

AUDIENCE INSIGHTS FOR CAMPUS AND COMMUNITY RADIO IN CANADA

RESULTS OF A NATIONAL SURVEY CONDUCTED FOR
THE NATIONAL CAMPUS AND COMMUNITY RADIO
ASSOCIATION

July 2025



Methodology

The survey was conducted with 1,500 Canadians from June 26 to July 2, 2025. 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 +/- 2.53%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, and region. Totals may not add up to 100 due to rounding.

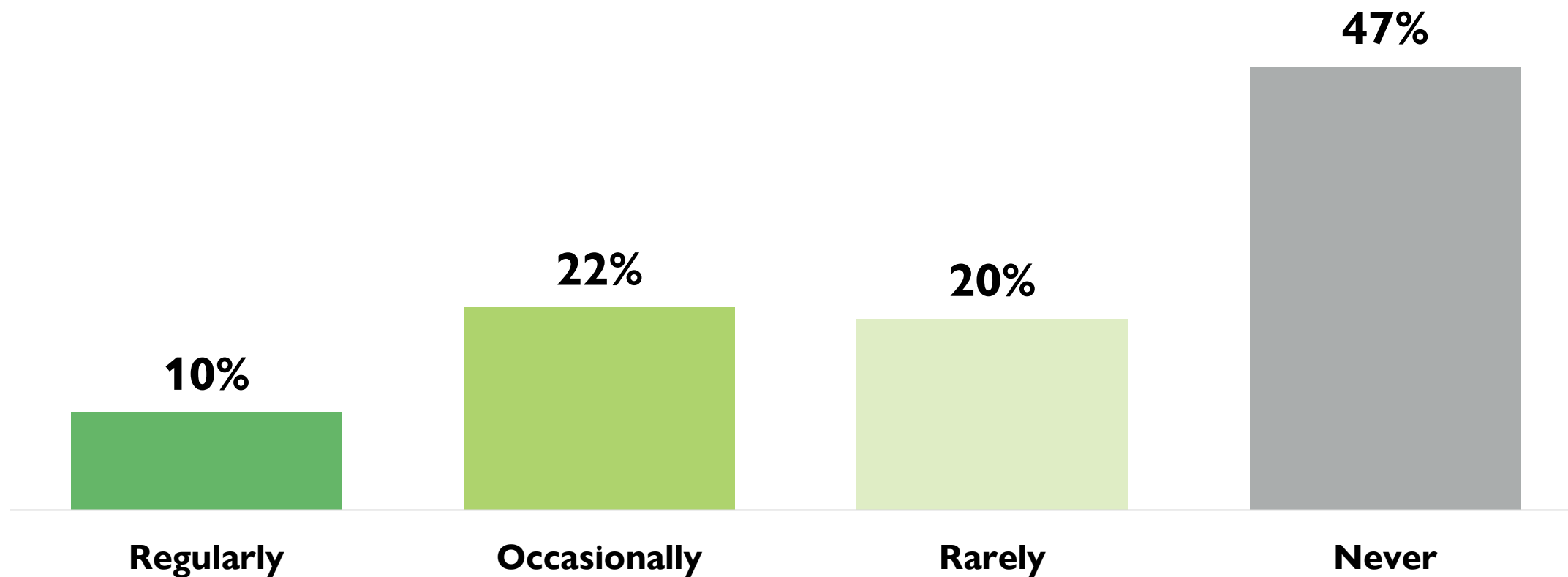




How often do you listen to campus or community radio stations?

