLD INCOME

$100,000+

78 MINUTES A DAY

Canadians aged 18–59

AGE GROUP

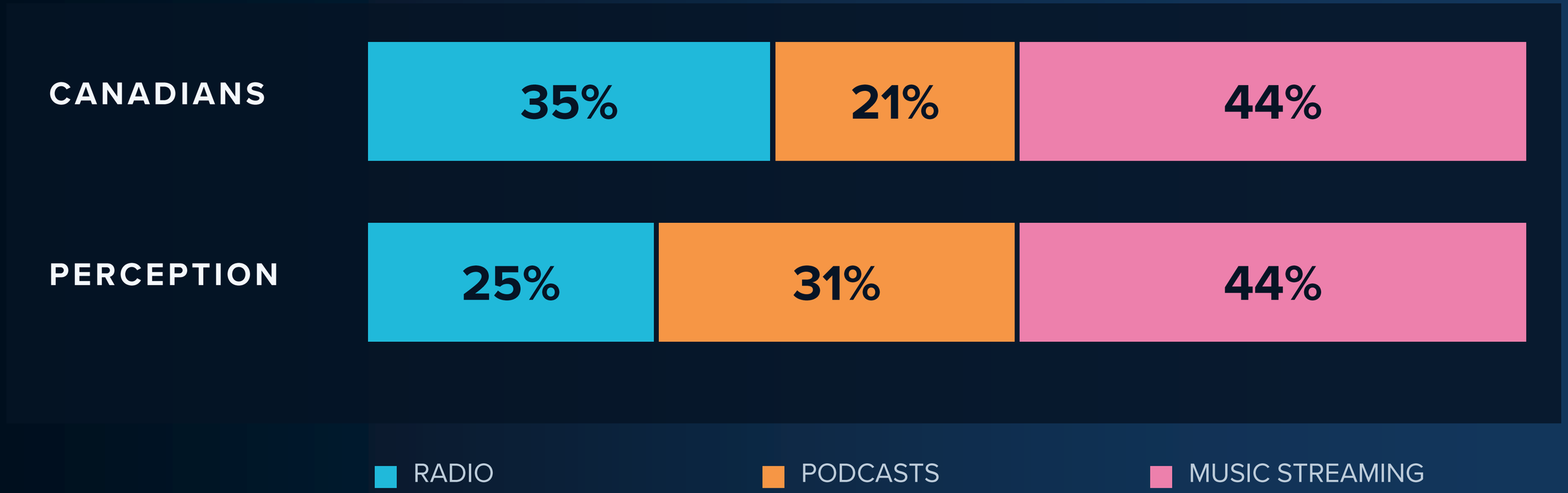


AVG. HOUSEHOLD DISPOSABLE INCOME REPORTED BY STATISTICS CANADA | * DATA FOR AGES 55–64

Source: thinktv / Ipsos, Ad Nation 2026. Table 57. Includes zero listening. Income and age are separate groups. $100K+ base: n=197. Household disposable income: Statistics Canada, Table 36-10-0587-01, 2025, average per household by age of major income earner.

DIGITAL ESTIMATES CHANGE RADIO'S SHARE

Higher digital estimates reduce radio's share of estimated audio time.



Ad Nation 2026. Share of time across radio, podcasts and all music streaming (free + paid), adults 18–59. Rounded shares.

