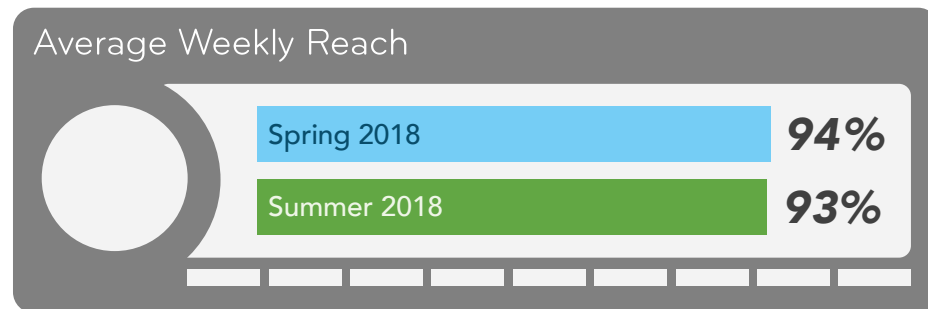


SOUNDS OF THE SUMMMER

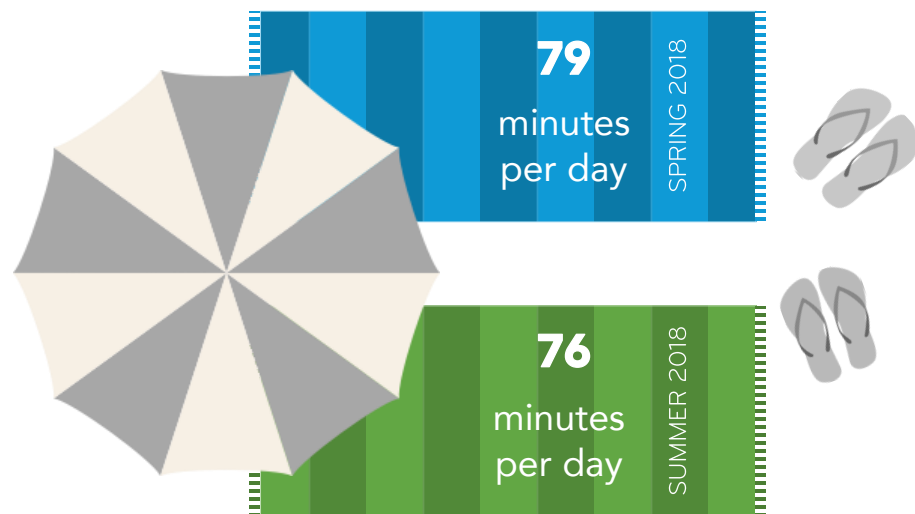
As Canadians take a break from their daily routines during June, July and August, their radio listening changes too!

Radio listening stays steady in the summer

Radio continues to reach more than 90% of Canadians weekly in the summer.

