

DETAILED RESULTS



ABACUS DATA

THE AUDIENCE FOR CAMPUS AND COMMUNITY RADIO IN CANADA

RESULTS OF A NATIONAL SURVEY OF CANADIANS

RESEARCH AND ANALYSIS FROM CANADA'S LEADING PUBLIC AFFAIRS
AND MARKET RESEARCH EXPERTS

METHODOLOGY

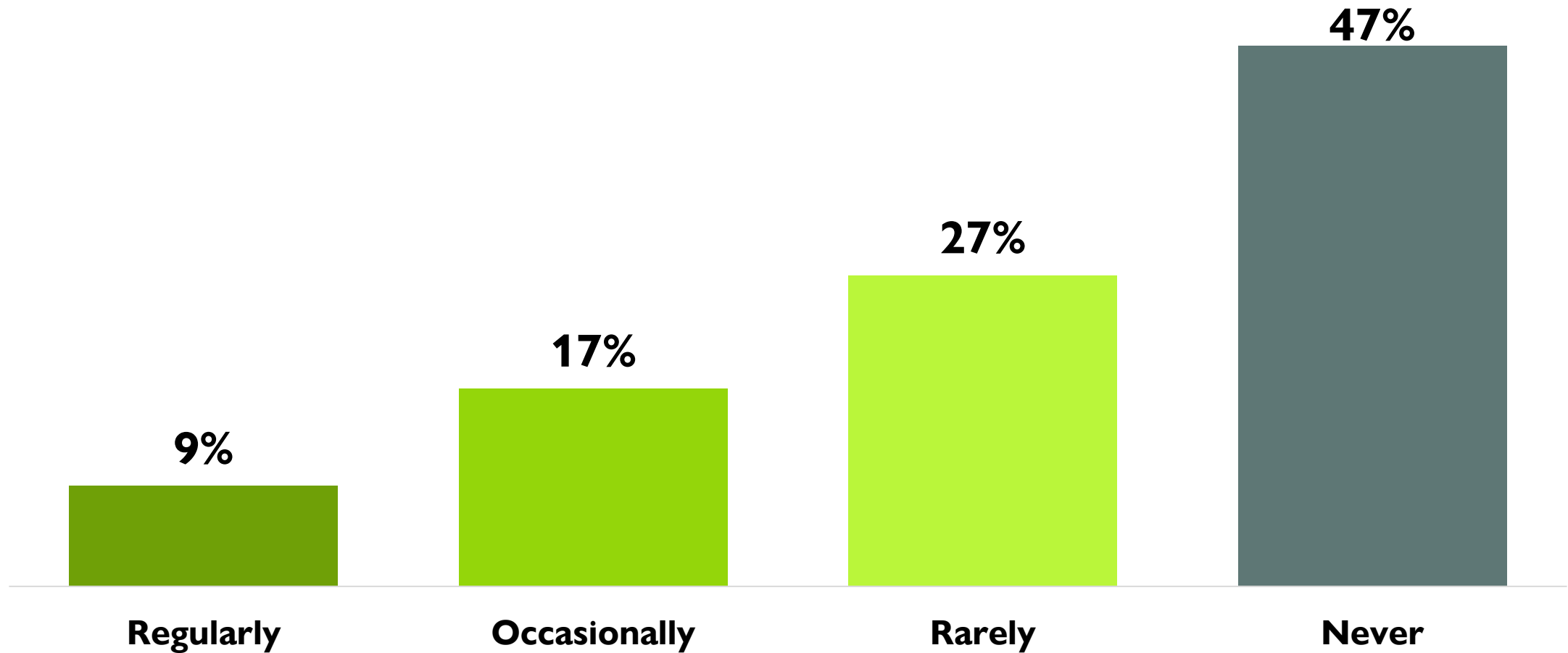
The survey was conducted with 1,500 Canadian adults from September 29th to October 2nd, 2022. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.6%, 19 times out of 20.

The data was weighted according to census data to ensure that the sample matched Canada's population. Totals may not add up to 100 due to rounding.

LISTENING TO CAMPUS OR COMMUNITY RADIO

ALL RESPONDENTS

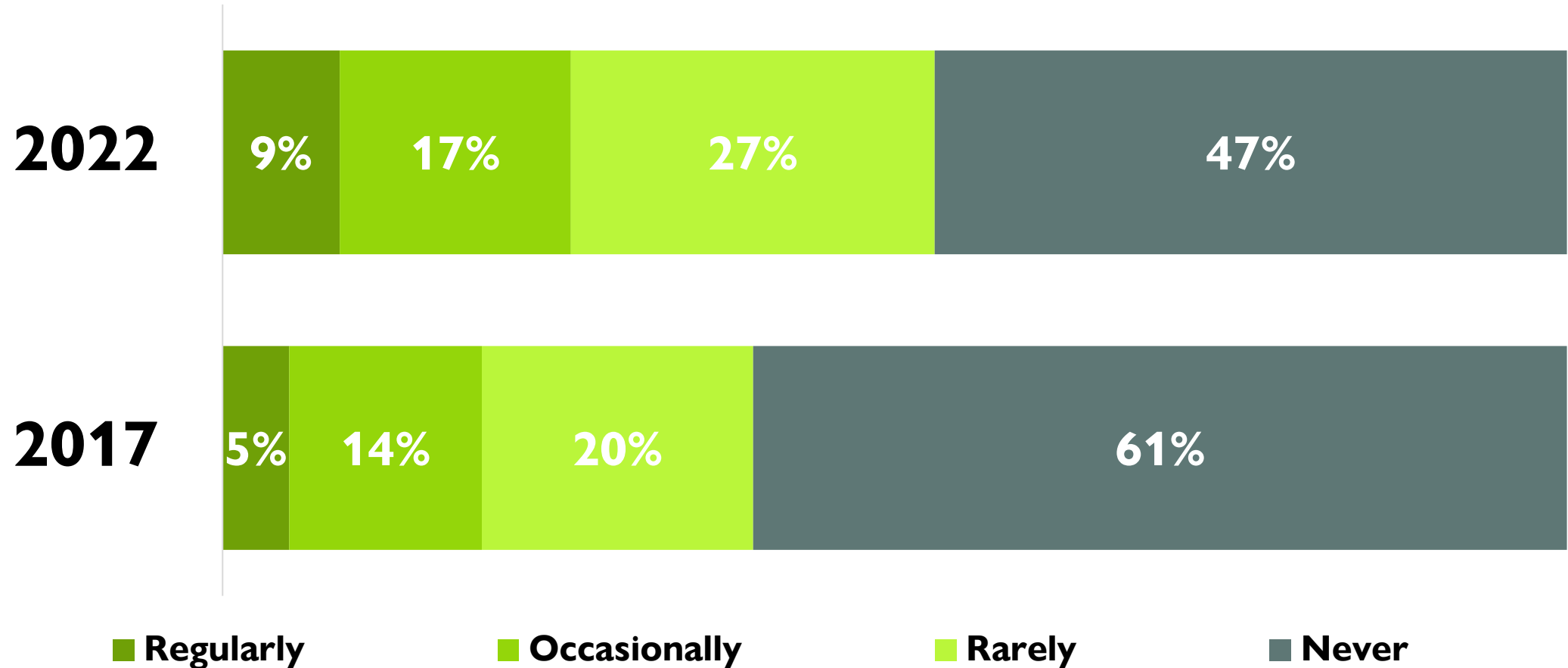


How often do you listen to campus or community radio stations?