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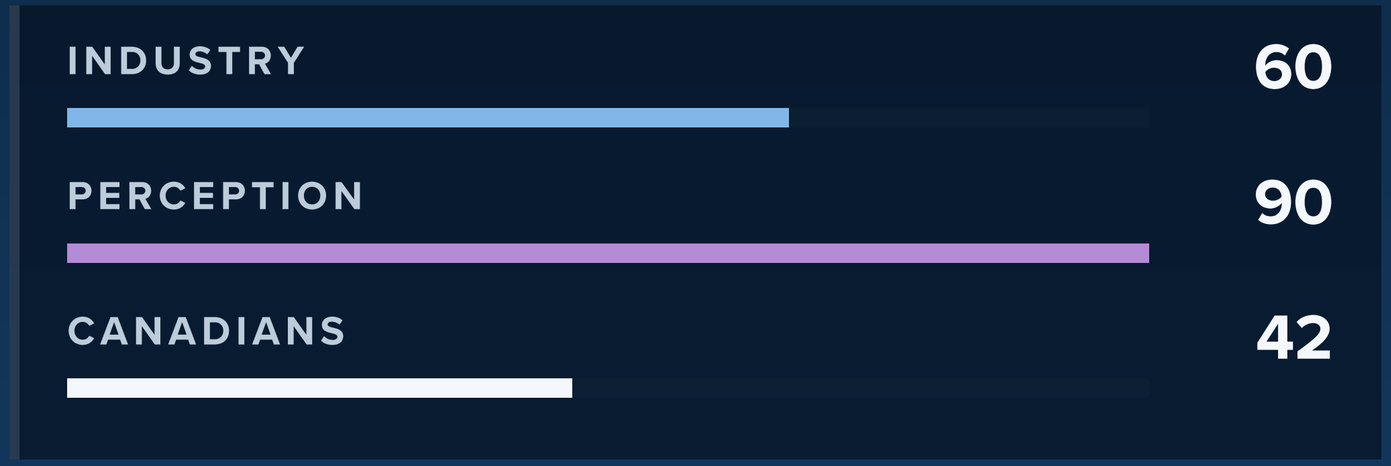
PODCAST ESTIMATES ARE MORE THAN TWICE WHAT CANADIANS REPORT

47% report no podcast listening on an average day.

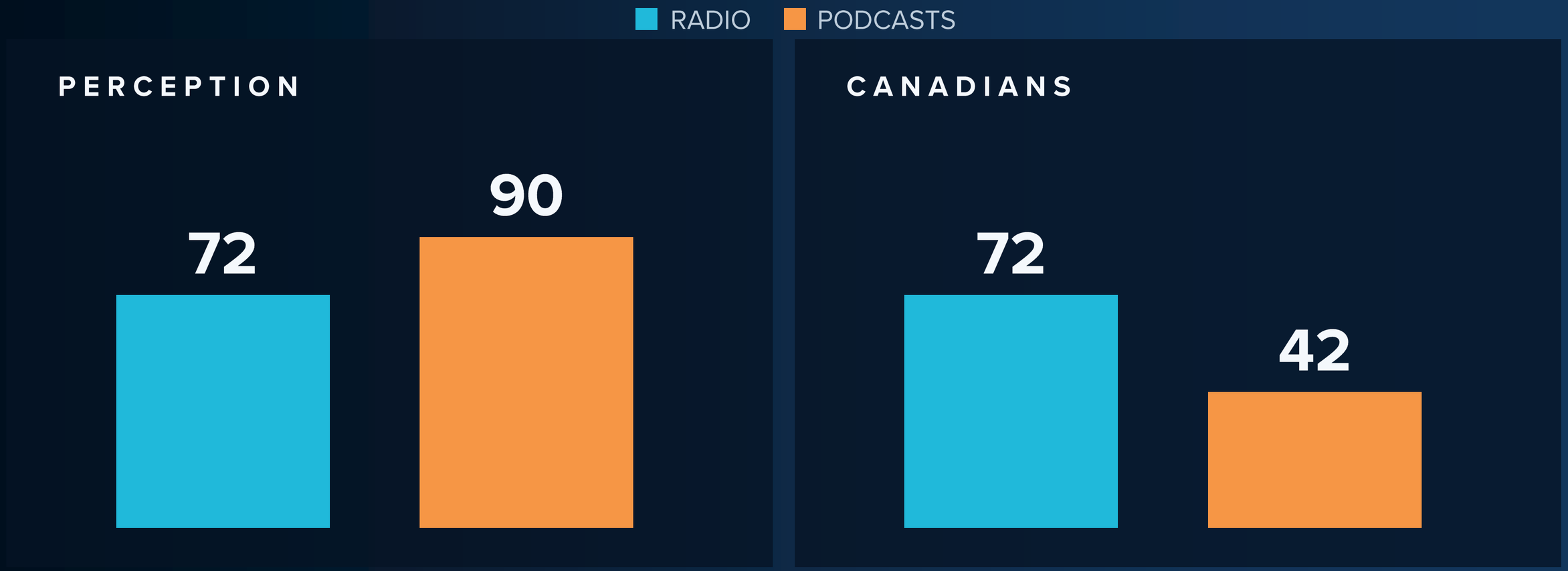
Average daily minutes. Adults 18–59. Includes zero listening.



