

Share of Ear:® Canada



Sponsored By:



Canadian Share of Ear[®]

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:

4 : 14

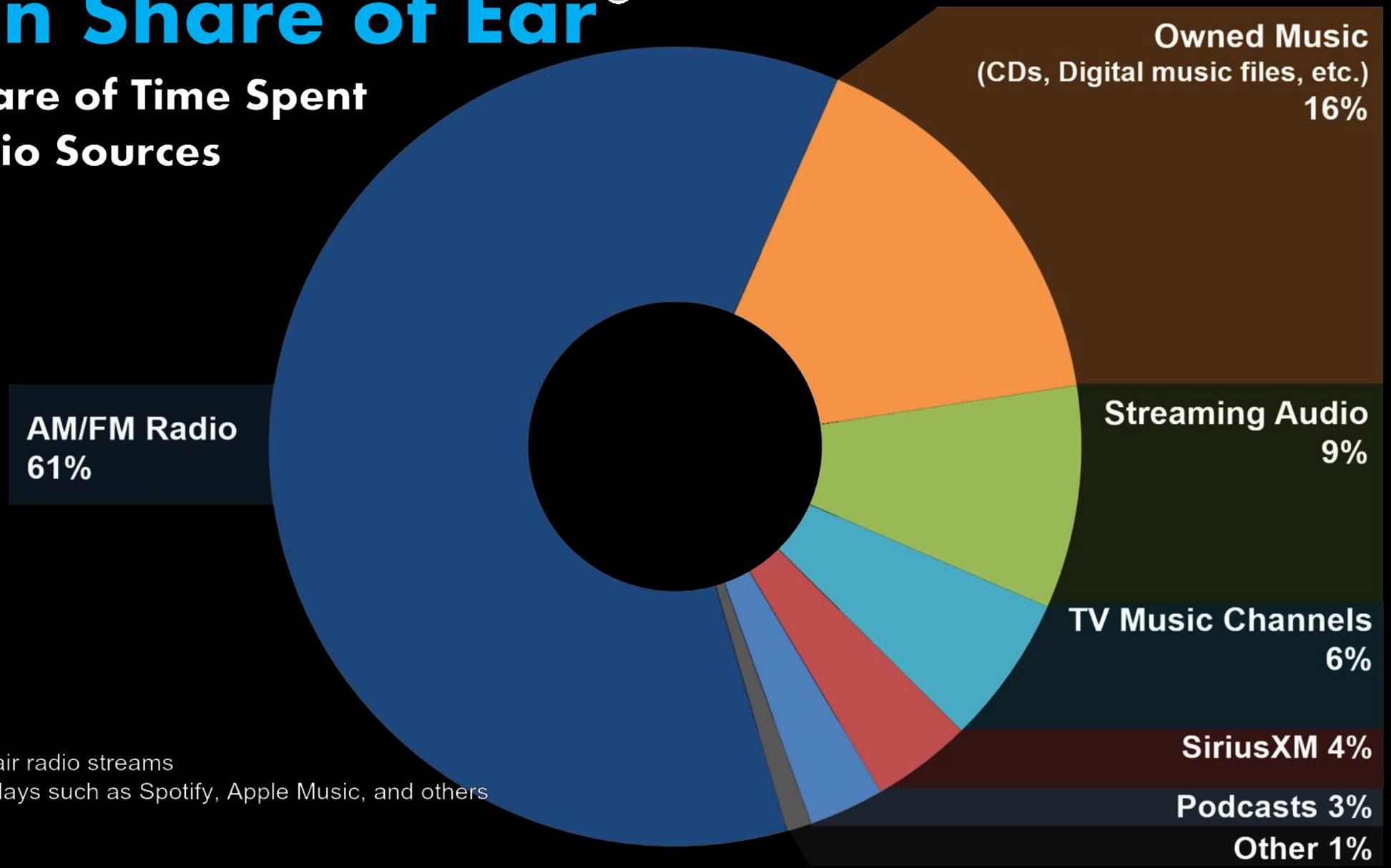
hours

minutes



Canadian Share of Ear[®]

Canadians' Share of Time Spent Listening to Audio Sources

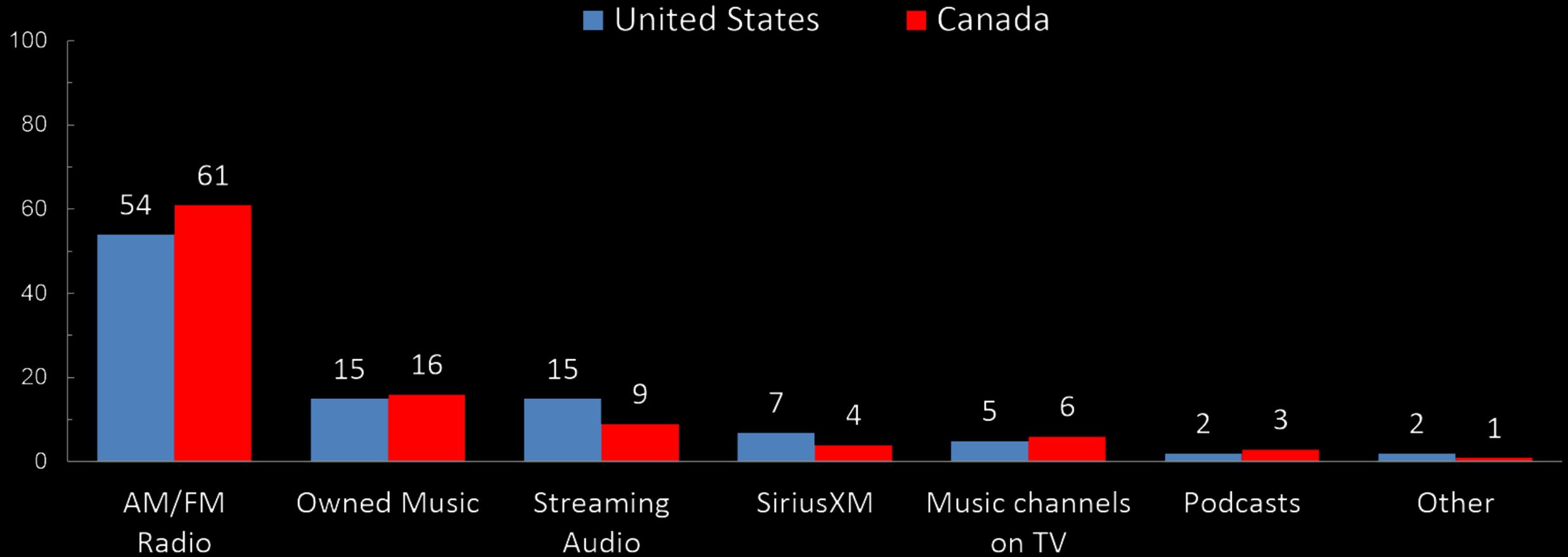


Average daily listening 13+
AM/FM Radio includes over the air radio streams
Streaming Audio includes pure plays such as Spotify, Apple Music, and others

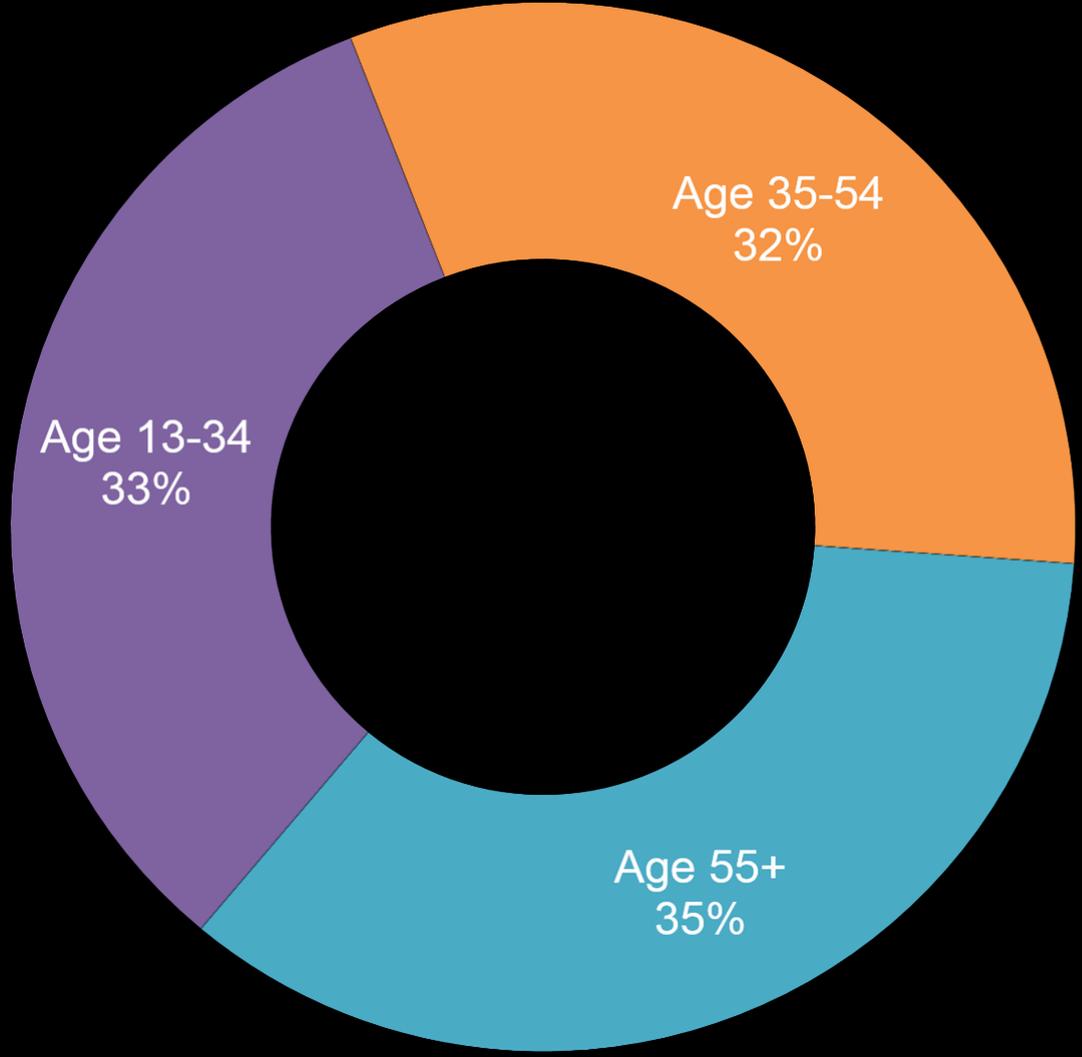


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Share of Time Spent Listening to Audio Sources



