

THE AUDIENCE FOR CAMPUS AND COMMUNITY RADIO IN CANADA

A NATIONAL SURVEY OF 2,000 ADULT CANADIANS



AUGUST 2017

METHODOLOGY

Online survey

Representative sample from Research Now panel.
Statistically weighted to match Canadian population.

Sample Size

2,000, Canadian adults, aged 18+

Field dates

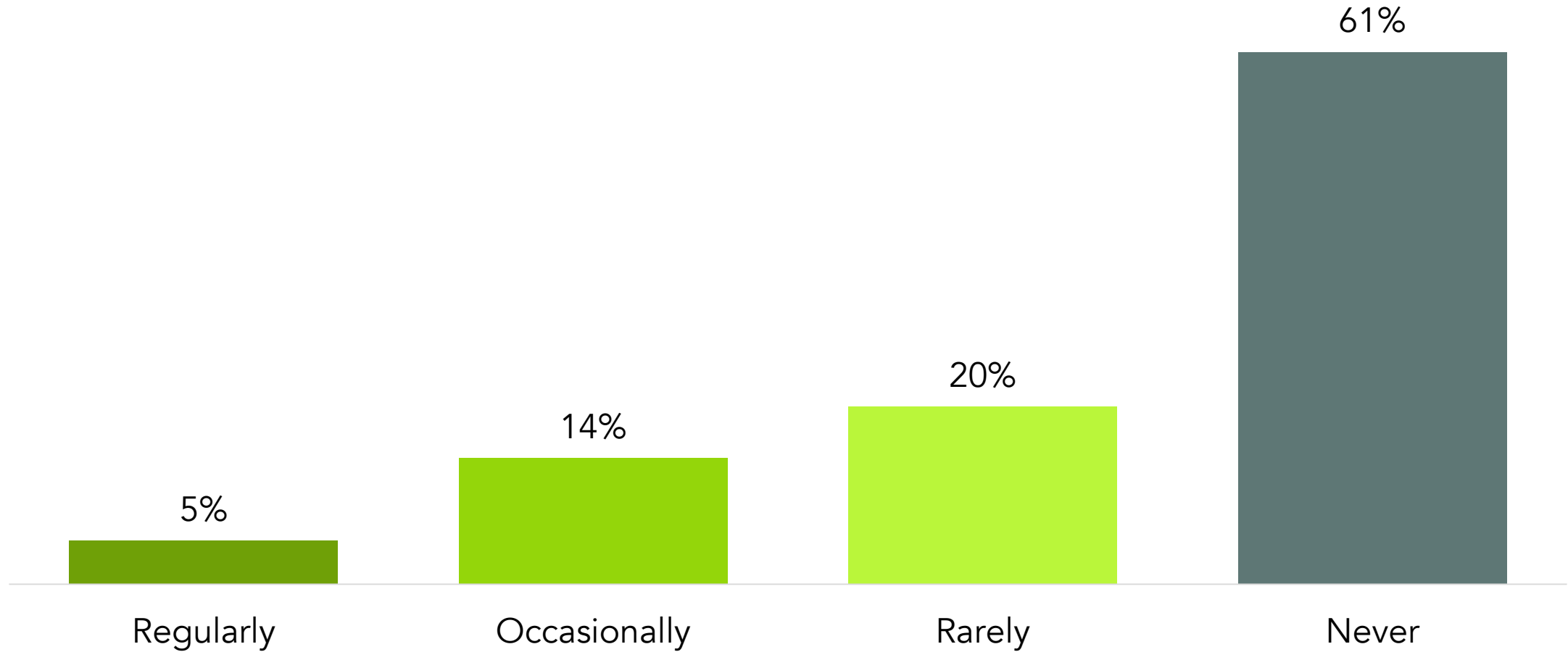
August 4th to 7th, 2017



ABACUS DATA

LISTENING TO CAMPUS OR COMMUNITY RADIO

ALL RESPONDENTS

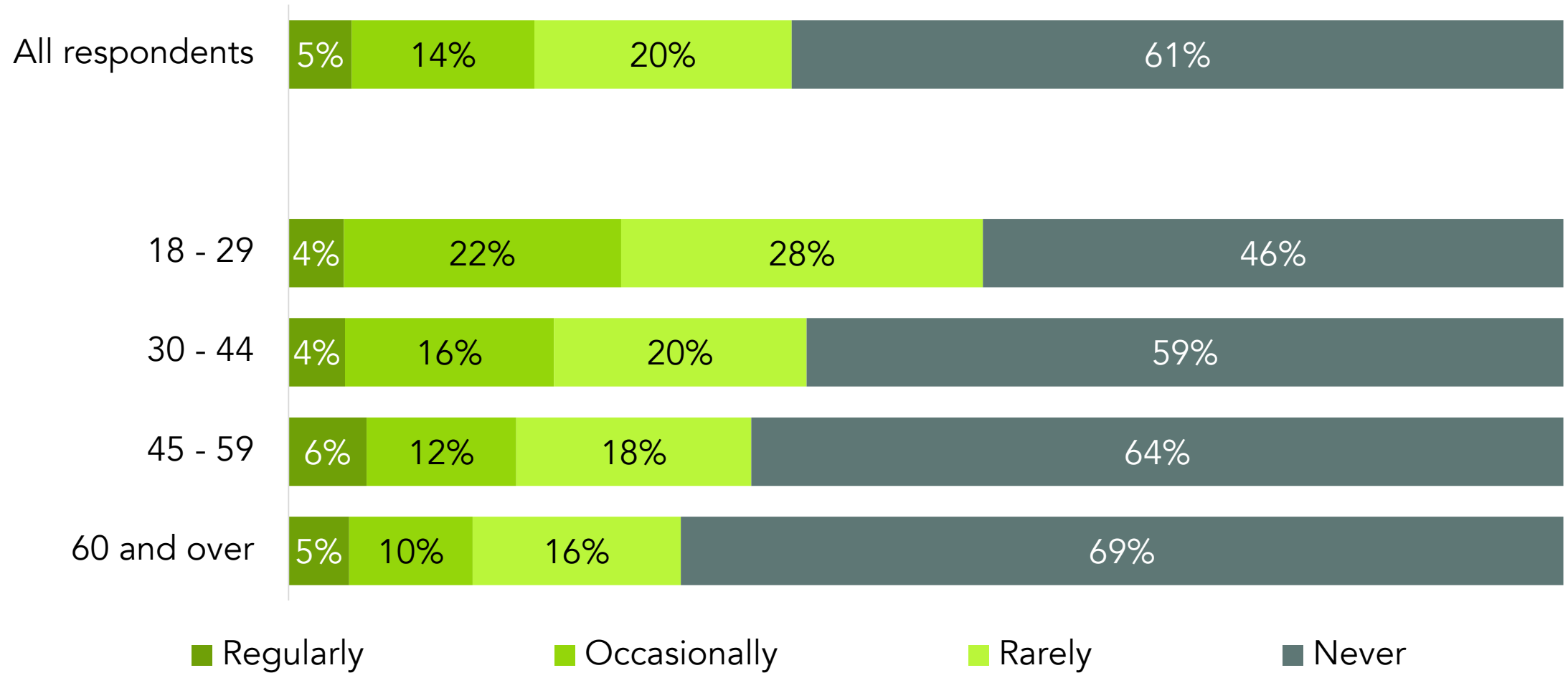


How often do you listen to campus or community radio stations?



