Numeris - Media - Radio Report

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Population of Age 15 and Up	51,426		39,463		
Radio Total Market Tuning Summary: Terciles					
Radio Total Market: Light	17,126	33.30%	12,142	30.77%	92
Radio Total Market: Medium	15,605	30.34%	11,813	29.93%	99
Radio Total Market: Heavy	18,696	36.36%	15,509	39.30%	108
Radio Listening Summary					
Radio listening yesterday: Yes	38,088	74.06%	29,990	75.99%	103
Radio listening weekday: Never	6,374	12.39%	4,189	10.62%	86
Radio listening weekday: Less than 1 day a week	4,241	8.25%	2,903	7.36%	89
Radio listening weekday: 1 day	882	1.72%	642	1.63%	95
Radio listening weekday: 2 days	3,260	6.34%	2,433	6.17%	97
Radio listening weekday: 3 days	4,335	8.43%	3,089	7.83%	93
Radio listening weekday: 4 days	3,422	6.65%	2,311	5.86%	88
Radio listening weekday: 5 days	28,912	56.22%	23,895	60.55%	108
Radio listening weekend: Never	11,457	22.28%	8,055	20.41%	92
Radio listening weekend: Less than 1 day	8,980	17.46%	6,847	17.35%	99
Radio listening weekend: 1 day	8,838	17.19%	6,358	16.11%	94
Radio listening weekend: 2 days	22,150	43.07%	18,203	46.13%	107
Program Types Used Regularly					
Use radio regularly: Comedy programs	3,966	7.71%	2,919	7.40%	96
Use radio regularly: Community information	7,965	15.49%	6,616	16.77%	108
Use radio regularly: Contests	1,489	2.90%	878	2.23%	77
Use radio regularly: Ethnic programs	1,200	2.33%	936	2.37%	102
Use radio regularly: General interest talk/phone in shows	11,294	21.96%	9,528	24.14%	110
Use radio regularly: Music	29,720	57.79%	22,010	55.78%	97
Use radio regularly: News	26,168	50.88%	21,727	55.06%	108
Use radio regularly: Religious programs	1,946	3.78%	1,381	3.50%	93
Use radio regularly: Special music programs	3,679	7.15%	3,345	8.48%	119
Use radio regularly: Sports (play-by-play)	2,899	5.64%	2,215	5.61%	99
Use radio regularly: Sports reports	3,268	6.35%	2,704	6.85%	108
Use radio regularly: Sports talk/phone in shows	2,236	4.35%	1,572	3.98%	91
Use radio regularly: Traffic reports	19,761	38.43%	16,185	41.01%	107
Use radio regularly: Weather	16,615	32.31%	13,129	33.27%	103
Summary: Radio Total Market Weekly Tuning					
Weekly tuning: Not listen	7,540	14.66%	5,142	13.03%	89
Weekly tuning: Less than 7 hours	16,116	31.34%	12,373	31.35%	100
Weekly tuning: 7 To 14 hours	10,407	20.24%	7,731	19.59%	97
Weekly tuning: 14 To 21 hours	5,440	10.58%	4,667	11.83%	112
Weekly tuning: 21 To 28 hours	3,662	7.12%	3,184	8.07%	113
Weekly tuning: 28 To 35 hours	2,683	5.22%	2,156	5.46%	105
Weekly tuning: 35 To 42 hours	1,724	3.35%	1,491	3.78%	113
Weekly tuning: 42 To 49 hours	1,388	2.70%	1,002	2.54%	94
Weekly tuning: more than 49 hours	2,465	4.79%	1,719	4.36%	91
Radio Usage Patterns					
Daily reach - Monday	35,634	69.29%	28,319	71.76%	104

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Daily reach - Tuesday	36,188	70.37%	29,188	73.96%	105
Daily reach - Wednesday	35,613	69.25%	27,489	69.66%	101
Daily reach - Thursday	34,907	67.88%	28,449	72.09%	106
Daily reach - Friday	34,840	67.75%	26,671	67.59%	100
Daily reach - Saturday	28,688	55.79%	23,351	59.17%	106
Daily reach - Sunday	26,113	50.78%	21,539	54.58%	107
Reach: Day Mon-Sun 5am -1am	43,895	85.36%	34,313	86.95%	102
Reach: Breakfast Mon-Fri 6am -10am	34,938	67.94%	27,850	70.57%	104
Reach: Day Mon-Fri 10am-3pm	31,985	62.20%	26,132	66.22%	106