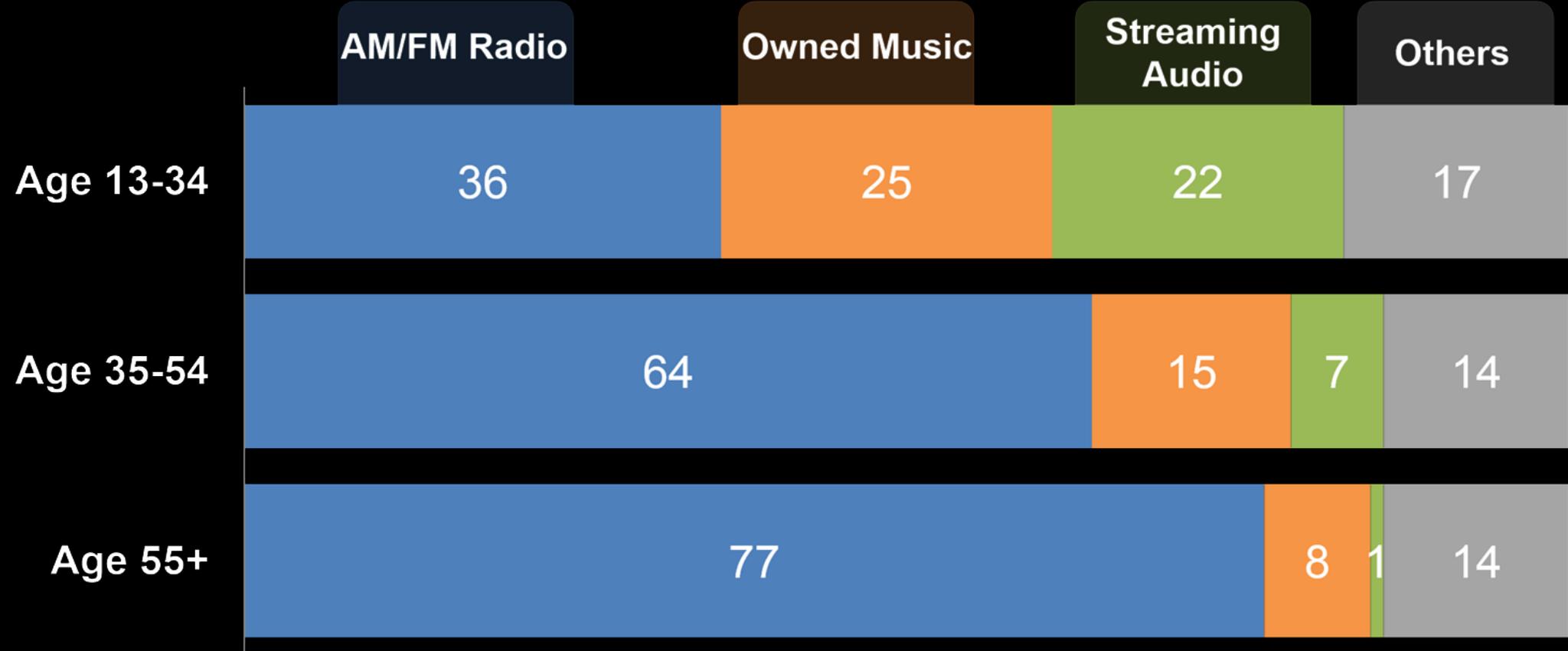
Canadian Age Distribution



Canadian Share of Ear[®]

Share of Time Spent Listening to Audio Sources

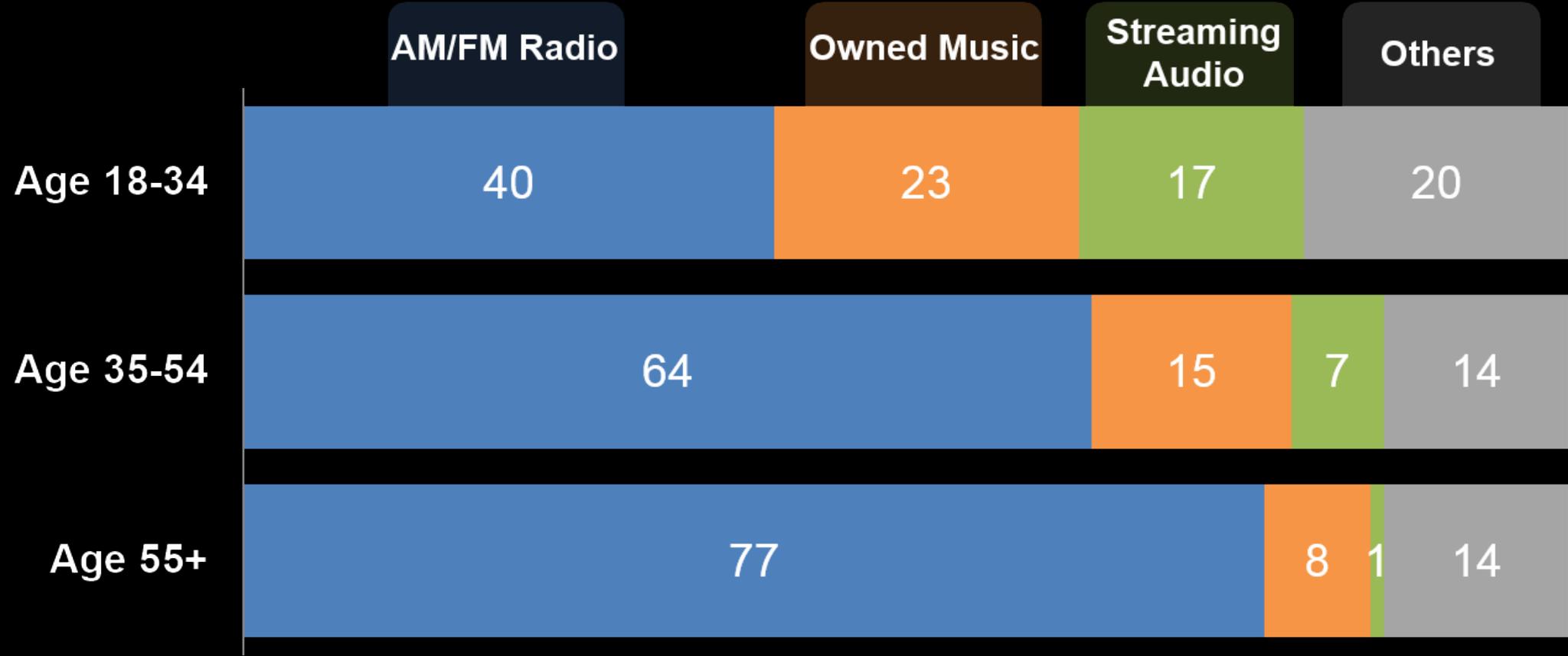
By Age



Canadian Share of Ear[®]

Share of Time Spent Listening to Audio Sources

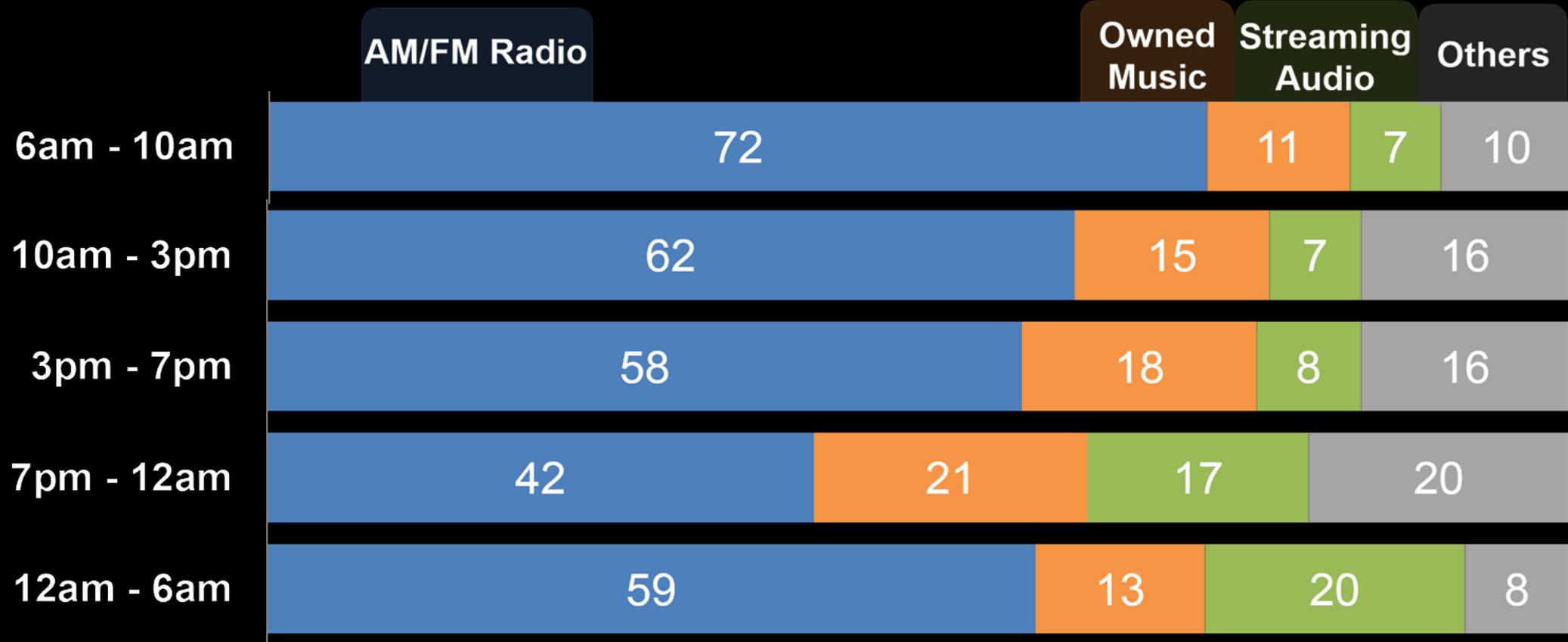
By Age 18+



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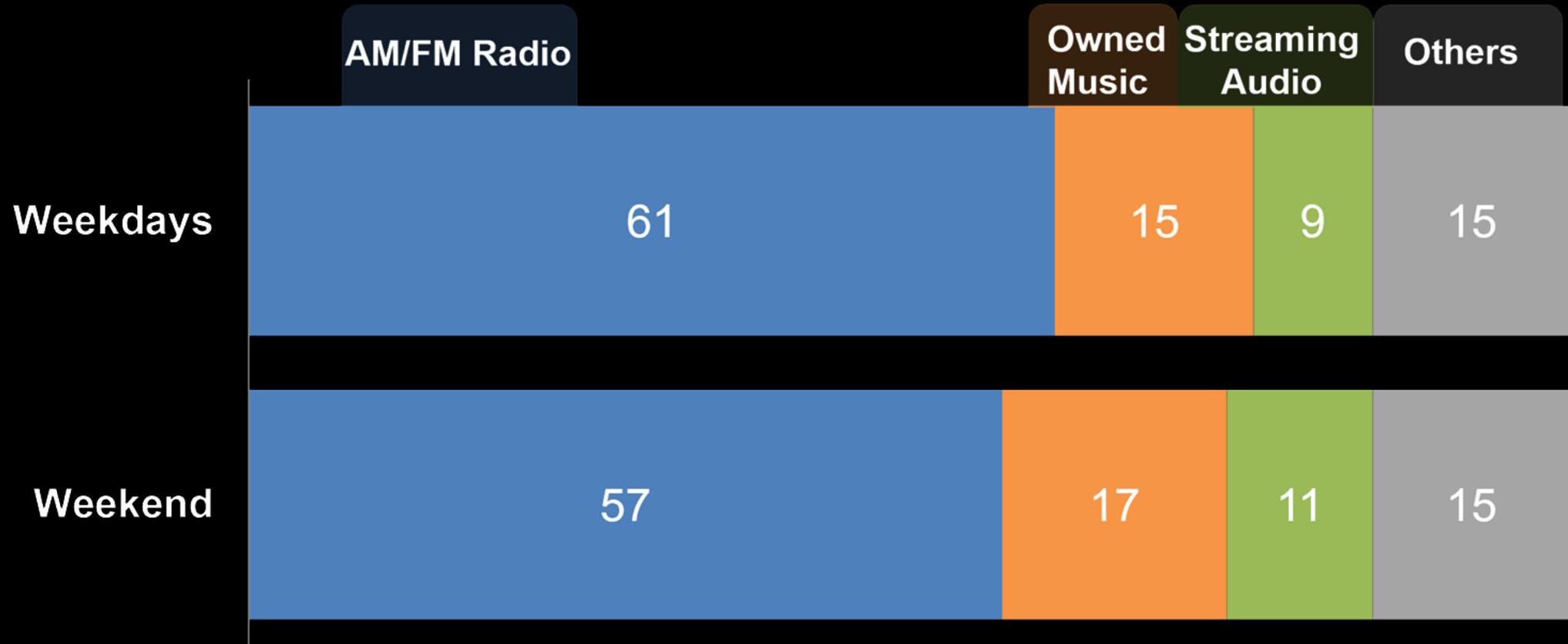
Share of Time Spent Listening to Audio Sources

By Daypart



Canadian Share of Ear[®]