Listening to campus or community radio

ALL RESPONDENTS



[BASE] n=1,500

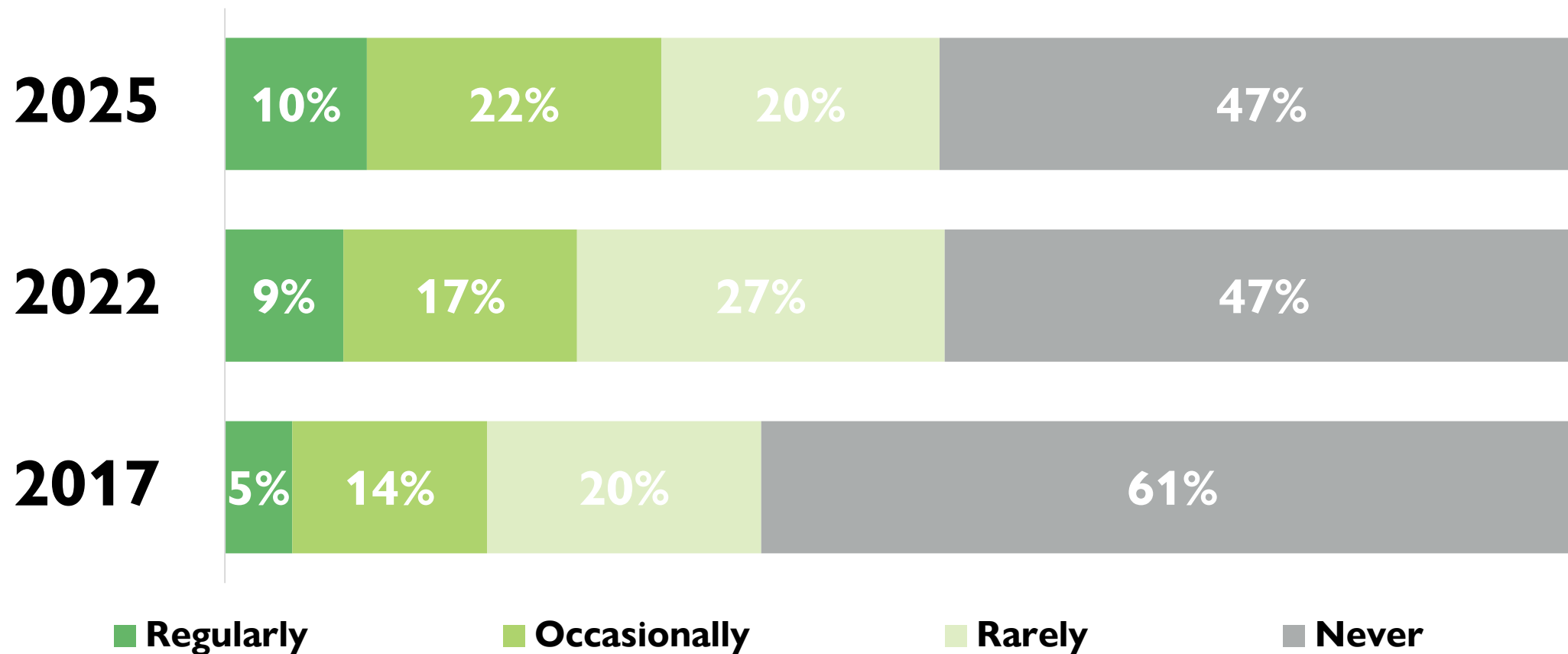




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[BASE] n=1,500