Reach: Drive Mon-Fri 3pm -7pm	31,452	61.16%	25,495	64.61%	106
Reach: Evening Mon-Fri 7pm - 12am	19,452	37.83%	15,017	38.05%	101
Reach: Sat 7am -7pm	27,335	53.16%	22,240	56.36%	106
Reach: Sun 7am -7pm	24,701	48.03%	20,662	52.36%	109
Reach: Mon-Fri 5am -1am	43,026	83.67%	33,630	85.22%	102
Reach: Sat-Sun 5am -1am	33,655	65.44%	26,910	68.19%	104
Reach: Mon-Fri 7am -7pm	42,189	82.04%	33,135	83.96%	102
Qtr Hours tuned: Breakfast Mon-Fri 6am -10am: None	16,236	31.57%	12,012	30.44%	96
Qtr Hours tuned: Breakfast Mon-Fri 6am -10am: 5 Qtr	7,980	15.52%	6,843	17.34%	112
Qtr Hours tuned: Breakfast Mon-Fri 6am -10am: 15 Qtr	9,661	18.79%	6,699	16.97%	90
Qtr Hours tuned: Breakfast Mon-Fri 6am -10am: 30 Qtr	8,273	16.09%	6,865	17.40%	108
Qtr Hours tuned: Breakfast Mon-Fri 6am -10am: 50 Qtr	6,079	11.82%	5,389	13.66%	116
Qtr Hours tuned: Breakfast Mon-Fri 6am -10am: 50+ Qtr	3,197	6.22%	1,656	4.20%	68
Qtr Hours tuned: Day Mon-Fri 10am -3pm: None	19,612	38.14%	13,396	33.95%	89
Qtr Hours tuned: Day Mon-Fri 10am -3pm: 5 Qtr	7,256	14.11%	5,800	14.70%	104
Qtr Hours tuned: Day Mon-Fri 10am -3pm: 15 Qtr	9,325	18.13%	8,116	20.57%	113
Qtr Hours tuned: Day Mon-Fri 10am -3pm: 30 Qtr	6,500	12.64%	5,509	13.96%	110
Qtr Hours tuned: Day Mon-Fri 10am -3pm: 50 Qtr	4,176	8.12%	3,778	9.57%	118
Qtr Hours tuned: Day Mon-Fri 10am -3pm: 50+ Qtr	4,557	8.86%	2,864	7.26%	82
Qtr Hours tuned: Drive Mon-Fri 3P -7pm: None	19,579	38.07%	13,769	34.89%	92
Qtr Hours tuned: Drive Mon-Fri 3P -7pm: 5 Qtr	10,269	19.97%	8,344	21.14%	106
Qtr Hours tuned: Drive Mon-Fri 3P -7pm: 15 Qtr	11,126	21.64%	9,313	23.60%	109
Qtr Hours tuned: Drive Mon-Fri 3P -7pm: 30 Qtr	6,370	12.39%	4,834	12.25%	99
Qtr Hours tuned: Drive Mon-Fri 3P -7pm: 50 Qtr	2,454	4.77%	2,091	5.30%	111
Qtr Hours tuned: Drive Mon-Fri 3P -7pm: 50+ Qtr	1,628	3.17%	1,112	2.82%	89
Qtr Hours tuned: Evening Mon-Fri 7pm - 12am: None	31,857	61.95%	24,102	61.08%	99
Qtr Hours tuned: Evening Mon-Fri 7pm - 12am: 5 Qtr	9,413	18.30%	7,916	20.06%	110
Qtr Hours tuned: Evening Mon-Fri 7pm - 12am: 15 Qtr	5,446	10.59%	3,894	9.87%	93
Qtr Hours tuned: Evening Mon-Fri 7pm - 12am: 30 Qtr	2,734	5.32%	2,263	5.74%	108
Qtr Hours tuned: Evening Mon-Fri 7pm - 12am: 50 Qtr	1,217	2.37%	913	2.31%	97
Qtr Hours tuned: Evening Mon-Fri 7pm - 12am: 50+ Qtr	759	1.48%	376	0.95%	64
Qtr Hours tuned: Sat 7am -7pm: None	23,902	46.48%	17,054	43.22%	93
Qtr Hours tuned: Sat 7am -7pm: 5 Qtr	10,160	19.76%	8,316	21.07%	107
Qtr Hours tuned: Sat 7am -7pm: 15 Qtr	10,714	20.83%	8,899	22.55%	108
Qtr Hours tuned: Sat 7am -7pm: 30 Qtr	4,644	9.03%	3,653	9.26%	103

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Qtr Hours tuned: Sat 7am -7pm: 50 Qtr	2,007	3.90%	1,541	3.90%	100
Qtr Hours tuned: Sun 7am -7pm: None	26,757	52.03%	19,092	48.38%	93
Qtr Hours tuned: Sun 7am -7pm: 5 Qtr	9,821	19.10%	7,969	20.20%	106
Qtr Hours tuned: Sun 7am -7pm: 15 Qtr	9,139	17.77%	7,683	19.47%	110
Qtr Hours tuned: Sun 7am -7pm: 30 Qtr	4,423	8.60%	3,468	8.79%	102
Qtr Hours tuned: Sun 7am -7pm: 50 Qtr	1,286	2.50%	1,251	3.17%	127
Radio Reach by Location					
Radio reach: Home	30,087	58.51%	24,848	62.97%	108
Radio reach: Vehicle	33,556	65.25%	26,933	68.25%	105
Radio reach: Work	3,801	7.39%	1,381	3.50%	47
Radio reach: Other	2,697	5.24%	1,958	4.96%	95
Listenership by Program					
Radio program: Adult Album Alternative (AAA)	383	0.75%	287	0.73%	97