Share of Time Spent Listening to Audio Sources

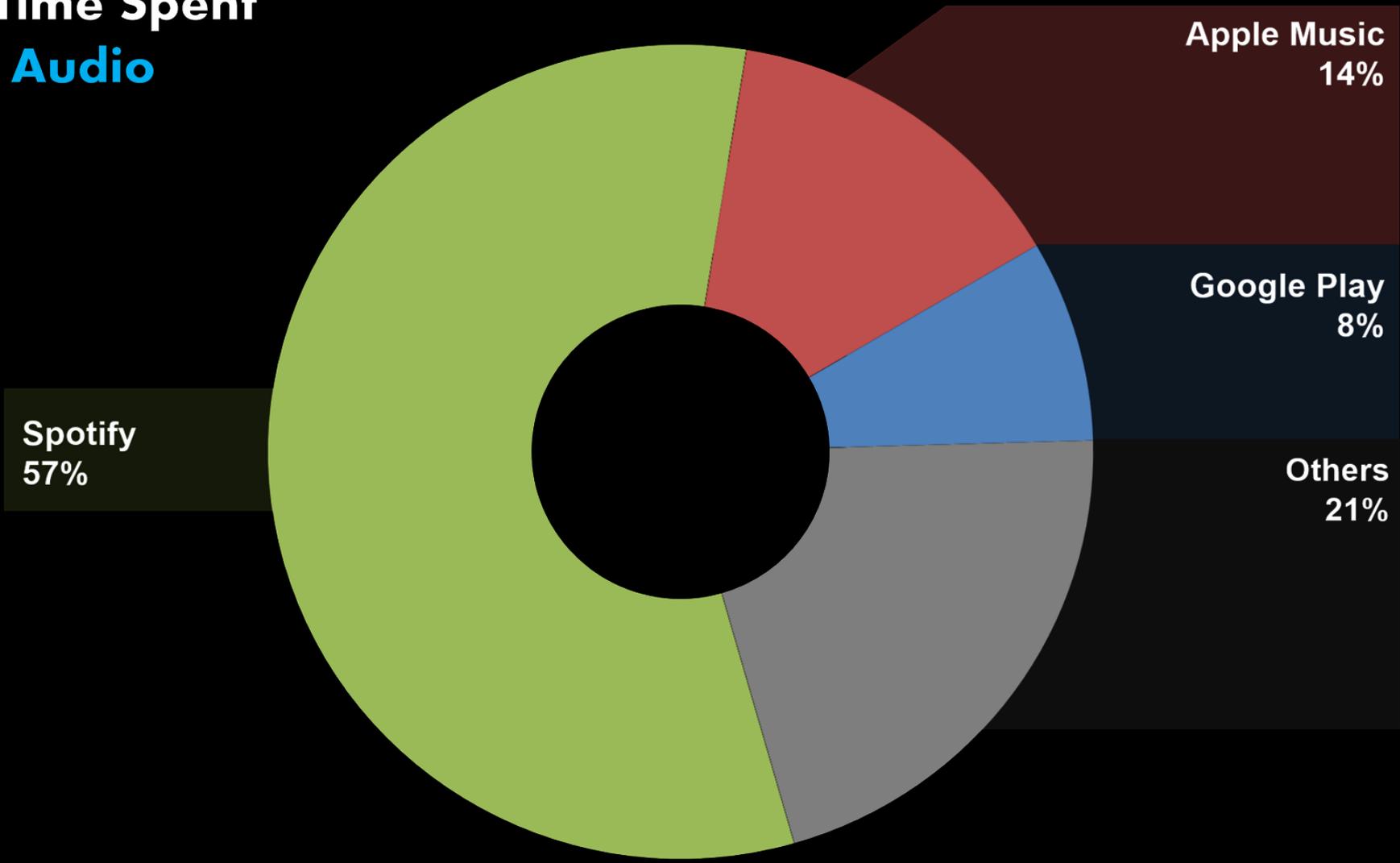


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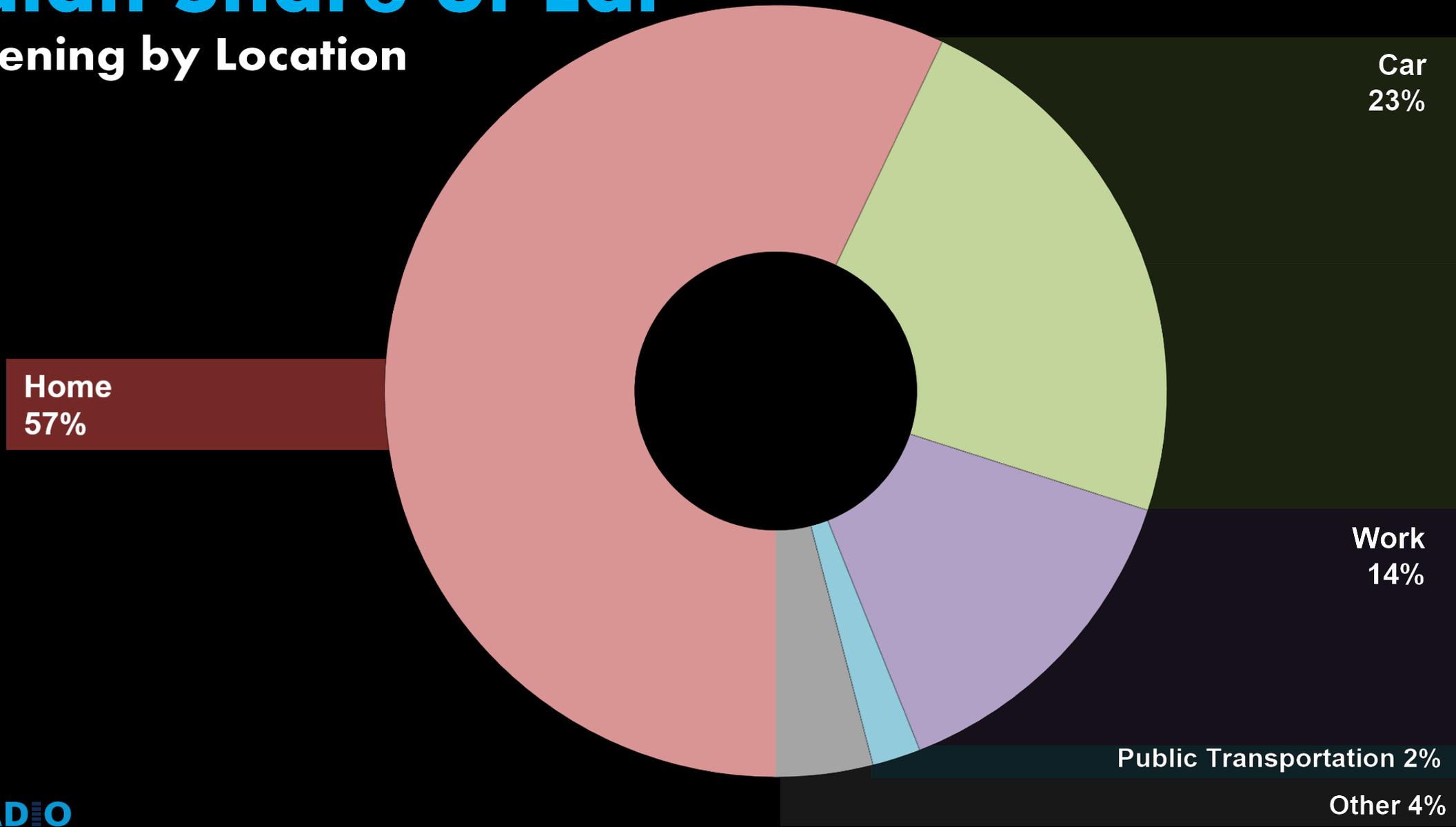
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Canadians' Share of Time Spent Listening to Streaming Audio



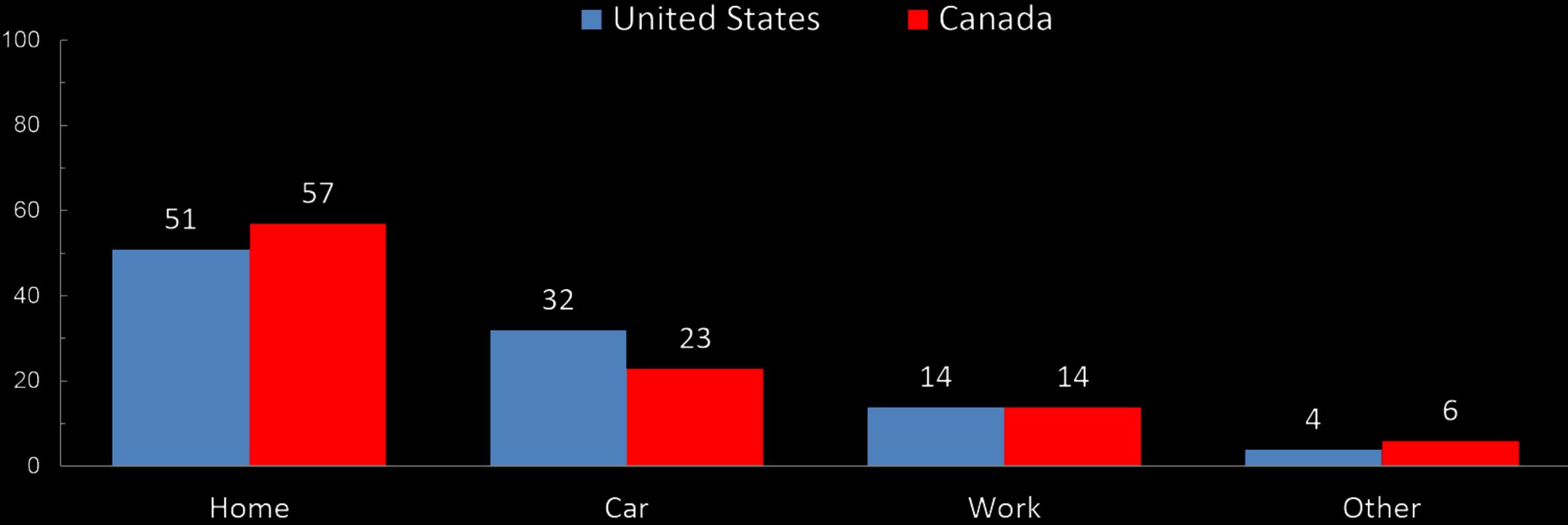
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Audio Listening by Location



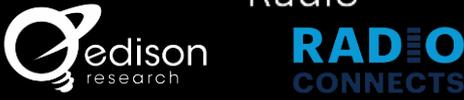
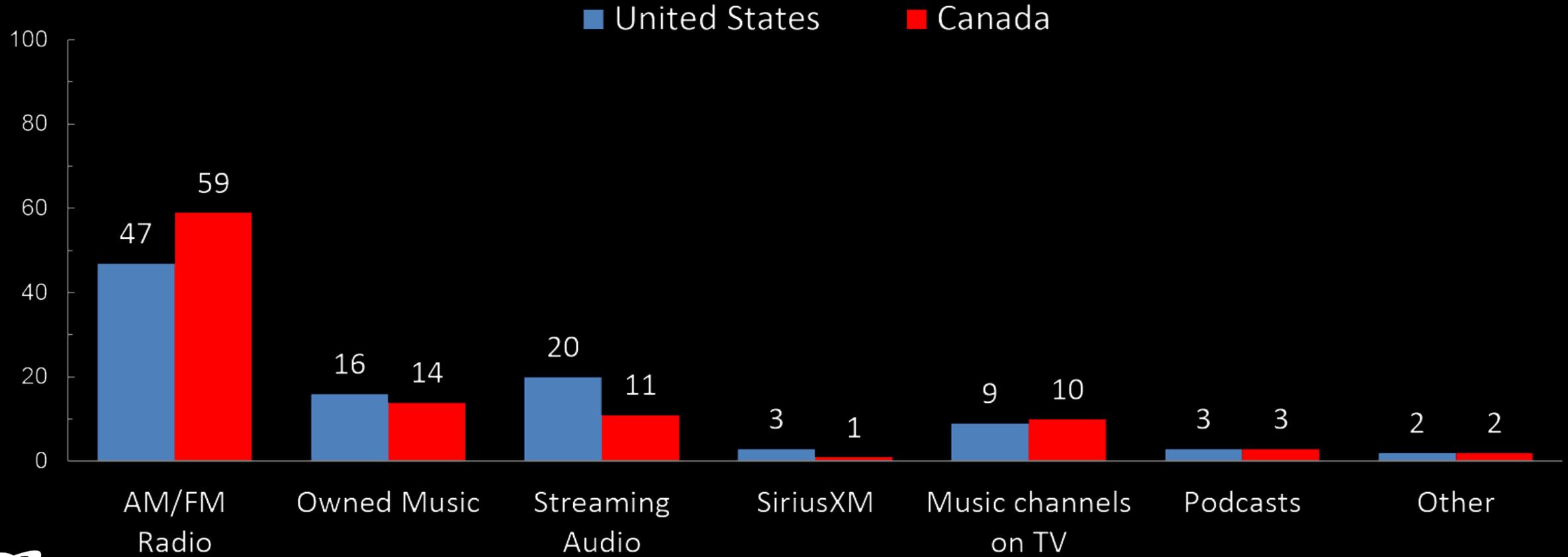
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Share of Time Spent Listening by Location



