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Share of Ear: Canada



Sponsored By:





Survey Methodology

- 1,022 respondents
 - Completed 24-hour audio listening diary
- National sample of Canadians age 13+
- Online and offline, conducted April 6-12, 2017
- Conducted in English and French
- Matches long-running U.S. Share of Ear Methodology

Audio listening per day:



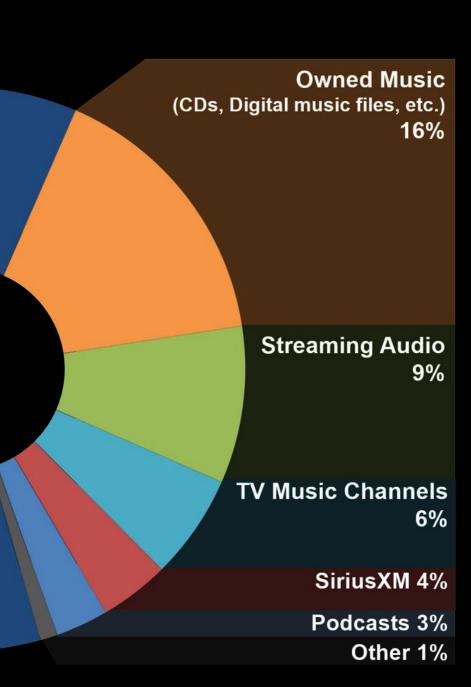
Canadians' Share of Time Spent Listening to Audio Sources

AM/FM Radio 61%

Average daily listening 13+
AM/FM Radio includes over the air radio streams
Streaming Audio includes pure plays such as Spotify, Apple Music, and others



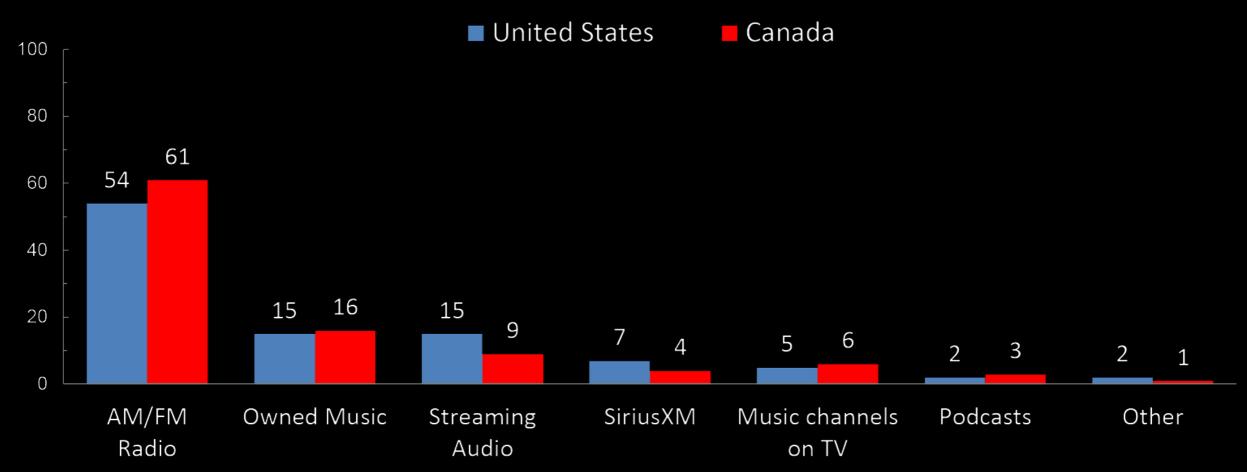




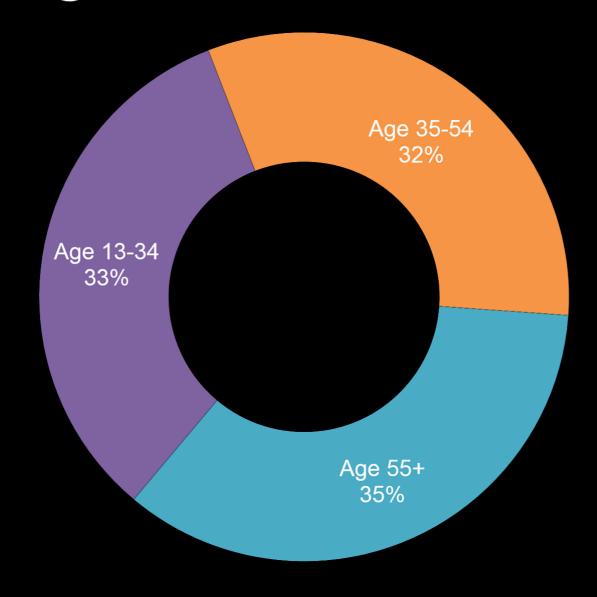




Share of Time Spent Listening to Audio Sources



Canadian Age Distribution







Share of Time Spent Listening to Audio Sources By Age

	AM/FM Radio	Owned Music	Streaming Audio	Others	
Age 13-34	36	25	22	17	
Age 35-54	64	15	7 14		
Age 55+	77		8	3 1 14	





