



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 at 85% of Canadians 12+, translates to 27.3 million people each week. Time spent per listener is 16.3 hours per week. Nearly half of radio tuning is done at home, over a third in the car and just about 20% at work.

The following pages profile general radio listening patterns and habits for total Canada based on all persons aged 12+, 18-34, 18-49, 25-54 and 35-64.

These infographics demonstrate the power of radio in reaching consumers

Total Canada Profile

All Persons 12+

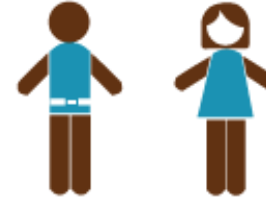


AUDIENCE



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

49%



51%

TUNING



85%
radio's **weekly**
reach for persons
aged 12+



16.3 hours
average weekly time
spent per listener



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

LOCATION



47%
of weekly
listening is
in home



34% in car
18% 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 **25%**
share of hours tuned



54%
have completed
College/University



HH Income
51% \$75,000+
37% \$100,000+
25% \$125,000+

Numeris Total Canada, Fall 2018 Radio Diary Survey

Total Canada Profile

Adults 18-34



AUDIENCE



contribute
22%
of radio's
weekly reach
composition



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

50%



50%

TUNING



76%
radio's **weekly reach**
for adults
aged 18-34



12.2 hours
average weekly time
spent per listener



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

LOCATION



24%
of weekly
listening is
in home



44% in car
29% at work
2% elsewhere



Work status
18% non-working
23% part-time
54% full-time

PROFILE



Contemporary Hit Radio is the top format
for adults aged 18-34
capturing **20%**
share of hours tuned



53%
have completed
College/University



HH Income
57% \$75,000+
42% \$100,000+
28% \$125,000+

Numeris Total Canada, Fall 2018 Radio Diary Survey

Total Canada Profile

Adults 18-49



AUDIENCE



contribute
47%
of radio's
weekly reach
composition



12.8 million
adults aged 18-49
are reached weekly
by radio



TUNING



83%
radio's weekly
reach for adults
aged 18-49



13.9 hours
average weekly time
spent per listener



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

LOCATION



28%
of weekly
listening is
in home



42% in car
28% at work
2% elsewhere



Work status
14% non-working
18% part-time
65% full-time

PROFILE



**News/Talk & Cont. Hit
Radio** are the top
formats for adults
18-49 each capturing
15% share of hours
tuned



61%
have completed
College/University



HH Income
60% \$75,000+
44% \$100,000+
30% \$125,000+

Numeris Total Canada, Fall 2018 Radio Diary Survey

Total Canada Profile

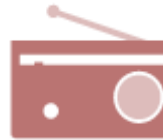
Adults 25-54



AUDIENCE



contribute
48%
of radio's
weekly reach
composition



13 million
adults aged 25-54
are reached weekly
by radio

50%



50%

TUNING



88%
radio's weekly
reach for adults
aged 25-54



15.1 hours
average weekly time
spent per listener



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

LOCATION



30%
of weekly
listening is
in home



41% in car
27% at work
2% elsewhere



Work status
11% non-working
13% part-time
74% full-time

PROFILE



News/Talk is the top
format for adults 25-54
capturing **17%**
share of hours tuned



67%
have completed
College/University



HH Income
60% \$75,000+
45% \$100,000+
30% \$125,000+

Numeris Total Canada, Fall 2018 Radio Diary Survey

Total Canada Profile

Adults 35-64



AUDIENCE



contribute
51%
of radio's
weekly reach
composition



13.9 million
adults aged 35-64
are reached weekly
by radio

50%



50%

TUNING



92%
radio's weekly
reach for adults
aged 35-64



17.2 hours
average weekly time
spent per listener



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

LOCATION



39%
of weekly
listening is
in home



37% in car
23% at work
2% elsewhere



Work status
18% non-working
13% part-time
67% full-time

PROFILE



News/Talk is the top
format for adults 35-
64 each capturing
22% share of hours
tuned



64%
have completed
College/University



HH Income
57% \$75,000+
42% \$100,000+
29% \$125,000+

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