## DETAILED RESULTS

## THE AUDIENCE FOR CAMPUS AND COMMUNITY RADIO IN CANADA

RESULTS OF A NATIONAL SURVEY OF CANADIANS


## METHODOLOGY

The survey was conducted with 1,500 Canadian adults from September 29th to October $2^{\text {nd }}, 2022$. A random sample of panelists were invited to completre 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



## LISTENING TO CAMPUS OR COMMUNITY RADIO ALL RESPONDENTS



Regularly

Occasionally
Rarely

- Never


## LISTENING TO CAMPUS OR COMMUNITY RADIO BY AGE GROUP

| Overall | $9 \%$ | $17 \%$ | $27 \%$ | $47 \%$ |
| :--- | :--- | :--- | :--- | :--- |


| 18 to 29 | 14\% | 24\% | 35\% | 28\% |
| :---: | :---: | :---: | :---: | :---: |
| 30 to 44 | 11\% | 24\% | 26\% | 39\% |
| 45 to 59 | 6\% 12\% | 24\% |  |  |
| 60 and over | 6\% 12\% | 26\% |  |  |

## LISTENING TO CAMPUS OR COMMUNITY RADIO by gender



## LISTENING TO CAMPUS OR COMMUNITY RADIO by Immigration

| Overall | $9 \%$ | $17 \%$ | $27 \%$ | $47 \%$ |
| :--- | :--- | :--- | :--- | :--- |



## LISTENING TO CAMPUS OR COMMUNITY RADIO BY REGION



## LISTENING TO CAMPUS OR COMMUNITY RADIO BY COMMUNITY TYPE




## LISTENING TO CAMPUS OR COMMUNITY RADIO BY HOUSEHOLD INCOME

| Overall | 9\% | 17\% | 27\% | 47\% |
| :---: | :---: | :---: | :---: | :---: |



## LISTENING TO CAMPUS OR COMMUNITY RADIO by EdUCATION




## LISTENING TO CAMPUS OR COMMUNITY RADIO BY COMMUNITY ACTIVISM




## LISTENING TO CAMPUS OR COMMUNITY RADIO

 BY POLITICAL SPECTRUM| Overall | 9\% | 17\% | 27\% | 47\% |
| :---: | :---: | :---: | :---: | :---: |
| Left | 9\% | 19\% | 24\% | 48\% |
| Centre | 8\% | 17\% | 27\% | 48\% |
| Right | 10\% | 15\% | 32\% | 43\% |
| $\square$ Regu |  |  |  | $\square$ |

## LISTENING TO CAMPUS OR COMMUNITY RADIO BY 2021 FEDERAL VOTE



| Liberal Party | 11\% | 22\% | 23\% | 43\% |
| :---: | :---: | :---: | :---: | :---: |
| Conservative Party | 7\% | 18\% | 29\% | 46\% |
| NDP | 9\% | 12\% | 29\% | 50\% |
| - Regu |  | - Occ | nally | $\square$ |

## LISTENING TO CAMPUS OR COMMUNITY RADIO

 BY CURRENT FEDERAL VOTE
## Overall

9\% 17\% 27\% 47\%

| Liberal Party | 11\% | 21\% | 26\% | 43\% |
| :---: | :---: | :---: | :---: | :---: |
| Conservative Party | 7\% | 19\% | 28\% | 46\% |
| NDP | 9\% | 11\% | 30\% | 51\% |
| $\square$ Regu |  | - Occ | nally | $\square$ |

## LISTENING TO CAMPUS OR COMMUNITY RADIO BY VISIBLE MINORITY



## LISTENING TO CAMPUS OR COMMUNITY RADIO BY EMPLOYMENT STATUS

Overall
$9 \% \quad 27 \% \quad 47 \%$


## LISTENING TO CAMPUS OR COMMUNITY RADIO BY UNION MEMBERSHIP



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

\begin{tabular}{|c|c|c|c|c|c|c|}
\hline \multirow[t]{2}{*}{Overall

Yes} \& 9\% \& 17\% \& \& 27\% \& \& 47\% <br>
\hline \& 13\% \& \& 28\% \& \& 26\% \& 33\% <br>
\hline No \& 7\% \& 13\% \& \& 27\% \& \& 52\% <br>
\hline \multicolumn{2}{|l|}{- Regularly} \& \multicolumn{3}{|r|}{Occasionally} \& - Ra \& - Never <br>
\hline
\end{tabular}

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

| Overall | $9 \%$ | $17 \%$ | $27 \%$ |  |
| ---: | ---: | :---: | :---: | :---: |
|  |  |  |  |  |

## LISTENING TO CAMPUS OR COMMUNITY RADIO BY NEWS CONSUMPTION - LOCAL NEWS

| Overall | 9\% | 17\% | 27\% |  | 47\% |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Digital | 8\% | 18\% | 28\% |  | 47\% |
| Print | 13\% | 16\% | 19\% |  | 52\% |
| TV News | 8\% | 16\% | 30\% |  | 46\% |
| Radio | 11\% |  |  | 24\% | 34\% |
| - Regul |  | - Oc |  | - Rarely | - Never |

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