Share of Time Spent Listening to Audio Sources

By Age 18+

	AM/FM Radio	Owned Music	Streaming Audio	Others	
Age 18-34	40	23	17	20	
Age 35-54	64	15	7 14		
Age 55+		77		8 1 14	





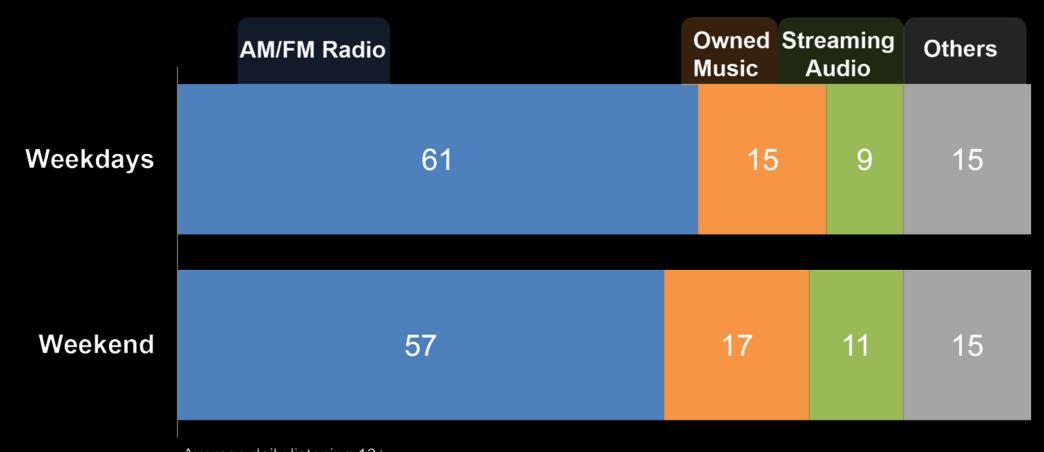
Share of Time Spent Listening to Audio Sources
By Daypart

	AM/FM Radio		Owned Music	Stream Audio		Others
6am - 10am		72		11	7	10
10am - 3pm	62		15	7		16
3pm - 7pm	58		18	8	16	
7pm - 12am	42	21	17		2	20
12am - 6am	59		13	20		8





Share of Time Spent Listening to Audio Sources







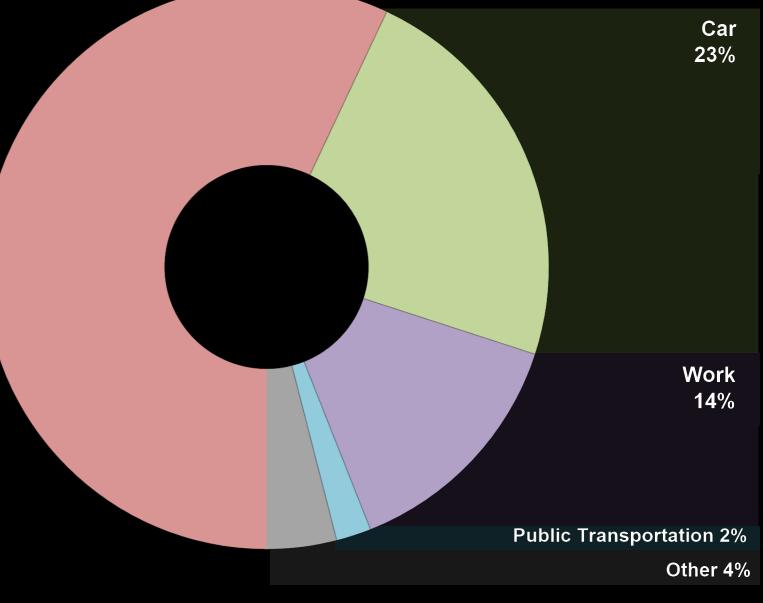
Canadians' Share of Time Spent Apple Music **Listening to Streaming Audio** 14% **Google Play** 8% **Spotify Others** 57% 21%