LISTENING TO CAMPUS OR COMMUNITY RADIO

BY AGE GROUPS

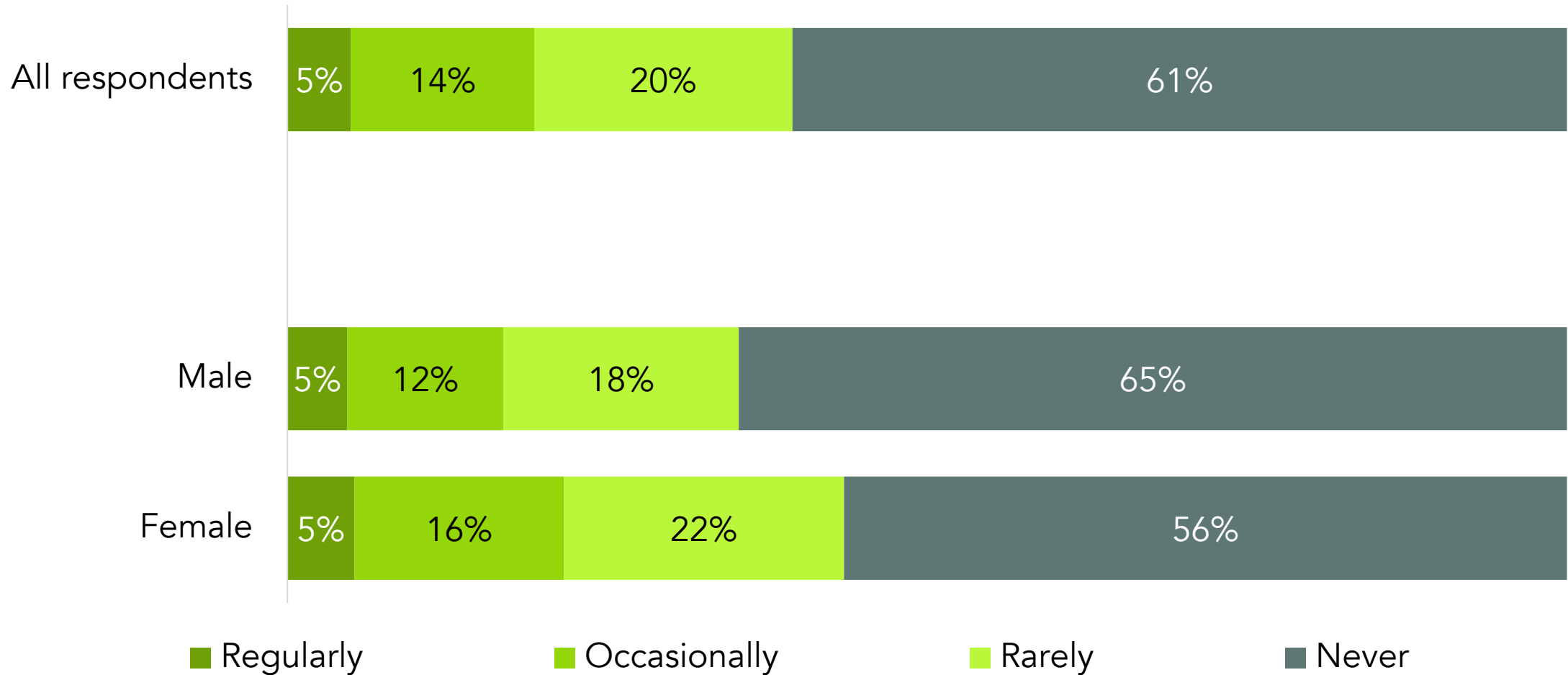


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LISTENING TO CAMPUS OR COMMUNITY RADIO

BY GENDER

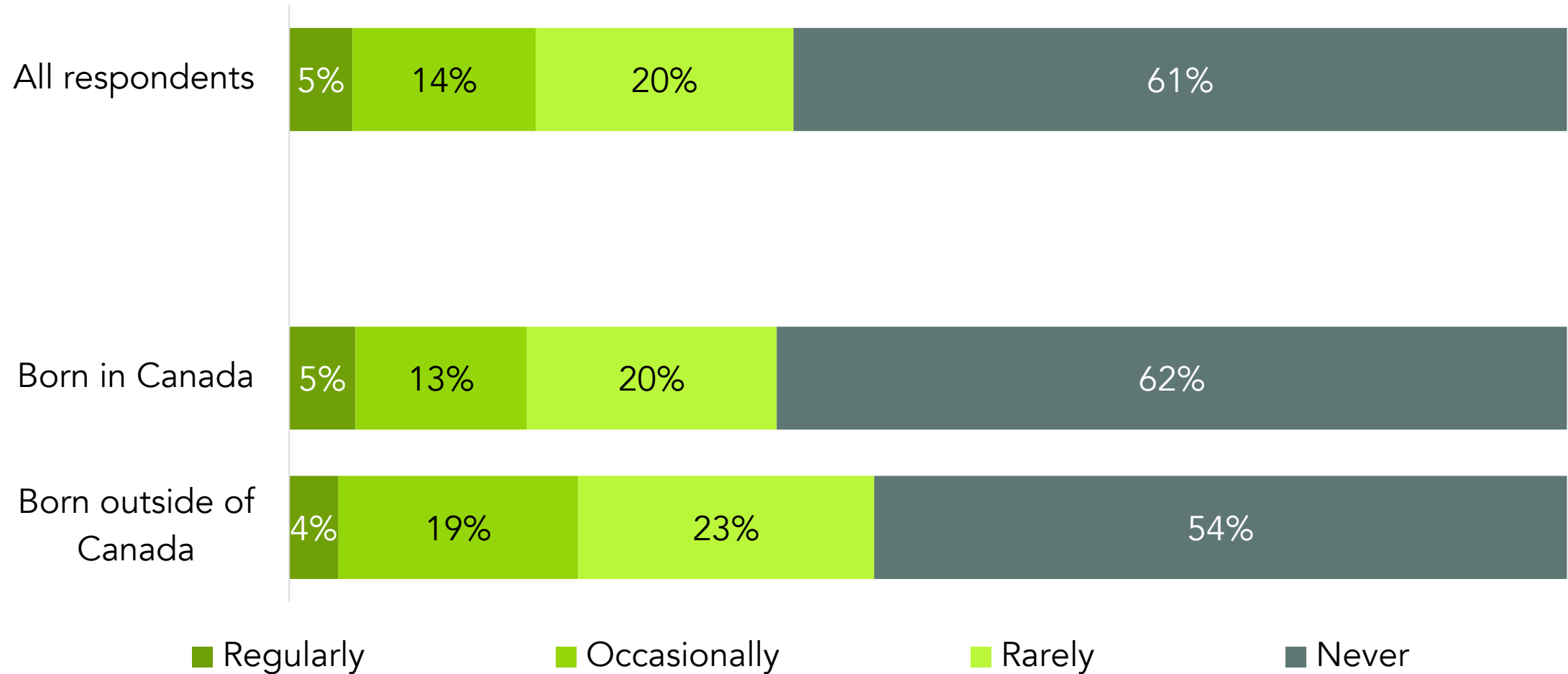


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LISTENING TO CAMPUS OR COMMUNITY RADIO

BY IMMIGRATION

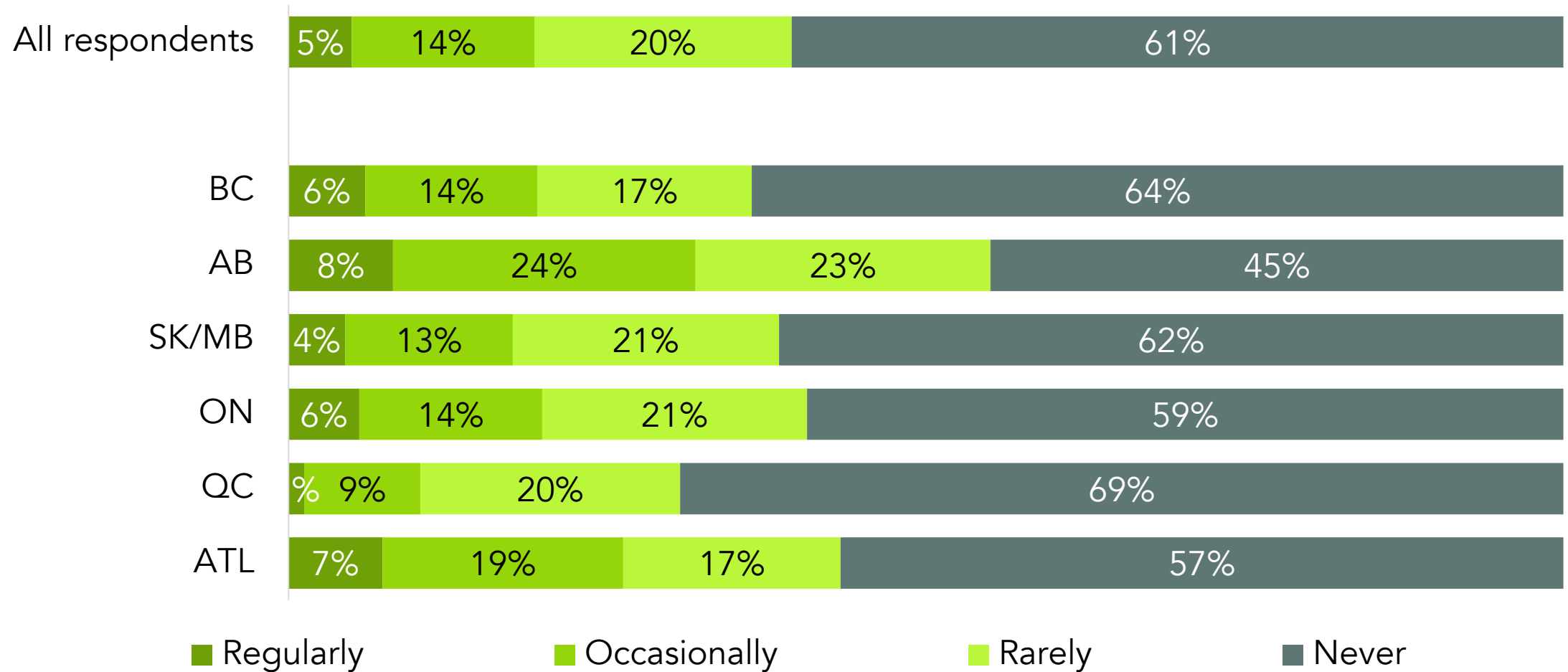


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LISTENING TO CAMPUS OR COMMUNITY RADIO

