

Service bulletin

Radio Listening: Data Tables

2007



Radio listening: data tables

These tables provide information on the radio listening habits of Canadians by demographic characteristics of survey respondents, province, station format, audience category, education level and occupation.

Statistical tables

Table 1

Average hours per week of radio listening, by province, age and sex groups, fall 2007

	Canada	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec			Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
						English	French	Total					
	hours												
Males													
18 years and over	19.6	19.9	23.1	19.0	19.9	19.5	19.6	19.5	19.9	20.1	19.4	20.9	18.2
18 to 24 years	12.9	10.6	17.1	9.5	12.2	11.8	13.1	12.8	13.3	14.1	13.0	14.2	12.0
25 to 34 years	18.6	14.0	33.4	19.0	24.9	15.8	19.0	18.4	18.4	20.6	18.0	19.8	16.5
35 to 49 years	21.0	20.8	22.4	21.5	21.2	21.8	21.6	21.5	20.6	20.8	21.0	22.4	19.8
50 to 64 years	21.5	22.0	26.4	19.8	19.5	22.4	21.0	21.1	22.0	21.6	22.6	23.2	19.8
65 years and over	20.3	25.5	15.1	20.3	17.5	21.0	18.5	18.7	21.9	20.3	18.0	21.3	19.0
Females													
18 years and over	19.2	19.5	21.9	20.0	18.6	21.8	19.6	19.7	19.6	19.9	19.8	18.2	17.0
18 to 24 years	13.7	12.7	16.1	14.5	11.5	16.0	12.3	12.8	14.2	15.1	19.3	13.0	12.7
25 to 34 years	16.2	14.7	25.6	18.1	17.7	17.5	16.6	16.7	16.3	16.6	19.3	14.6	14.5
35 to 49 years	19.4	18.7	19.3	21.6	19.9	21.7	21.0	20.8	19.7	19.8	18.6	19.0	16.3
50 to 64 years	20.8	21.6	25.3	20.2	18.4	23.4	21.5	21.6	21.2	21.2	19.8	20.2	18.9
65 years and over	22.4	25.4	20.8	20.8	21.0	26.0	21.2	21.7	23.6	23.7	22.3	22.3	20.2
Teens													
12 to 17 years	7.2	6.4	6.0	5.9	6.4	7.5	5.9	6.1	7.8	8.3	7.1	9.0	6.2
Total population	18.3	18.6	20.9	18.4	18.2	19.6	18.4	18.5	18.6	18.8	18.3	18.6	16.6

Note(s): For Quebec, the language classification is based on the language spoken at home. The total column includes those respondents who did not reply to this question or who indicated a language other than English or French.

Table 2
Percentage share of radio listening, by format and province, fall 2007

	Canada	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	percent										
Adult contemporary	22.7	6.2	14.1	13.8	37.3	27.8	27.0	9.5	20.7	11.1	14.4
Album oriented rock	5.3	2.7	20.8	7.7	2.7	2.8	5.3	6.6	12.3	9.2	4.7
Canadian Broadcasting Corporation	12.4	11.6	17.4	14.1	13.5	14.5	10.8	11.6	9.6	8.0	17.1
Contemporary	8.9	17.9	0.6	20.9	0.3	16.5	5.4	11.3	0.2	6.9	5.9
Country	9.5	16.8	24.8	24.0	18.5	0.3	7.1	17.4	35.9	23.1	8.9
Dance	0.6	0.0	0.0	0.0	0.1	0.0	1.4	0.0	0.0	0.0	0.0
Easy listening	3.6	0.0	0.0	0.0	0.0	3.8	4.8	1.5	0.0	1.9	4.7
Gold/oldies/rock	14.3	10.3	21.0	13.5	8.6	11.9	14.6	15.5	7.9	20.5	15.8
Middle-of-the-road	2.0	0.0	0.0	0.0	0.0	0.3	3.8	3.5	0.0	0.4	1.9
Other	6.7	7.5	1.2	4.2	13.4	5.4	4.8	9.3	6.8	6.7	13.7
Sports	1.5	0.0	0.0	0.1	0.0	1.9	1.6	0.0	0.0	1.7	2.1
Talk	9.8	26.9	0.1	1.4	2.0	13.3	9.3	12.8	6.4	10.3	6.0
U.S. stations	2.7	0.1	0.0	0.2	3.7	1.6	4.1	0.8	0.1	0.3	4.6
Total listening	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 3
Percentage share of radio listening, by format and audience category, fall 2007