Ad Nation 2026. Tables 62 and 83. Professionals' own listening, their estimate for Canadians, and Canadians' reported listening.

THE ESTIMATED AUDIO MIX DIFFERS FROM REPORTED LISTENING

Average daily minutes. Adults 18–59.



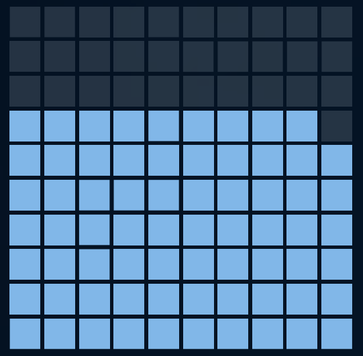
Source: thinktv / Ipsos, Ad Nation 2026. Adults 18–59.

REPORTED USE OF SPOTIFY IS LOWER THAN THE INDUSTRY ESTIMATES

Past-month use of free or paid Spotify. Adults 18–59.

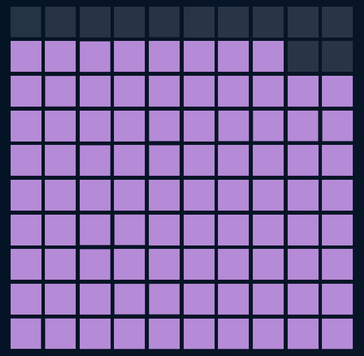
INDUSTRY

69%



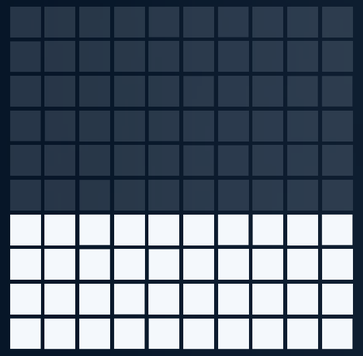
PERCEPTION

88%



CANADIANS

40%



Ad Nation 2026. Free and paid accounts included. These figures do not identify Spotify's advertising audience.

60%

RADIO LEADS AD-SUPPORTED AUDIO TIME

Share of reported listening time

RADIO

29% PODCASTS

11% FREE MUSIC STREAMING

Source: Radio Connects / Angus Reid Forum, From HEAR to HERE 2026. Canadians 18+. Paid, ad-free music streaming excluded.

RADIO AND FREE SPOTIFY

Consistent weekly platform use.

95%

FREE SPOTIFY USERS

also listen to radio

5% do not listen to radio

55%

RADIO LISTENERS

do not use free Spotify

Source: Radio Connects / Angus Reid Forum, From HEAR to HERE 2026. Canadians 18+. QH1.

RADIO AND PODCASTS

Consistent weekly platform use. Canadians 18+.

88%

PODCAST LISTENERS

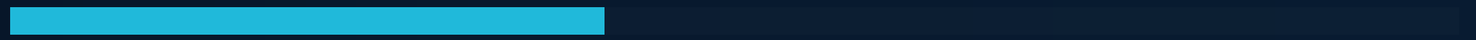
also listen to radio

12% do not listen to radio

41%

RADIO LISTENERS

do not use podcasts



Source: Radio Connects / Angus Reid Forum, From HEAR to HERE 2026. Canadians 18+. QH1.