Audio Listening by Location

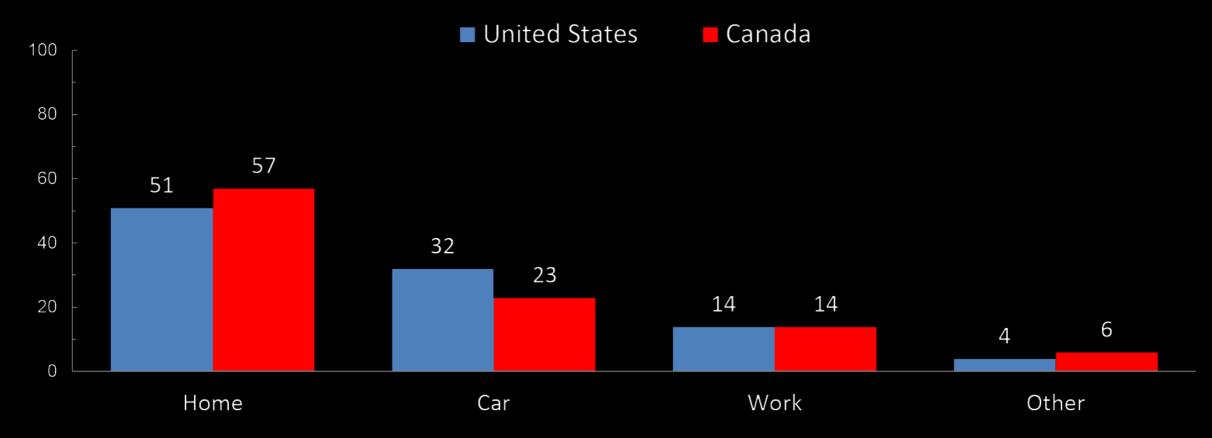
Home 57%







Share of Time Spent Listening by Location

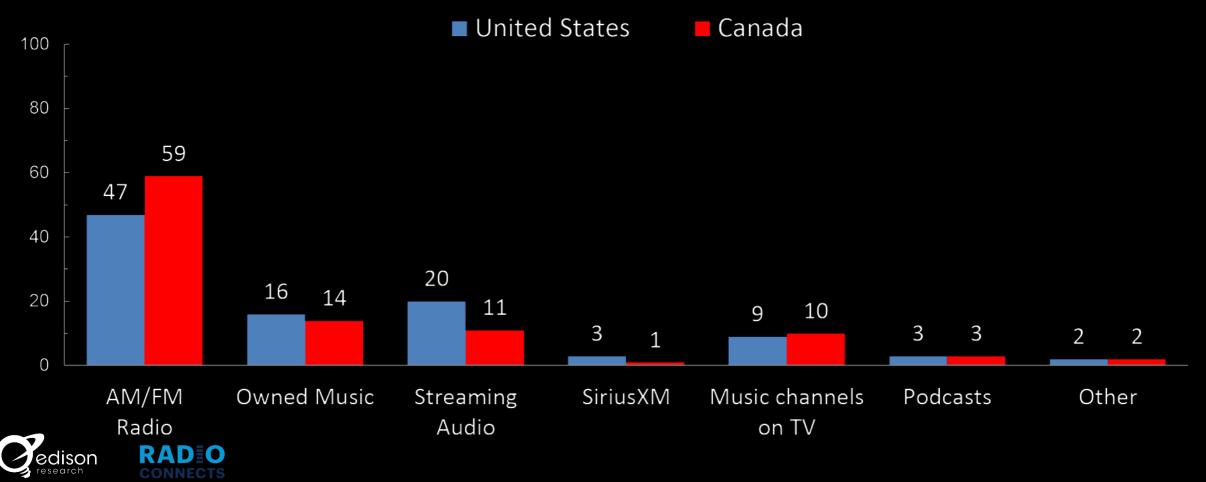






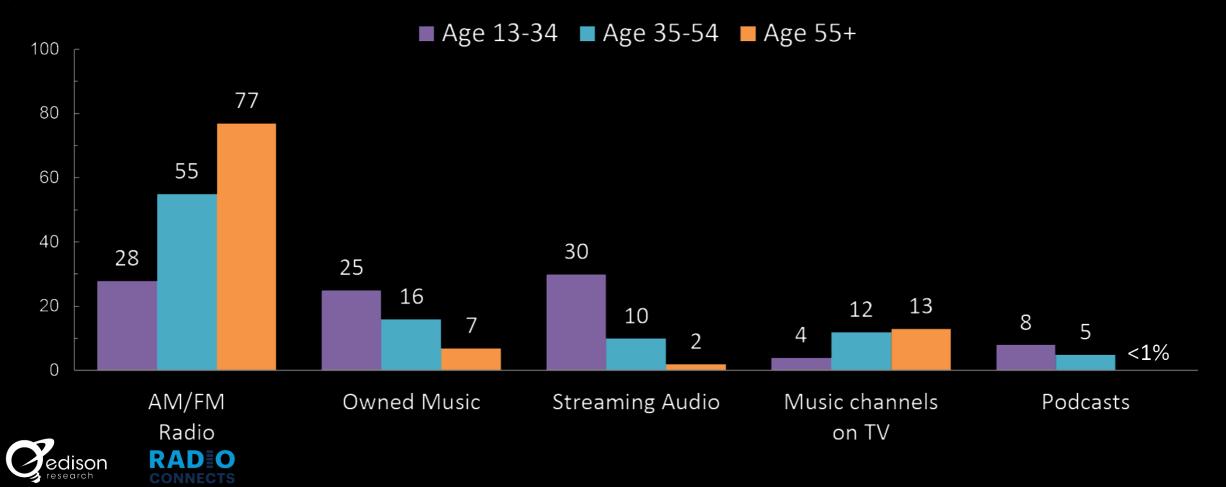
Share of Time Spent Listening to Audio Sources