LISTENING TO CAMPUS OR COMMUNITY RADIO

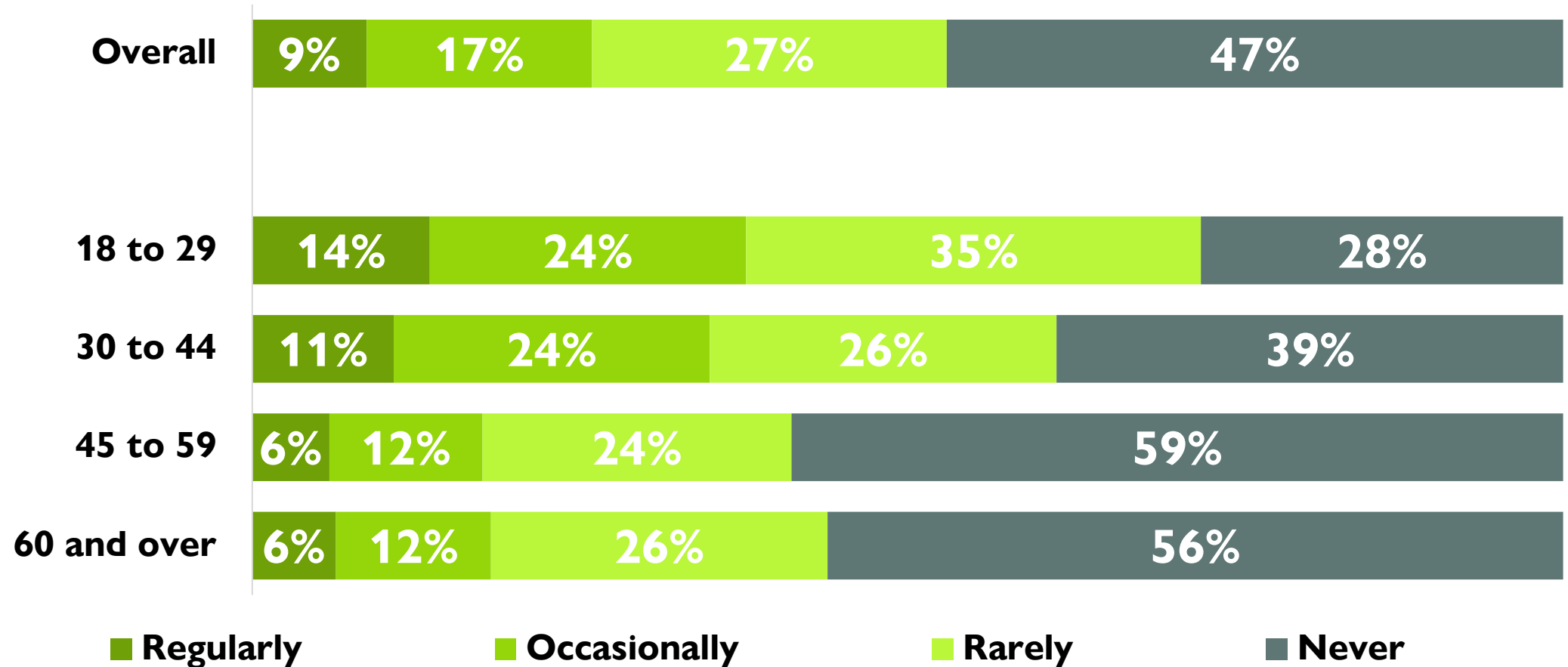
ALL RESPONDENTS



How often do you listen to campus or community radio stations?



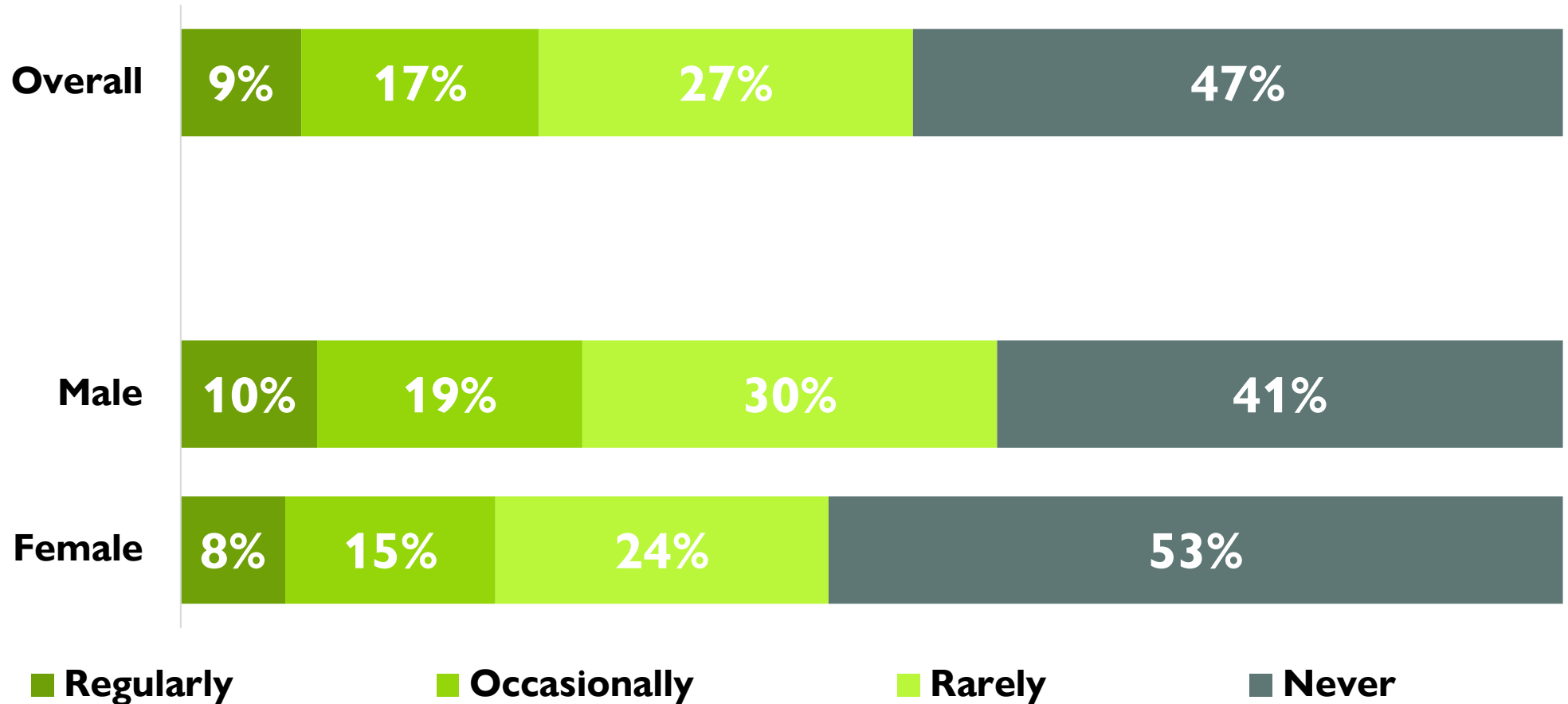
LISTENING TO CAMPUS OR COMMUNITY RADIO BY AGE GROUP



How often do you listen to campus or community radio stations?



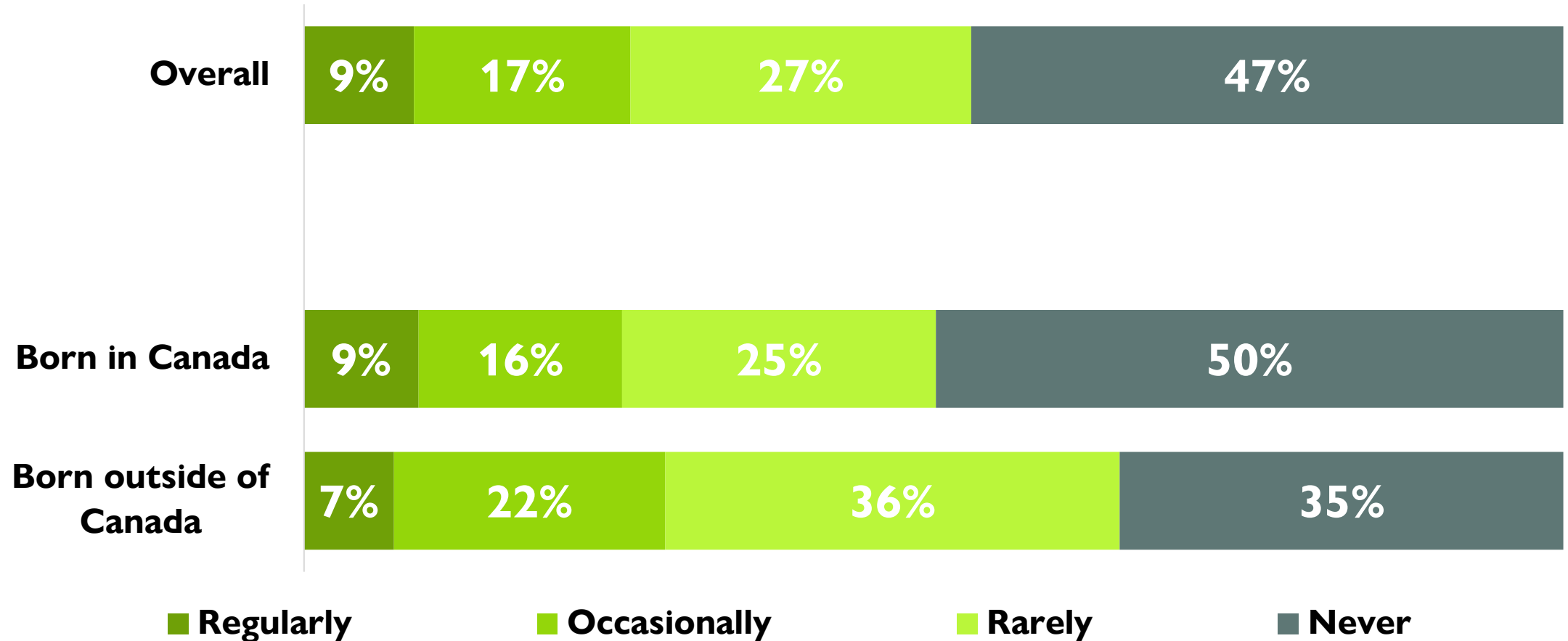
LISTENING TO CAMPUS OR COMMUNITY RADIO BY GENDER



How often do you listen to campus or community radio stations?