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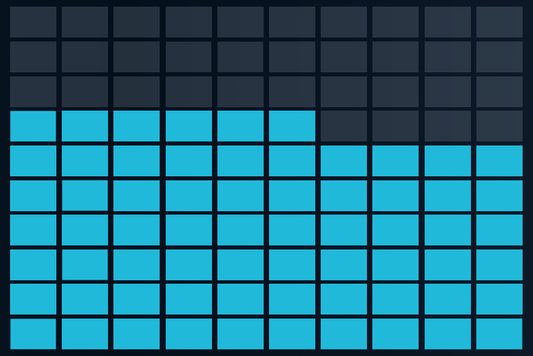
2 IN 3 SOCIAL MEDIA USERS LISTEN TO RADIO

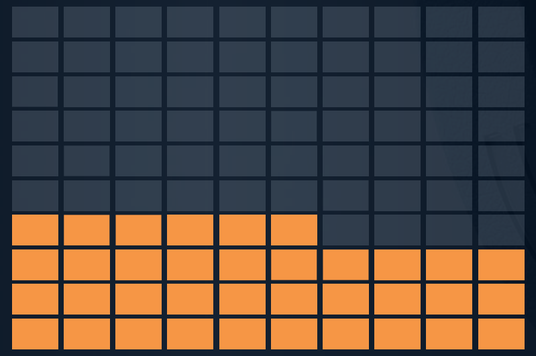
Past-week audio use among past-week social media users.

66%



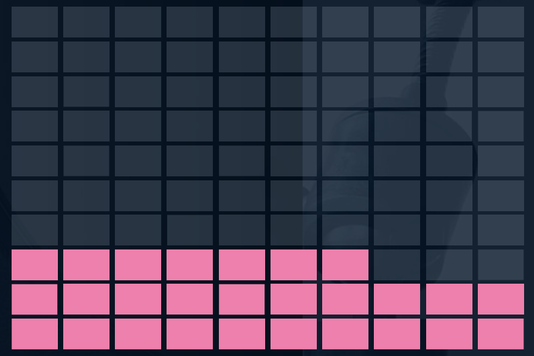
RADIO

36%



PODCASTS

27%



FREE MUSIC STREAMING

Source: Radio Connects / Angus Reid Forum, From HEAR to HERE 2026. Canadians 18+.

RADIO CONNECTS

RADIO IS PART OF EVERYDAY LIFE

51% **Practical information**

Traffic, local updates, weather, advertising

50% **The latest news**

35% **While working or doing other things**

Source: Radio Connects / Angus Reid Forum, From HEAR to HERE 2026. Canadians 18+. G10. Selected reasons for AM/FM listening. Multiple responses.

