



## 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 is 16.6 hours per week. Nearly half of radio tuning is done at home, over a third in the car and 20% at work.

New this Fall, the Online Radio Diary (ORD) was implemented in all radio diary markets. For the first time, participating households were provided with the choice of completing the seven day diary by using either the traditional paper form or the new online form accessible through a computer, laptop, tablet or mobile.



How Canada Listens profiles general radio listening patterns and habits for total Canada as well as large and small-medium markets. This Numeris document is updated annually in January and breaks out the data for ages 12+, 18-34, 35-49 and 50-64.

This document demonstrates the power of radio in reaching consumers in any sized market. On the next few pages you'll find detailed information on each age group in small-medium and large markets, as well as total Canada.

If you have any questions, please contact your Member Services Executive.

# Total Canada Profile

# ALL PERSONS (12+)

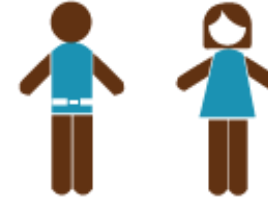


## AUDIENCE



**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)



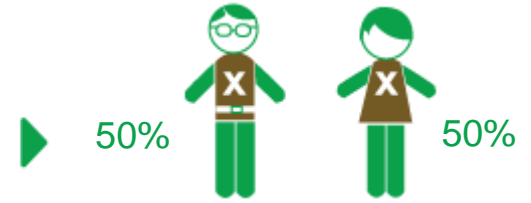
## AUDIENCE



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

# Large Market Profile

# ALL PERSONS (12+)

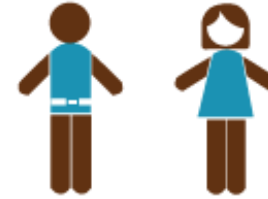


## AUDIENCE



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

▶ **48%**



**52%**

## TUNING



**88%**  
radio's weekly  
**reach** for persons  
aged 12+



**16.1 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



**34%** in car  
**19%** at work  
**2%** elsewhere



**Work status**  
**31%** non-working  
**15%** part-time  
**51%** full-time

## PROFILE



**News/Talk**  
is the top format for  
persons aged 12+  
capturing **25%**  
share of hours tuned



**57%**  
have completed  
College/University



**HH Income**  
**50%** \$75,000+  
**34%** \$100,000+  
**21%** \$125,000+

Numeris Fall 2016 Radio Diary Survey, ORD introduced. Large markets with 12+ population 200,000+ (excludes PPM markets)

# Large Market Profile

# MILLENNIALS (18-34)



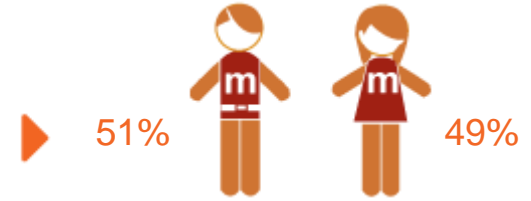
## AUDIENCE



contribute  
**27%**  
of radio's  
weekly reach  
composition



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



## TUNING



**84%**  
radio's weekly  
reach for adults  
aged 18-34



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



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

## LOCATION



**22%**  
of weekly  
listening is  
in home



**44%** in car  
**31%** at work  
**3%** elsewhere



**Work status**  
16% non-working  
25% part-time  
57% full-time

## PROFILE



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



**57%**  
have completed  
College/University



**HH Income**  
51% \$75,000+  
35% \$100,000+  
21% \$125,000+

Numeris Fall 2016 Radio Diary Survey, ORD introduced. Large markets with 12+ population 200,000+ (excludes PPM markets)



# Large Market Profile

# GENERATION - X (35-49)



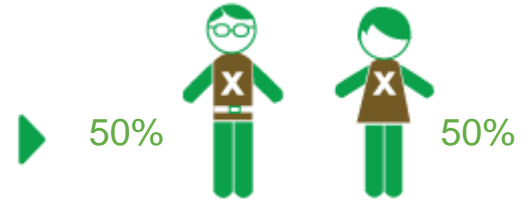
## AUDIENCE



contribute  
**24%**  
of radio's  
weekly reach  
composition



**1.4 million**  
adults aged 35-49  
are reached weekly  
by radio



## TUNING



**93%**  
radio's weekly  
reach for adults  
aged 35-49



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



**5am-10am**  
breakfast is the top  
weekday day part

## LOCATION



**30%**  
of weekly  
listening is  
in home



**41%** in car  
**28%** at work  
**1%** elsewhere



**Work status**  
8% non-working  
10% part-time  
80% full-time

## PROFILE



**News/Talk**  
is the top format  
for adults 35-49  
capturing **18%**  
share of hours tuned



**69%**  
have completed  
College/University



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

Numeris Fall 2016 Radio Diary Survey, ORD introduced. Large markets with 12+ population 200,000+ (excludes PPM markets)