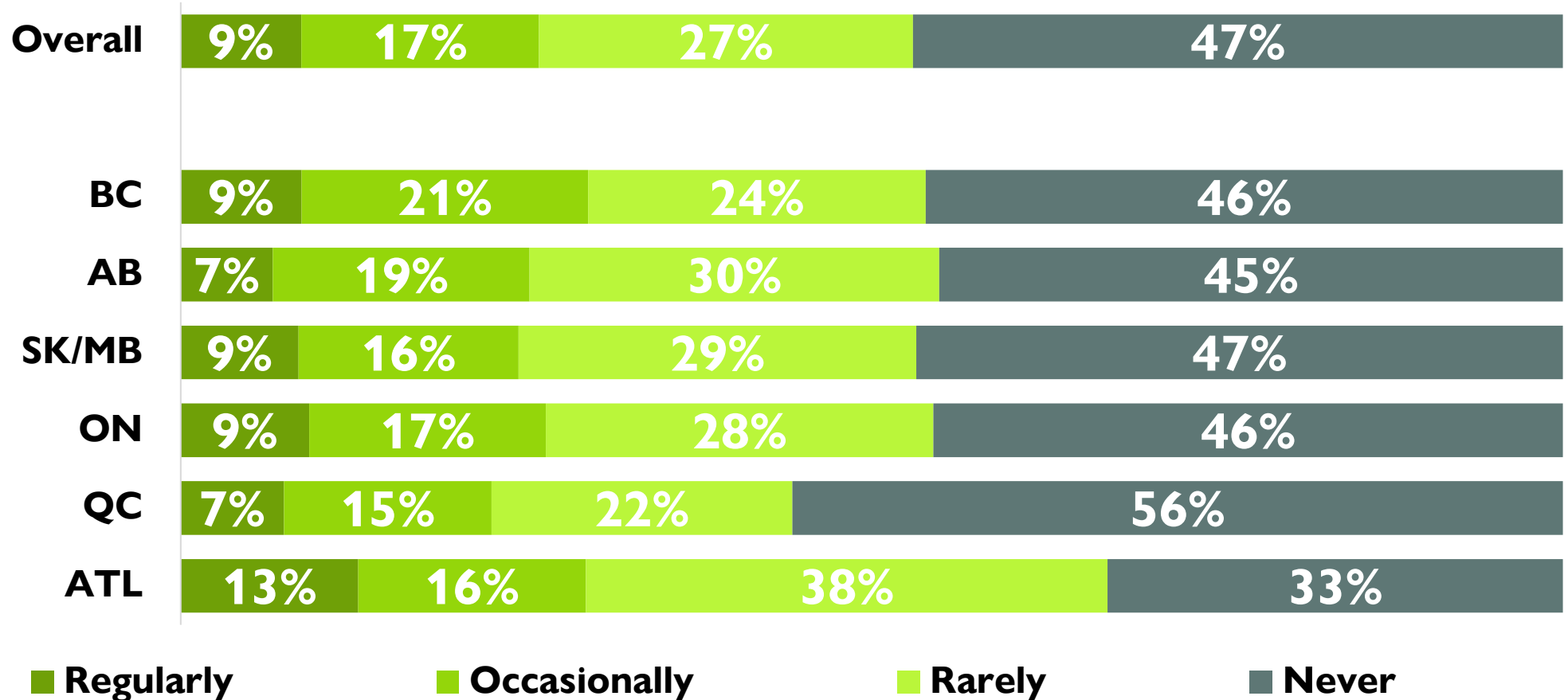
LISTENING TO CAMPUS OR COMMUNITY RADIO BY IMMIGRATION



How often do you listen to campus or community radio stations?



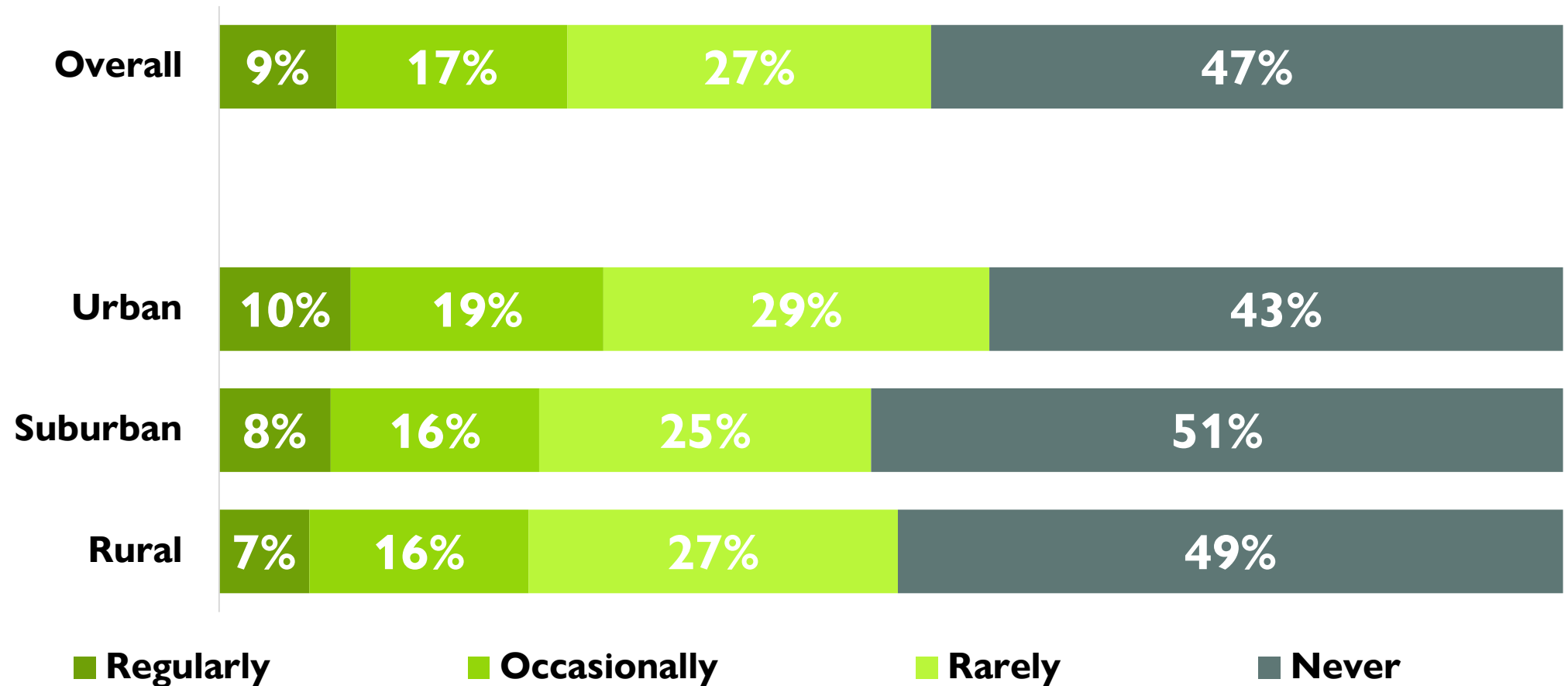
LISTENING TO CAMPUS OR COMMUNITY RADIO BY REGION



How often do you listen to campus or community radio stations?