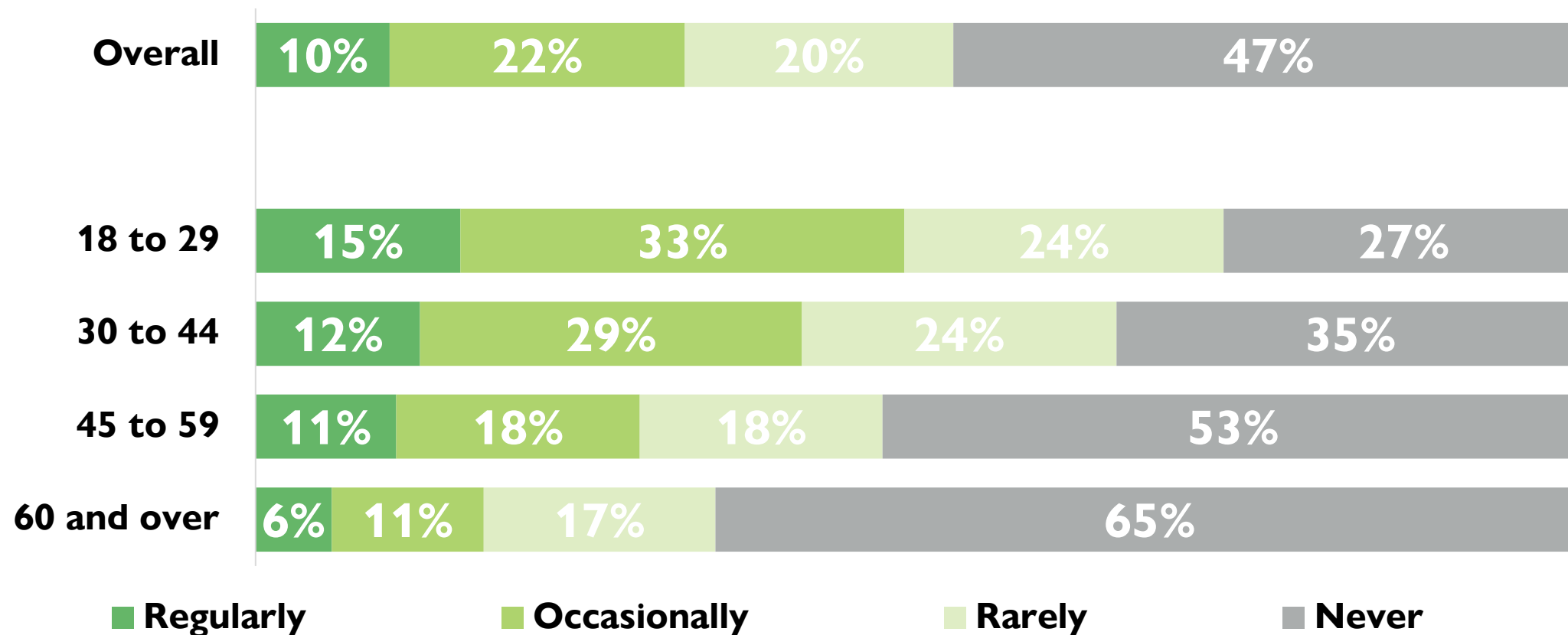




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BY AGE GROUP



[BASE] n=1,500

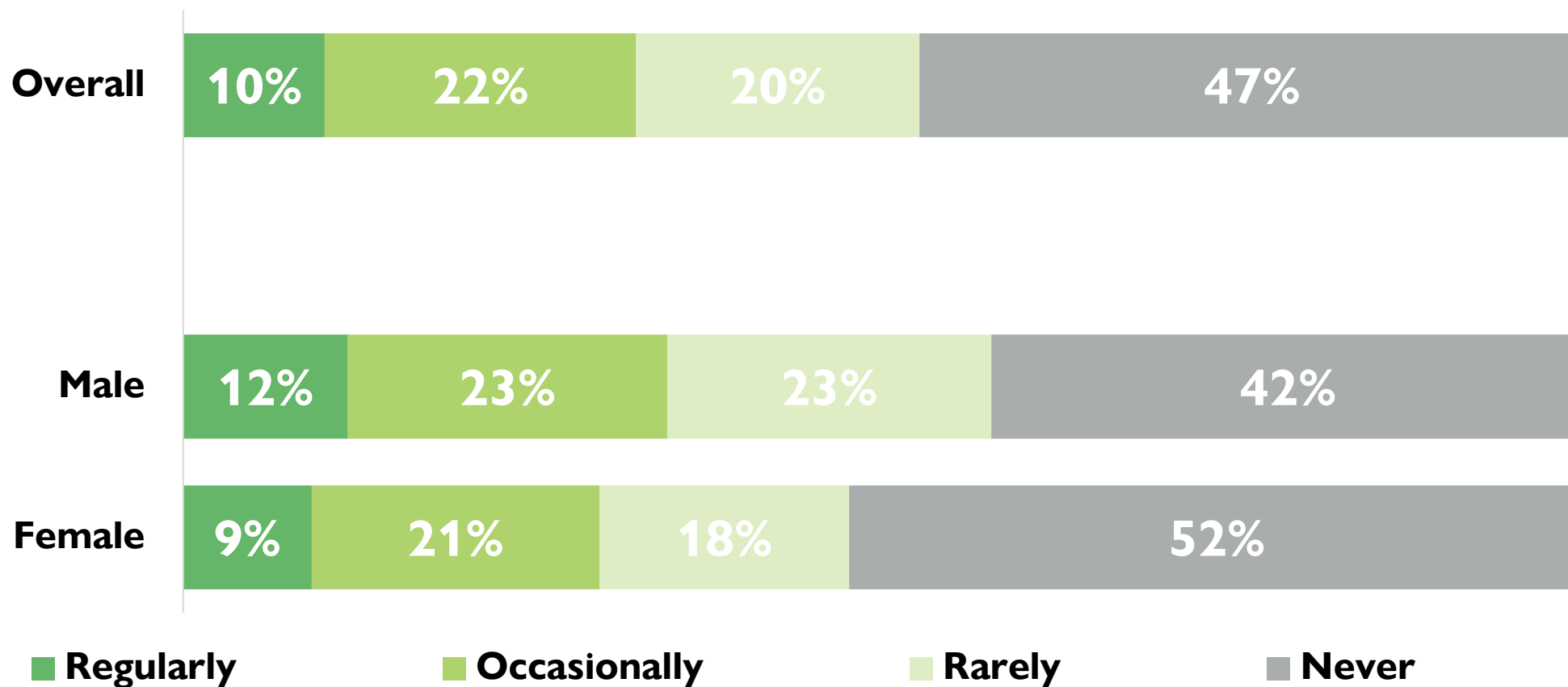