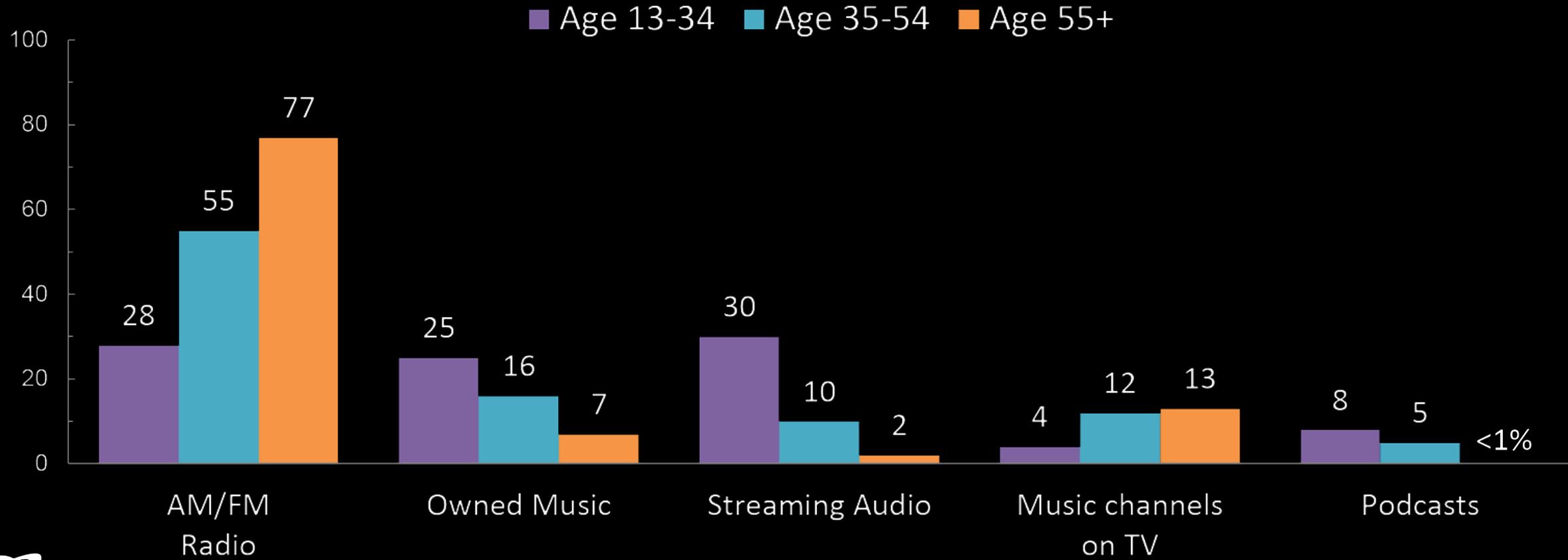
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Share of Time Spent Listening to Audio Sources at Home



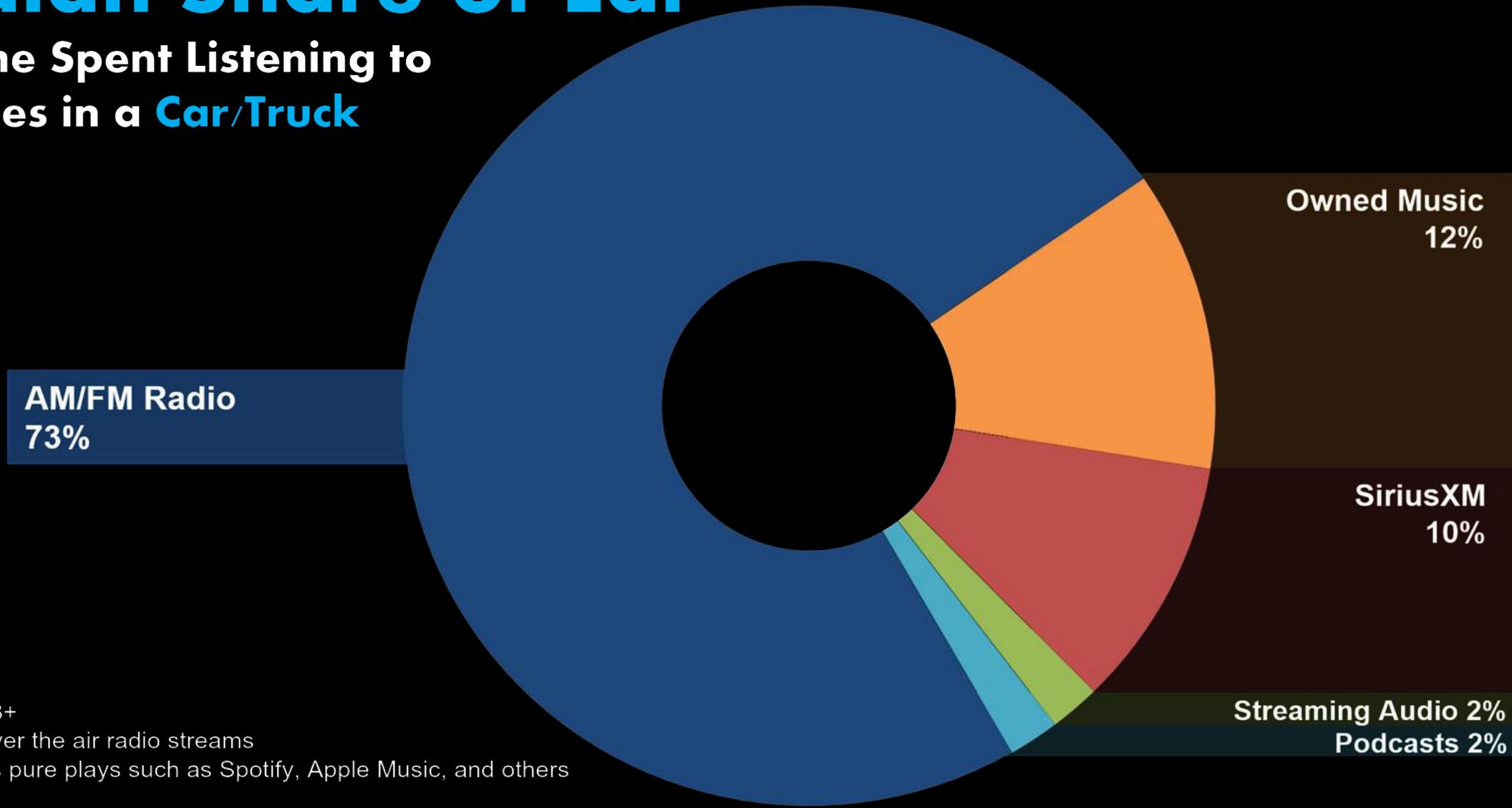
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Share of Time Spent Listening to Audio Sources at Home



Canadian Share of Ear[®]