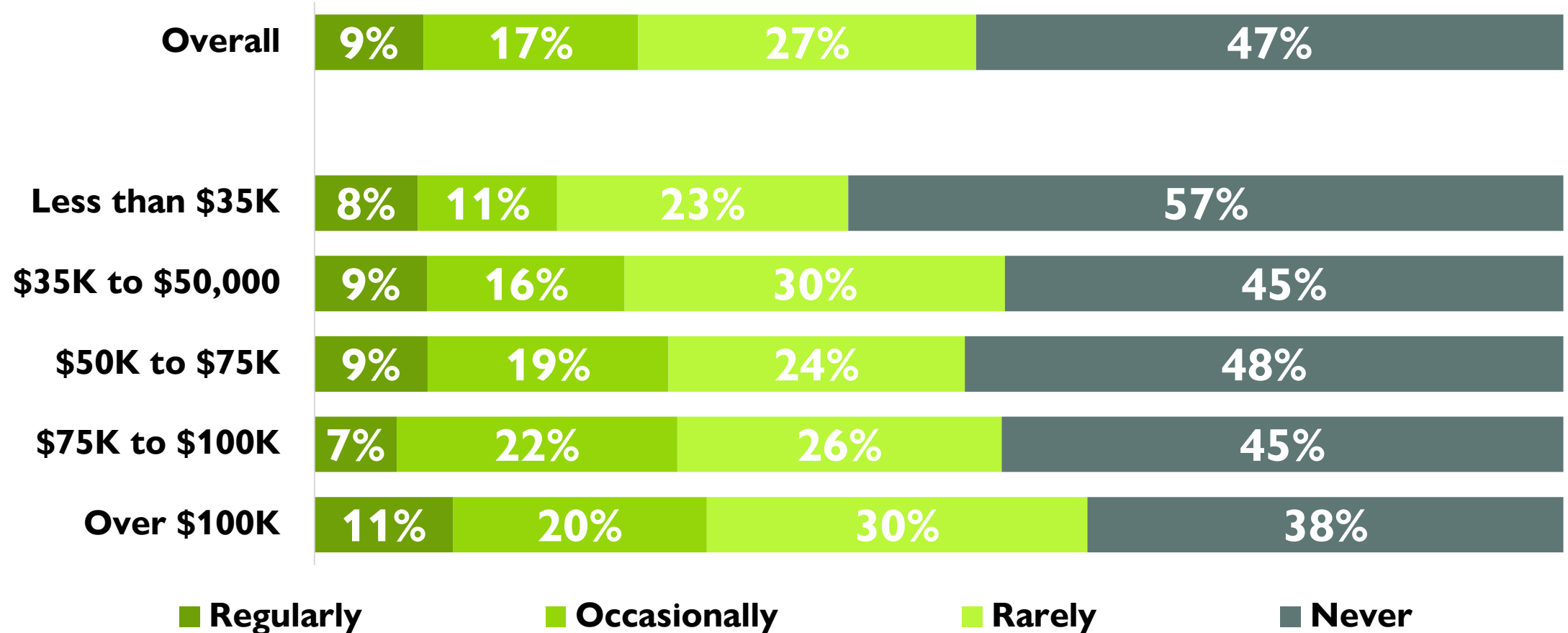
LISTENING TO CAMPUS OR COMMUNITY RADIO BY COMMUNITY TYPE



How often do you listen to campus or community radio stations?



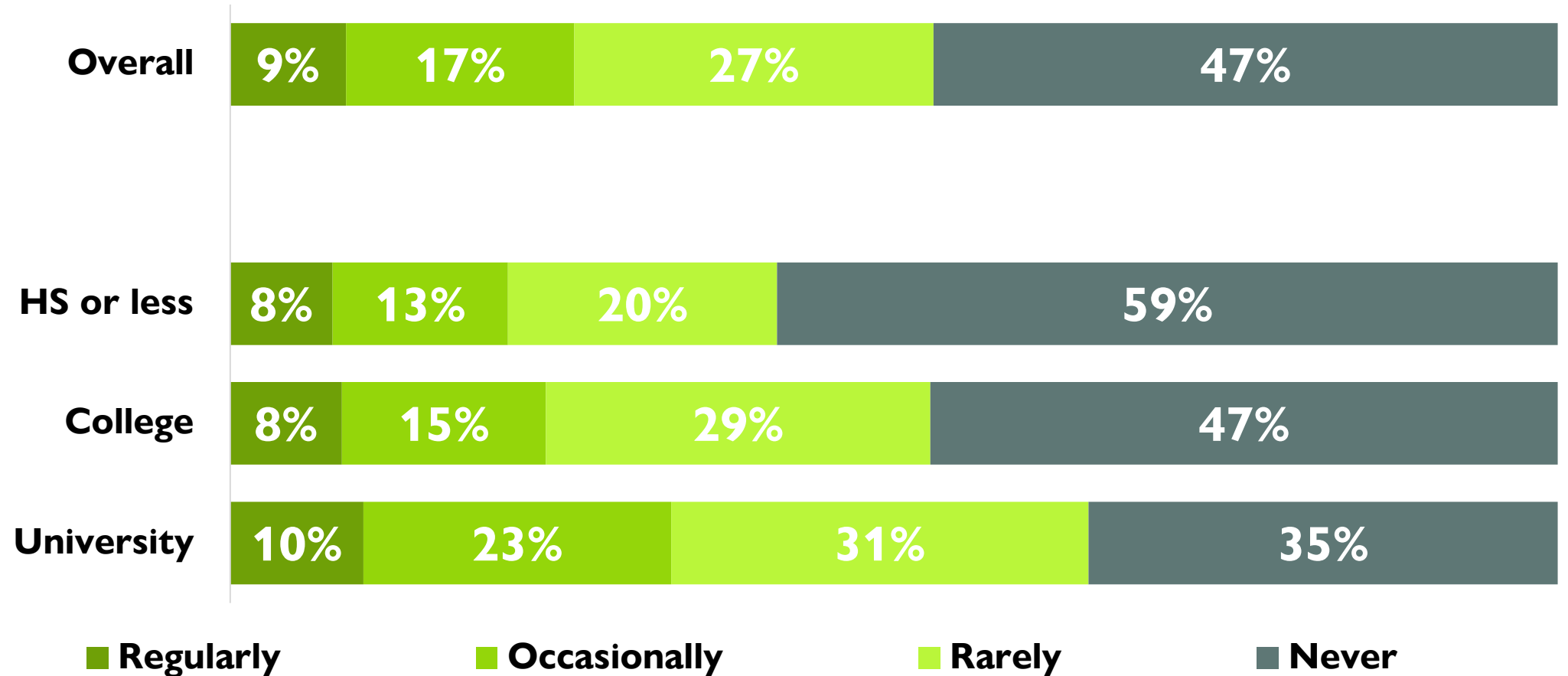
LISTENING TO CAMPUS OR COMMUNITY RADIO BY HOUSEHOLD INCOME



How often do you listen to campus or community radio stations?



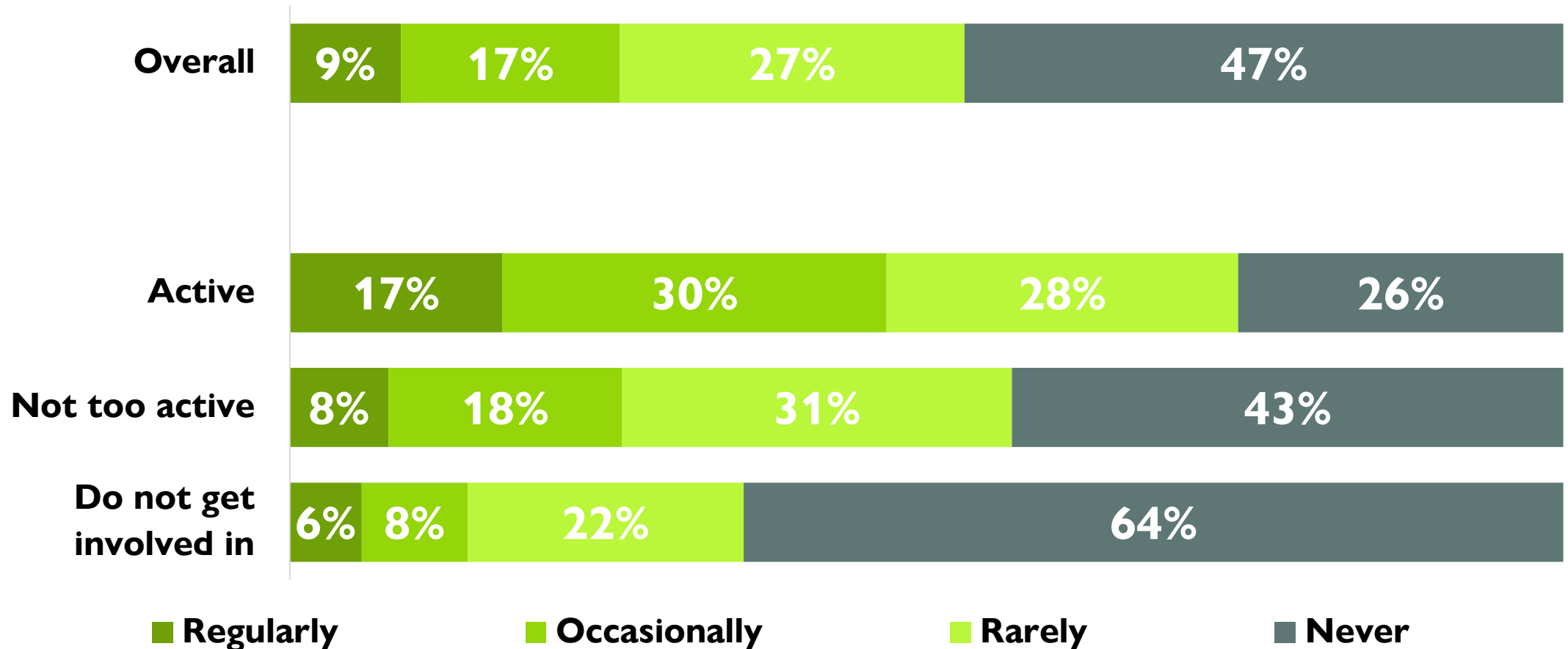
LISTENING TO CAMPUS OR COMMUNITY RADIO BY EDUCATION



How often do you listen to campus or community radio stations?