BY REGION

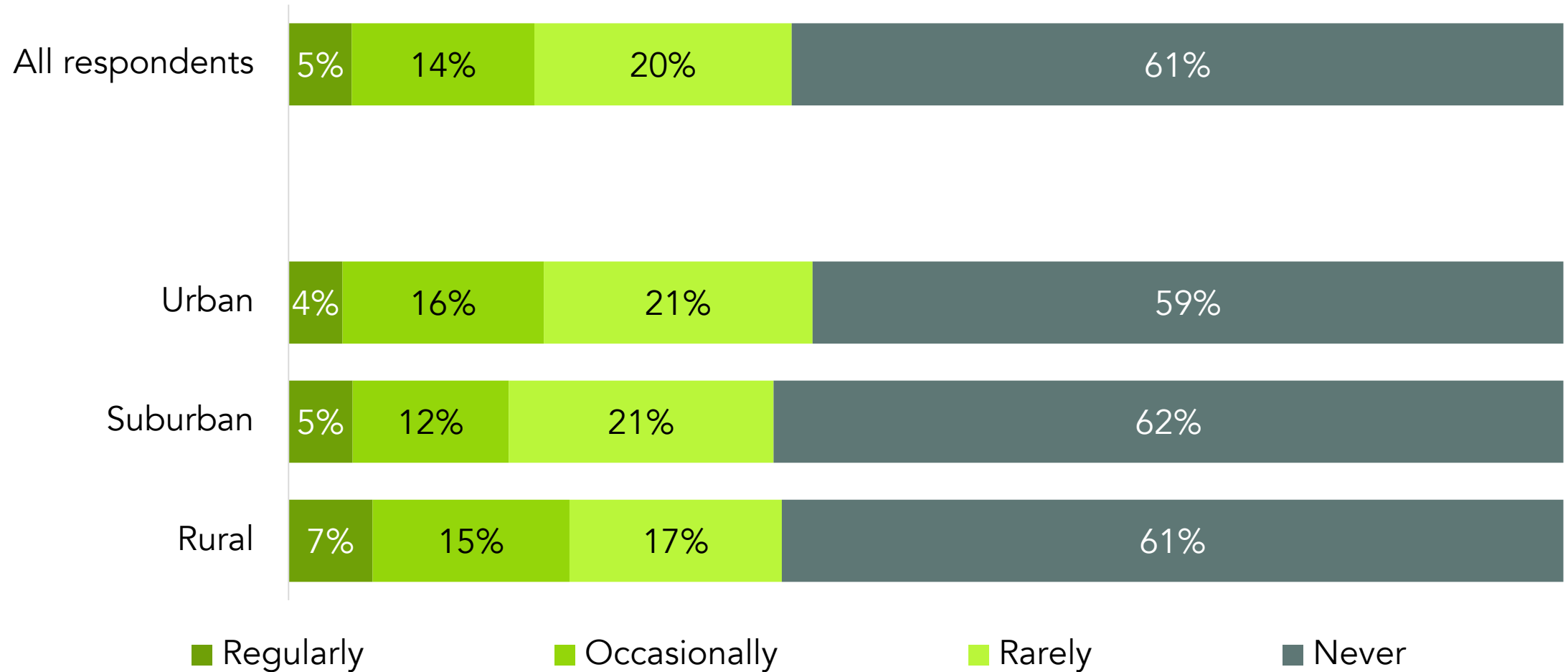


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LISTENING TO CAMPUS OR COMMUNITY RADIO

BY COMMUNITY TYPE



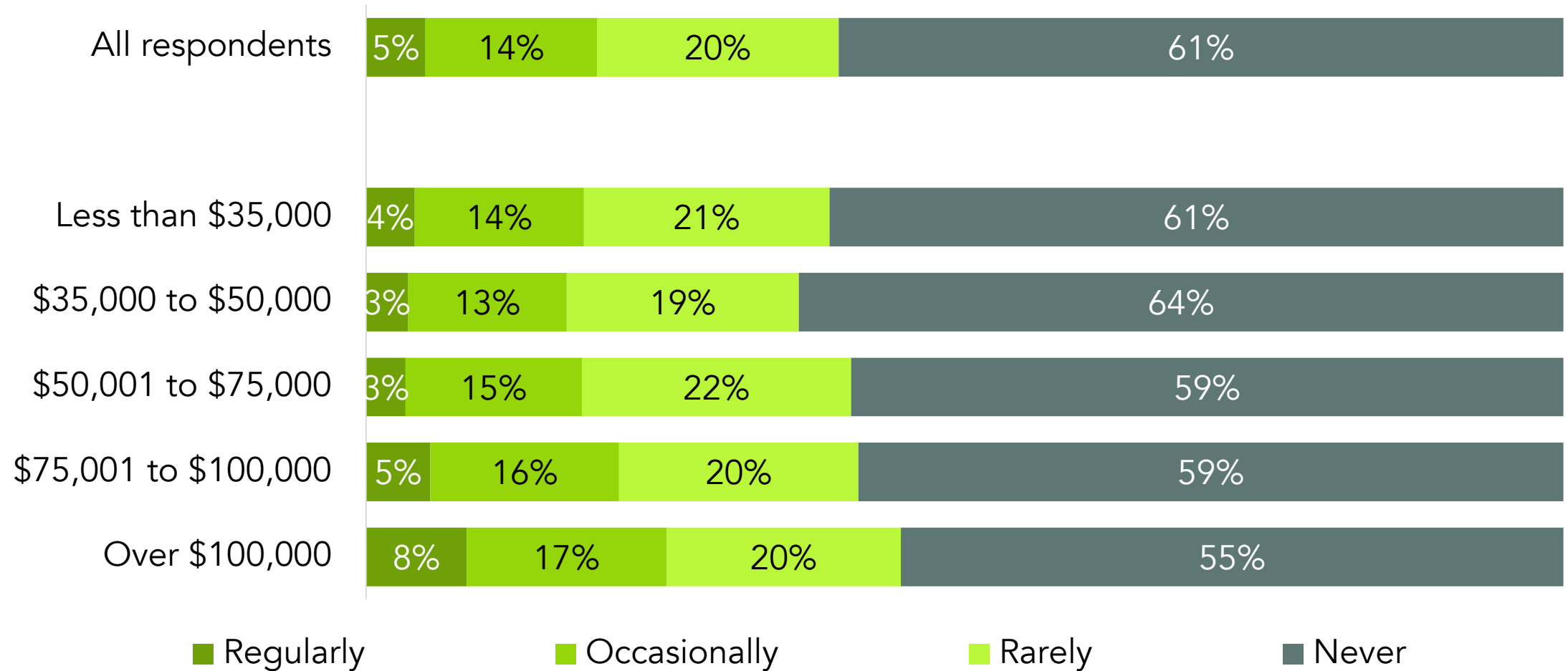
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ABACUS DATA