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BY GENDER



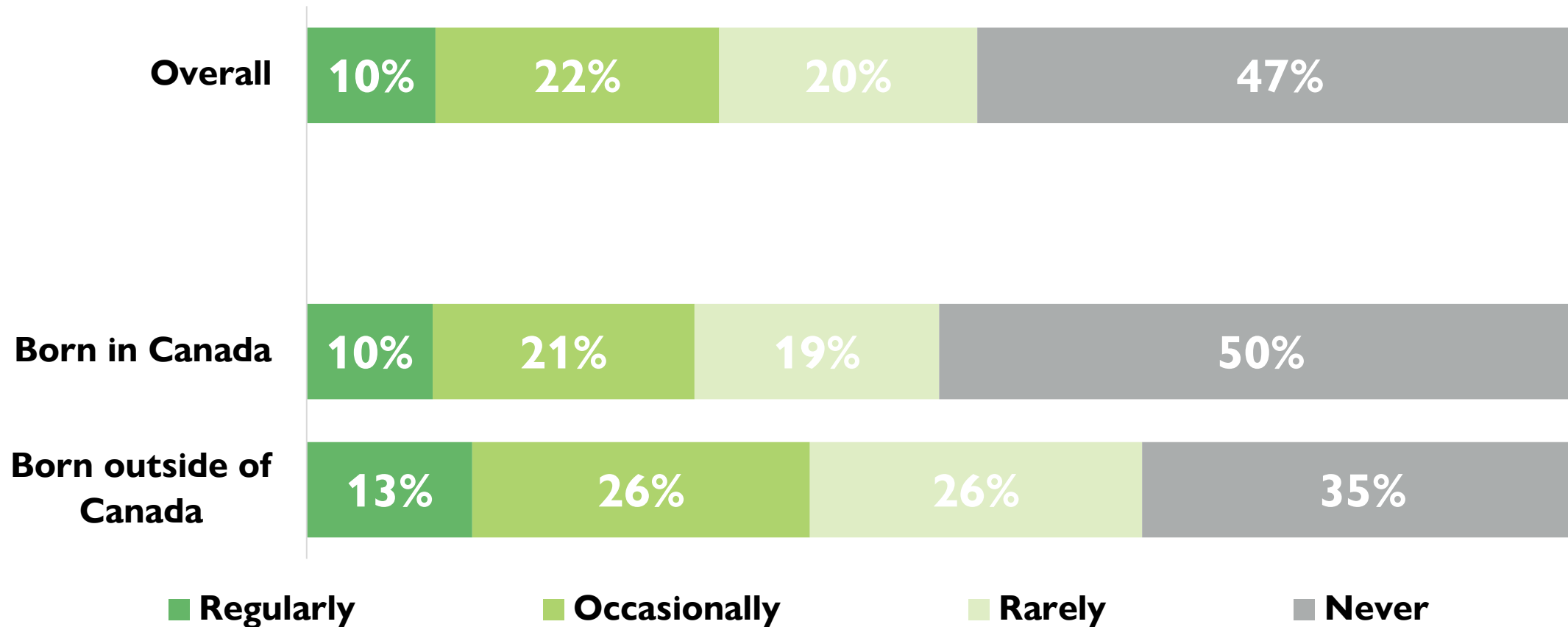
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How often do you listen to campus or community radio stations?

