



National Campus and Community Radio Association

*Association nationale des radios
étudiantes et communautaires*



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FOR IMMEDIATE RELEASE

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New National Survey Confirms Community and Campus Radio's Growing Impact Across Canada

OTTAWA, ON — A new national survey conducted by Abacus Data for the National Campus and Community Radio Association (NCRA/ANREC) confirms what many communities across Canada already know: campus and community radio is a vital, growing source of trusted, local, and inclusive media.

The survey, conducted from June 26 to July 2, 2025, found that nearly one-third of Canadians (32%) regularly or occasionally listen to campus or community radio—a significant increase over previous years. Since 2017, regular listenership has doubled, and occasional listenership has climbed steadily. Among Canadians aged 18 to 29, 48% tune in regularly or occasionally, demonstrating the sector's unique reach with younger audiences. This finding is supported by other internal statistics, including those from StatsRadio and iHeartRadio. The fact that the NCRA/ANREC receives many requests for assistance each year from organizations interested in starting not-for-profit radio stations also speaks to the ongoing importance of local radio in Canadian communities.

"These numbers show that our sector is more relevant than ever," says Barry Rooke, Executive Director of NCRA/ANREC. "We reach listeners that mainstream media often doesn't—including newcomers, Indigenous communities, youth, and people who prefer to hear local voices and languages."

Serving Communities in Their Own Voices

Campus and community radio stations are often the only broadcasters providing programming in languages other than English or French. According to internal NCRA/ANREC member data:

- 40% play at least one hour of programming each week in a language other than French or English, and
- 15% play at least eight hours of such programming
- 46% play at least one hour of Indigenous programming each week

- Members play programming in 55 languages, including 20 Indigenous languages. You'll note this is down from 65 in 2019.
- 30% play at least one hour of programming each week in French

These services are critical in both urban centres and rural regions where commercial media have consolidated or disappeared. Listeners from immigrant communities, visible minorities, and community activists were shown to be among the most engaged, with significantly higher-than-average listenership.

Trusted, Grassroots Media at a Time of Crisis

As trust in large media outlets fluctuates and misinformation spreads online, community and campus radio provide a local, accountable, and nonprofit alternative. Stations are governed by volunteers, rooted in their communities, and offer a platform for public dialogue, emerging artists, and underrepresented voices.

NCRA/ANREC is calling on parliamentarians and government officials to recognize the sector's unique contribution to Canadian media and invest in its sustainability. In particular, the Community Radio Fund of Canada (CRFC) and the proposed [Community Radio Initiative \(CRI\)](#) would help ensure these stations can continue serving the public interest.

"We aren't just playing music. We're building community resilience, fostering local journalism, and helping keep democracy accessible," says Rooke. "Every dollar invested in this sector is a dollar invested in media that reflects Canada's full diversity."

About NCRA/ANREC

The National Campus and Community Radio Association represents over 120 campus, community, and Indigenous radio stations across Canada. The sector supports more than 500 employees and 7,000 volunteers, who reach millions of Canadians every year with trusted, locally produced programming.

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