LISTENING TO CAMPUS OR COMMUNITY RADIO

BY HOUSEHOLD INCOME

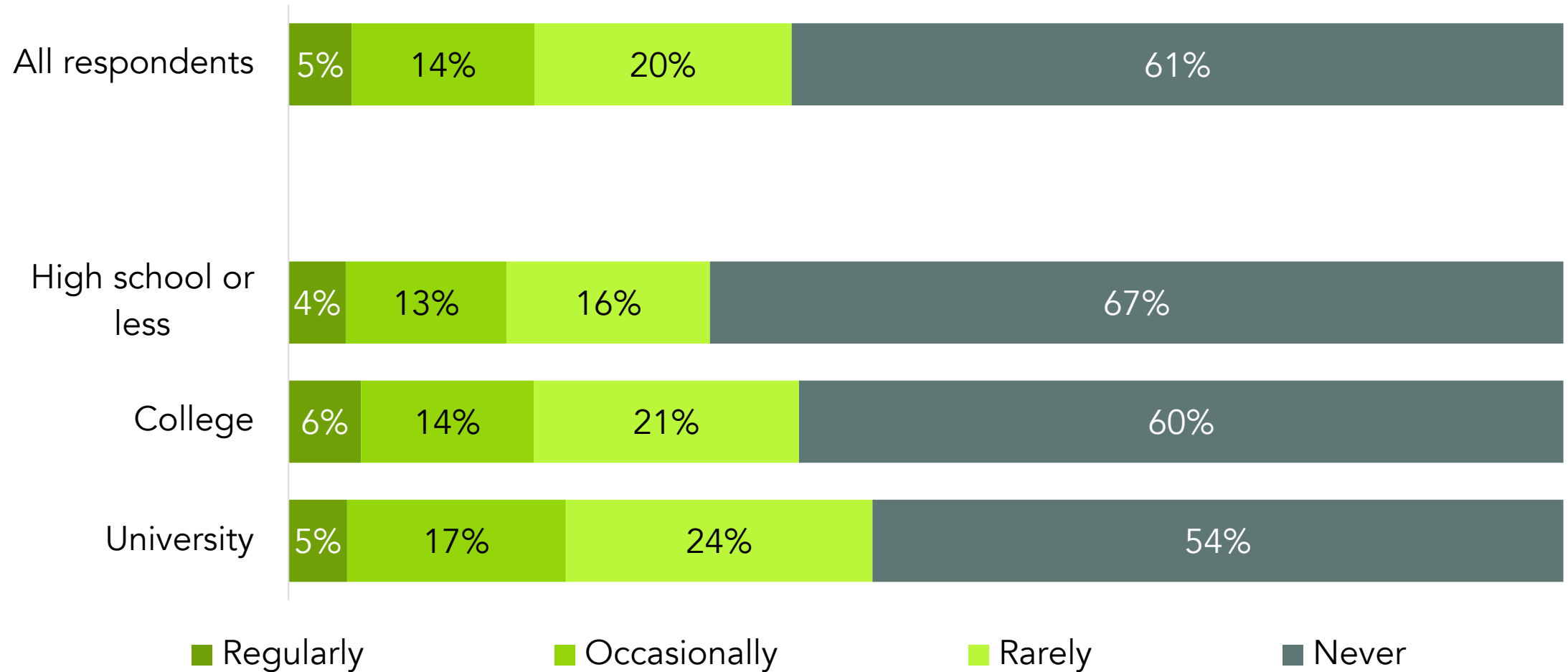


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LISTENING TO CAMPUS OR COMMUNITY RADIO

BY EDUCATION

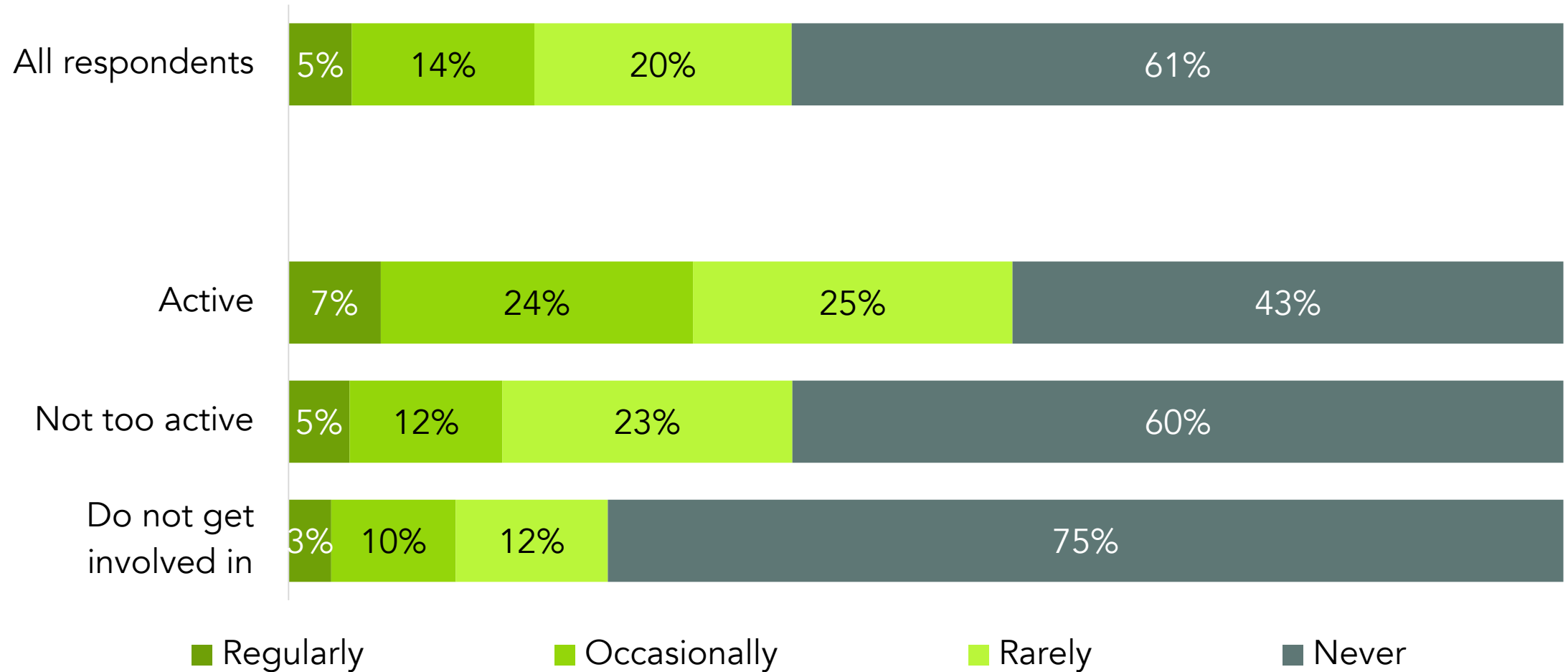


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LISTENING TO CAMPUS OR COMMUNITY RADIO