at Home



Share of Time Spent Listening to Audio Sources

at Home



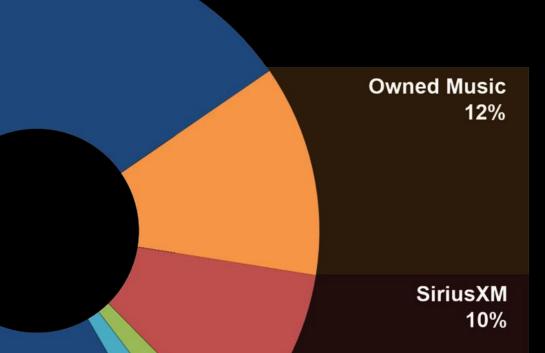
Share of Time Spent Listening to Audio Sources in a Car/Truck

AM/FM Radio 73%

Average daily listening 13+ AM/FM Radio includes over the air radio streams Streaming Audio includes pure plays such as Spotify, Apple Music, and others

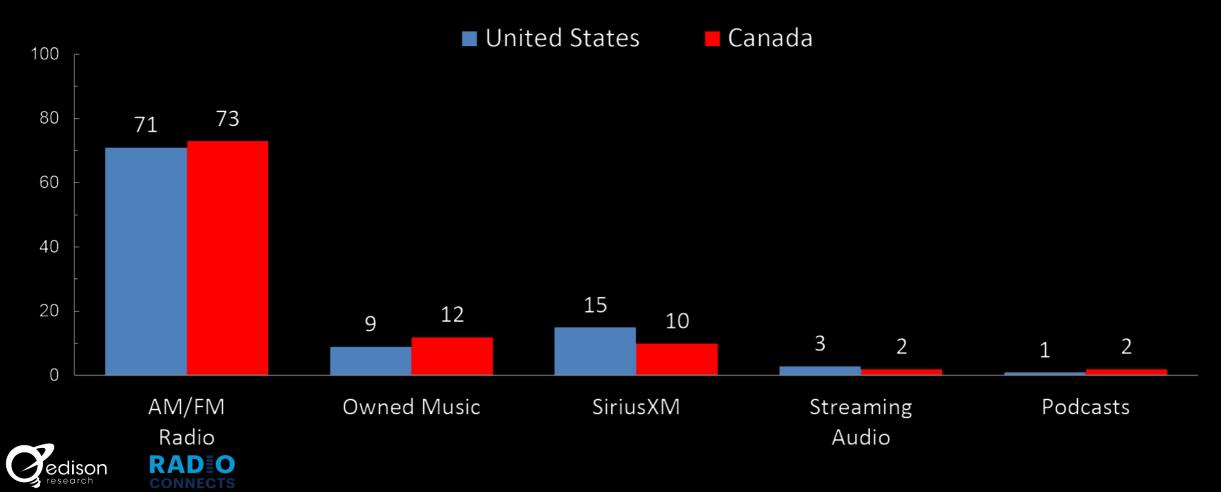




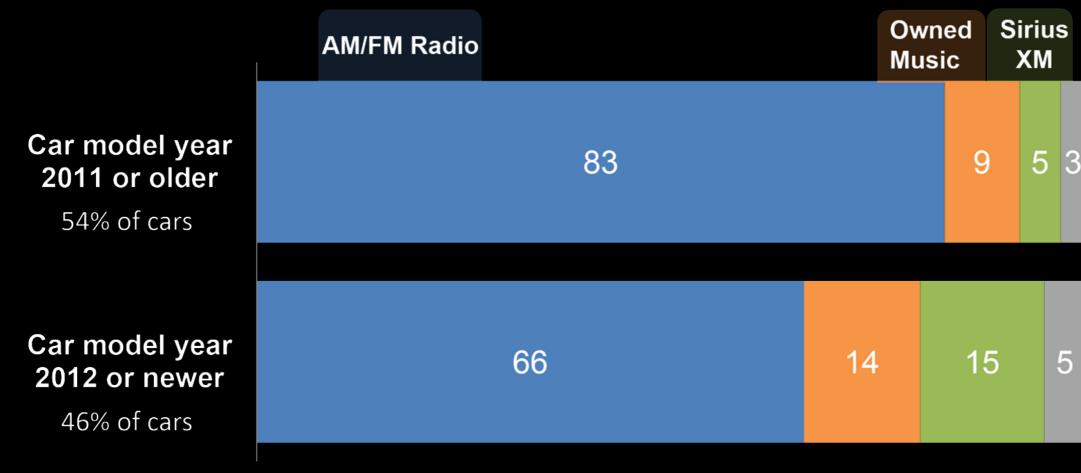


Streaming Audio 2% Podcasts 2%

