



Audio Updates

Dec 1, 2017

RADIO DELIVERS BUSINESS RESULTS

TUNING INCREASES WITH AGE

Millennials love AM/FM radio.

It's true. Millennials spend more time with AM/FM radio than they do with any other audio platform. Those Canadians born between 1980 and 1996 are spending more time with AM/FM radio than any other audio platform. (Source: Edison Share of Ear Canada 2017)

Millennials and Radio

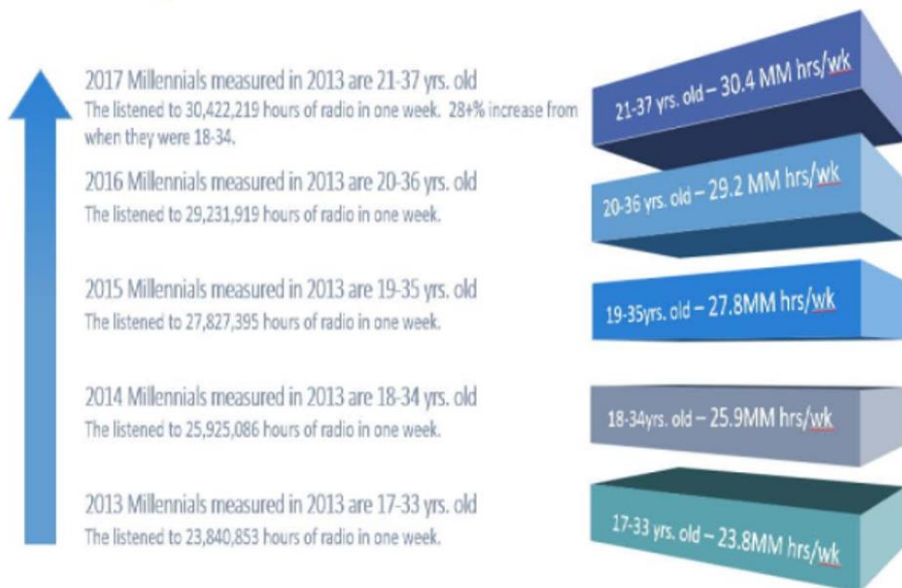
- Life changes mean changes in audio behaviors.
- Each year they age, they listen to more AM/FM radio. (Source: Edsen Share of Ear® Canada 2017)
- Streaming music is replacing their personal libraries.

Radio reaches 92% of A1834 on a weekly basis.

(Source: Numeris PPM Data | Total Meter Ctrl. | Mo-Su 2a-2a | Jan 1-Nov20, 2017)

Behaviours changes as life stages change

As Millennials age, their time spent with radio increases.



Source: Numeris PPM data | Mo-Su 2a-2a | Total Meter Ctrl Total Radio | Avg. Weekly Total Hours | Calendar Years Jan-Dec. (Demos as labeled).

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