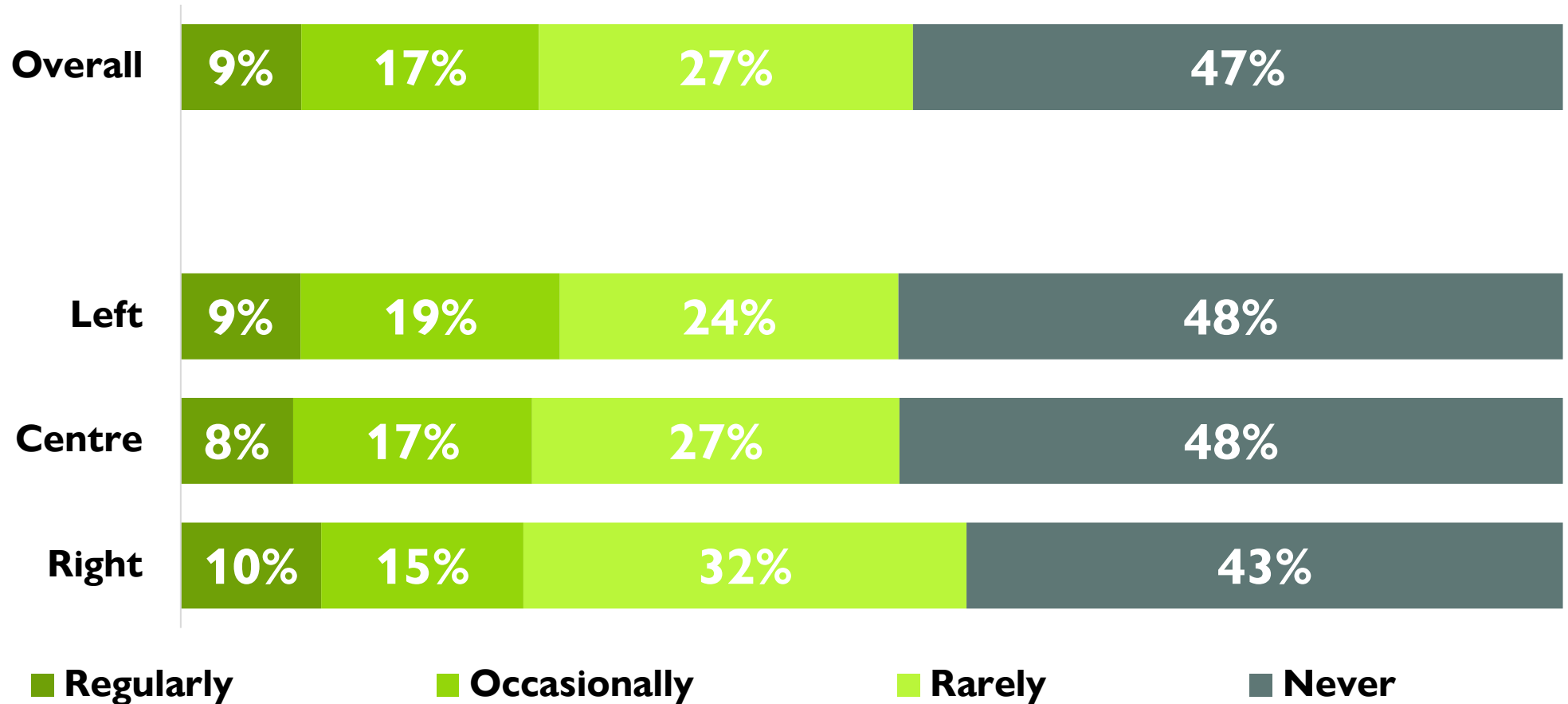
LISTENING TO CAMPUS OR COMMUNITY RADIO BY COMMUNITY ACTIVISM



How often do you listen to campus or community radio stations?



LISTENING TO CAMPUS OR COMMUNITY RADIO BY POLITICAL SPECTRUM

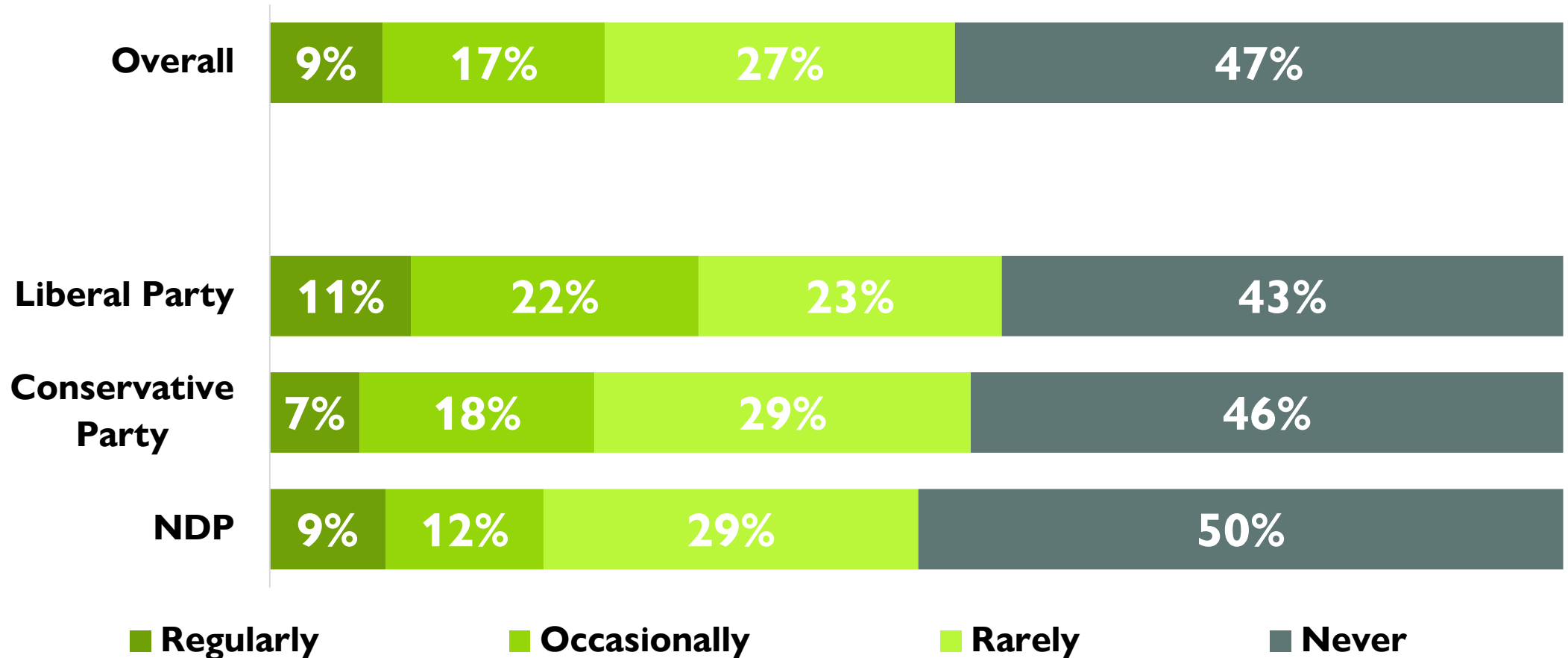


How often do you listen to campus or community radio stations?



LISTENING TO CAMPUS OR COMMUNITY RADIO

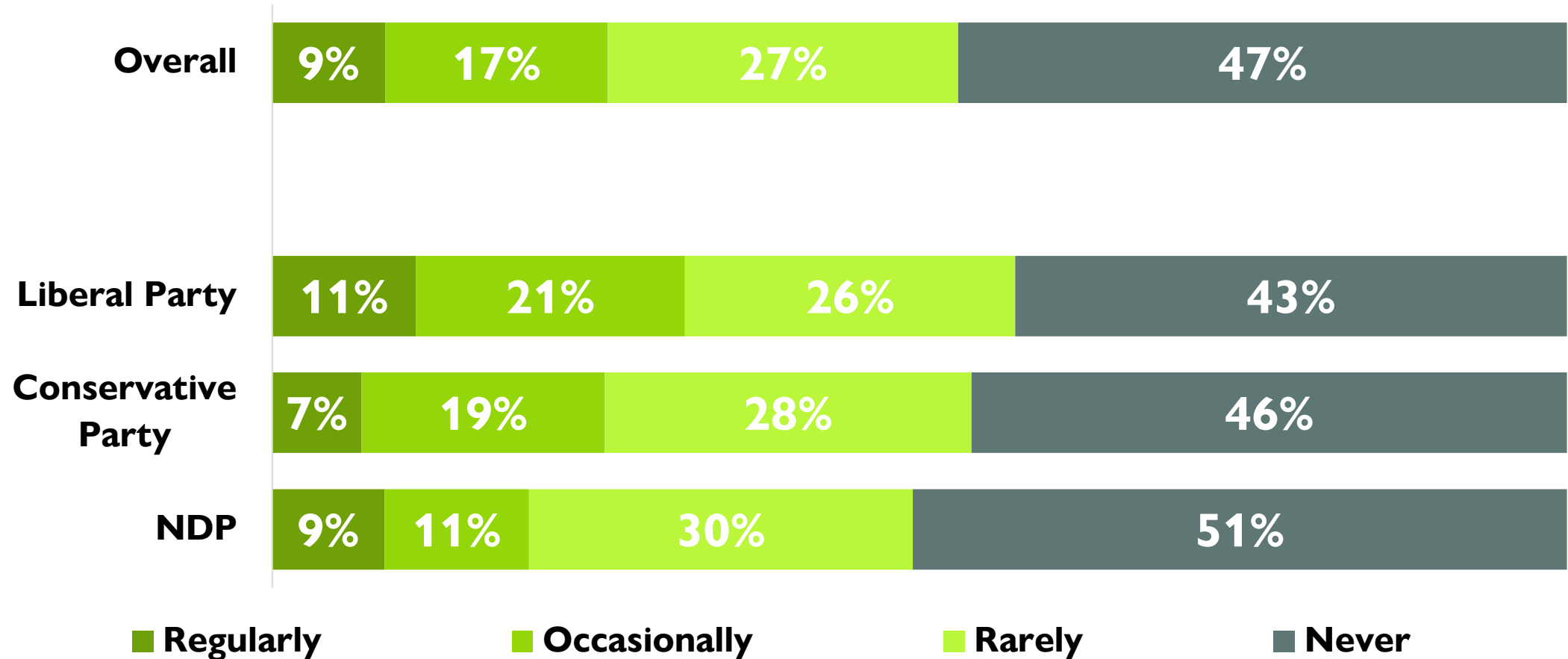
BY 2021 FEDERAL VOTE



How often do you listen to campus or community radio stations?