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

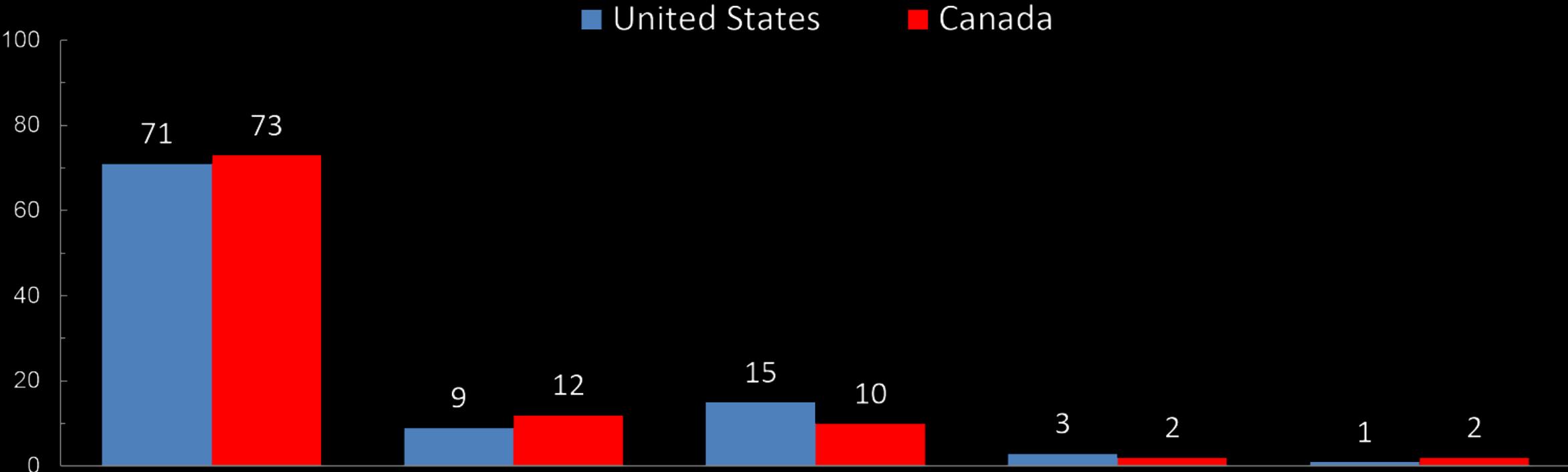


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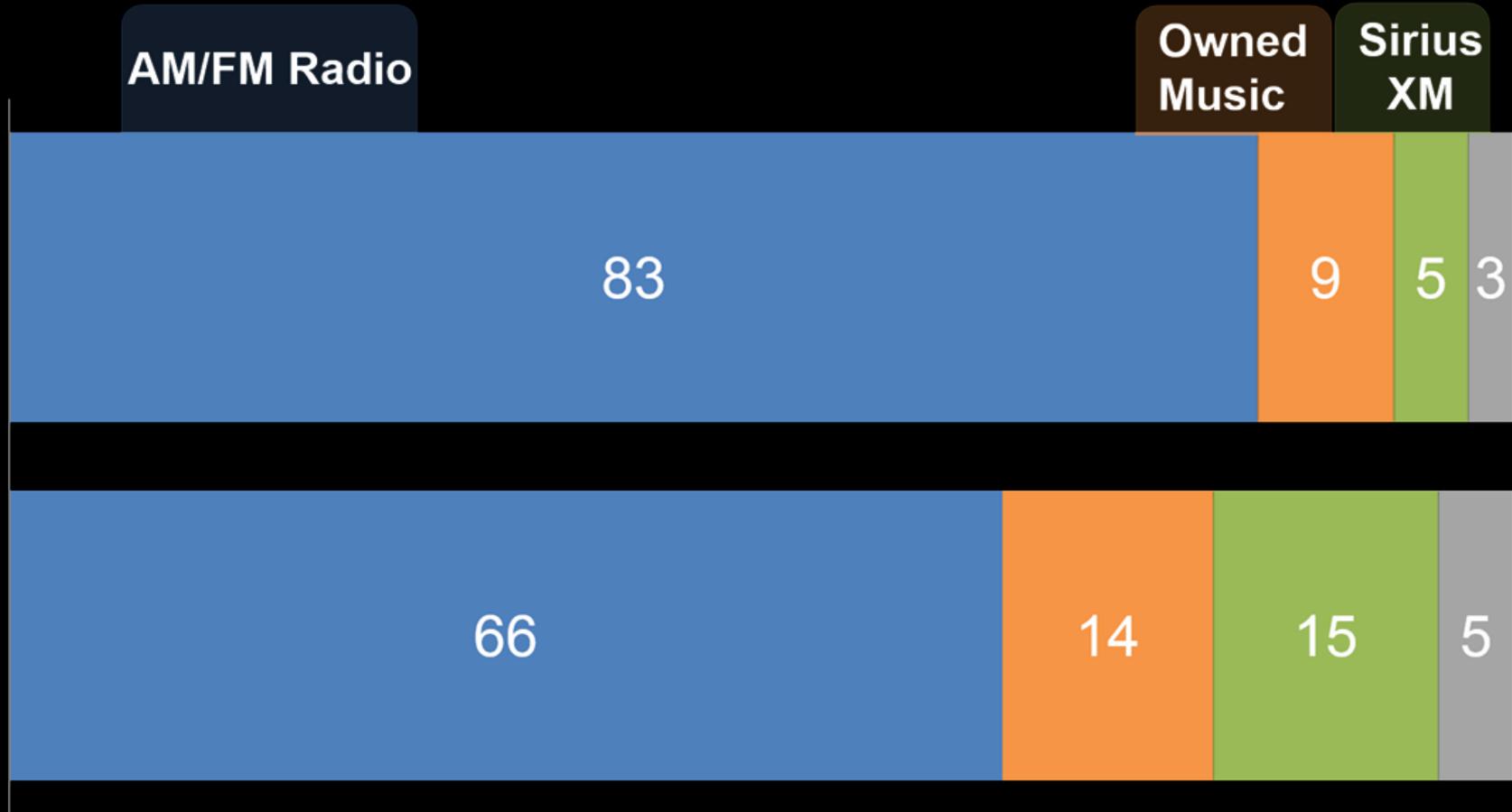
Share of Ear[®]

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



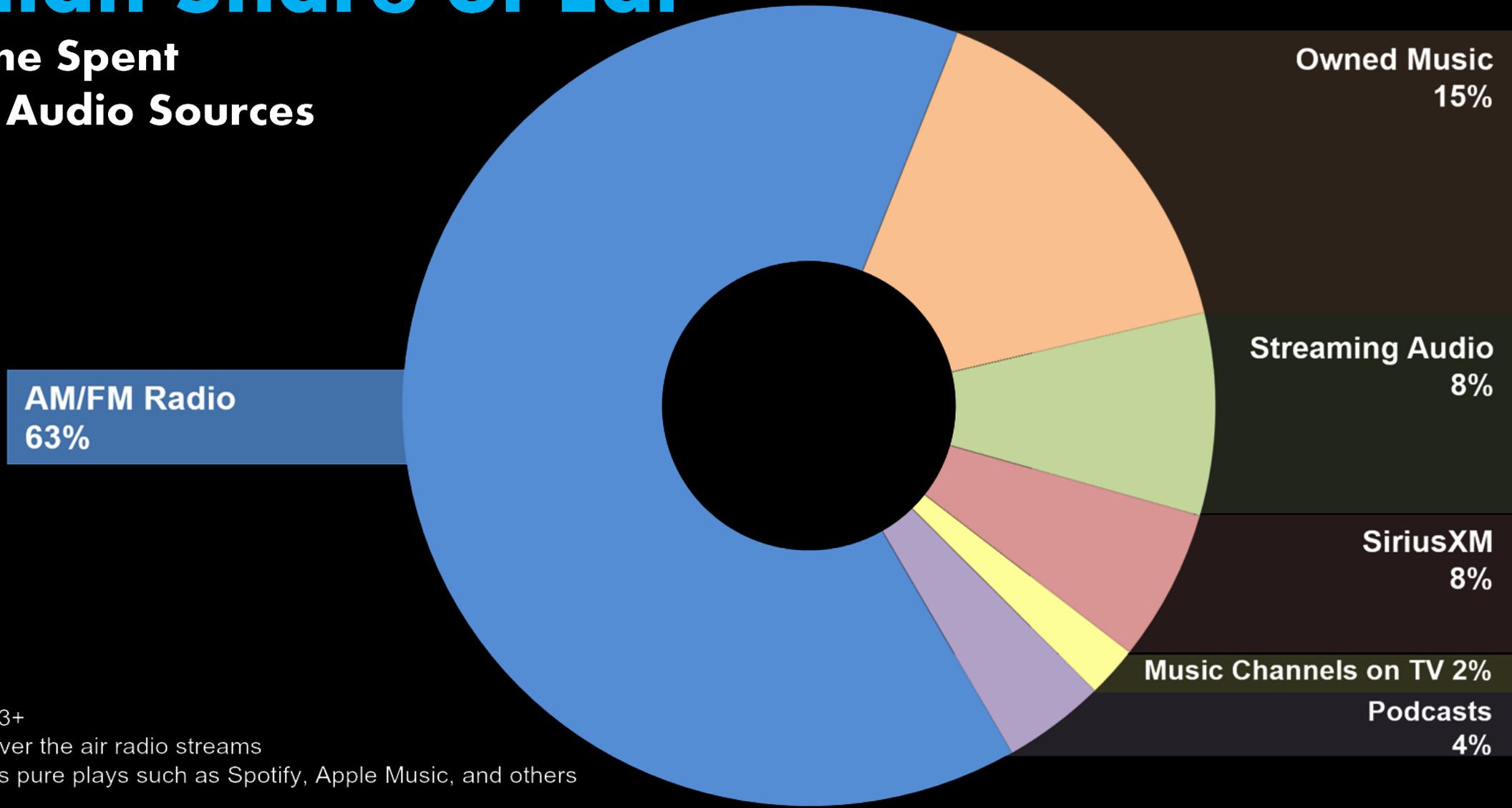
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Share of Time Spent Listening in a Car/Truck by model year



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Share of Time Spent
Listening to Audio Sources
at **Work**

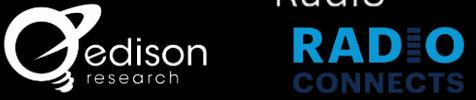
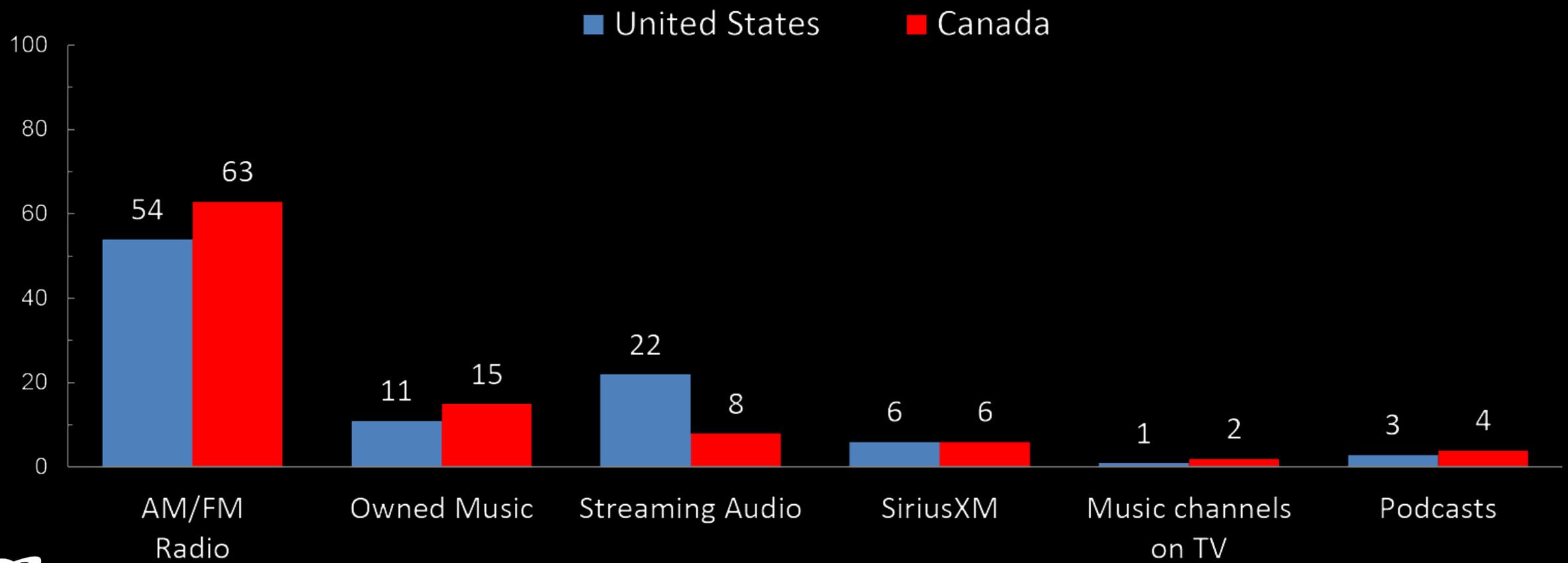


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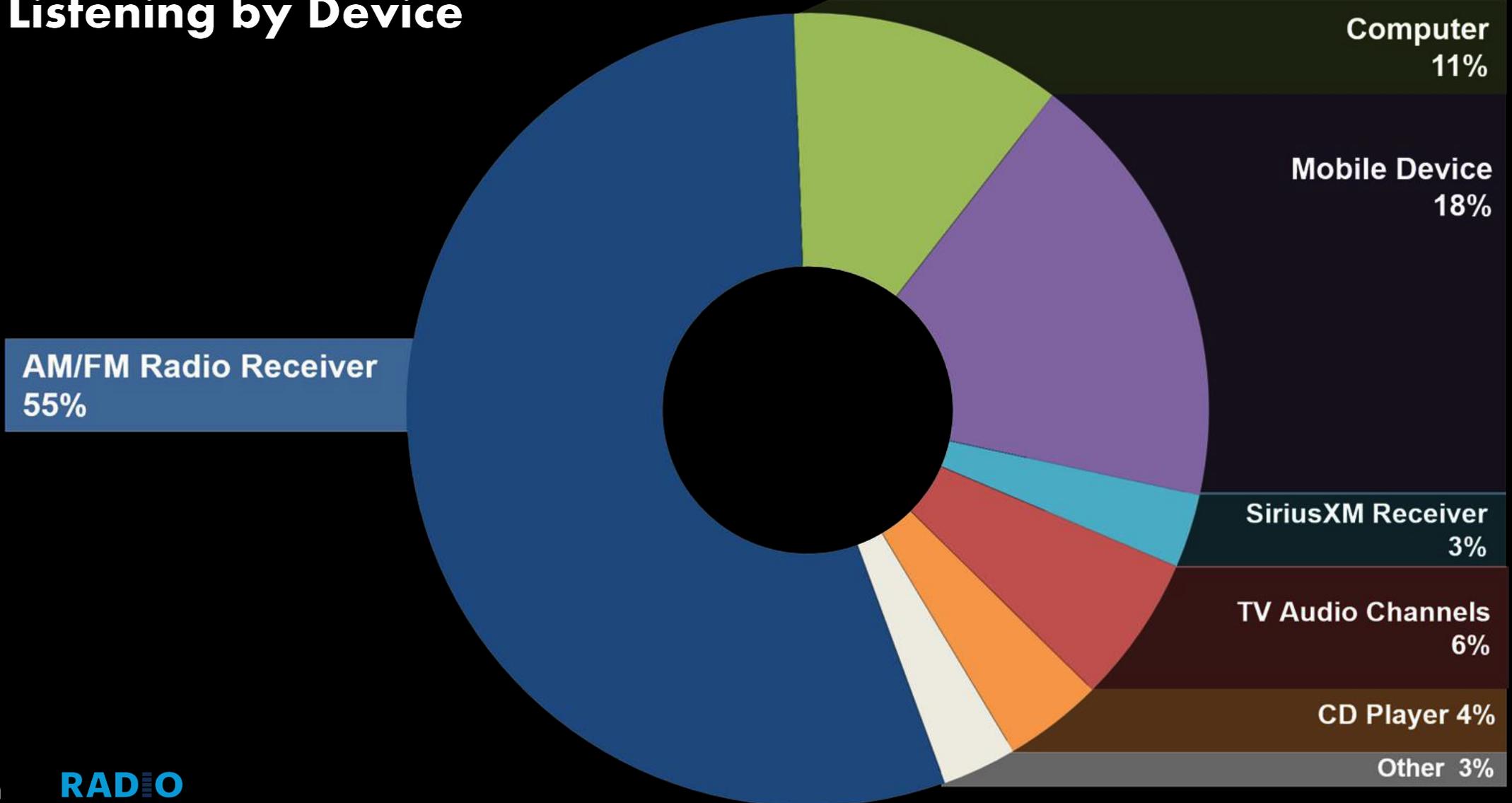
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Share of Time Spent Listening to Audio Sources at Work