BY COMMUNITY ACTIVISM

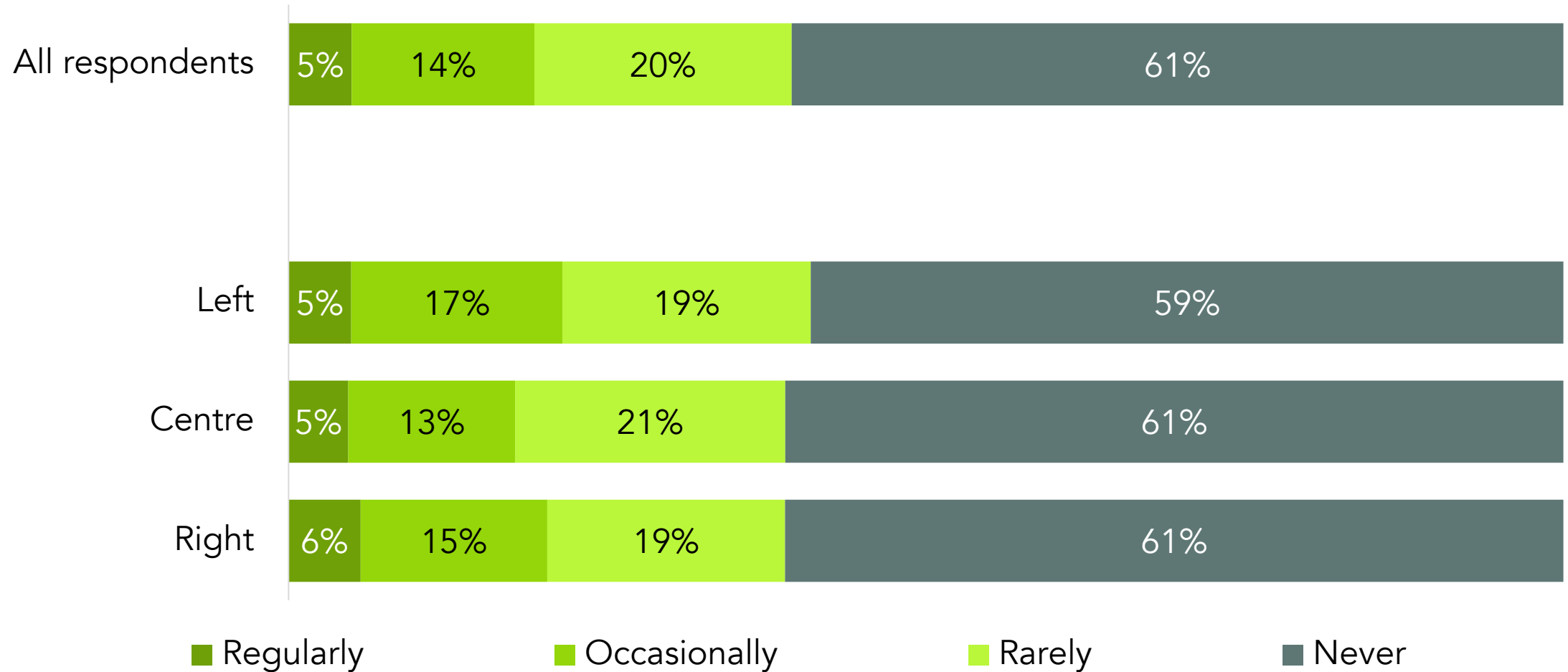


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LISTENING TO CAMPUS OR COMMUNITY RADIO

BY POLITICAL SPECTRUM

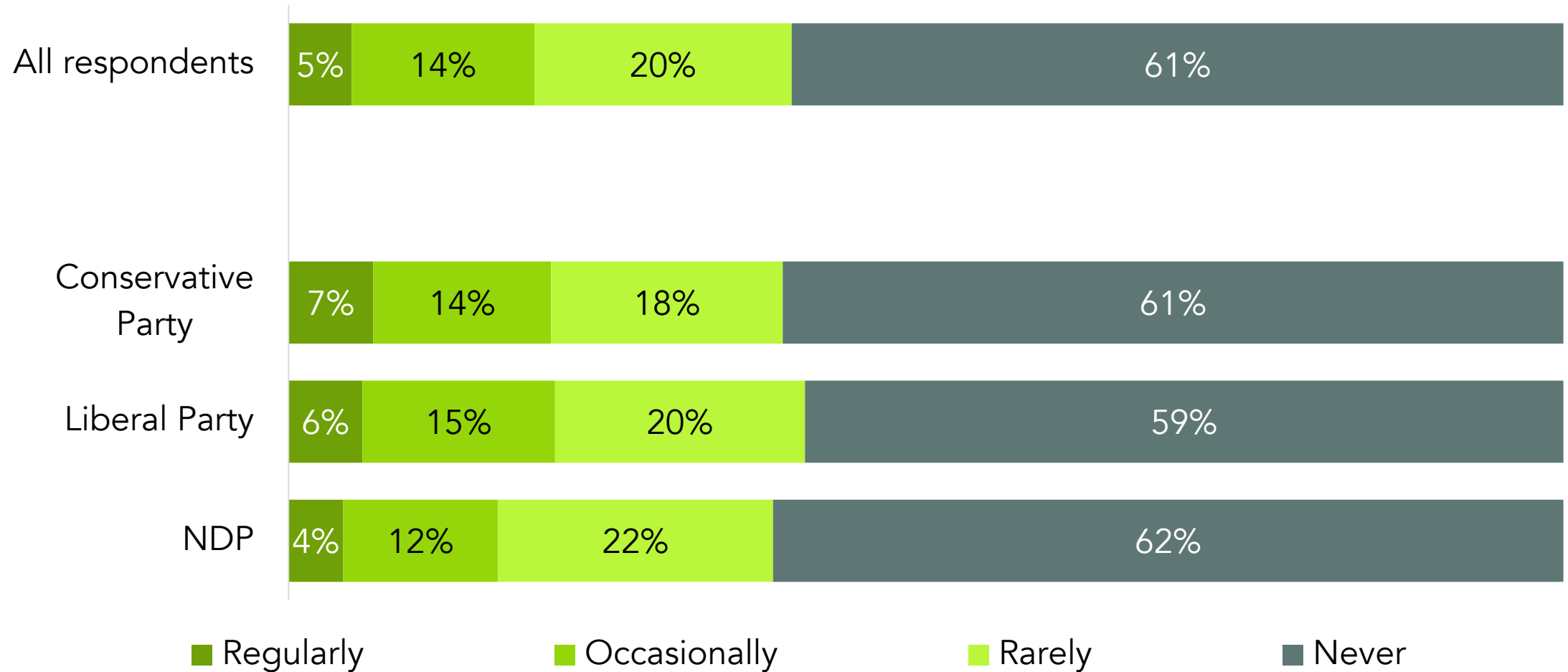


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LISTENING TO CAMPUS OR COMMUNITY RADIO

BY 2015 FEDERAL VOTE

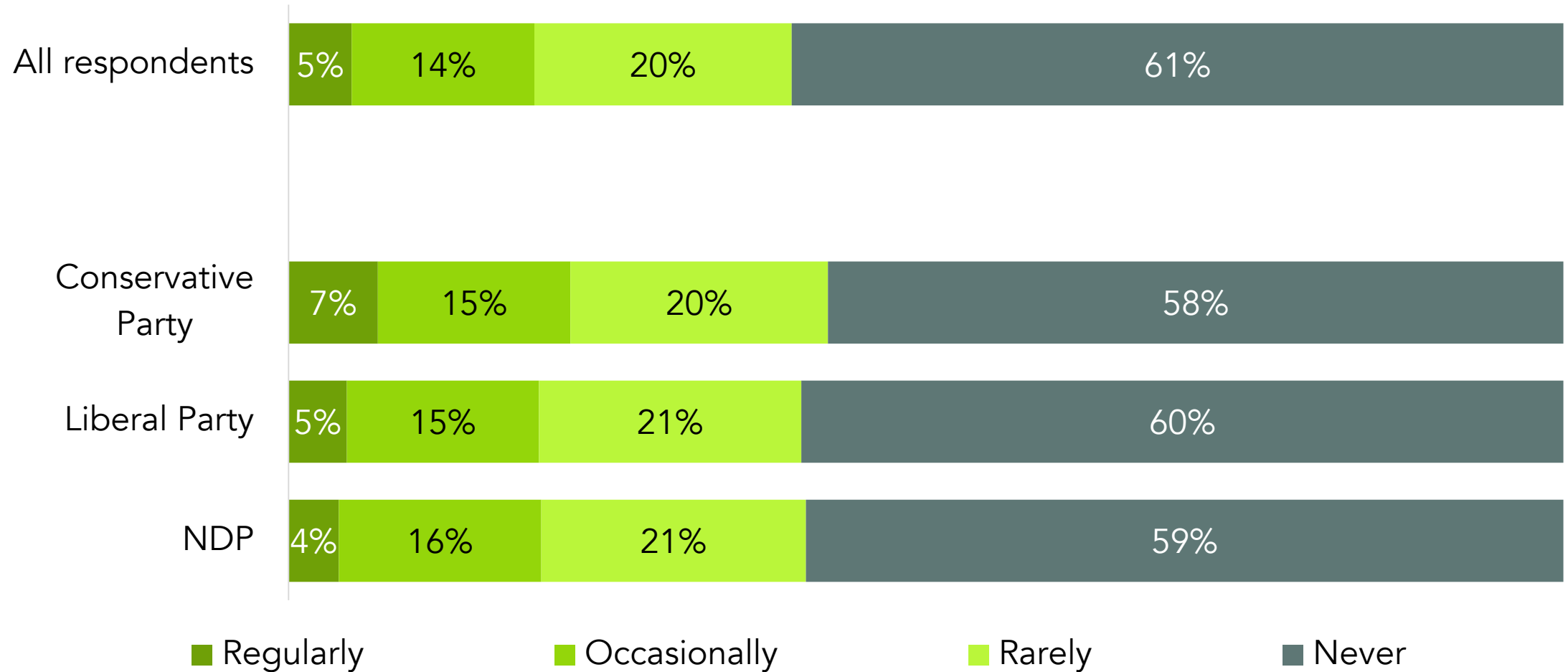


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LISTENING TO CAMPUS OR COMMUNITY RADIO