	Teens		Males					Females					
	12 to 17 years	18 to 24 years	25 to 34 years	35 to 49 years	50 to 54 years	55 to 64 years	65 years and over	18 to 24 years	25 to 34 years	35 to 49 years	50 to 54 years	55 to 64 years	65 years and over
	percent												
Adult contemporary	25.1	13.0	16.5	19.1	20.4	19.9	11.7	28.3	32.3	35.6	35.0	25.5	12.2
Album oriented rock	7.4	14.2	13.8	8.9	4.8	1.7	0.6	6.1	6.2	4.9	2.1	1.1	0.3
Canadian Broadcasting Corporation	2.6	2.6	5.8	8.3	12.1	17.3	23.8	2.8	6.5	8.4	13.2	19.5	25.3
Contemporary	27.3	20.2	14.4	8.6	5.2	2.8	2.6	23.0	17.4	8.7	4.9	2.4	2.0
Country	7.7	7.4	5.8	6.7	9.1	12.3	13.1	9.8	7.7	9.3	10.2	13.4	11.9
Dance	2.7	2.0	1.0	0.2	0.2	0.0	0.0	2.6	1.1	0.5	0.2	0.0	0.0
Easy listening	1.1	0.9	0.8	2.5	3.3	4.5	7.5	1.1	2.2	2.7	4.5	5.3	7.5
Gold/oldies/rock	13.8	24.5	21.2	21.6	21.1	13.0	4.7	12.6	12.7	15.0	12.3	9.6	4.7
Middle-of-the-road	0.7	0.7	0.6	1.2	1.3	2.1	5.6	0.2	0.5	0.8	1.0	2.2	6.4
Other	4.3	5.7	7.9	7.6	6.9	7.4	7.6	5.8	6.6	5.5	6.2	6.7	6.2
Sports	0.6	2.2	2.7	3.3	2.3	2.5	1.8	0.2	0.4	0.2	0.2	0.5	0.9
Talk	1.8	2.9	5.9	9.6	10.2	13.7	18.9	1.7	3.7	5.9	7.8	11.4	21.0
U.S. stations	4.9	3.8	3.6	2.5	3.2	2.6	2.1	5.7	2.6	2.4	2.5	2.2	1.4
Total listening	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 4
Percentage share of radio listening, by format and audience category, fall 2007

	Teens	Males	Females
	12 to 17 years	18 years and over	
	percent		
Adult contemporary	25.1	17.3	27.8
Album oriented rock	7.4	7.2	3.3
Canadian Broadcasting Corporation	2.6	11.8	13.7
Contemporary	27.3	8.2	8.1
Country	7.7	8.8	10.5
Dance	2.7	0.4	0.5
Easy listening	1.1	3.3	4.2
Gold/oldies/rock	13.8	17.6	11.1
Middle-of-the-road	0.7	1.9	2.1
Other	4.3	7.4	6.1
Sports	0.6	2.6	0.5
Talk	1.8	10.7	9.6
U.S. stations	4.9	2.8	2.4
Total listening	100.0	100.0	100.0

Table 5
Percentage share of radio listening, by format and education level of respondent, fall 2007