Share of Time Spent Listening to Audio Sources in a Car/Truck



Share of Time Spent Listening in a Car/Truck by model year







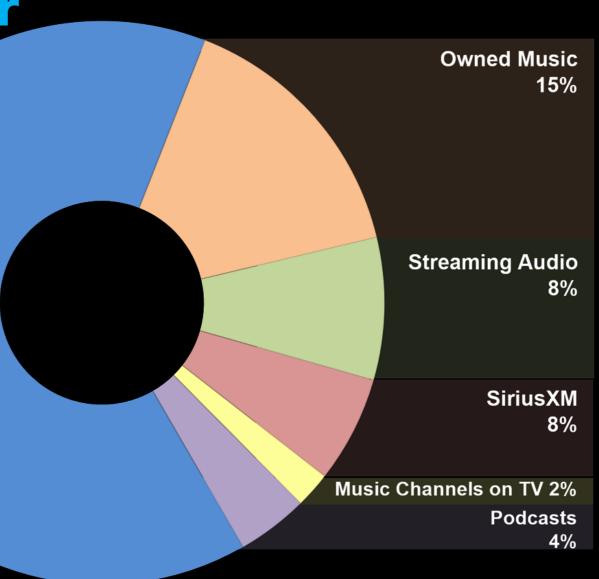
Share of Time Spent Listening to Audio Sources at Work

AM/FM Radio 63%

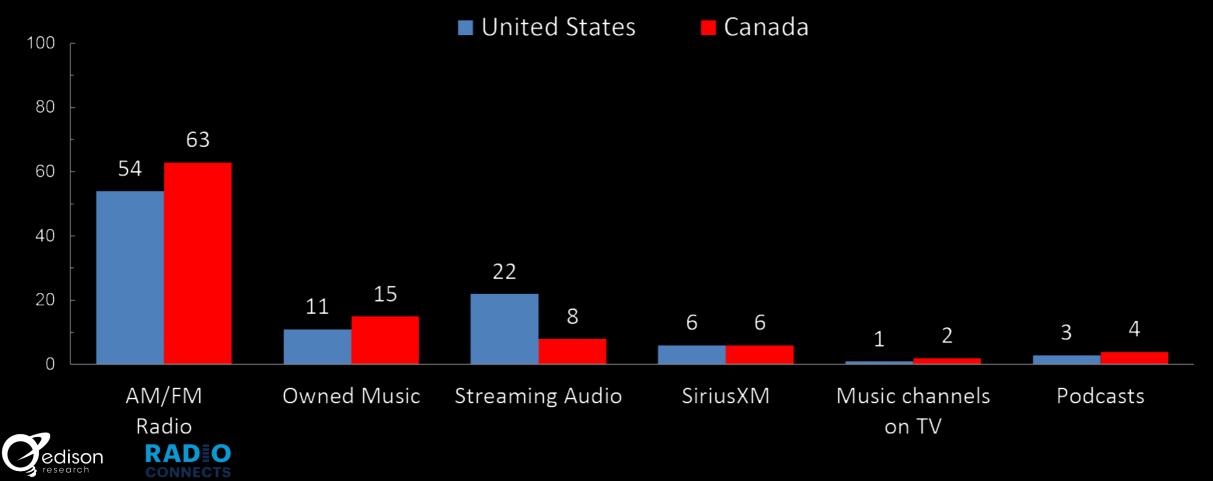
Average daily listening 13+ AM/FM Radio includes over the air radio streams Streaming Audio includes pure plays such as Spotify, Apple Music, and others