LISTENING TO CAMPUS OR COMMUNITY RADIO BY CURRENT FEDERAL VOTE

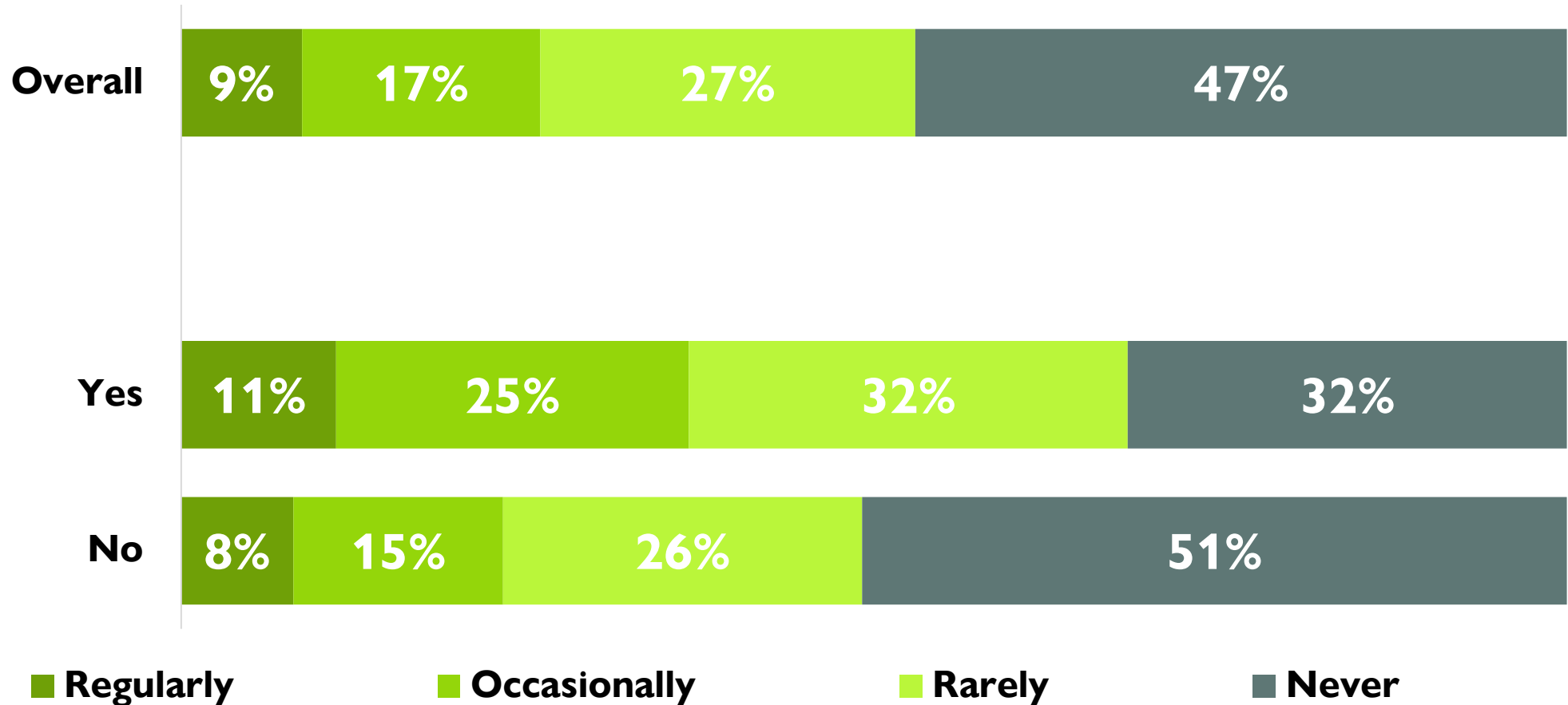


How often do you listen to campus or community radio stations?



ABACUS DATA

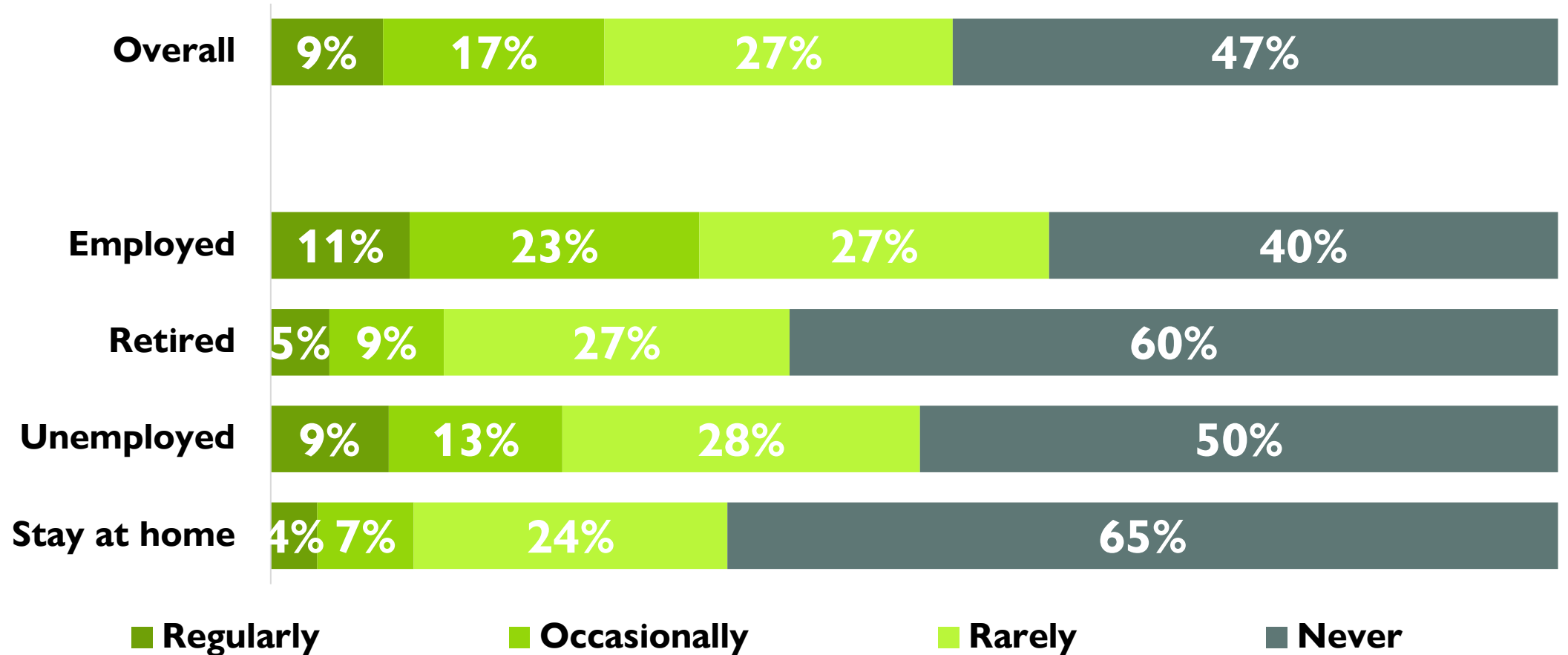
LISTENING TO CAMPUS OR COMMUNITY RADIO BY VISIBLE MINORITY



How often do you listen to campus or community radio stations?