	Grade school education or less	Partial high school education	High school graduate	Partial community, technical or Cegep	Community, technical or Cegep graduate	Partial university education	University graduate	Unknown
	percent							
Adult contemporary	20.7	23.6	24.5	23.8	25.7	21.1	18.9	16.5
Album oriented rock	3.6	5.3	6.7	6.5	7.2	3.8	2.9	4.5
Canadian Broadcasting Corporation	4.7	5.4	5.4	6.7	8.2	19.3	30.0	14.9
Contemporary	13.3	10.7	10.2	8.9	8.6	7.2	6.1	6.0
Country	17.6	14.6	11.1	9.4	8.9	5.8	4.0	11.8
Dance	0.8	0.7	0.5	0.8	0.4	0.5	0.4	0.5
Easy listening	1.7	2.1	3.0	2.8	3.0	5.7	5.9	4.3
Gold/oldies/rock	9.1	13.5	16.2	18.1	17.2	13.7	10.6	12.9
Middle-of-the-road	2.2	2.9	2.0	2.8	1.5	1.6	1.4	2.9
Other	11.8	6.7	6.4	6.0	6.4	5.8	6.2	7.7
Sports	0.9	1.0	1.4	1.6	1.3	1.8	2.1	1.3
Talk	11.4	10.8	10.0	9.4	8.6	10.7	9.0	12.9
U.S. stations	2.2	2.5	2.5	3.1	2.9	3.1	2.5	3.8
Total listening	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 6
Percentage share of radio listening, by format and occupation, fall 2007

	General labour	Service sector	Farmer or farm worker	Fishing sector	Skilled trades sector	Skilled services sector	Technical worker	Clerical and related sector	Artistic and recreational sector	Sales workers
	percent									
Adult contemporary	23.0	16.2	30.3	15.3	25.9	39.0	25.1	15.7	28.5	11.3
Album oriented rock	11.3	4.0	6.6	5.5	6.8	4.5	8.0	12.3	7.2	5.4
Canadian Broadcasting Corporation	2.3	6.7	3.7	6.5	8.6	4.2	10.3	3.6	5.7	32.3
Contemporary	12.6	11.9	12.4	5.9	9.3	11.3	9.9	10.4	9.5	6.6
Country	9.7	25.5	9.0	39.9	9.8	8.4	4.8	9.9	5.3	2.6
Dance	0.6	0.0	0.4	0.0	0.7	0.5	0.3	0.3	0.8	0.2
Easy listening	1.1	0.0	2.8	0.9	2.2	3.0	2.1	1.4	2.0	5.4
Gold/oldies/rock	21.5	8.4	18.0	9.2	16.1	14.2	18.9	24.8	16.6	15.7
Middle-of-the-road	1.1	0.6	0.8	1.1	1.6	0.9	0.5	1.2	0.7	0.4
Other	6.1	18.3	6.3	4.6	4.9	4.6	5.9	9.1	6.6	11.7
Sports	1.4	0.0	1.1	0.6	2.2	1.2	2.6	1.4	3.5	1.3
Talk	6.1	8.2	5.8	7.9	9.2	6.0	8.8	6.7	11.2	4.8
U.S. stations	3.2	0.3	2.7	2.6	2.7	2.2	2.7	3.1	2.4	2.3
Total listening	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

	Middle management	Store owner or self employed	Senior management	Professional	Not ¹ working	Occupation unknown
	percent					
Adult contemporary	28.9	22.1	21.7	20.9	27.1	19.9
Album oriented rock	6.4	6.1	4.3	3.9	2.8	2.8
Canadian Broadcasting Corporation	8.3	12.0	18.5	23.4	9.9	16.9
Contemporary	6.8	8.6	6.5	8.2	7.6	7.6
Country	9.3	9.2	5.0	4.6	16.4	10.4
Dance	0.6	0.3	0.1	0.5	0.3	0.7
Easy listening	3.0	3.3	5.0	4.5	4.6	4.9
Gold/oldies/rock	17.6	15.2	16.2	13.8	9.0	10.1
Middle-of-the-road	1.3	1.1	0.8	1.2	2.2	3.1
Other	5.2	7.7	5.1	5.8	5.7	7.0
Sports	2.5	2.6	3.2	1.8	0.2	1.1
Talk	7.7	9.6	11.8	8.7	11.6	12.6
U.S. stations	2.4	2.1	1.6	2.5	2.4	2.8
Total listening	100.0	100.0	100.0	100.0	100.0	100.0

1. Not working includes unemployed persons, students, homemakers and retired persons.

Note(s): Due to quality improvements, data in this table differ from data found in previously published versions.