# Large Market Profile

# BOOMERS (50-64)



## AUDIENCE



contribute **25%** of radio's weekly reach composition



**1.5 million** adults aged 50-64 are reached weekly by radio

▶ **49%**



**51%**

## TUNING



**93%** radio's weekly reach for adults aged 50-64



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



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

## LOCATION



**44%** of weekly listening is in home



**34%** in car  
**20%** at work  
**2%** elsewhere



**Work status**  
**27%** non-working  
**13%** part-time  
**57%** full-time

## PROFILE



News/Talk is the top format for adults 50-64 capturing **26%** share of hours tuned



**58%** have completed College/University



**HH Income**  
**50%** \$75,000+  
**35%** \$100,000+  
**22%** \$125,000+

Numeris Fall 2016 Radio Diary Survey, ORD introduced. Large markets with 12+ population 200,000+ (excludes PPM markets)

# Small-Medium Market Profile

# ALL PERSONS (12+)

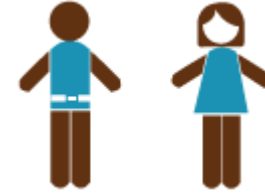


## AUDIENCE



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

▶ **49 %**



**51%**

## TUNING



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



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



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

## LOCATION



**46%**  
of weekly  
listening is  
in home



**30%** in car  
**22%** at work  
**2%** elsewhere



**Work status**  
**37%** non-working  
**15%** part-time  
**43%** full time

## PROFILE



**News/Talk**  
is the top format for  
persons aged 12+  
capturing **19%**  
share of hours tuned



**45%**  
have completed  
College/University



**HH Income**  
**41%** \$75,000+  
**26%** \$100,000+  
**15%** \$125,000+

Numeris Fall 2016 Radio Diary Survey, ORD introduced. Small-medium markets with 12+ population less than 200,000

# Small-Medium Market Profile

# MILLENNIALS (18-34)



AUDIENCE



contribute  
**21%**  
of radio's  
weekly reach  
composition



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

▶ **51%**



**49%**

TUNING



**83%**  
radio's weekly  
reach for adults  
aged 18-34



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



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

LOCATION



**25%**  
of weekly  
listening is  
in home



**37%** in car  
**35%** at work  
**3%** elsewhere



**Work status**  
**16%** non-working  
**27%** part-time  
**53%** full-time

PROFILE



**Hot Adult**  
**Contemporary** is the  
top format for adults  
18-34 capturing  
**18%** share of  
hours tuned



**45%**  
have completed  
College/University



**HH Income**  
**49%** \$75,000+  
**32%** \$100,000+  
**18%** \$125,000+

Numeris Fall 2016 Radio Diary Survey, ORD introduced. Small-medium markets with 12+ population less than 200,000

# Small-Medium Market Profile

# GENERATION - X (35-49)



## AUDIENCE



contribute  
**23%**  
of radio's  
weekly reach  
composition



**1.2 million**  
adults aged 35-49  
are reached weekly  
by radio

▶ **50%**



**50%**

## TUNING



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



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



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

## LOCATION



**29%**  
of weekly  
listening is  
in home



**35%** in car  
**34%** at work  
**2%** elsewhere



**Work status**  
**10%** non-working  
**12%** part-time  
**75%** full-time

## PROFILE



**Hot Adult Contemporary** is the  
top format for adults  
35-49 capturing  
**16%** share of  
hours tuned



**60%**  
have completed  
College/University



**HH Income**  
**56%** \$75,000+  
**37%** \$100,000+  
**22%** \$125,000+

Numeris Fall 2016 Radio Diary Survey, ORD introduced. Small-medium markets with 12+ population less than 200,000

# Small-Medium Market Profile

# BOOMERS (50-64)



## AUDIENCE



contribute  
**28%**  
of radio's  
weekly reach  
composition



**1.4 million**  
adults aged 50-64  
are reached weekly  
by radio

▶ **49%**



**51%**

## TUNING



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



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



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

## LOCATION



**46%**  
of weekly  
listening is  
in home



**29%** in car  
**22%** at work  
**3%** elsewhere



**Work status**  
31% non-working  
13% part-time  
53% full-time

## PROFILE



**News/Talk**  
is the top format for  
adults 50-64  
capturing **19%**  
share of hours tuned



**49%**  
have completed  
College/University



**HH Income**  
41% \$75,000+  
25% \$100,000+  
14% \$125,000+

Numeris Fall 2016 Radio Diary Survey, ORD introduced. Small-medium markets with 12+ population less than 200,000