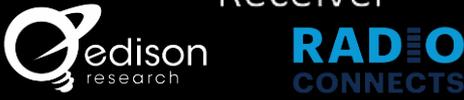
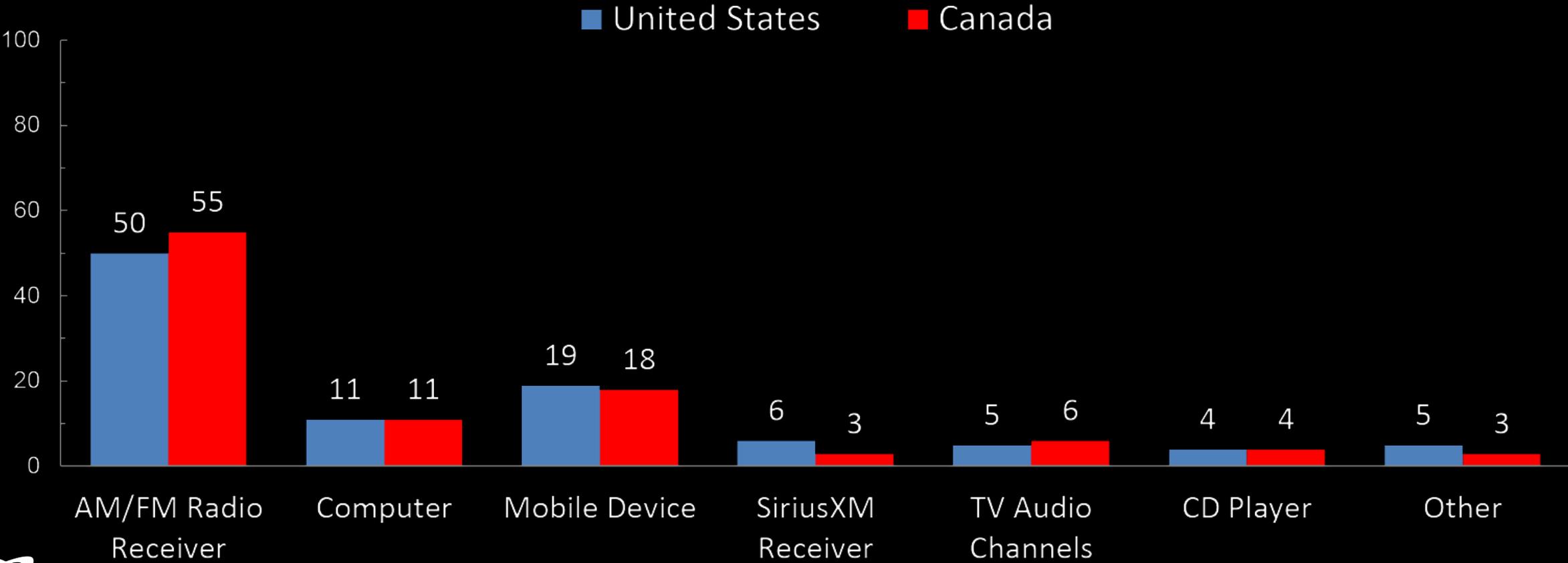
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Audio Listening by Device



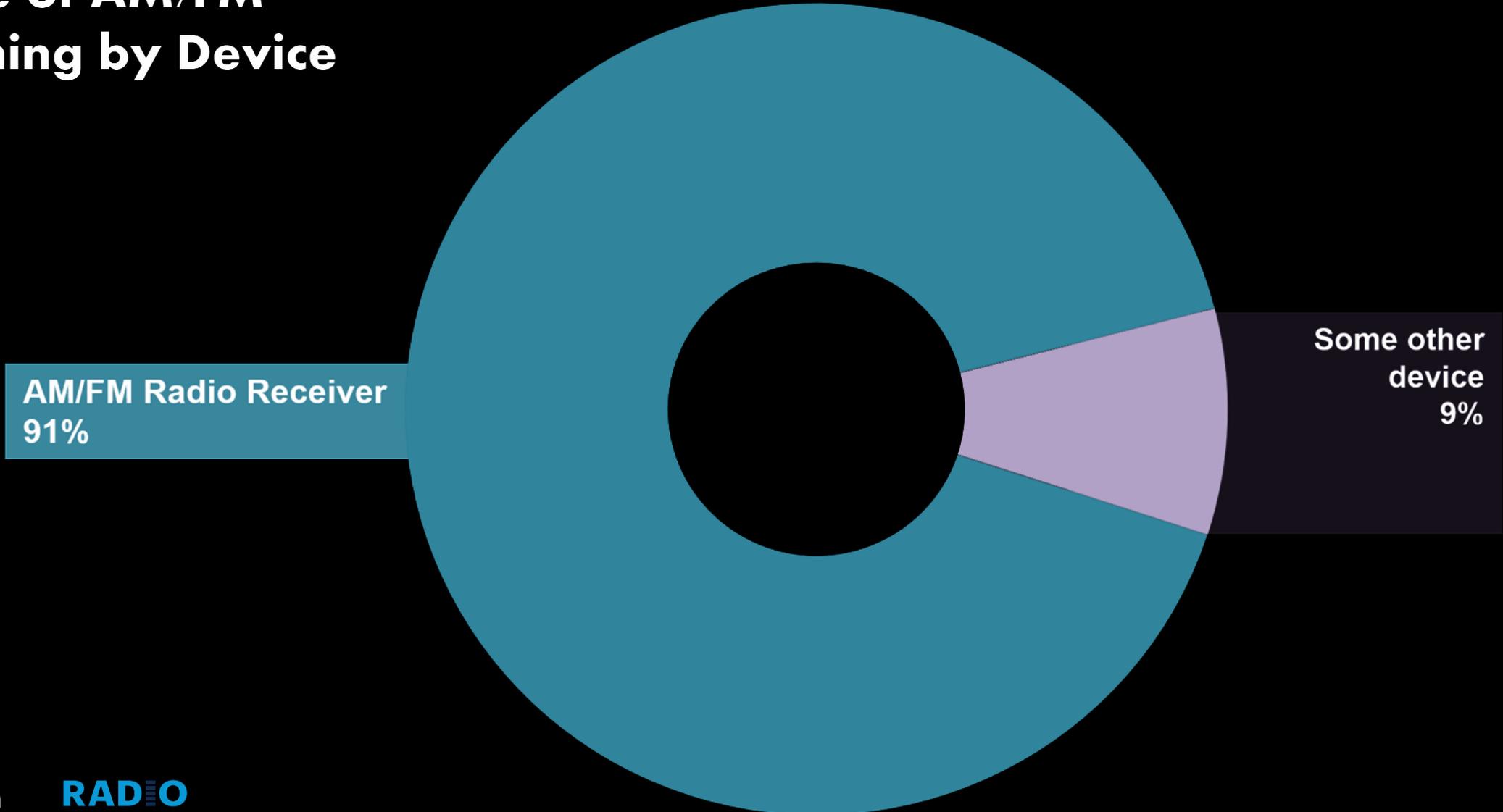
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Share of Time Spent Listening by Device



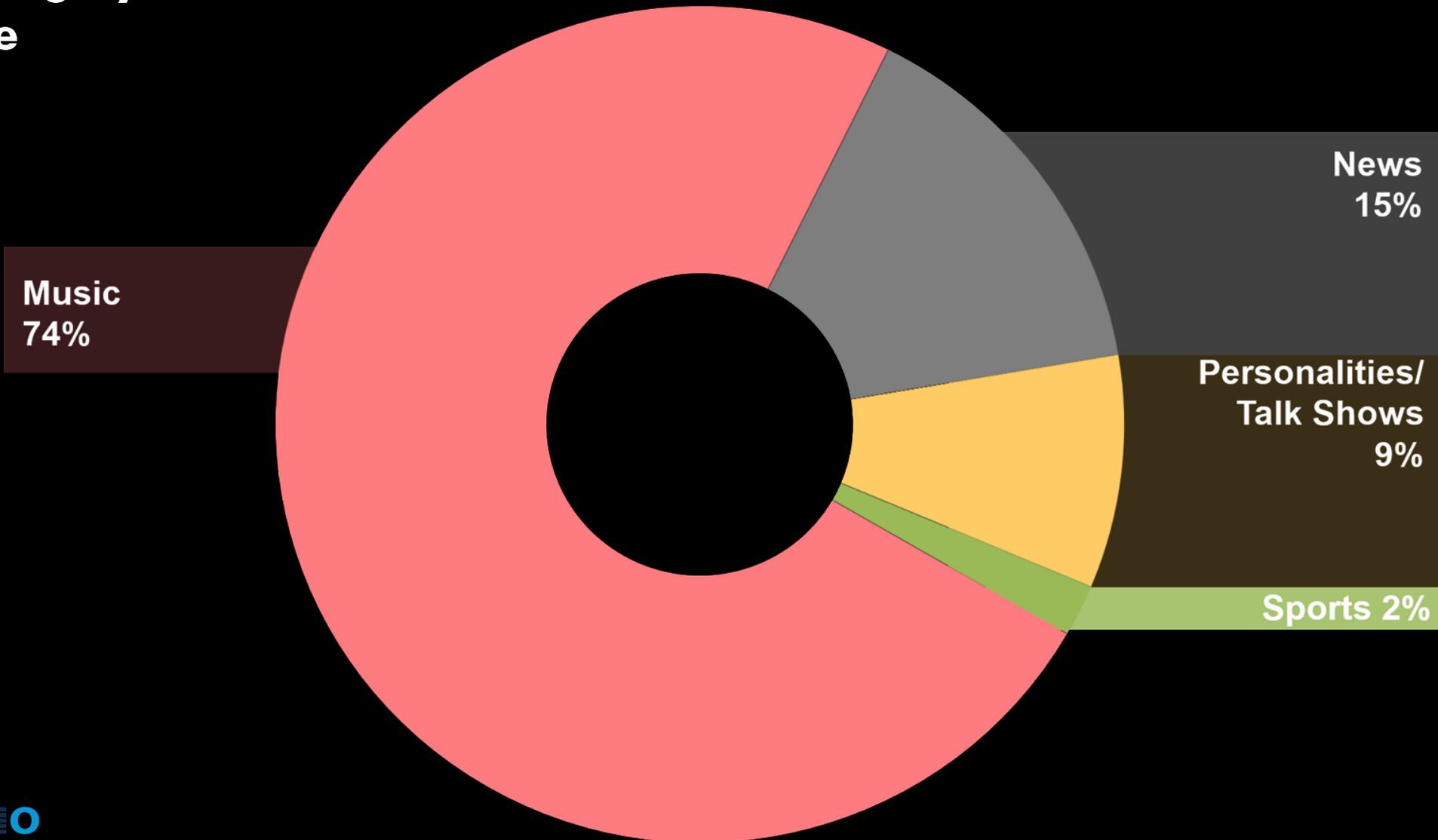
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Share of AM/FM Listening by Device