BY CURRENT FEDERAL VOTE



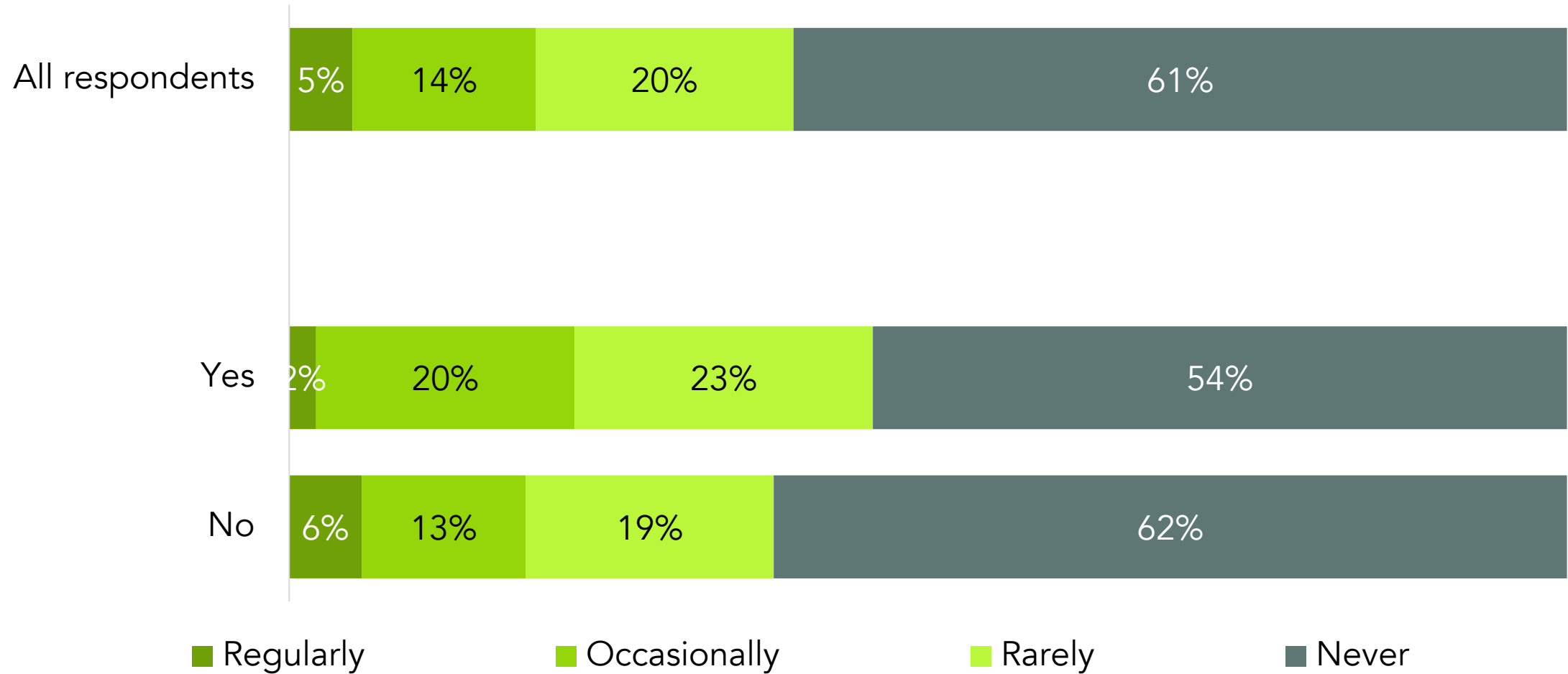
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ABACUS DATA

LISTENING TO CAMPUS OR COMMUNITY RADIO

BY VISIBLE MINORITY

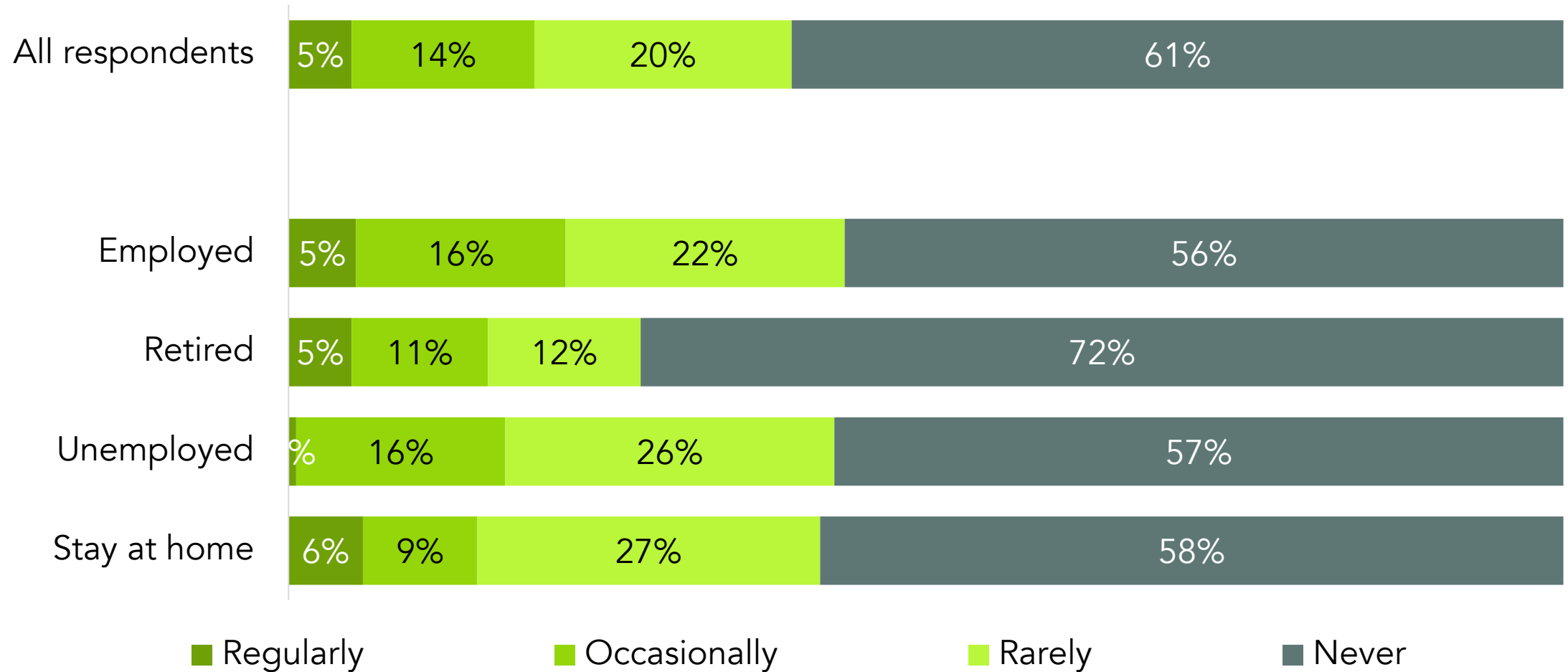


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LISTENING TO CAMPUS OR COMMUNITY RADIO