Radio program: Adult contemporary	8,791	17.10%	6,899	17.48%	102
Radio program: AOR/mainstream Rock	1,242	2.42%	2,813	7.13%	295
Radio program: All news	1,811	3.52%	1,110	2.81%	80
Radio program: Adult standards	617	1.20%	458	1.16%	97
Radio program: Classic country	1,073	2.09%	898	2.28%	109
Radio program: Classical/fine arts	1,691	3.29%	1,336	3.39%	103
Radio program: Mainstream top 40/CHR	5,479	10.65%	3,598	9.12%	86
Radio program: Classic hits	5,609	10.91%	2,791	7.07%	65
Radio program: Comedy	210	0.41%	170	0.43%	105
Radio program: Classic rock	4,775	9.29%	3,205	8.12%	87
Radio program: Ethnic/multi-cultural	440	0.86%	988	2.50%	291
Radio program: Oldies	415	0.81%	219	0.56%	69
Radio program: Hot adult contemporary	3,484	6.78%	2,693	6.82%	101
Radio program: Jazz	471	0.92%	306	0.78%	85
Radio program: Modern/alternative Rock	4,107	7.99%	2,201	5.58%	70
Radio program: Multi/variety/specialty	8,605	16.73%	8,695	22.03%	132
Radio program: Not classified	3,240	6.30%	2,964	7.51%	119
Radio program: News/talk	27,304	53.09%	24,714	62.63%	118
Radio program: Religion	927	1.80%	705	1.79%	99
Radio program: Sports	3,098	6.03%	2,618	6.64%	110
Radio program: Today's country	2,802	5.45%	1,257	3.19%	59
Radio program: Urban	67	0.13%	164	0.42%	323
Terciles of Usage					
Radio program: Adult Album Alternative (AAA) - Light	105	0.20%	58	0.15%	75
Radio program: Adult Album Alternative (AAA) - Medium	121	0.24%	98	0.25%	104
Radio program: Adult Album Alternative (AAA) - Heavy	88	0.17%	58	0.15%	88
Radio program: Adult contemporary - Light	2,727	5.30%	2,231	5.65%	107
Radio program: Adult contemporary - Medium	2,852	5.55%	2,692	6.82%	123
Radio program: Adult contemporary - Heavy	2,682	5.22%	1,918	4.86%	93
Radio program: AOR/mainstream rock - Light	297	0.58%	152	0.39%	67
Radio program: AOR/mainstream rock - Medium	431	0.84%	1,044	2.65%	315

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Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Radio program: AOR/mainstream rock - Heavy	514	1.00%	1,056	2.68%	268
Radio program: All news Light	75	0.15%	155	0.39%	260
Radio program: All news Medium	148	0.29%	296	0.75%	259
Radio program: All news - Heavy	621	1.21%	439	1.11%	92
Radio program: Adult standards - Light	236	0.46%	158	0.40%	87
Radio program: Adult standards - Medium	217	0.42%	160	0.41%	98
Radio program: Adult standards - Heavy	194	0.38%	124	0.31%	82
Radio program: Classic country - Light	247	0.48%	196	0.50%	104
Radio program: Classic country - Medium	388	0.76%	307	0.78%	103
Radio program: Classic country - Heavy	457	0.89%	336	0.85%	96
Radio program: Classical/fine arts - Light	497	0.97%	384	0.97%	100
Radio program: Classical/fine arts - Medium	571	1.11%	422	1.07%	96
Radio program: Classical/fine arts - Heavy	597	1.16%	431	1.09%	94
Radio program: Mainstream top 40/CHR - Light	2,310	4.49%	1,777	4.50%	100
Radio program: Mainstream top 40/CHR - Medium	2,011	3.91%	1,024	2.59%	66
Radio program: Mainstream top 40/CHR - Heavy	1,219	2.37%	500	1.27%	54
Radio program: Classic hits - Light	2,156	4.19%	1,131	2.87%	68
Radio program: Classic hits - Medium	1,739	3.38%	914	2.32%	69
Radio program: Classic hits - Heavy	1,646	3.20%	902	2.29%	72
Radio program: Comedy - Light	58	0.11%	47	0.12%	109
Radio program: Comedy - Medium	74	0.14%	54	0.14%	100
Radio program: Comedy - Heavy	72	0.14%	59	0.15%	107
Radio program: Classic rock - Light	1,182	2.30%	980	2.48%	108