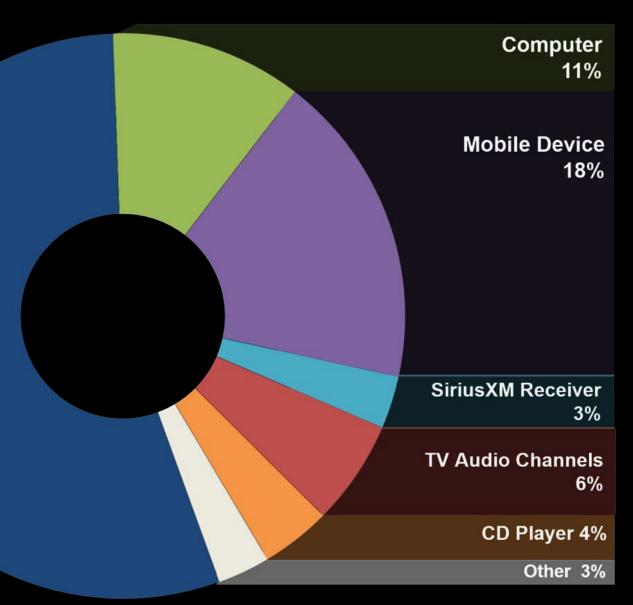


Share of Time Spent Listening to Audio Sources at Work



Audio Listening by Device

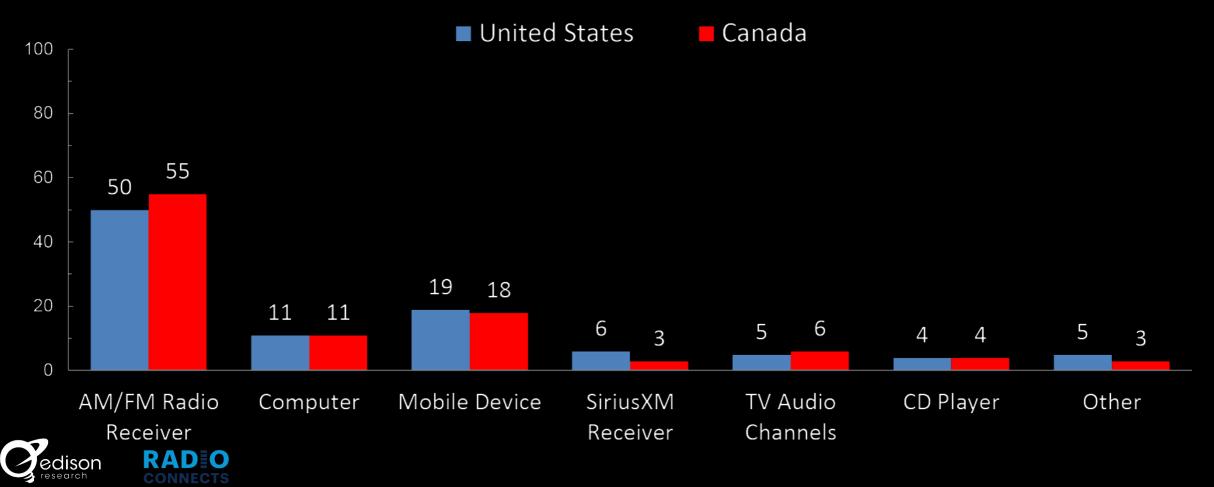
AM/FM Radio Receiver 55%





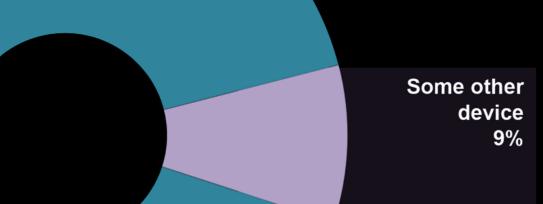


Share of Time Spent Listening by Device



Share of AM/FM Listening by Device

AM/FM Radio Receiver 91%







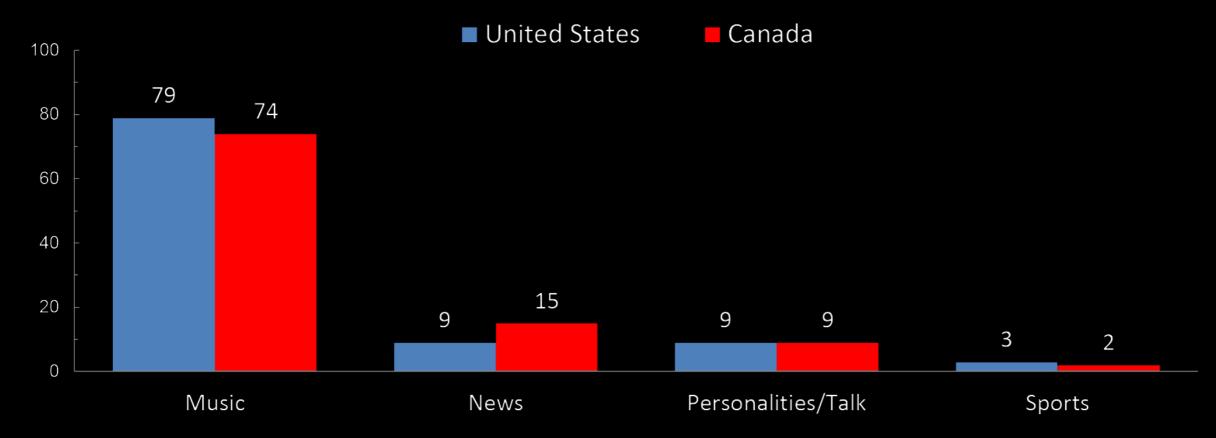
Audio Listening by Content Type

News 15% Music 74% Personalities/ **Talk Shows** 9% **Sports 2%**