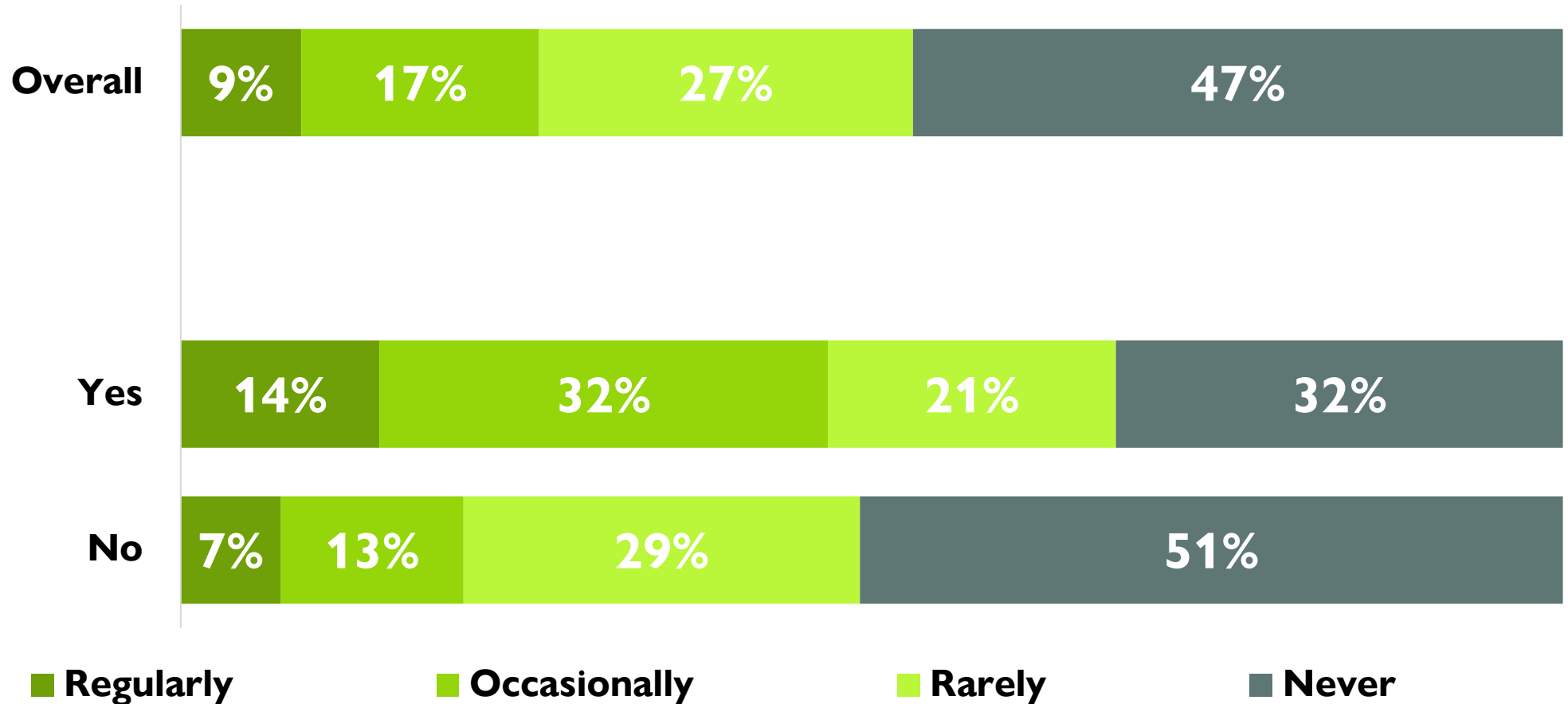
LISTENING TO CAMPUS OR COMMUNITY RADIO BY EMPLOYMENT STATUS



How often do you listen to campus or community radio stations?



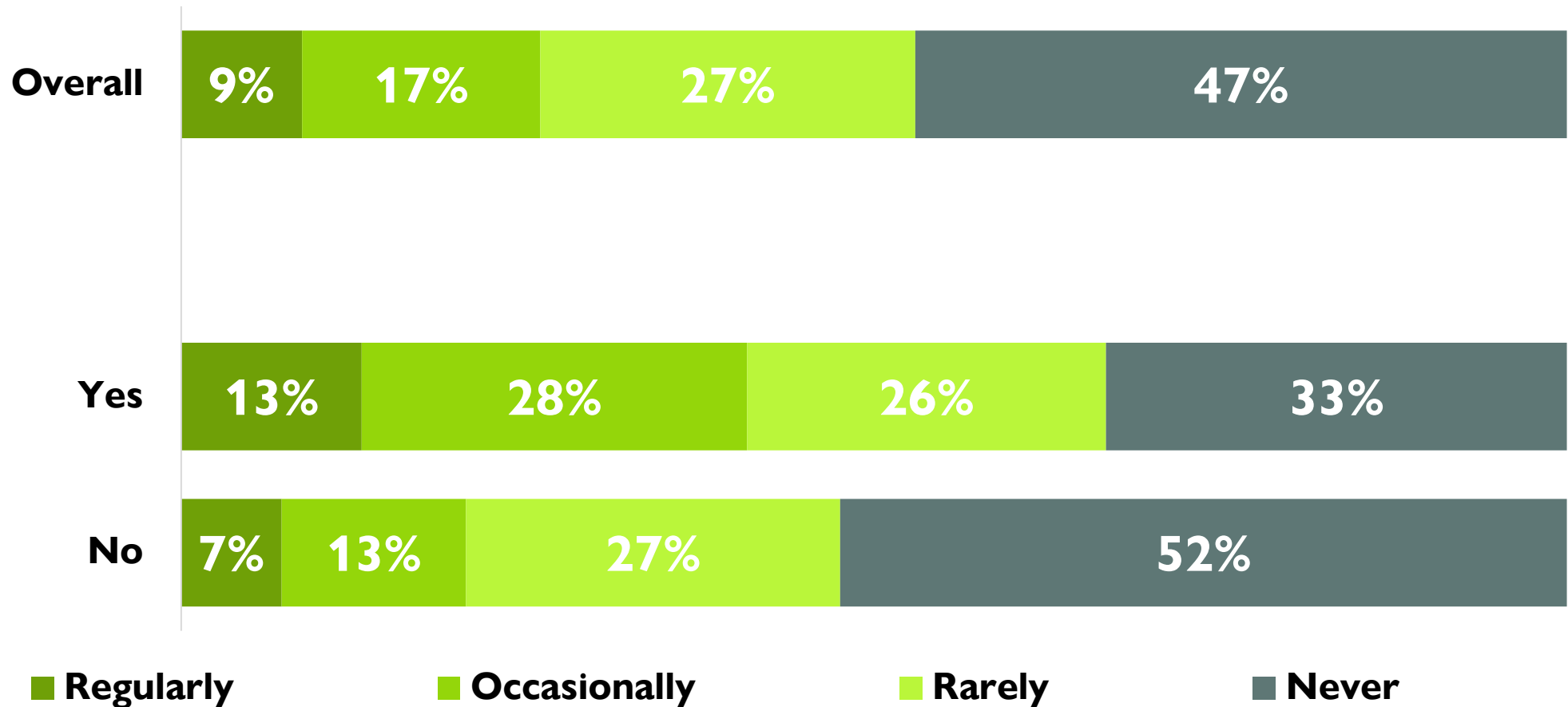
LISTENING TO CAMPUS OR COMMUNITY RADIO BY UNION MEMBERSHIP



How often do you listen to campus or community radio stations?



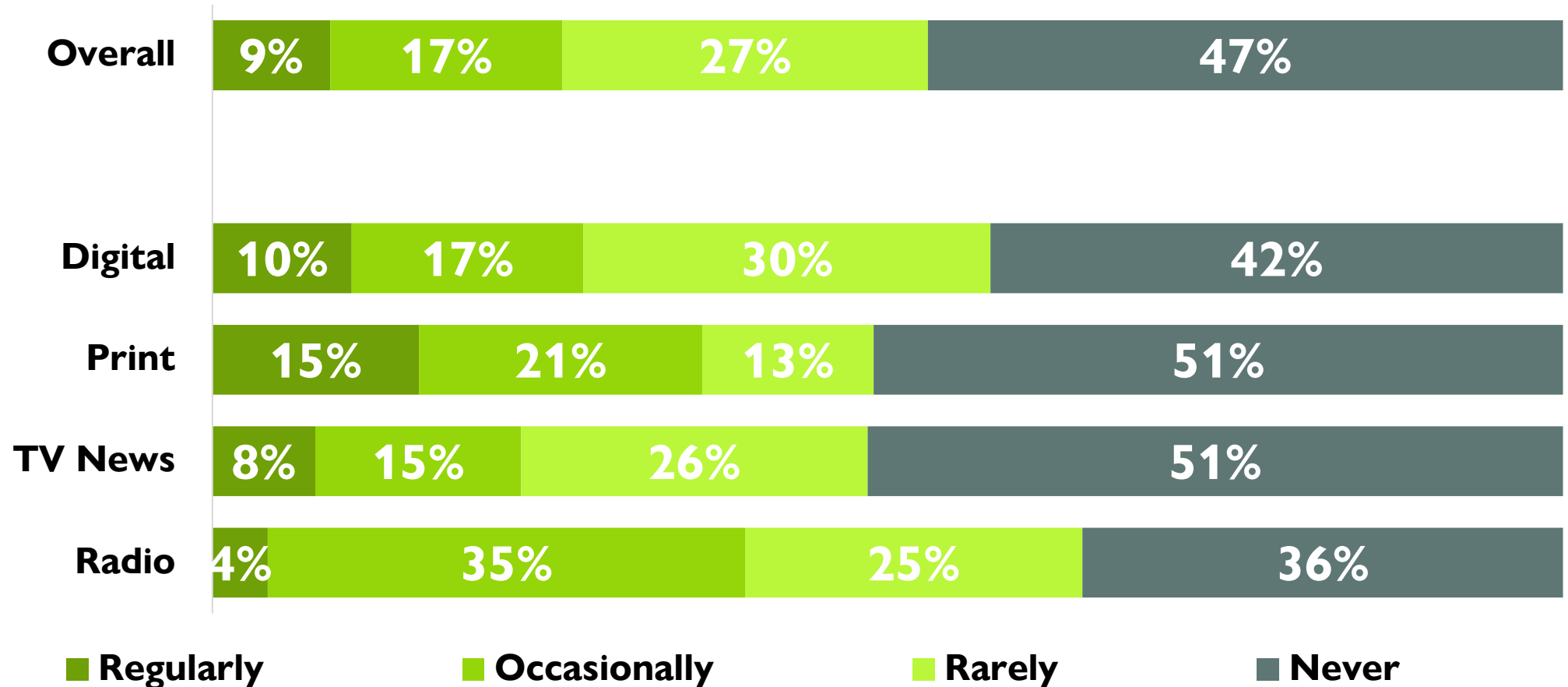
LISTENING TO CAMPUS OR COMMUNITY RADIO BY CHILDREN UNDER 18 YEARS OF AGE AT HOME