RADIO ACCOUNTS FOR 8 IN 10 MINUTES OF AD-SUPPORTED AUDIO LISTENING IN THE CAR

Share of reported ad-supported audio time in the car

84%

HOUSEHOLD PURCHASE DECISION-MAKERS

RADIO

PODCASTS 10%

FREE MUSIC STREAMING 6%

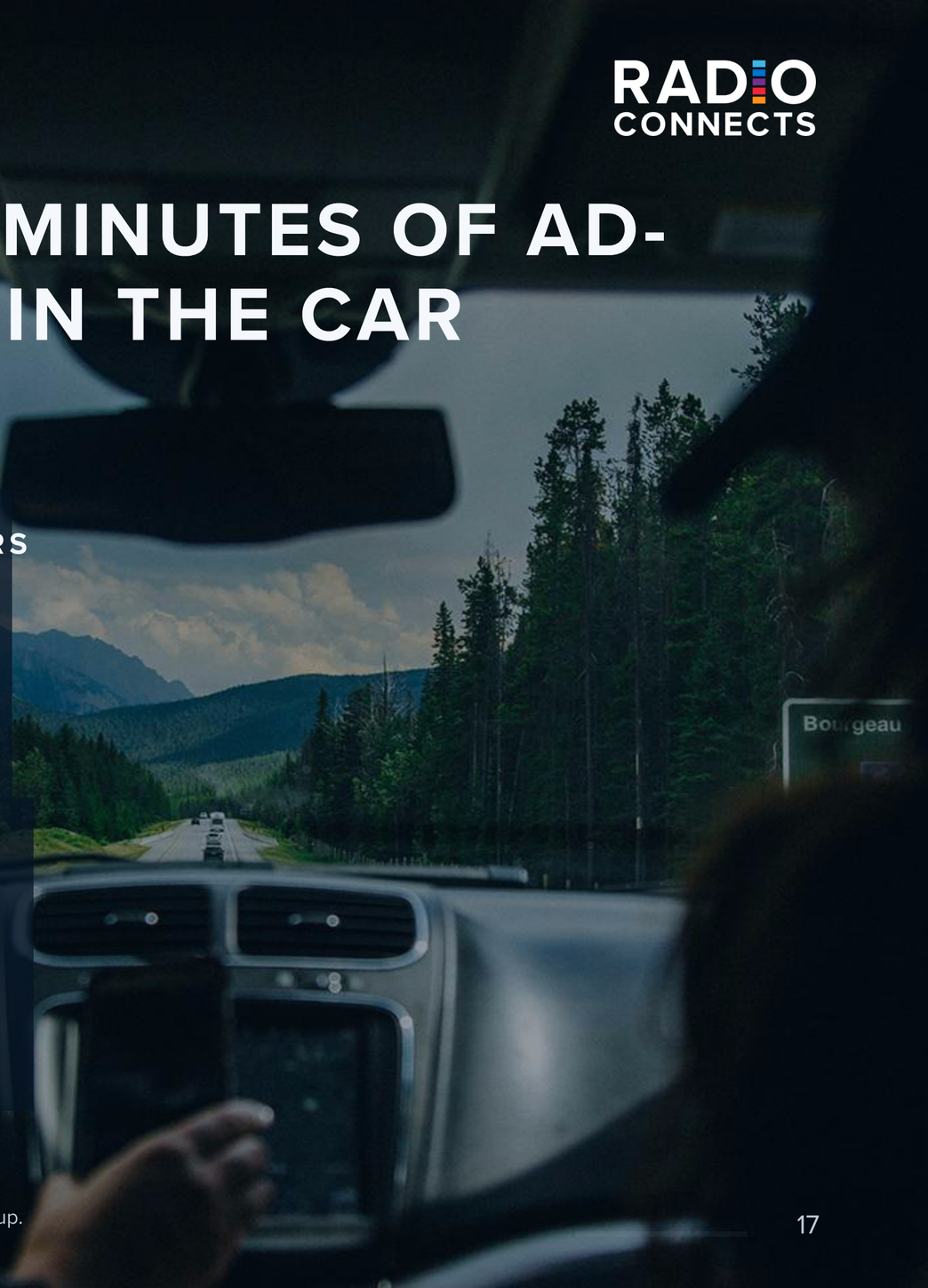
79%

CANADIANS 18+

RADIO

PODCASTS 16%

FREE MUSIC STREAMING 5%



Source: Radio Connects / Angus Reid Forum, From HEAR to HERE 2026. Canadians 18+. C4. Overall population and decision-maker subgroup.

RADIO CONNECTS

SHOPPING IS PART OF THE DAILY DRIVE

46%

of Canadians who used a private vehicle yesterday used it for grocery shopping.

