



discovering

Numeris

audiences

How Canada Listens

Radio is a local medium and reaches listeners in every corner of Canada – regardless of the size of the market.

Nearly 90% of consumers (age 12 or older) tune in during the week spending almost 18 hours of their media time with radio, the original mass medium.

That translates into 27.4 million consumers who engage with radio each week.

The following pages profile general radio listening patterns and habits for total Canada based on all persons aged 12+. These infographics clearly demonstrate the power of radio in reaching consumers in any sized market.

Total Canada Profile

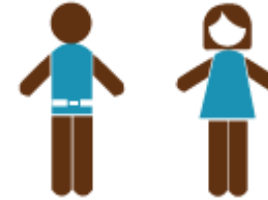
ALL PERSONS (12+)

AUDIENCE



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

▶ **49%**



51%

TUNING



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



17.7 hours spent weekly listening to radio



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
33% non-working
16% part-time
47% full-time

PROFILE



News/Talk is the top format for persons aged 12+ capturing **24%** share of hours tuned



52% have completed College/University



HH Income
48% \$75,000+
33% \$100,000+

Numeris Total Canada, Fall 2015 Radio Diary Survey

Total Canada Profile

MILLENNIALS (18-34)

AUDIENCE



contribute
26%
of radio's
weekly reach
composition



6.8 million
adults aged 18-34
are reached weekly
by radio



TUNING



85%
radio's weekly
reach for adults
aged 18-34



14.4 hours
spent weekly
listening to radio



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

LOCATION



25%
of weekly
listening is
in home



43% in car
30% at work
2% elsewhere



Work status
19% non-working
25% part-time
54% full-time

PROFILE



**Contemporary Hit
Radio** is the top format
for adults aged 18-34
capturing **17%**
share of hours tuned



52%
have completed
College/University



HH Income
55% \$75,000+
37% \$100,000+

Numeris Total Canada, Fall 2015 Radio Diary Survey

Total Canada Profile

GENERATION - X (35-49)

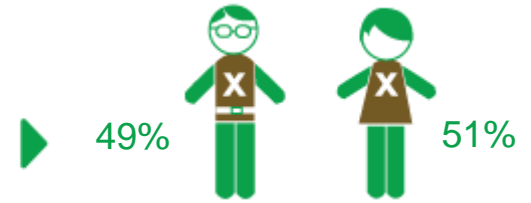
AUDIENCE



contribute
23%
of radio's
weekly reach
composition



6.7 million
adults aged 35-49
are reached weekly
by radio



TUNING



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



17.9 hours
spent weekly
listening to radio



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

LOCATION



31%
of weekly
listening is
in home



39% in car
28% at work
2% elsewhere



Work status
10% non-working
12% part-time
76% full-time

PROFILE



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



68%
have completed
College/University



HH Income
59% \$75,000+
43% \$100,000+

Numeris Total Canada, Fall 2015 Radio Diary Survey

Total Canada Profile

BOOMERS (50-64)

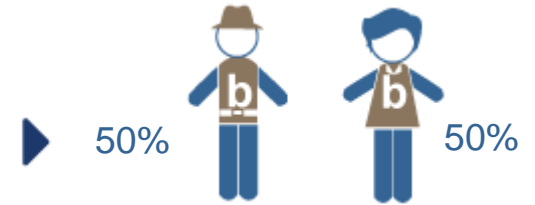
AUDIENCE



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



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



TUNING



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



20.4 hours spent weekly listening to radio



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



Work status
26% non-working
13% part-time
58% full-time

PROFILE



News/Talk is the top format for adults 50-64 capturing **25%** share of hours tuned



55% have completed College/University



HH Income
47% \$75,000+
33% \$100,000+

Numeris Total Canada, Fall 2015 Radio Diary Survey