Radio program: Classic rock - Medium	1,816	3.53%	1,182	3.00%	85
Radio program: Classic rock - Heavy	1,285	2.50%	627	1.59%	64
Radio program: Ethnic/multi-cultural - Light	171	0.33%	227	0.58%	176
Radio program: Ethnic/multi-cultural - Medium	151	0.29%	169	0.43%	148
Radio program: Ethnic/multi-cultural - Heavy	296	0.58%	413	1.05%	181
Radio program: Oldies - Light	138	0.27%	143	0.36%	133
Radio program: Oldies - Medium	188	0.37%	173	0.44%	119
Radio program: Oldies - Heavy	150	0.29%	62	0.16%	55
Radio program: Hot adult contemporary - Light	1,836	3.57%	1,620	4.11%	115
Radio program: Hot adult contemporary - Medium	1,187	2.31%	769	1.95%	84
Radio program: Hot adult contemporary - Heavy	671	1.31%	415	1.05%	80
Radio program: Jazz Light	154	0.30%	114	0.29%	97
Radio program: Jazz - Medium	147	0.29%	83	0.21%	72
Radio program: Jazz - Heavy	166	0.32%	72	0.18%	56
Radio program: Modern/alternative rock - Light	1,141	2.22%	538	1.36%	61
Radio program: Modern/alternative rock - Medium	1,344	2.61%	681	1.73%	66
Radio program: Modern/alternative rock - Heavy	1,697	3.30%	816	2.07%	63
Radio program: Multi/variety/specialty - Light	2,620	5.10%	2,166	5.49%	108
Radio program: Multi/variety/specialty - Medium	2,561	4.98%	2,726	6.91%	139
Radio program: Multi/variety/specialty - Heavy	3,558	6.92%	3,580	9.07%	131
Radio program: Not classified - Light	739	1.44%	531	1.35%	94

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Radio program: Not classified - Medium	1,036	2.02%	904	2.29%	113
Radio program: Not classified - Heavy	1,435	2.79%	1,502	3.81%	137
Radio program: News/talk - Light	7,807	15.18%	6,288	15.93%	105
Radio program: News/talk - Medium	7,937	15.43%	7,412	18.78%	122
Radio program: News/talk - Heavy	11,621	22.60%	11,381	28.84%	128
Radio program: Religion - Light	147	0.29%	216	0.55%	190
Radio program: Religion - Medium	268	0.52%	214	0.54%	104
Radio program: Religion - Heavy	159	0.31%	97	0.25%	81
Radio program: Sports - Light	1,169	2.27%	1,132	2.87%	126
Radio program: Sports - Medium	870	1.69%	721	1.83%	108
Radio program: Sports - Heavy	860	1.67%	665	1.69%	101
Radio program: Today's country - Light	1,210	2.35%	665	1.69%	72
Radio program: Today's country - Medium	973	1.89%	574	1.46%	77
Radio program: Today's country - Heavy	933	1.81%	386	0.98%	54
Radio program: Urban - Light	31	0.06%	31	0.08%	133
Radio program: Urban - Medium	22	0.04%	37	0.10%	250
Radio program: Urban - Heavy	85	0.17%	61	0.15%	88
Importantance of Radio Attributes					
Traffic reports at rush hours: Extremely important	7,546	14.67%	5,173	13.11%	89
Traffic reports at rush hours: Very important	6,905	13.43%	5,112	12.95%	96
Weather reports: Extremely important	5,789	11.26%	4,418	11.20%	99
Weather reports: Very important	9,087	17.67%	7,273	18.43%	104
Headline news: Extremely important	7,067	13.74%	5,616	14.23%	104
Headline news: Very important	10,794	20.99%	8,830	22.38%	107
Sports news: Extremely important	1,594	3.10%	1,382	3.50%	113
Sports news: Very important	2,923	5.69%	2,448	6.20%	109
Music news: Extremely important	1,189	2.31%	728	1.85%	80
Music news: Very important	2,232	4.34%	2,068	5.24%	121
Local news/events: Extremely important	2,600	5.06%	1,779	4.51%	89
Local news/events: Very important	7,690	14.95%	5,933	15.03%	101
Entertainment news/celebrity gossip: Extremely important	201	0.39%	137	0.35%	90
