



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 86% of Canadians 12+, which translates to 27.3 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+)

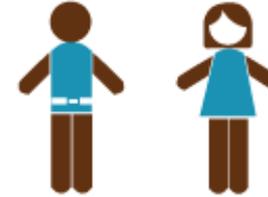


AUDIENCE



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

49%



51%

TUNING



86%
radio's **weekly**
reach for persons
aged 12+



16.6 hours
average **weekly** time
spent per listener



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

LOCATION



45%
of weekly
listening is
in home



33% in car
20% at work
2% elsewhere



Work status
34% non-working
15% part-time
46% full-time

PROFILE



News/Talk
is the top format for
persons aged 12+
capturing **24%**
share of hours tuned



53%
have completed
College/University



HH Income
49% \$75,000+
34% \$100,000+
22% \$125,000+

Numeris Total Canada, Fall 2017 Radio Diary Survey

Total Canada Profile

MILLENNIALS (18-34)



AUDIENCE



contribute
23%
of radio's
weekly reach
composition



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

51%



49%

TUNING



80%
radio's **weekly reach**
for adults
aged 18-34



13.3 hours
average weekly time
spent per listener



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

LOCATION



24%
of weekly
listening is
in home



41% in car
32% at work
3% elsewhere



Work status
18% non-working
24% part-time
55% full-time

PROFILE



Contemporary Hit Radio is the top format
for adults aged 18-34
capturing **21%**
share of hours tuned



55%
have completed
College/University



HH Income
53% \$75,000+
37% \$100,000+
25% \$125,000+

Numeris Total Canada, Fall 2017 Radio Diary Survey

Total Canada Profile

GENERATION - X (35-49)



AUDIENCE



contribute
24%
of radio's
weekly reach
composition



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

50%



50%

TUNING



91%
radio's weekly
reach for adults
aged 35-49



16.2 hours
average weekly time
spent per listener



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

LOCATION



29%
of weekly
listening is
in home



40% in car
30% at work
2% elsewhere



Work status
10% non-working
11% part-time
76% full-time

PROFILE



News/Talk is the top
formats for adults
35-49 each capturing
16% share of hours
tuned



68%
have completed
College/University



HH Income
61% \$75,000+
44% \$100,000+
29% \$125,000+

Numeris Total Canada, Fall 2017 Radio Diary Survey

Total Canada Profile

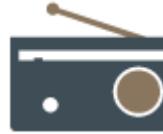
BOOMERS (50-64)



AUDIENCE



contribute
26%
of radio's
weekly reach
composition



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

49%



51%

TUNING



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



19 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
3% elsewhere



Work status
27% non-working
13% part-time
56% full-time

PROFILE



News/Talk
is the top format for
adults 50-64
capturing **24%**
share of hours tuned



57%
have completed
College/University



HH Income
49% \$75,000+
34% \$100,000+
23% \$125,000+

Numeris Total Canada, Fall 2017 Radio Diary Survey