17% PHARMACY | DRUG STORE

16% RETAIL STORE

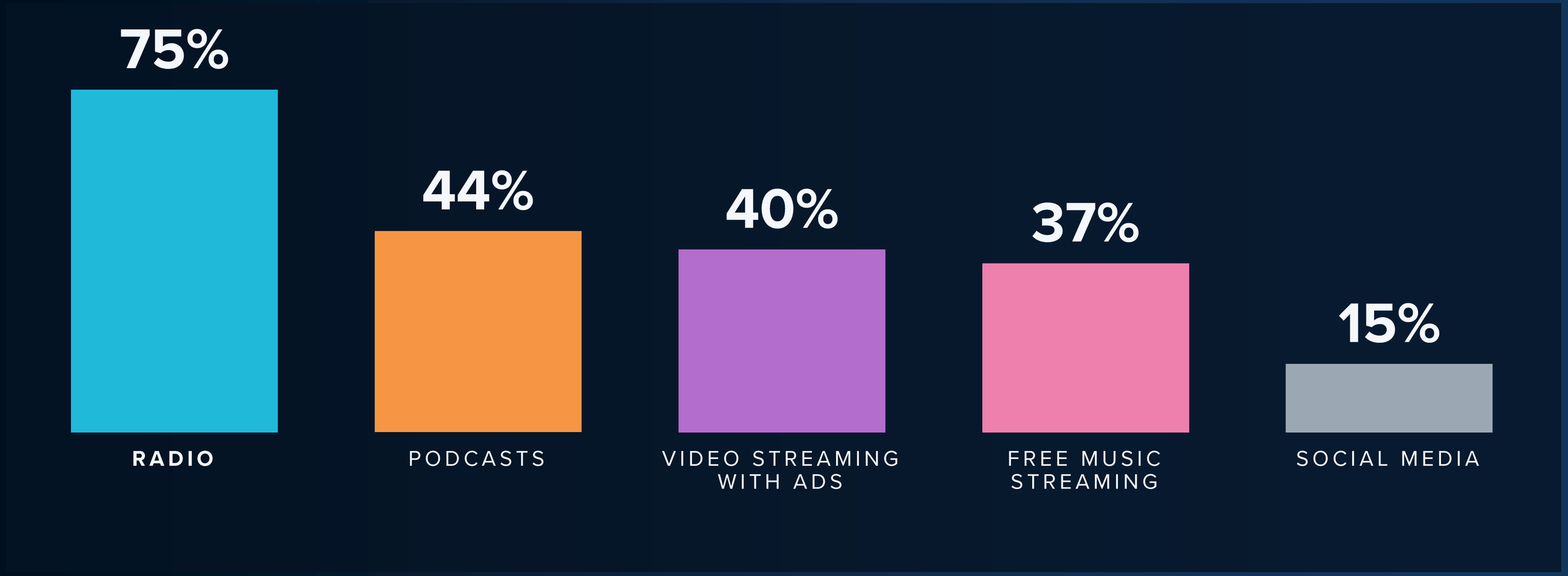
16% COFFEE SHOP | DRIVE THROUGH

14% FAST FOOD | DRIVE THROUGH

Source: Radio Connects / Angus Reid Forum, From HEAR to HERE 2026. Canadians 18+. C5. Vehicle use, not a radio-listener measure.