Entertainment news/celebrity gossip: Very important	1,242	2.42%	923	2.34%	97
Info about products and services likely to buy: Extremely important	164	0.32%	123	0.31%	97
Info about products and services likely to buy: Very important	823	1.60%	907	2.30%	144
Info about sales at local stores: Extremely important	357	0.69%	258	0.65%	94
Info about sales at local stores: Very important	1,567	3.05%	1,183	3.00%	98
Making time in the car more enjoyable: Extremely important	8,307	16.15%	5,854	14.84%	92
Making time in the car more enjoyable: Very important	12,628	24.56%	10,015	25.38%	103
Being part of my day at work: Extremely important	1,498	2.91%	960	2.43%	84
Being part of my day at work: Very important	3,230	6.28%	1,864	4.72%	75
Being part of my day at home: Extremely important	3,402	6.62%	2,816	7.14%	108
Being part of my day at home: Very important	6,661	12.95%	5,508	13.96%	108
Keeping informed: Extremely important	6,750	13.13%	5,115	12.96%	99

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Keeping informed: Very important	10,696	20.80%	8,314	21.07%	101
Being part of daily life: Extremely important	4,607	8.96%	3,893	9.87%	110
Being part of daily life: Very important	7,755	15.08%	5,999	15.20%	101
Hearing the latest hits: Extremely important	2,345	4.56%	1,536	3.89%	85
Hearing the latest hits: Very important	3,411	6.63%	2,064	5.23%	79
Discovering new music/songs/artists: Extremely important	2,504	4.87%	1,593	4.04%	83
Discovering new music/songs/artists: Very important	4,192	8.15%	2,684	6.80%	83
Discussion forum on news and public affairs: Extremely important	3,420	6.65%	2,719	6.89%	104
Discussion forum on news and public affairs: Very important	6,628	12.89%	5,759	14.59%	113
Possibility to enter contests and win prizes: Extremely important	706	1.37%	344	0.87%	64
Possibility to enter contests and win prizes: Very important	1,137	2.21%	654	1.66%	75
How Often Listen to the Radio While					
Listen to radio while at work/school: Seldom	4,098	7.97%	2,657	6.73%	84
Listen to radio while at work/school: Occasionally	3,490	6.79%	2,316	5.87%	86
Listen to radio while at work/school: Frequently	4,815	9.36%	2,586	6.55%	70
Listen to radio while doing house/yard work: Seldom	7,047	13.70%	5,192	13.16%	96
Listen to radio while doing house/yard work: Occasionally	11,917	23.17%	8,654	21.93%	95
Listen to radio while doing house/yard work: Frequently	10,674	20.76%	8,656	21.93%	106
Listen to radio while exercising/working out: Seldom	6,989	13.59%	5,111	12.95%	95
Listen to radio while exercising/working out: Occasionally	6,717	13.06%	4,988	12.64%	97
Listen to radio while exercising/working out: Frequently	4,132	8.04%	3,262	8.27%	103
Listen to radio while getting ready for school/work: Seldom	5,335	10.37%	4,156	10.53%	102
Listen to radio while getting ready for school/work: Occasionally	6,140	11.94%	4,438	11.25%	94
Listen to radio while getting ready for school/work: Frequently	7,377	14.34%	5,605	14.20%	99
Listen to radio while relaxing at home: Seldom	6,850	13.32%	5,133	13.01%	98
Listen to radio while relaxing at home: Occasionally	14,202	27.62%	10,842	27.47%	99
Listen to radio while relaxing at home: Frequently	12,412	24.14%	10,647	26.98%	112
Listen to radio while travelling to/from work/school: Seldom	2,825	5.49%	2,176	5.51%	100
Listen to radio while travelling to/from work/school: Occasionally	5,992	11.65%	4,227	10.71%	92