Listening to campus or community radio BY IMMIGRATION STATUS



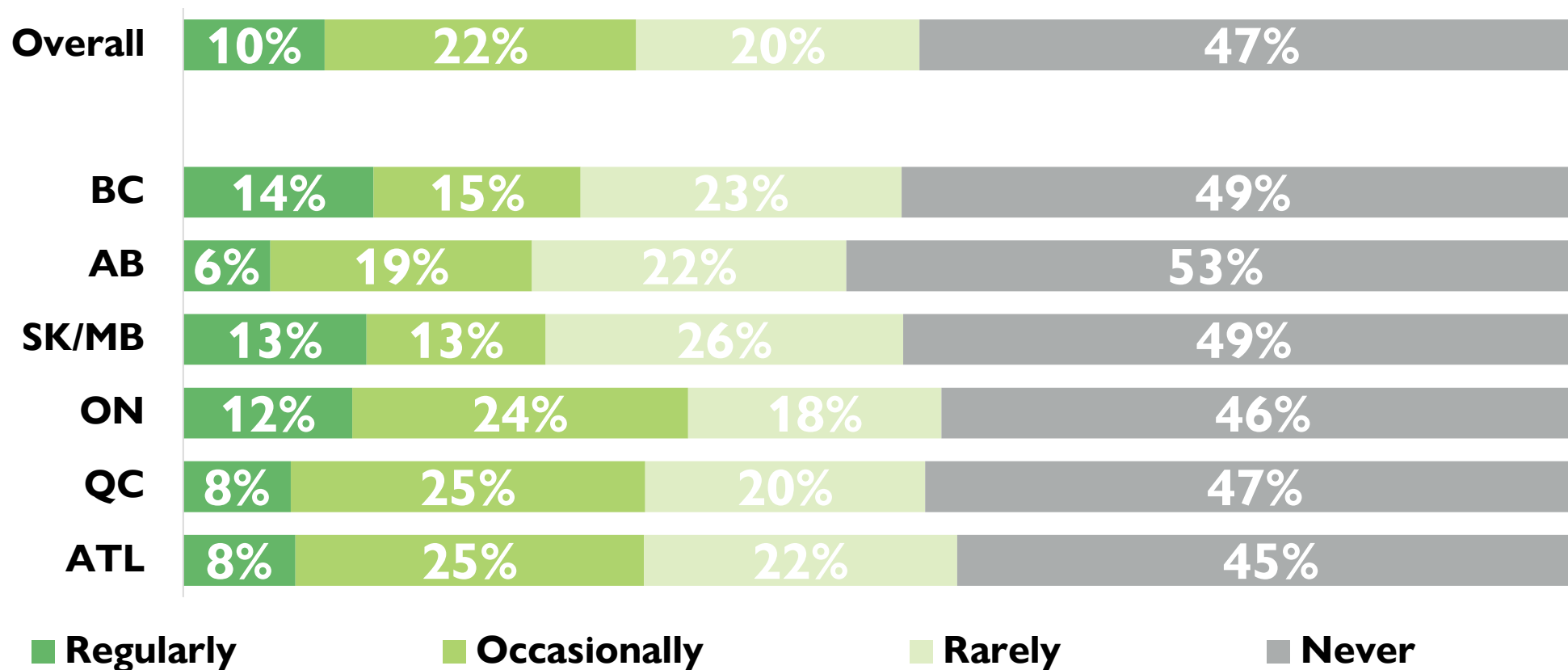
[BASE] n=1,500



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

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BY REGION



