



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+)

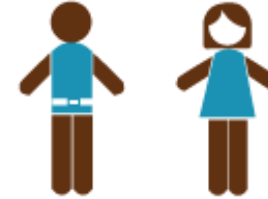


AUDIENCE



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)



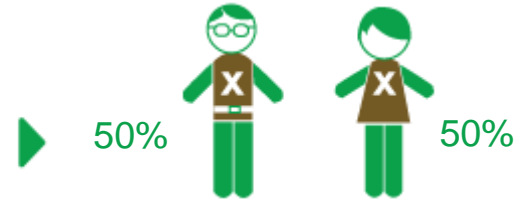
AUDIENCE



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+)

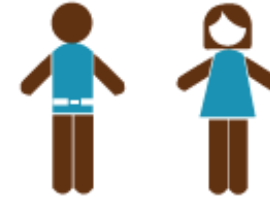


AUDIENCE



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)



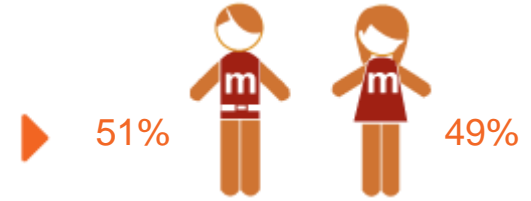
AUDIENCE



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)



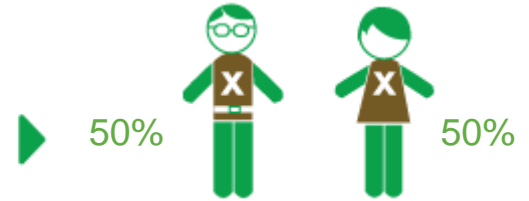
AUDIENCE



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+)

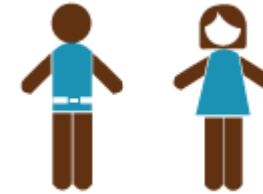


AUDIENCE



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



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)



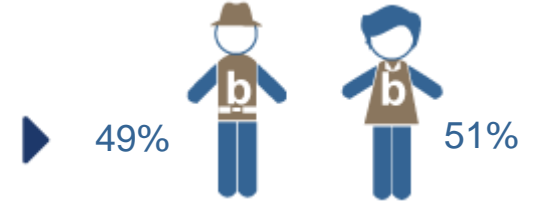
AUDIENCE



contribute
28%
of radio's
weekly reach
composition



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



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