Share of Time Spent Listening by Content







Share of Time Spent Listening to Music

AM/FM Radio 54%

Average daily listening 13+ AM/FM Radio includes over the air radio streams Streaming Audio includes pure plays such as Spotify, Apple Music, and others





Owned Music (CDs, Digital music files, etc.) 21%

Streaming Audio 12%

TV Music Channels 8%

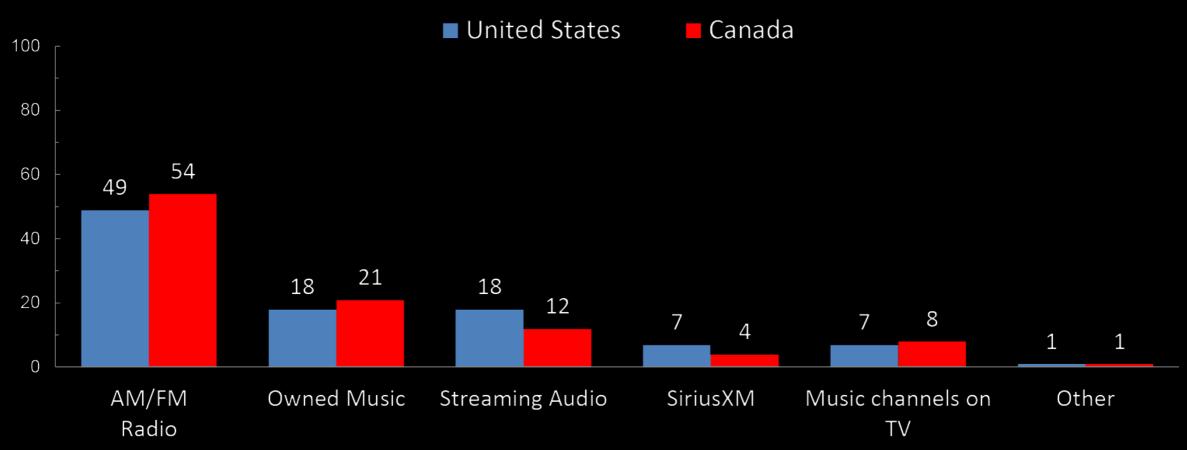
SiriusXM 4%

Others 1%

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Share of Time Spent Listening to Music