[BASE] n=1,500

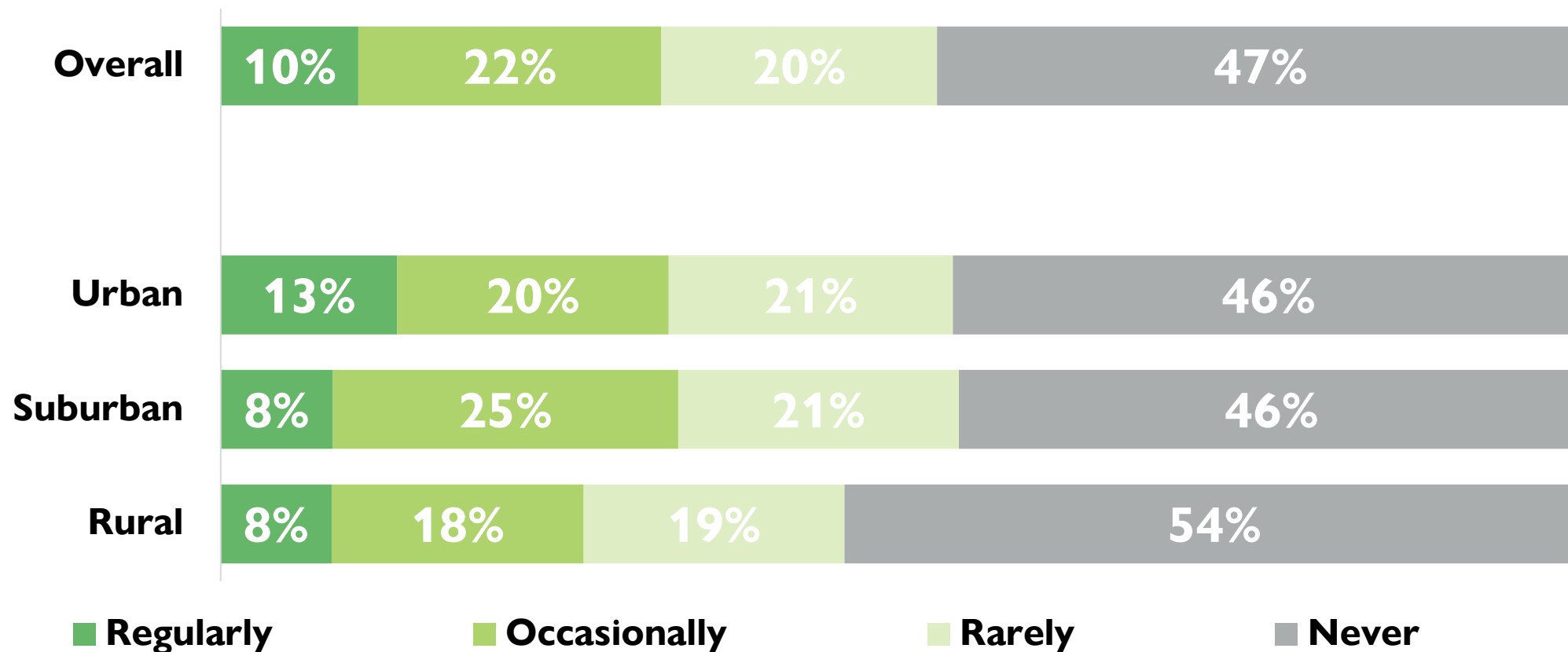




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BY COMMUNITY TYPE



[BASE] n=1,500

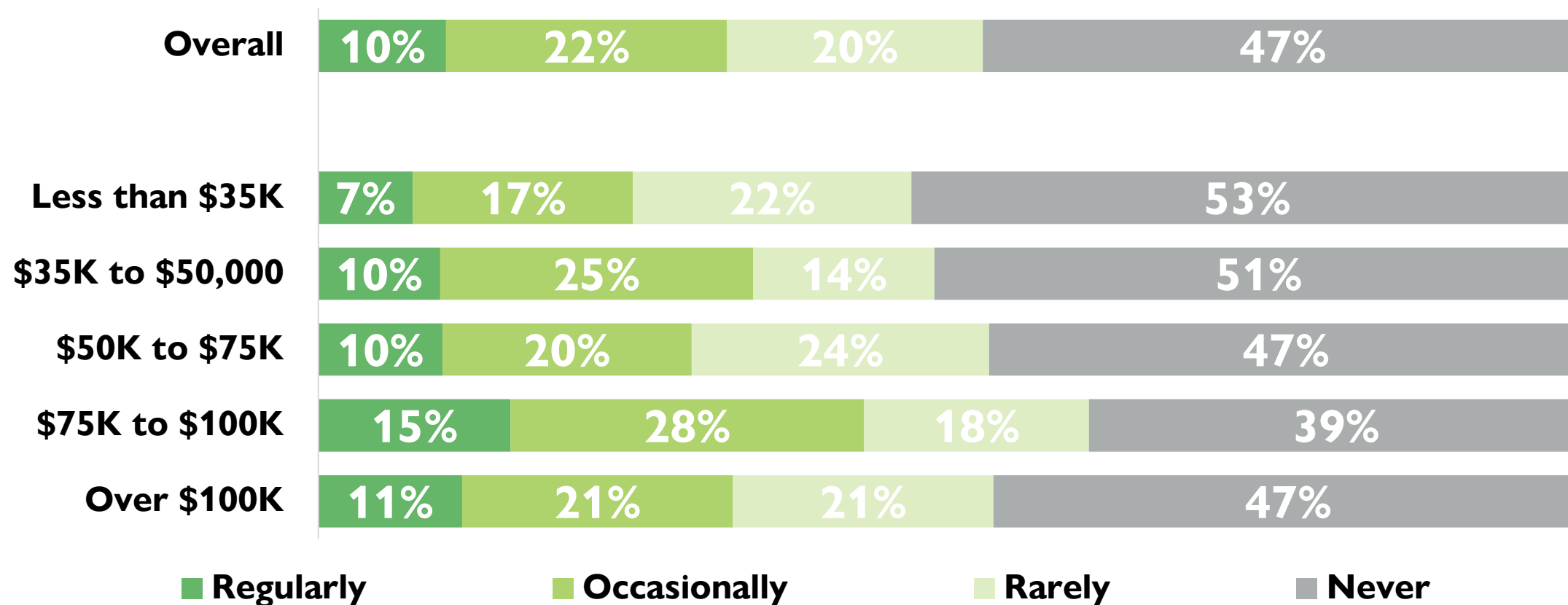