A TRUSTED PLACE FOR ADVERTISING

Where Canadians expect advertising to be trustworthy

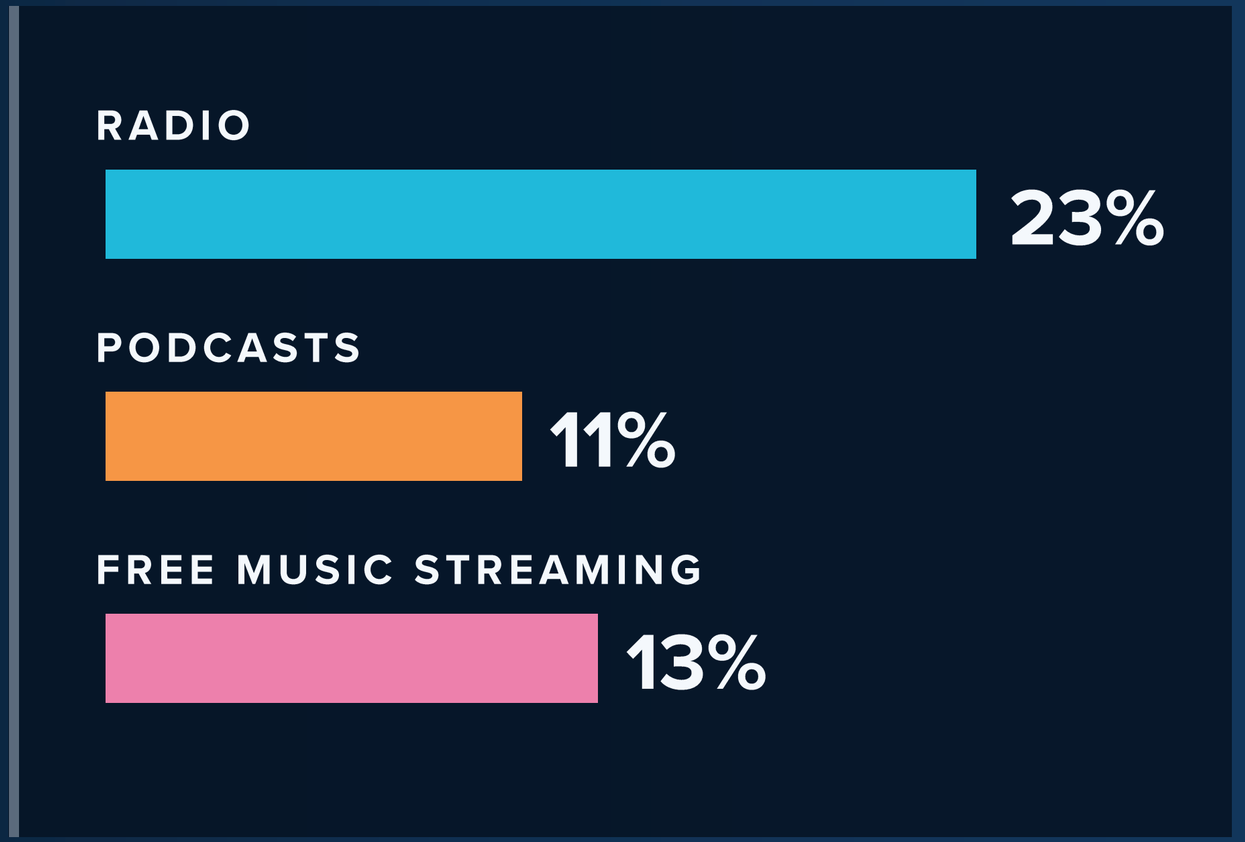


Source: Radio Connects / Angus Reid Forum, From HEAR to HERE 2026. Canadians 18+. G8. Selected platforms.

RADIO ADS STAND OUT IN THE AUDIO MIX

Audio platform where Canadians say they notice advertising most

23%



Source: Radio Connects / Angus Reid Forum, From HEAR to HERE 2026. Canadians 18+. G11. Self-reported noticeability.

RADIO SUPPORTS DISCOVERY AND AWARENESS

54% reported at least one of these experiences.

46%	Learned about a local event
21%	Reminded of something of interest
20%	Learned more about a familiar product or service
16%	Discovered a new product or service

Source: Radio Connects / Angus Reid Forum, From HEAR to HERE 2026. Canadians 18+. G1. Past couple of months. All respondents. Respondents could select more than one response.

RADIO CONNECTS

FROM HEAR > TO HERE > TO IMPACT

HEAR

60%

Radio has the largest share of ad-supported audio and is the foundation of a successful audio strategy

HERE

IN DAILY LIFE

Wherever Canadians travel, Radio is along for the ride, connecting with them on their shopping journeys

IMPACT

54%

Radio connects with Canadians and its combination of scale and context delivers results

Source: Radio Connects / Angus Reid Forum, From HEAR to HERE 2026. Canadians 18+.

RADIO CONNECTS

REAL LISTENING. EVERYDAY PRESENCE. ADVERTISING IMPACT.

From what Canadians hear, to where radio fits in their day, to what it does for advertisers.

01 PERCEPTION AND REALITY

72

minutes a day

Radio is a bigger part of the average Canadian's day than it is for industry professionals.

02 SCALE AND CONTEXT

60%

of ad-supported audio time

Goes to radio, across driving, shopping, working and everyday tasks.

03 CONNECTION AND IMPACT

54%

report discovery or awareness

While listening to radio. 75% expect advertising on radio to be trustworthy.

UNDERSTANDING WHAT RADIO MEANS TO CANADIANS HELPS EXPLAIN WHAT IT CAN DO FOR ADVERTISERS.

Sources: thinktv / Ipsos, Ad Nation 2026 (adults 18–59, Fall 2026); Radio Connects / Angus Reid Forum, From HEAR to HERE 2026 (Canadians 18+, Spring 2026).

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FOR MORE INFORMATION

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