



How Canada Listens

Radio is a local medium and reaches listeners in every corner of Canada regardless of the size of the market.

Radio's reach is at 87% of Canadians 12+, which translates to 27.4 million people each week. Time spent per listener at 16.6 hours per week. Nearly half of radio tuning is done at home, over a third in the car and 20% at work.

The following pages profile general radio listening patterns and habits for total Canada based on all persons aged 12+, 18-34, 35-49 and 50-64.

These infographics demonstrate the power of radio in reaching consumers.

Total Canada Profile

ALL PERSONS (12+)

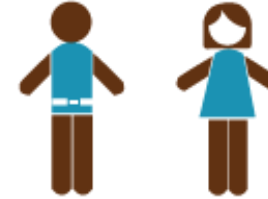


AUDIENCE



27.4 million
persons aged 12+
are **reached weekly**
by radio

▶ **49%**



51%

TUNING



87%
radio's **weekly reach**
for persons
aged 12+



16.6 hours
average weekly time
spent per listener



10am-3pm
workday is the top
weekday day part

LOCATION



45%
of weekly
listening is
in home



33% in car
20% at work
2% elsewhere



Work status
33% non-working
15% part-time
46% full-time

PROFILE



News/Talk
is the top format for
persons aged 12+
capturing **23%**
share of hours tuned



52%
have completed
College/University



HH Income
48% \$75,000+
33% \$100,000+
21% \$125,000+

Numeris Total Canada, Fall 2016 Radio Diary Survey, ORD introduced

Total Canada Profile

MILLENNIALS (18-34)



AUDIENCE



contribute
24%
of radio's
weekly reach
composition



6.5 million
adults aged 18-34
are **reached weekly**
by radio

▶ **51%**



49%

TUNING



82%
radio's **weekly reach**
for adults
aged 18-34



13.1 hours
average weekly time
spent per listener



10am-3pm
workday is the top
weekday day part

LOCATION



25%
of weekly
listening is
in home



42% in car
31% at work
2% elsewhere



Work status
18% non-working
25% part-time
53% full-time

PROFILE



Contemporary Hit Radio is the top format
for adults aged 18-34
capturing **18%**
share of hours tuned



53%
have completed
College/University



HH Income
53% \$75,000+
37% \$100,000+
23% \$125,000+

Numeris Total Canada, Fall 2016 Radio Diary Survey, ORD introduced

Total Canada Profile

GENERATION - X (35-49)



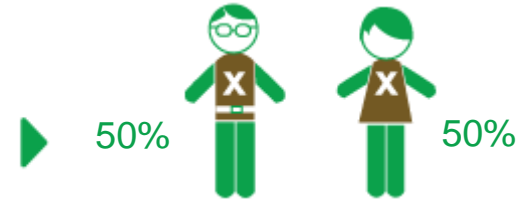
AUDIENCE



contribute
25%
of radio's
weekly reach
composition



6.7 million
adults aged 35-49
are reached weekly
by radio



TUNING



92%
radio's weekly
reach for adults
aged 35-49



16.3 hours
average weekly time
spent per listener



**5am-10am &
10am-3pm**
breakfast & workday
are the top weekday
day parts

LOCATION



31%
of weekly
listening is
in home



39% in car
29% at work
1% elsewhere



Work status
9% non-working
11% part-time
76% full-time

PROFILE



News/Talk & Hot AC
are the top formats for
adults 35-49 each
capturing **16%**
share of hours tuned



66%
have completed
College/University



HH Income
60% \$75,000+
43% \$100,000+
29% \$125,000+

Numeris Total Canada, Fall 2016 Radio Diary Survey, ORD introduced

Total Canada Profile

BOOMERS (50-64)



AUDIENCE



contribute
26%
of radio's
weekly reach
composition



7.0 million
adults aged 50-64
are reached weekly
by radio

▶ **49%**



51%

TUNING



92%
radio's weekly
reach for adults
aged 50-64



19.3 hours
average weekly time
spent per listener



10am-3pm
Workday is the top
weekday day part

LOCATION



45%
of weekly
listening is
in home



33% in car
20% at work
2% elsewhere



Work status
26% non-working
13% part-time
57% full-time

PROFILE



News/Talk
is the top format for
adults 50-64
capturing **23%**
share of hours tuned



55%
have completed
College/University



HH Income
48% \$75,000+
33% \$100,000+
21% \$125,000+

Numeris Total Canada, Fall 2016 Radio Diary Survey, ORD introduced