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% male, 51% female

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

PROFILE

- News/Talk is the top format for persons aged 12+ capturing 24% share of hours tuned
- 53% have completed College/University
- 45% HH Income
  - 49% $75,000+
  - 34% $100,000+
  - 22% $125,000+

Numeris Total Canada, Fall 2017 Radio Diary Survey
**MILLENNIALS (18-34)**

**AUDIENCE**
- Contribute 23% of radio's weekly reach composition
- 6.4 million adults aged 18-34 are reached weekly by radio

**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
**AUDIENCE**

- Contribute 26% of radio’s weekly reach composition
- 7.1 million adults aged 50-64 are reached weekly by radio

**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

**PROFILE**

- News/Talk is the top format for adults 50-64 capturing 24% share of hours tuned
- 57% have completed College/University
- Work status:
  - 27% non-working
  - 13% part-time
  - 56% full-time

**HH Income**

- 49% $75,000+
- 34% $100,000+
- 23% $125,000+

Numeris Total Canada, Fall 2017 Radio Diary Survey