BY EMPLOYMENT STATUS

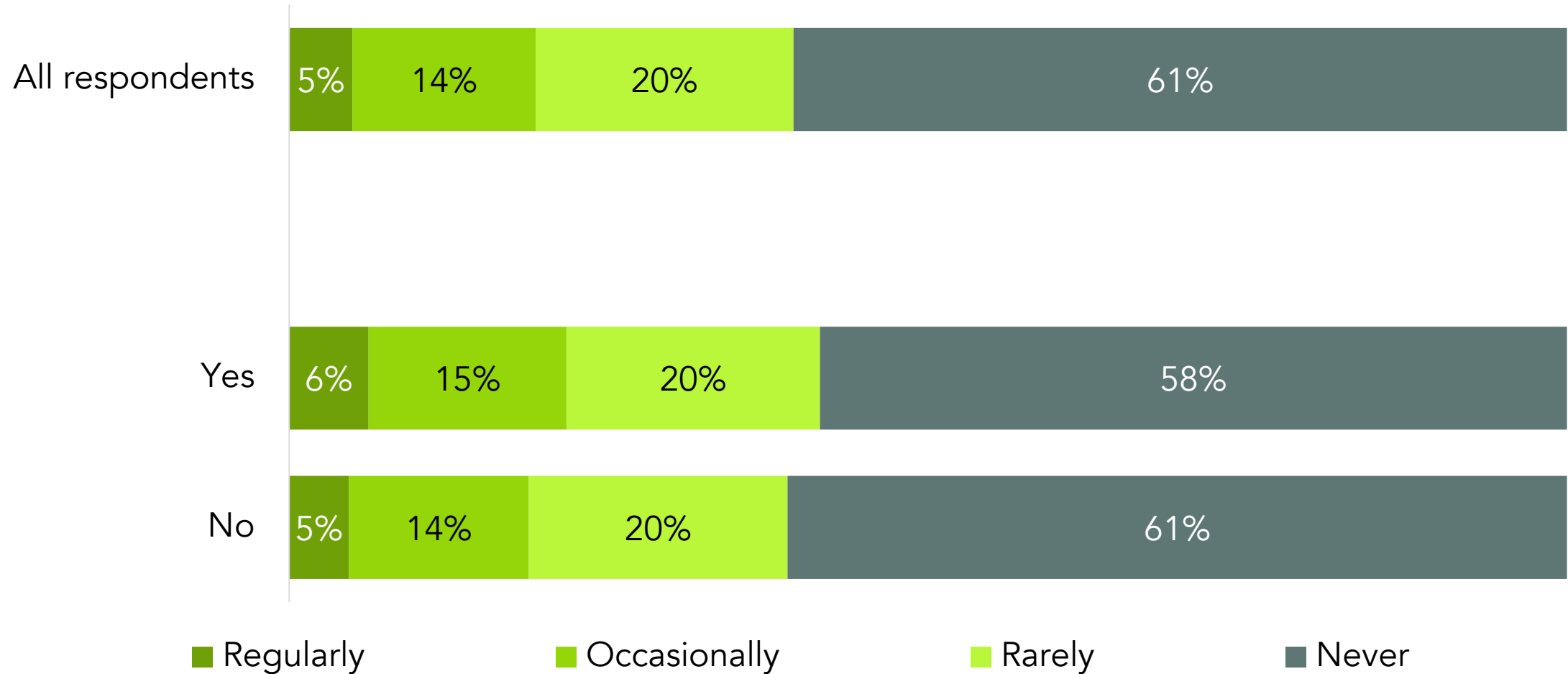


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LISTENING TO CAMPUS OR COMMUNITY RADIO

BY UNION MEMBERSHIP

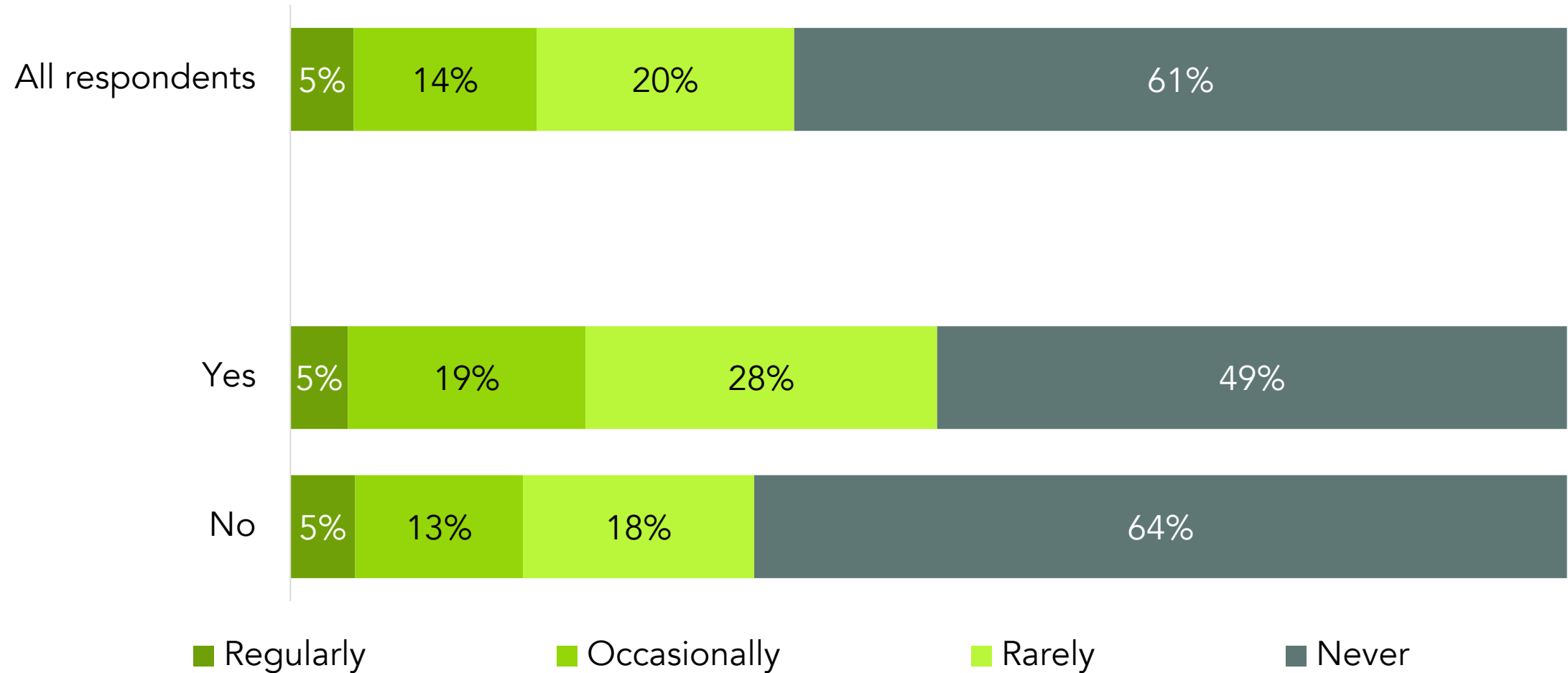


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LISTENING TO CAMPUS OR COMMUNITY RADIO

BY CHILDREN UNDER 18 YEARS OF AGE AT HOME

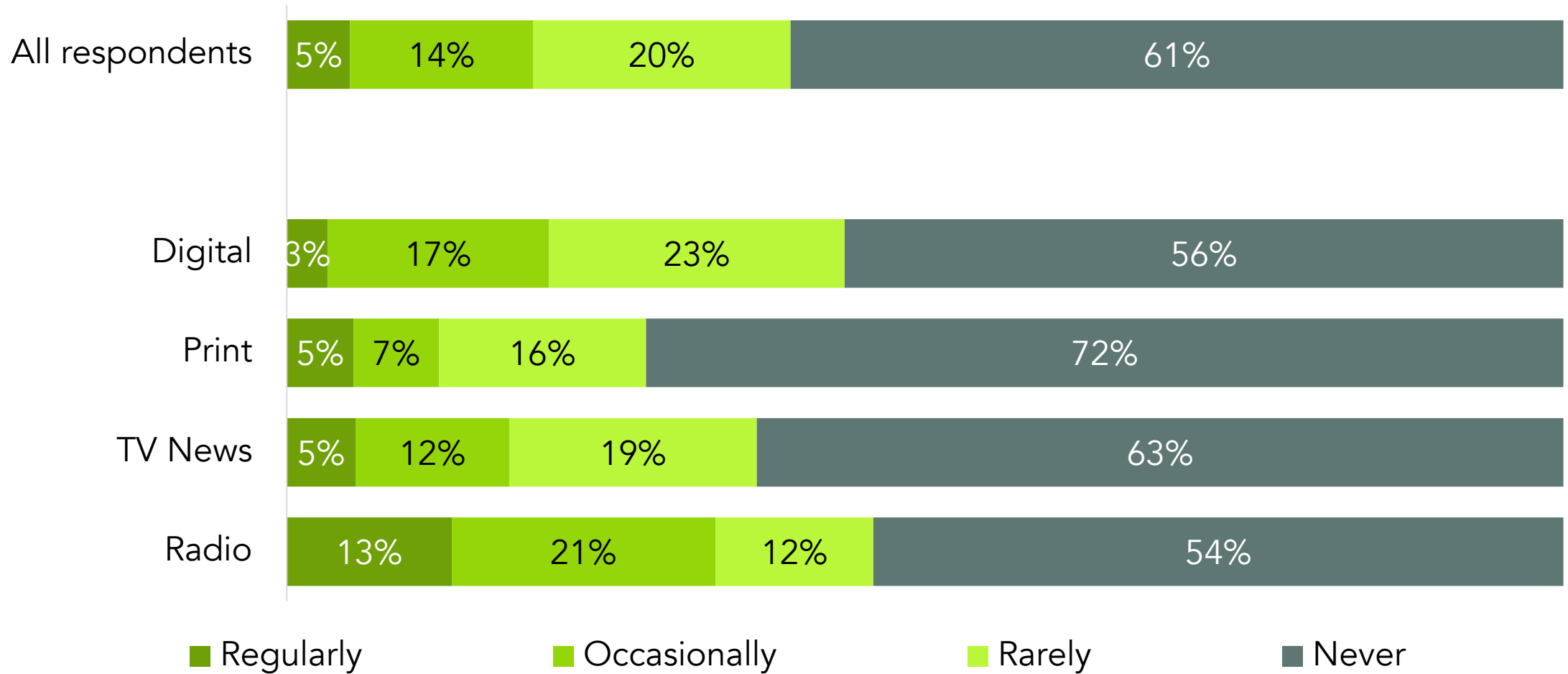


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LISTENING TO CAMPUS OR COMMUNITY RADIO