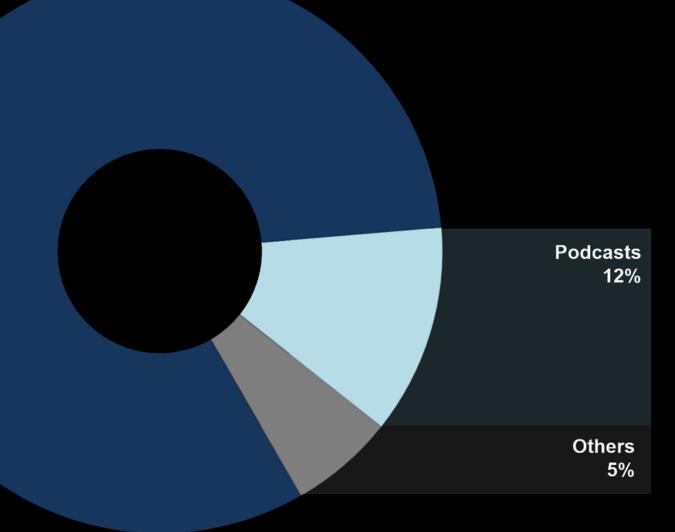
Share of Time Spent Listening to Speech

AM/FM Radio 82%

Average daily listening 13+ AM/FM Radio includes over the air radio streams





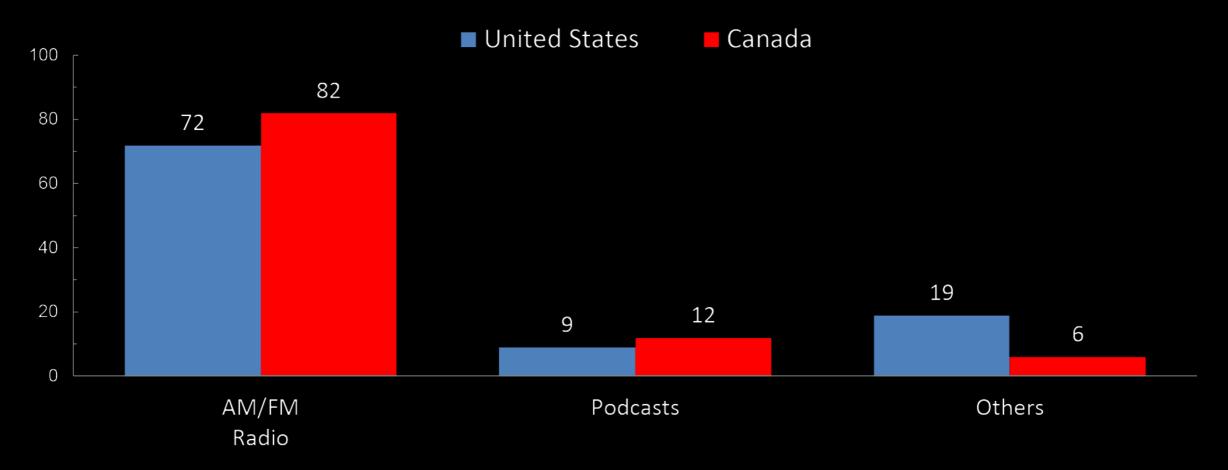




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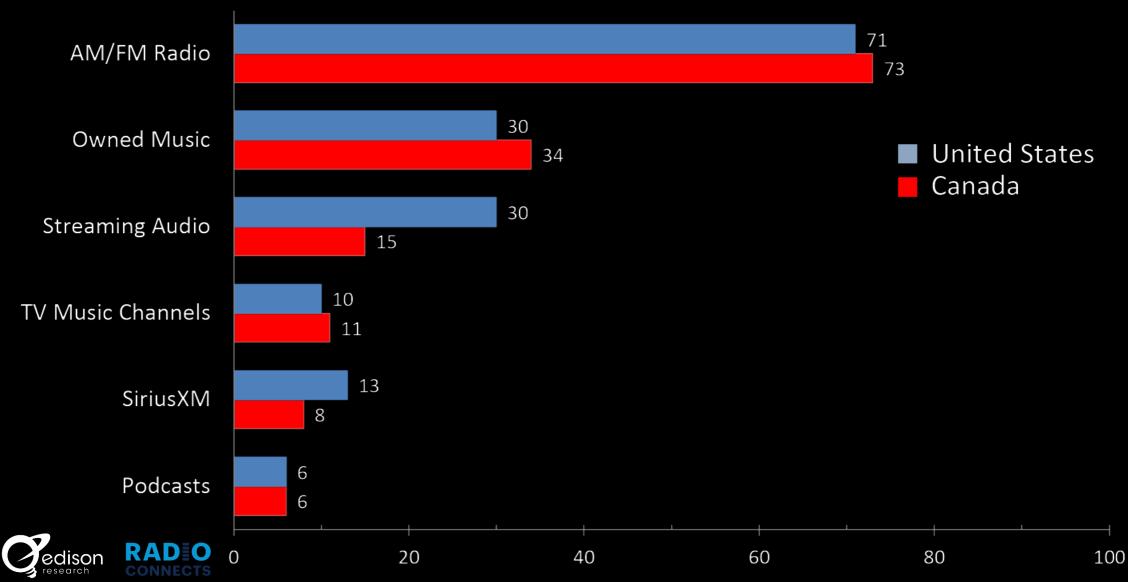


Share of Time Spent Listening to Speech



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Daily Reach



with YouTube

Canadians' Share of Time Spent Listening to Audio Sources

AM/FM Radio 55%







Streaming Audio 9%

Music Videos on YouTube 9%

TV Music Channels 6%

SiriusXM 3%

Podcasts 3%

Other 1%

Average daily listening 13+
AM/FM Radio includes over the air radio streams
Streaming Audio includes pure plays such as Spotify, Apple Music, and others

Time of day

Weekday/Weekend listening

Audio platform

YouTube Listeners

Location

Content

Device

Age

Sex

Employment status

Education

Children in Household

Household income

Computer use during workday

Smartphone ownership

SiriusXM subscriber

Streaming audio listening

Car model/Year

CBC Radio listening

Favorite music genre

French

English

Region





Takeaways

AM/FM Radio remains in a very strong position

AM/FM Radio is especially strong in morning drive and on weekdays

Canadians listen to more news and podcasts than Americans do

While Spotify is used by many teens and younger Canadians, more than half of its listening is inaccessible to advertisers







