

Fall 2021 Survey Release:
Thursday, November 25th at 12:00pm ET

2021-22 Measured Markets

Fall 2021 Survey Release:

Thursday, November 25, 2021
12:00pm ET

Spring 2021 Survey Release: TBC

Continuously measured markets include Fall and Spring currency releases and monthly non-currency releases.

Have questions?
Visit our FAQ section at
www.radiocount.ca

Market	Province	Fall Only	Continuous
Charlottetown	PE	●	
Saint John	NB	●	
Fredericton	NB	●	
Sydney	NS	●	
Belleville	ON		●
Cornwall	ON	●	
Guelph	ON	●	
Peterborough	ON		●
Chatham	ON	●	
Sarnia	ON	●	
Wingham	ON	●	
Owen Sound	ON	●	
Pembroke	ON	●	
North Bay	ON		●
Timmins	ON	●	
Thunder Bay	ON		●
Brandon	MB	●	
Lethbridge	AB		●
Red Deer	AB	●	
Chilliwack	BC	●	
Kamloops	BC	●	
Prince George	BC	●	

**Discover the benefits of Canada's new
radio audience measurement service**



**Broad representation
of radio listening**
One person per household
measurement



Continuous measurement
Monthly data releases



Efficient use of sample
Precise tracking of sample
fulfillment



Flexible
Measurement options adaptable
to market needs





How many markets are measured in the Fall 2021 survey? 22 markets will be measured. The survey consists of 8 weeks of data between August 30th to October 24th, 2021.

Can I compare radioCount data to the previous Numeris survey? No, radioCount data uses a different methodology. In addition, there have been several changes that can impact results. The Spring 2020 Numeris diary was conducted pre-Covid and there have been several station/market changes since then.

Can I create rank and trend reports? radioCount data cannot be trending with Numeris data. Trending will be available starting with the second radioCount data release. Ranking is available.

What statistics are available? Commonly used statistics including Ctrl Cume, Ctrl AQH, Market Share, GRPs, Impressions, CPP, CPM, Reach and Frequency are available for all standard and station daypart. Persons 12+ are measured, Monday-Sunday 2a-2a.

Is full coverage data available? No, only CTRL statistics are available.

Is qualitative data available? A limited number of qualitative questions are available including education, household income, household size and children in the household.

What is continuous measurement? Continuous measurement is ongoing fulfillment of sample throughout the year. For these markets, monthly non-currency data will be released each month. These releases will be comprised of a rolling average.

Can I do survey averaging with continuous measurement? The Fall 2021 survey cannot be averaged with non-currency releases because they contain a rolling average. In addition, continuous measurement is being phased in, so some data from the Fall 2021 release will be included in the Spring 2022 currency release. Once continuous measurement is fully implemented in Spring 2023, currency surveys can be averaged with no overlap of respondents.

How do I access the data? radioCount data is available in various applications. Please contact your software provider for specifics on how to access the data.

You must have a radioCount subscription to access the data. Please contact us for details.



For more information on how to subscribe to radioCount
please contact us at info@radiocount.ca