BY NEWS CONSUMPTION - WORLD AFFAIRS

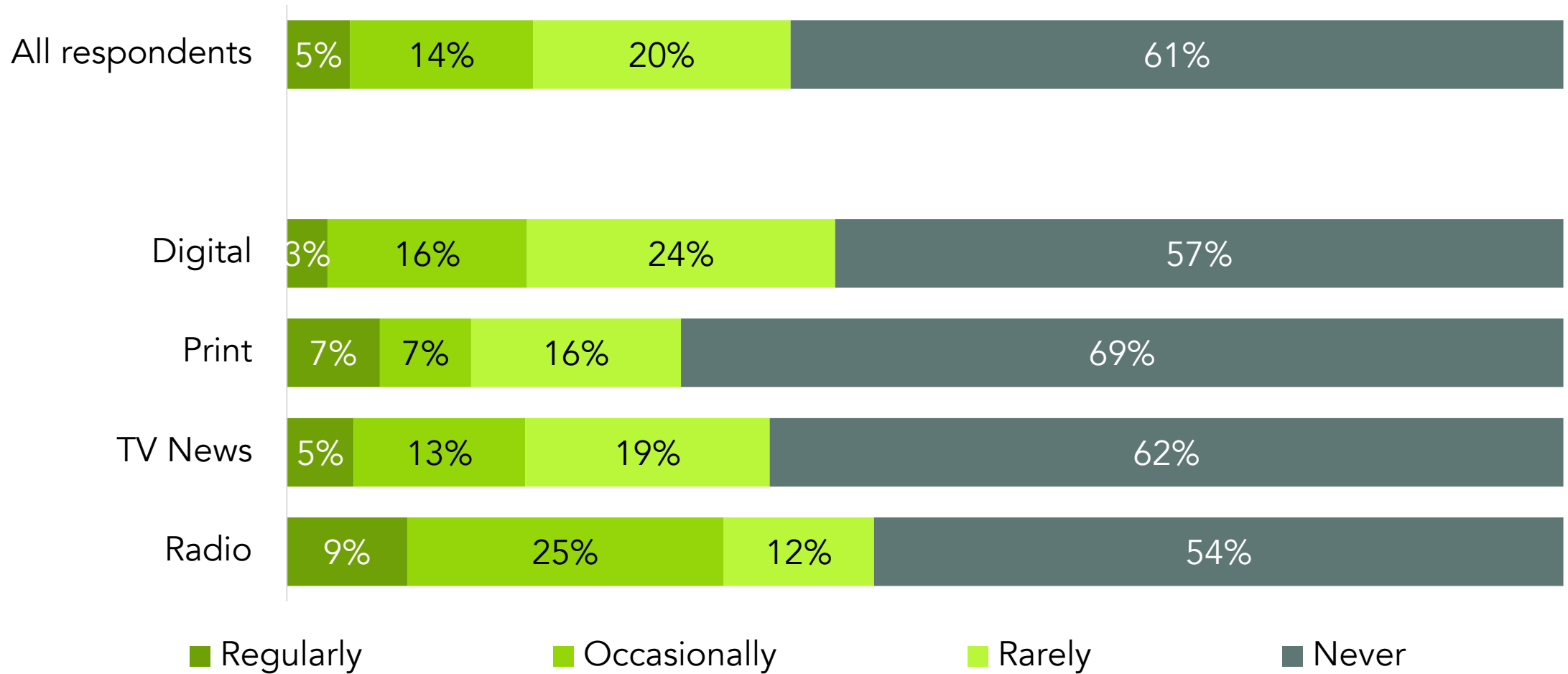


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LISTENING TO CAMPUS OR COMMUNITY RADIO

BY NEWS CONSUMPTION - NATIONAL NEWS

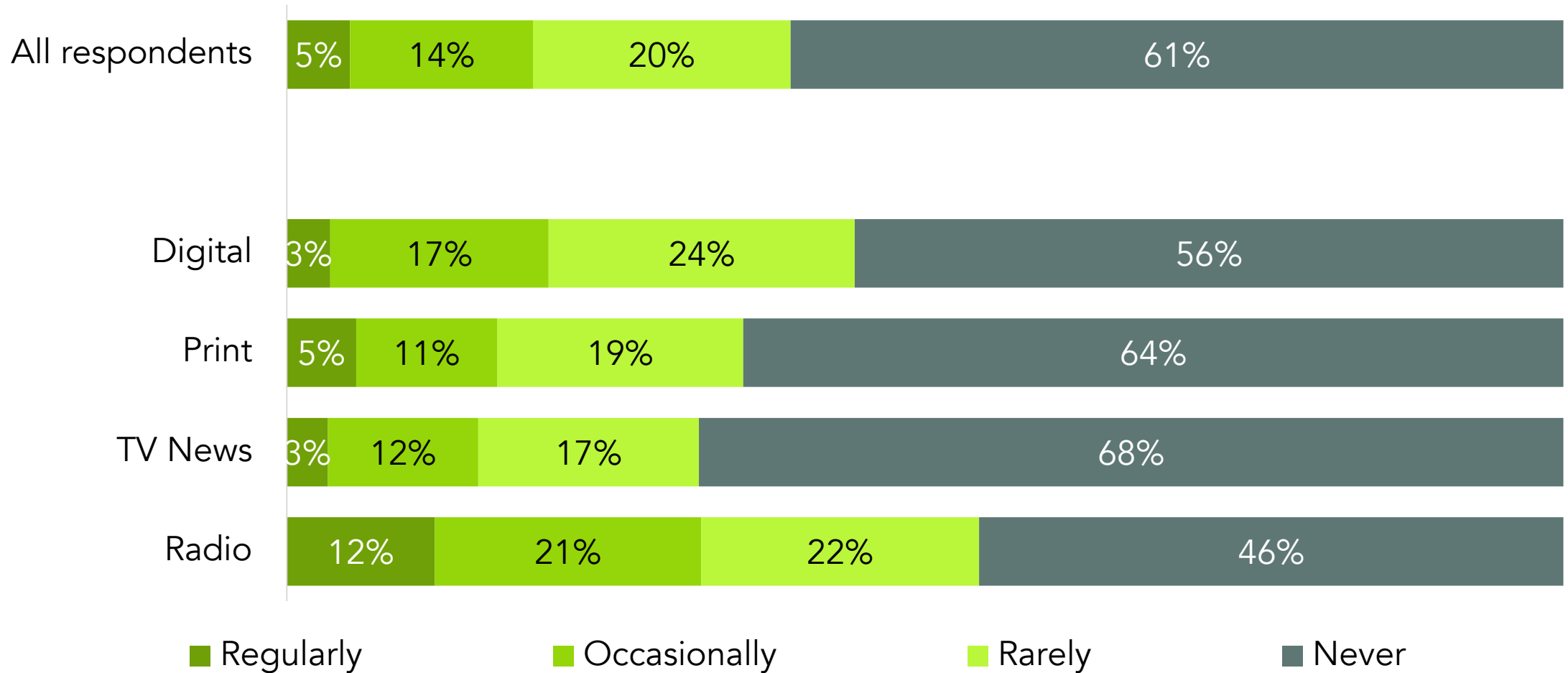


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LISTENING TO CAMPUS OR COMMUNITY RADIO

BY NEWS CONSUMPTION - LOCAL NEWS



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