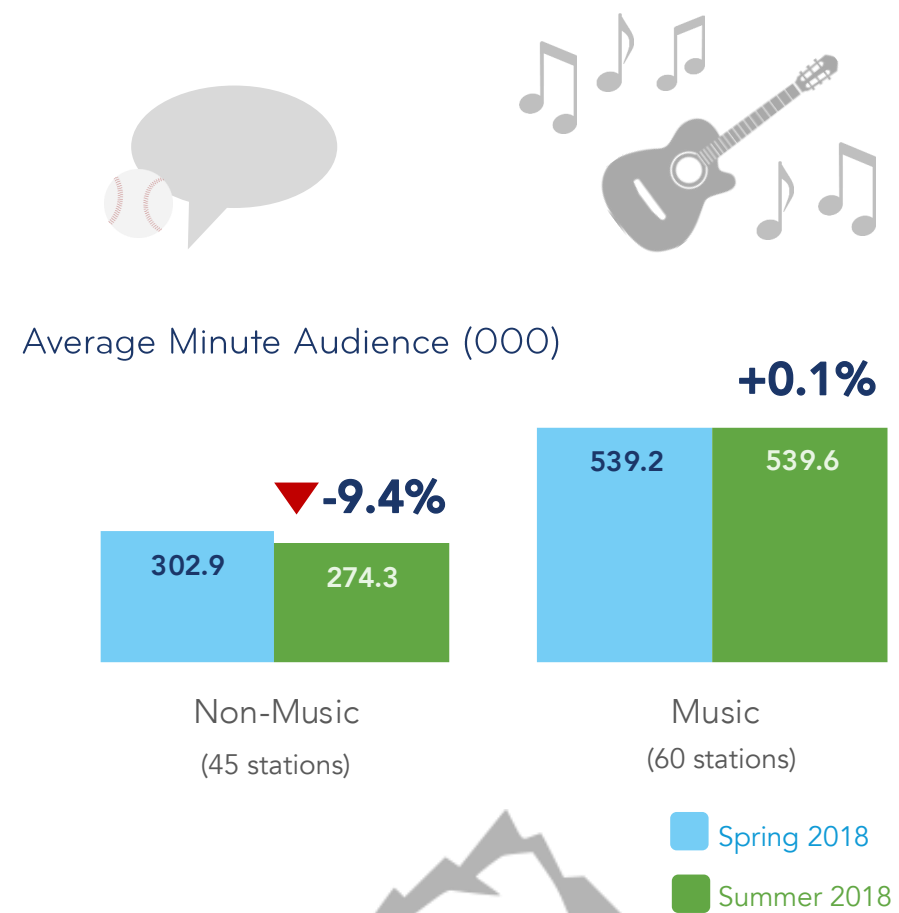


On average, Canadians spend well over an hour with radio each day, though they listened slightly less in the summer than in the spring.



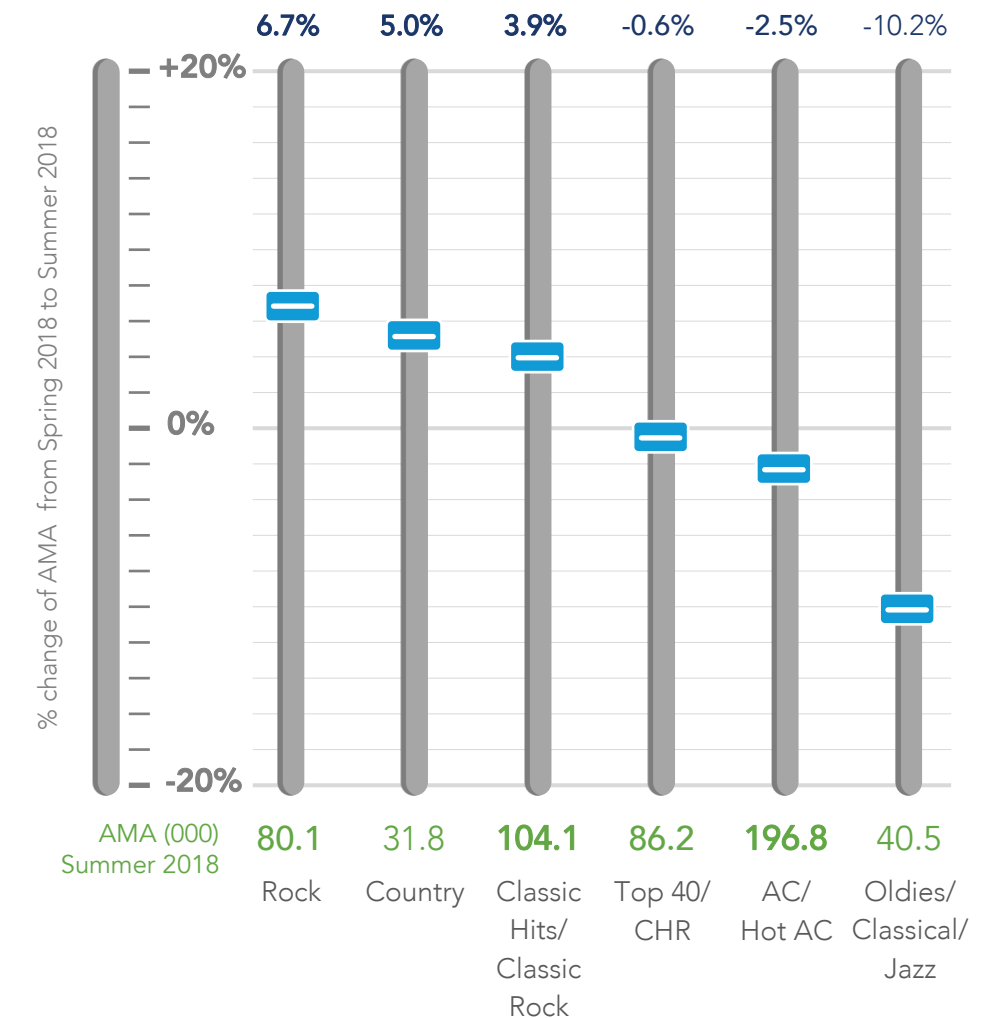
Canadians continue to enjoy listening to music stations

In general, the change in listening came from non-music stations such as news and sports, while listening to music stations remained flat.



Tuning to Rock and Country stations increased the most

Within music formats, some formats such as Rock and Country music saw an increase in tuning while for other formats such as Top 40/CHR and AC/Hot AC, tuning decreased slightly,



However, AC/Hot AC and Classic Hits/Classic Rock are still the most popular music stations.