Listen to radio while travelling to/from work/school: Frequently	19,104	37.15%	13,901	35.23%	95
Listen to radio while travelling to shopping: Seldom	3,583	6.97%	2,511	6.36%	91
Listen to radio while travelling to shopping: Occasionally	9,541	18.55%	7,158	18.14%	98
Listen to radio while travelling to shopping: Frequently	25,265	49.13%	20,078	50.88%	104
Listen to radio at waking up/radio alarm: Seldom	4,163	8.10%	3,254	8.25%	102
Listen to radio at waking up/radio alarm: Occasionally	4,518	8.79%	3,500	8.87%	101
Listen to radio at waking up/radio alarm: Frequently	12,881	25.05%	10,686	27.08%	108
SiriusXM Subscription					
Subscribed SiriusXM vehicle radio	4,466	8.68%	3,495	8.86%	102
Subscribed SiriusXM home or portable radio	920	1.79%	660	1.67%	93
Auto Audio Used Past Month					
Auto audio used past month: AM/FM radio	38,048	73.99%	30,074	76.21%	103
Auto audio used past month: HD radio (digital AM/FM)	2,104	4.09%	1,849	4.69%	115
Auto audio used past month: SiriusXM satellite radio	5,000	9.72%	4,121	10.44%	107
Auto audio used past month: Owned music (e.g. digital music, CDs)	13,421	26.10%	9,917	25.13%	96

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	Value	Percent	Value	Percent	Index
Auto audio used past month: Podcast	2,617	5.09%	1,562	3.96%	78
Auto audio used past month: Radio station online streaming	1,342	2.61%	938	2.38%	91
Auto audio used past month: Streaming audio service (e.g. Spotify)	3,005	5.84%	1,750	4.43%	76
Auto audio used past month: Other source	961	1.87%	590	1.50%	80
Auto Audio Used Most Often					
Auto audio used most often: AM/FM radio	36,825	71.61%	29,365	74.41%	104
Auto audio used most often: HD radio (digital AM/FM)	582	1.13%	478	1.21%	107
Auto audio used most often: SiriusXM satellite radio	2,606	5.07%	2,065	5.23%	103
Auto audio used most often: Owned music (e.g. digital music, CDs)	4,308	8.38%	2,897	7.34%	88
Auto audio used most often: Podcast	477	0.93%	259	0.66%	71
Auto audio used most often: Radio station online streaming	160	0.31%	111	0.28%	90
Auto audio used most often: Streaming audio service (e.g. Spotify)	1,768	3.44%	972	2.46%	72
Auto audio used most often: Other source	430	0.84%	324	0.82%	98
Auto audio used most often: None of these	4,270	8.30%	2,993	7.58%	91
Radio Device Used Past 7 Days					
Radio device used past 7 days: Smartphone	4,257	8.28%	2,730	6.92%	84
Radio device used past 7 days: Tablet/laptop/desktop computer	5,003	9.73%	3,833	9.71%	100
Radio device used past 7 days: Smart speaker (eg Echo, Google Home)	1,924	3.74%	1,343	3.40%	91
Radio device used past 7 days: In-home or portable AM/FM radio	21,242	41.31%	18,201	46.12%	112
Radio device used past 7 days: Other in-home audio devices (eg Bluetooth speaker, traditional stereo)	6,727	13.08%	5,044	12.78%	98
Radio device used past 7 days: In-car AM/FM radio	33,486	65.12%	27,586	69.90%	107
Radio device used past 7 days: Other devices	2,172	4.22%	1,361	3.45%	82

Index	Description
>=180	Extremely High
>=110 and <180	High
>=90 and <110	Similar
>=50 and <90	Lower
<50	Extremely Low

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This report is based on consumer demographic and behaviour data products at the 6-digit postal code level. No confidential information about an individual, household, organization or business has been obtained from Statistics Canada or Numeris.