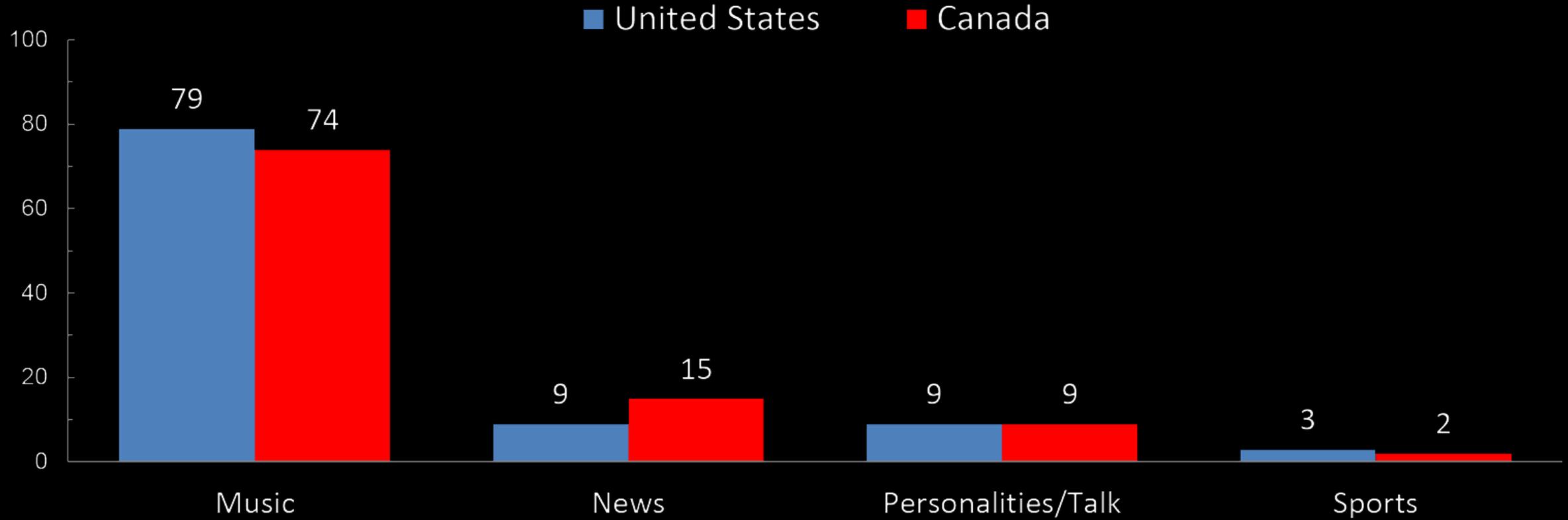
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Audio Listening by Content Type



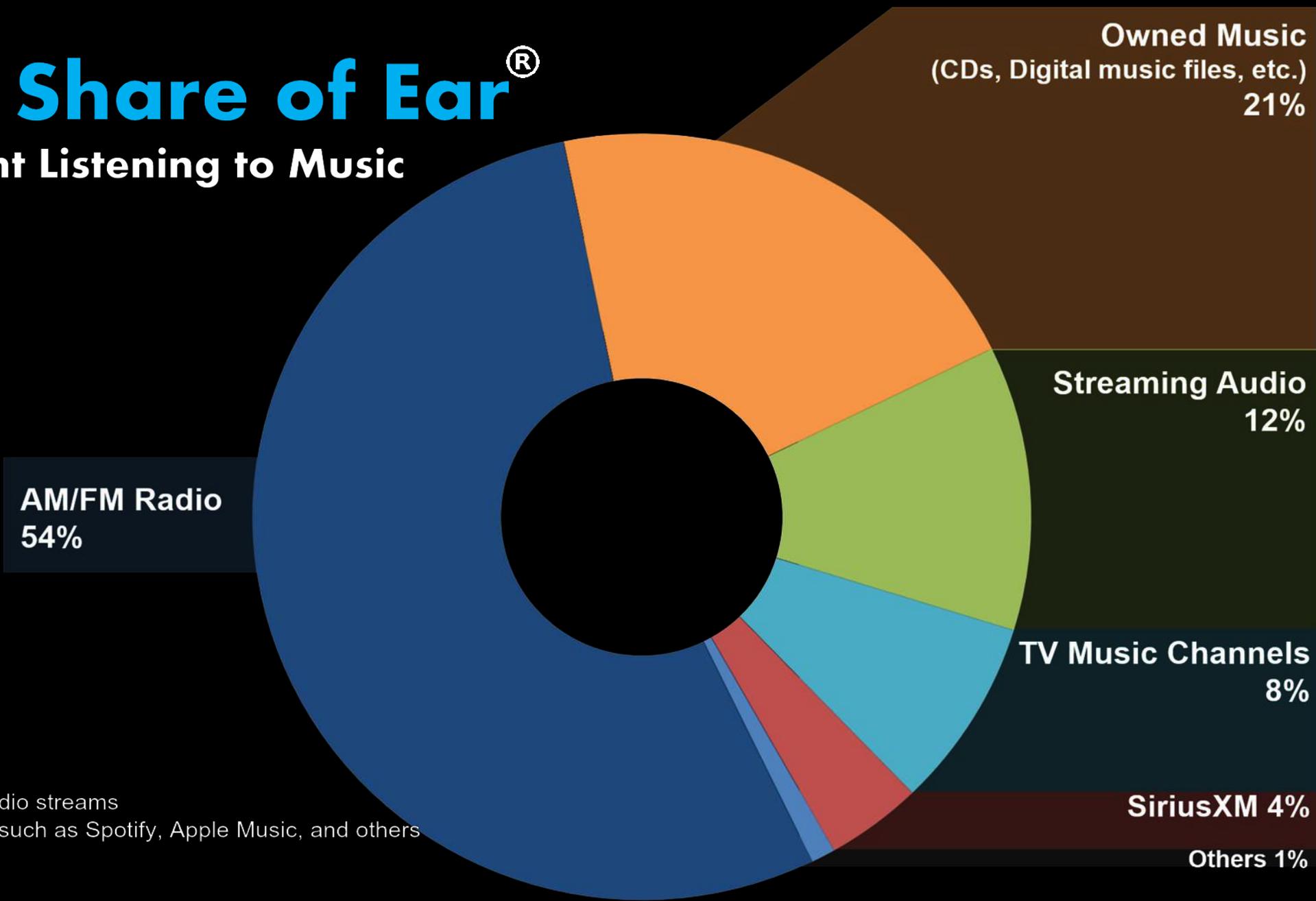
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Share of Time Spent Listening by Content



Canadian Share of Ear[®]

Share of Time Spent Listening to Music

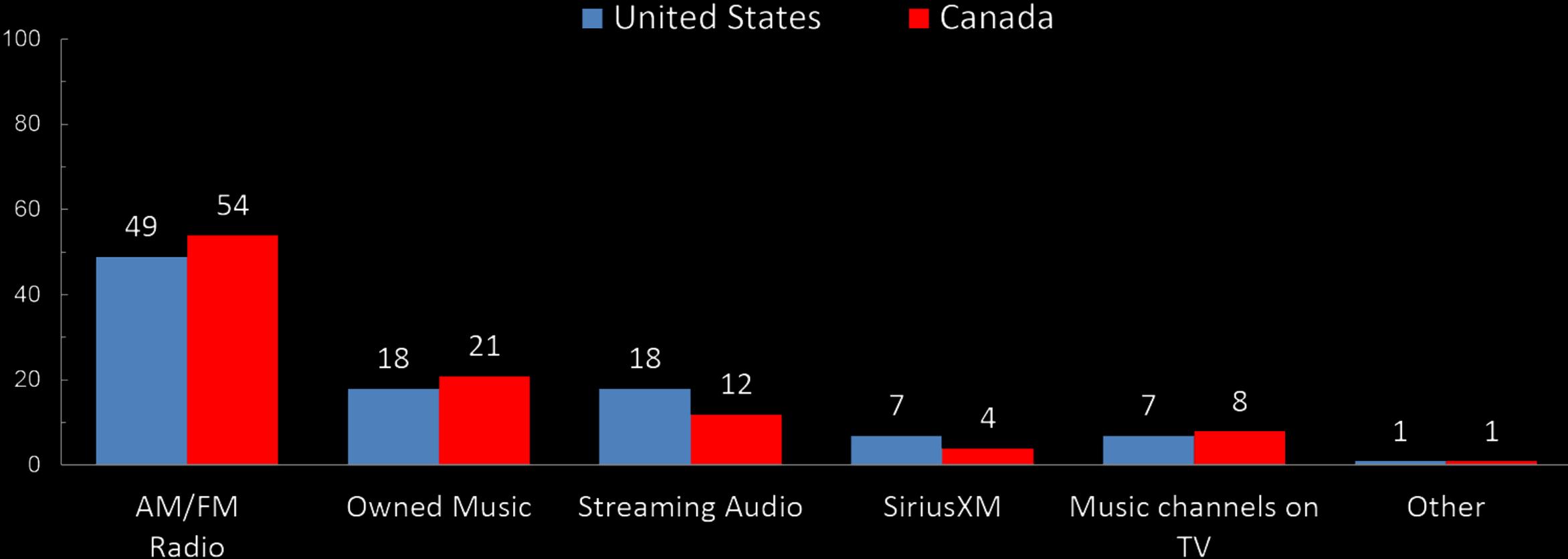


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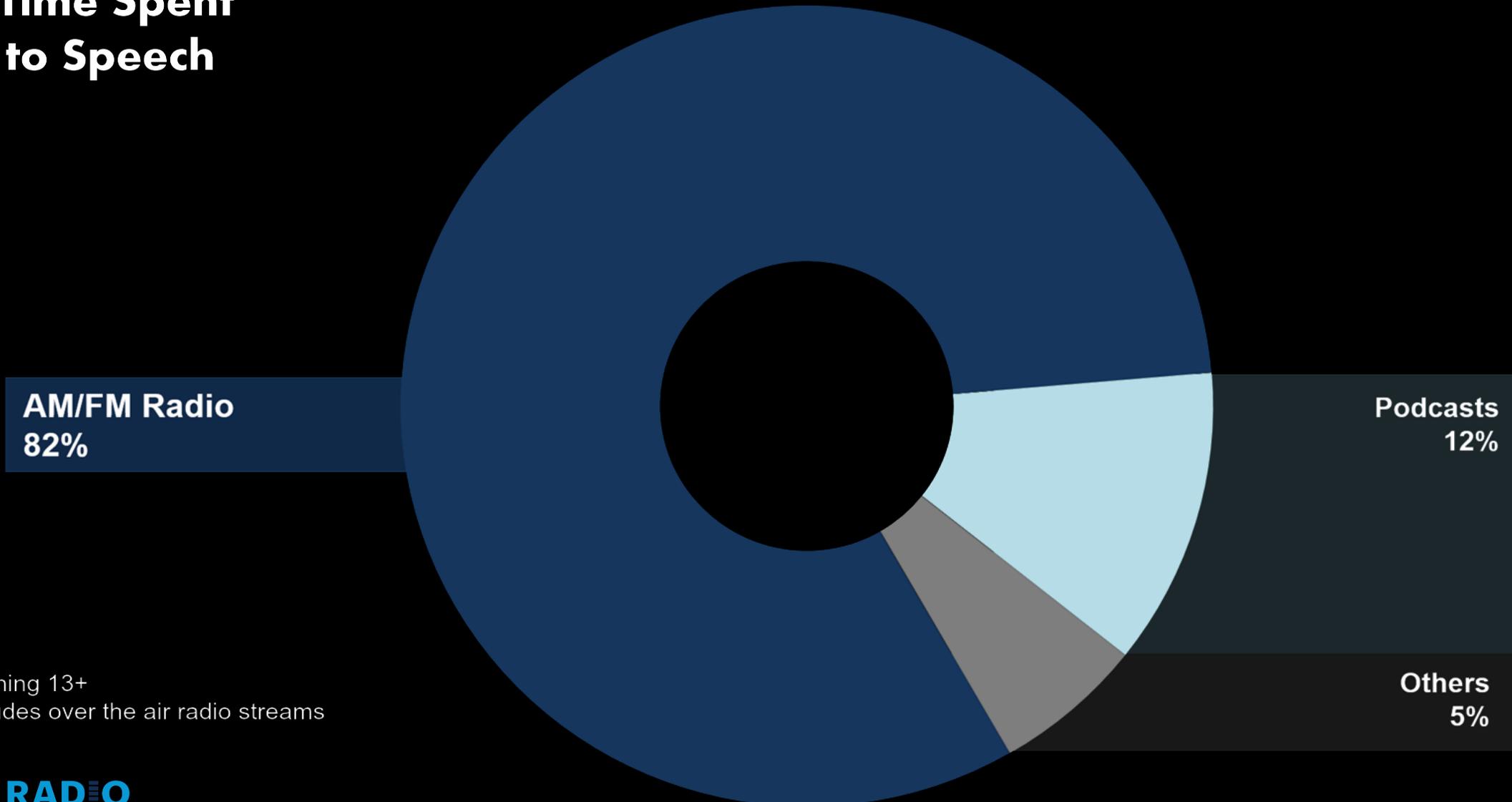
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Share of Time Spent Listening to Music