Methodology

Survey operations

Survey production involves five distinct processes: survey design, sample enumeration, diary collection and editing, and the processing of the information into final publishable data, all of which are managed by the Survey Operations division.

Survey design

The Survey Design department defines the geography used for measuring and reporting BBM Radio audiences using a combination of data from Canada Post and Statistics Canada, as well as the boundaries of the markets participating in the survey. The geography is then mapped across the markets for each survey, approximately 110 markets.

The Survey Design department also maintains the records of all BBM populations, and ensures their accuracy for later projecting (or weighting) the diary tuning back to the whole population of people in each area and cell. This helps to ensure that the survey population accurately represents the general population in each demographic, in each market.

Sample design

Using historic response rates and household size data, survey design staff determine the number of respondents, diary mail-outs and telephone listings needed to conduct each survey. Various suppliers provide computerized telephone listings, which come from the latest available phone directories and cover most of Canada. If telephone listings for rural areas are not covered by our supplier's lists, BBM tops-up the list with telephone directories, chosen manually by BBM staff. Once all the listing data has been computer-entered, it is postal-coded and assigned a geographic cell number.

Enumeration

Using CATI (Computer Assisted Telephone Interviewing) technology, the Enumeration departments in Montreal and Moncton recruit households to participate in each upcoming BBM survey.

Suppliers provide a list of households and a sample is taken. Each household is contacted via a phone call and an adult contact name is created. From one responsible adult, enumerators collect the name, gender and age of every person in the dwelling, their preferred language of correspondence and the correct mailing address. The age required is from 12 years of age and older.

All respondent information is kept strictly confidential.

Diary mailing

Respondents may request their diaries in either English or French. Diary packages (introductory letter, diary, incentive and return envelope) are assembled by a direct-mail company and delivered to the sorting plant for mailing.

Selected cooperating households receive a one-week diary for each household member along with a small cash token one week prior to the designated survey week. BBM also contacts each household by phone just prior to and during the designated survey week to confirm that the diary has been received, and to encourage participation and the prompt return of the completed diaries at the week's end. A reminder notice is also sent by mail. BBM also does a follow-up phone call at the end of each survey week to remind respondents to send back the diary.

The survey

During the specified one-week period, each diary keeper records his or her Radio listening by quarter hour from 5:00 a.m. until 1:00 a.m. for seven days.

Diary collection, checking and processing

Diaries are sorted and deemed to be early, good or late returns based on the relationship between the day on which they arrive at BBM and the survey week that they covered. To facilitate the editing process, internal post office staff sort the diaries by cell and forward them to the Editing staff.

Edit staff proof each diary to ensure that it has been properly completed. Specifically, they check that the required demographic questions have been answered and that the quarter-hour entries will allow us to identify the station to which the respondent was tuned.

Occasionally, respondents have trouble identifying the stations to which they tuned. Sometimes, the quarter-hour entries contain fractured or invalid call letters, channel numbers, program names or network IDs. Senior diary processing staff use their broad knowledge base in this area to decipher and fix almost all station ID problems. These staff also routinely spots diaries that are missing key pieces of data (age, sex, language, call letters), without

which these diaries would have to be excluded from the sample base. To salvage these diaries, we telephone the respondents and question them about the missing or conflicting data.

The information we collect from all of the returned diaries is keyed into our computers. Next, respondent and keying errors are highlighted and fixed via numerous computerized "discrepancy" checks and reports. Computer control files are used to define BBM geography and list the stations available in Canada. Additional files track things such as time zones. BBM maintains meticulous controls to ensure that all diary entries are explicit before being stored on our computer system to await final processing.

Finally, the Survey Controls Coordinator gathers and inputs any additional data required to process each survey. Information from returned diaries is entered into our computers, subjected to a series of comprehensive edits and quality checks, projected and processed.

Release date: September 2008

Symbols

The following standard symbols are used in Statistics Canada publications:

.	not available for any reference period
..	not available for a specific reference period
...	not applicable
0	true zero or a value rounded to zero
0 ^s	value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded
p	preliminary
r	revised
x	suppressed to meet the confidentiality requirements of the <i>Statistics Act</i>
E	use with caution
F	too unreliable to be published

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