How often do you listen to campus or community radio stations?



LISTENING TO CAMPUS OR COMMUNITY RADIO BY NEWS CONSUMPTION - WORLD AFFAIRS

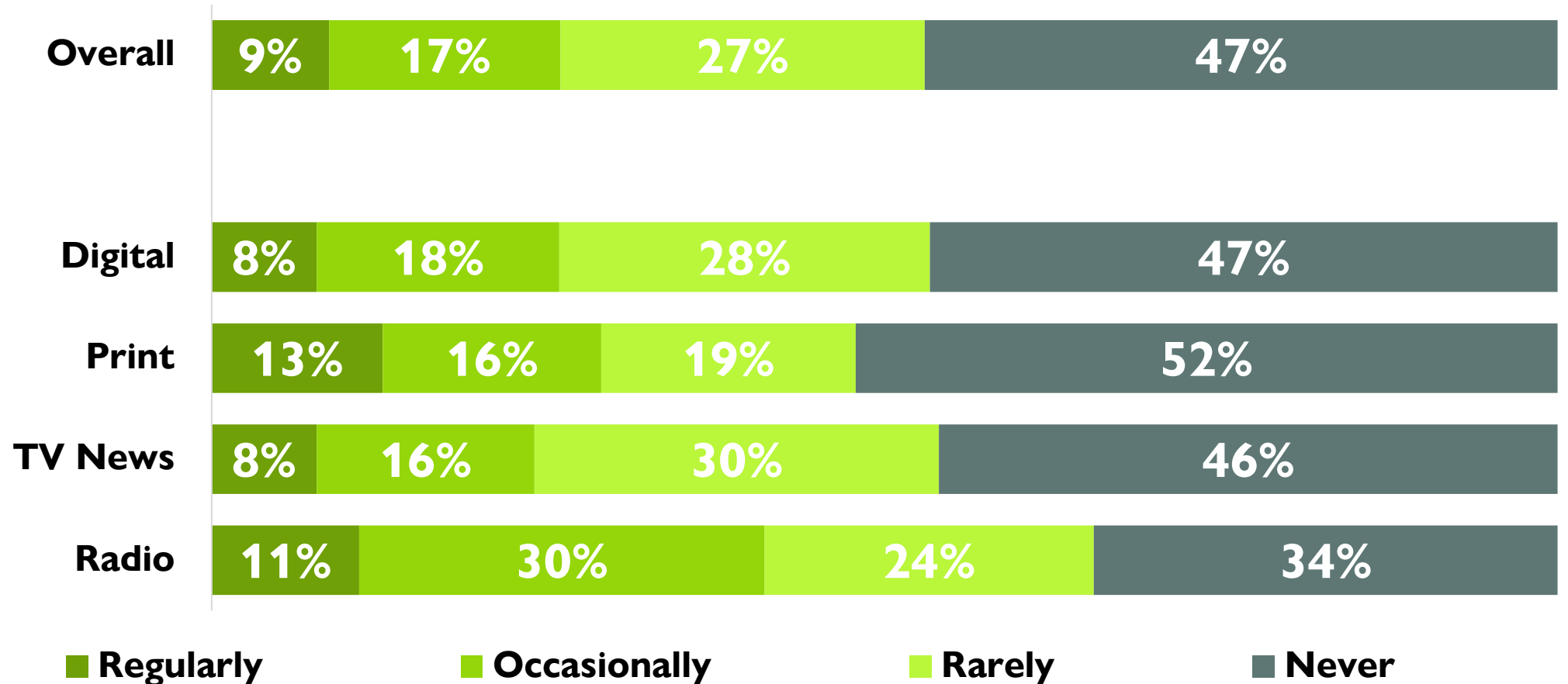


How often do you listen to campus or community radio stations?



LISTENING TO CAMPUS OR COMMUNITY RADIO

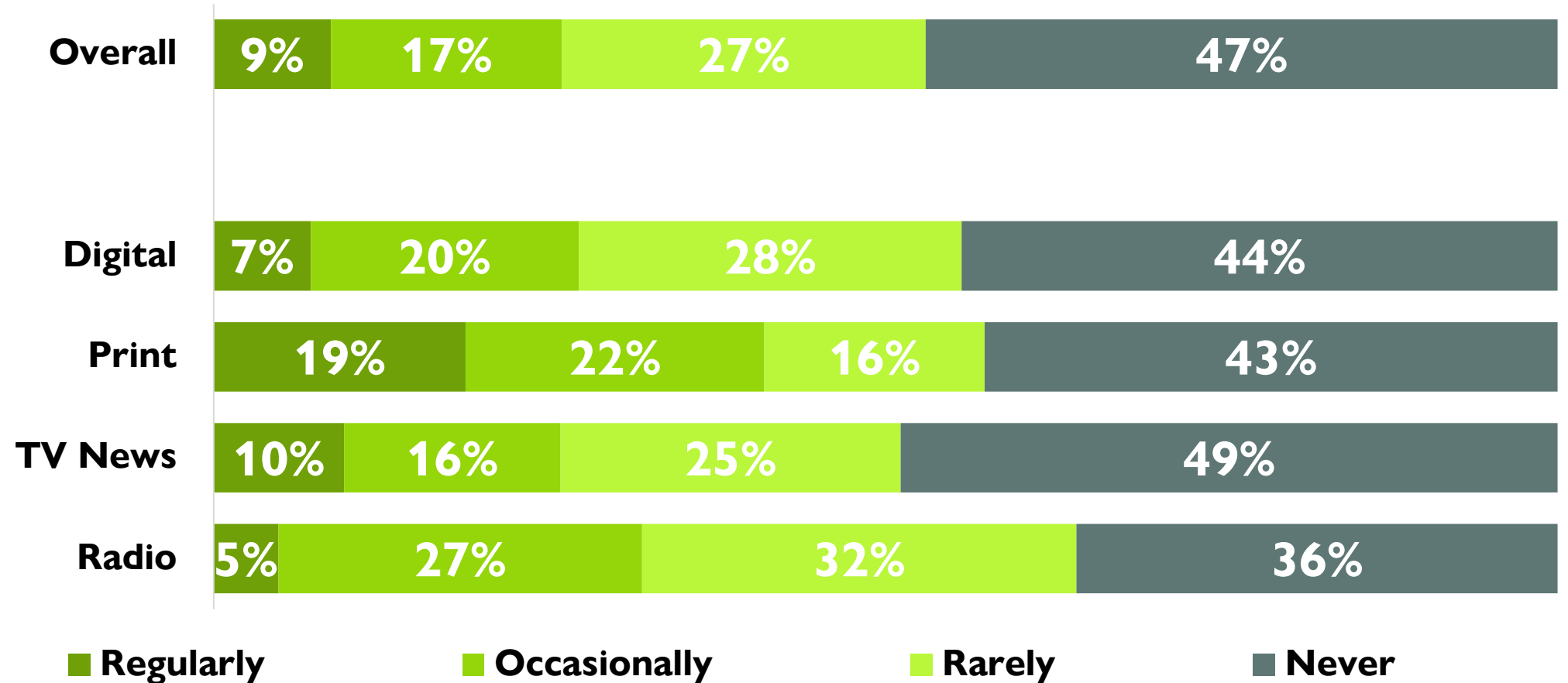
BY NEWS CONSUMPTION - LOCAL NEWS



How often do you listen to campus or community radio stations?



LISTENING TO CAMPUS OR COMMUNITY RADIO BY NEWS CONSUMPTION - NATIONAL NEWS



How often do you listen to campus or community radio stations?