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Share of Time Spent Listening to Speech

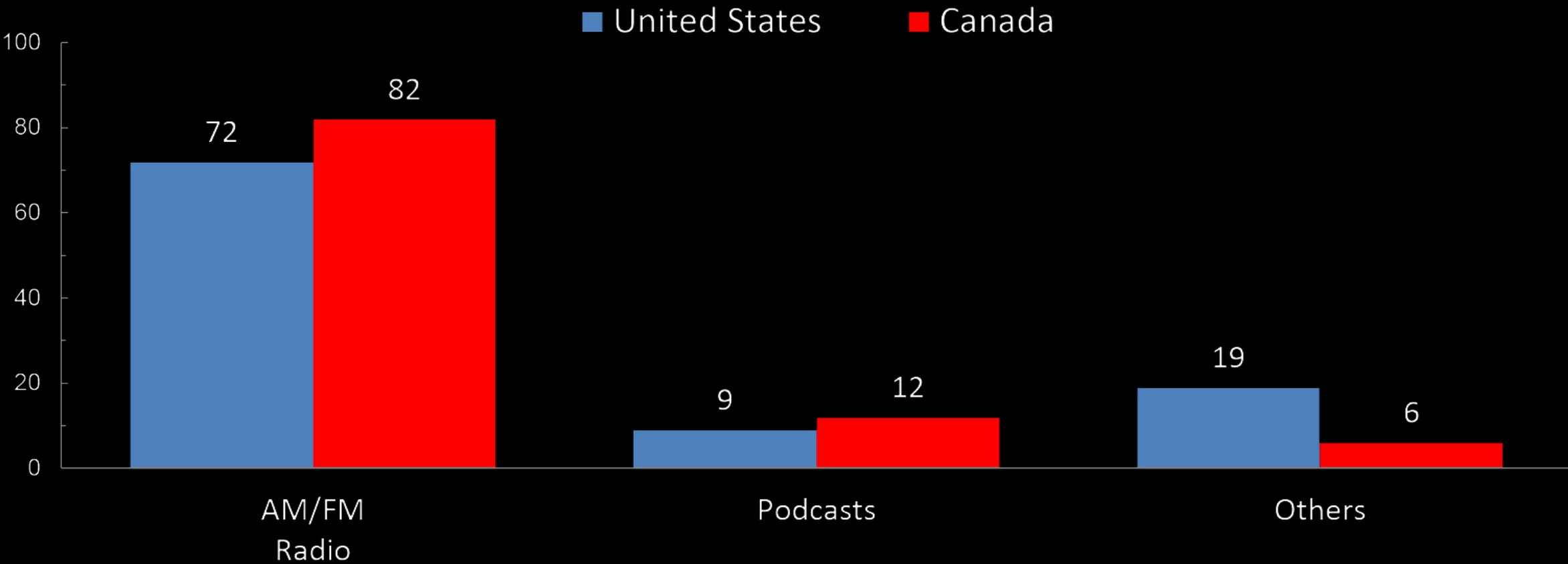


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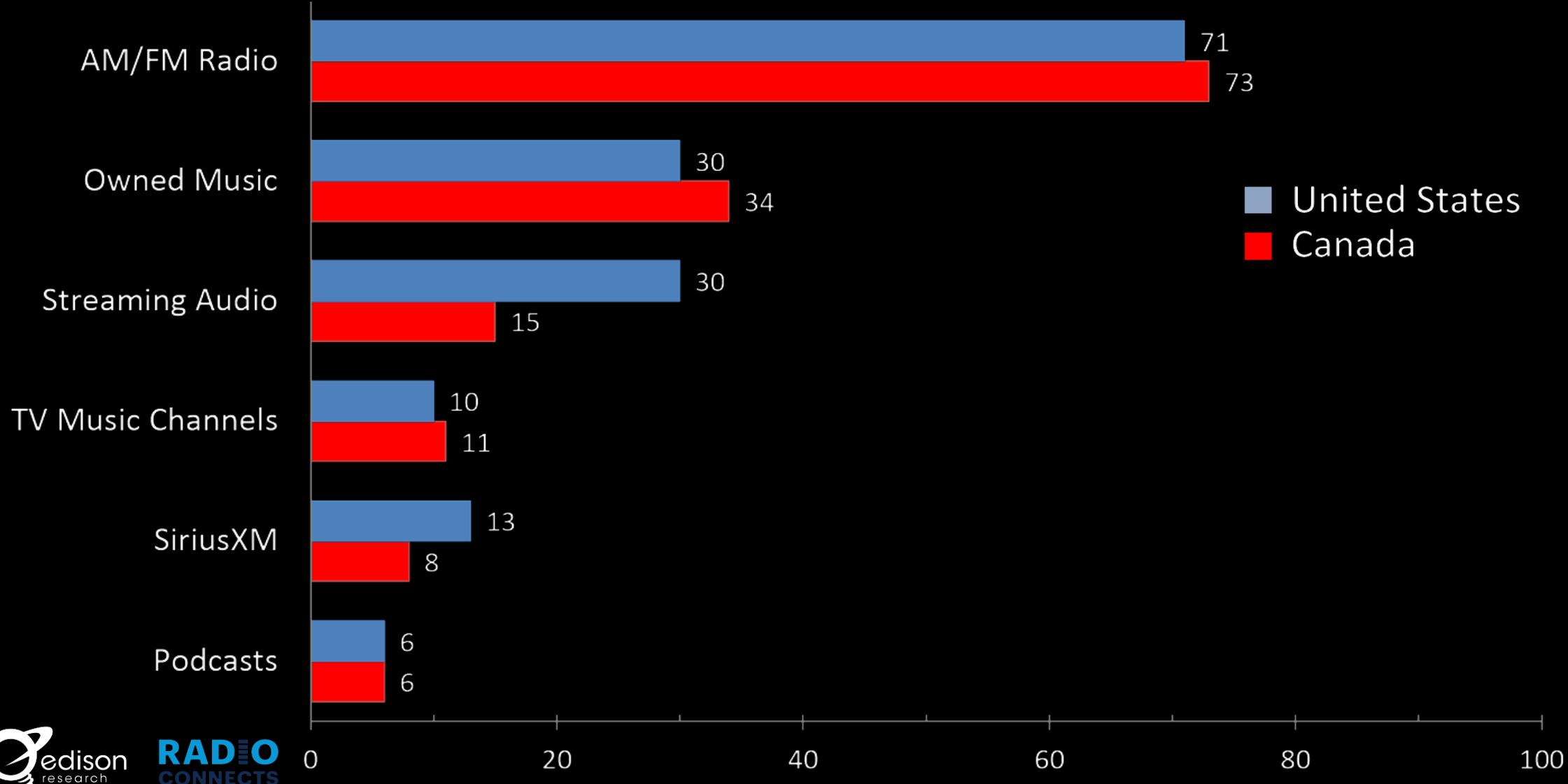
Share of Ear[®]

Share of Time Spent Listening to Speech



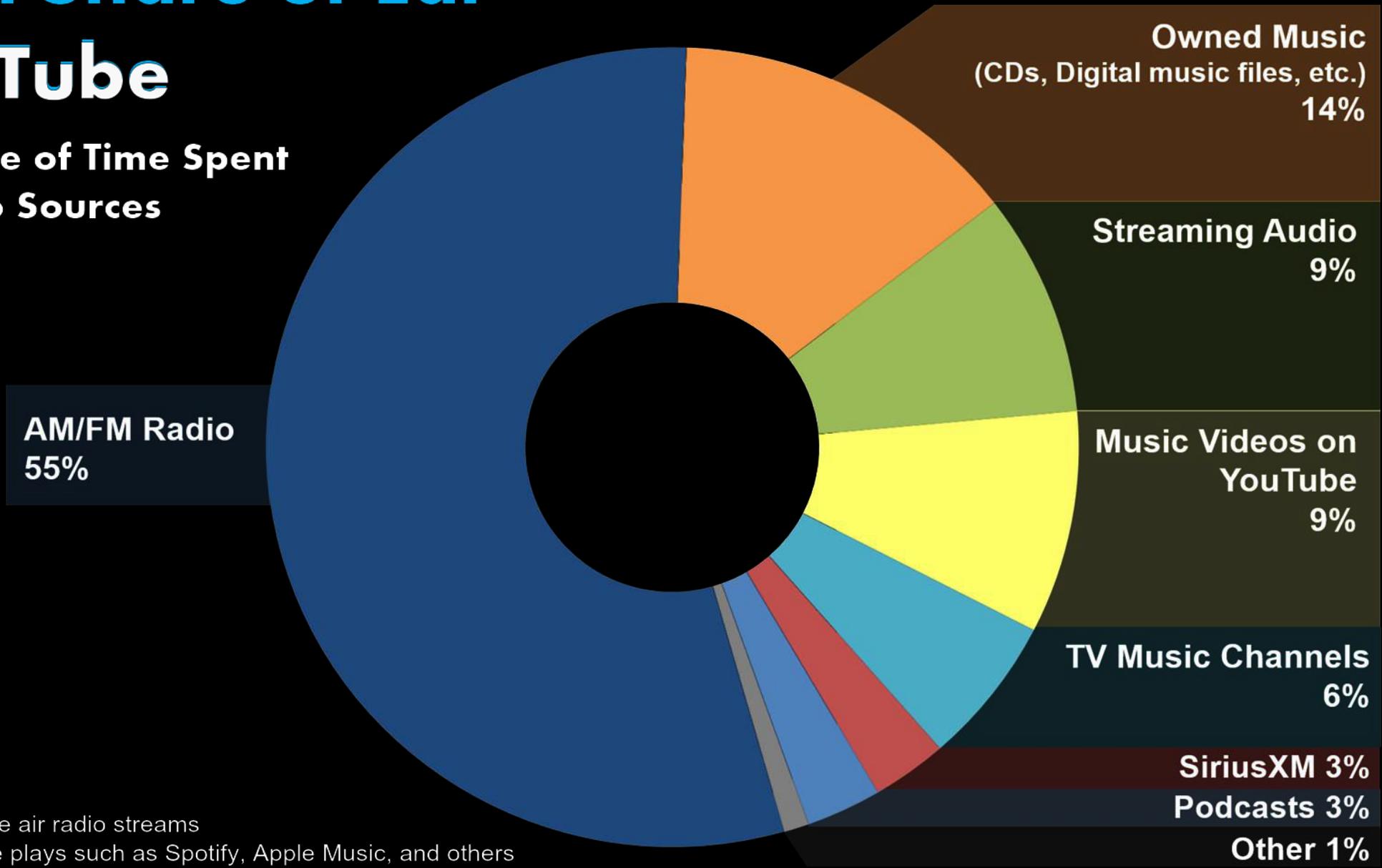
Canadian Share of Ear[®]

Daily Reach



Canadian Share of Ear[®] with YouTube

Canadians' Share of Time Spent Listening to Audio Sources



Average daily listening 13+
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Canadian Share of Ear[®]

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

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