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BY HOUSEHOLD INCOME



[BASE] n=1,500

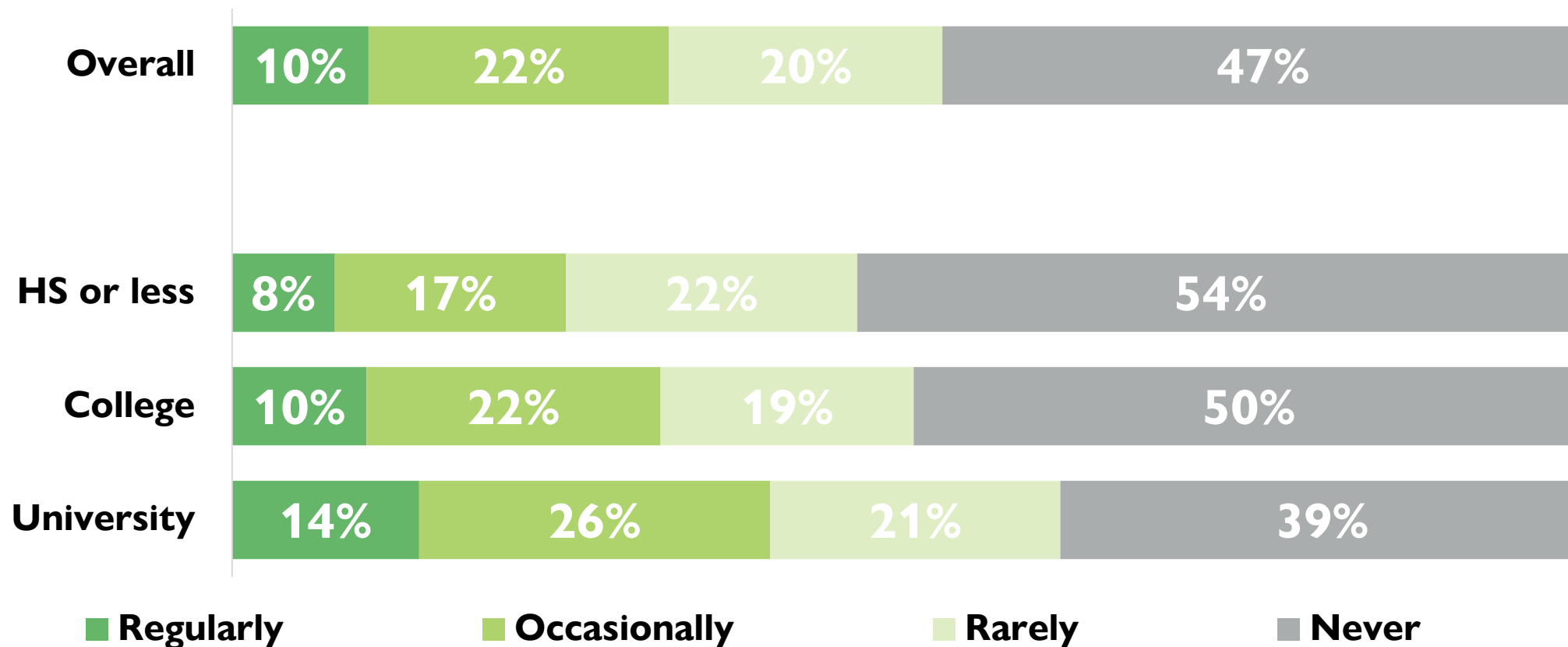




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BY EDUCATION



[BASE] n=1,500

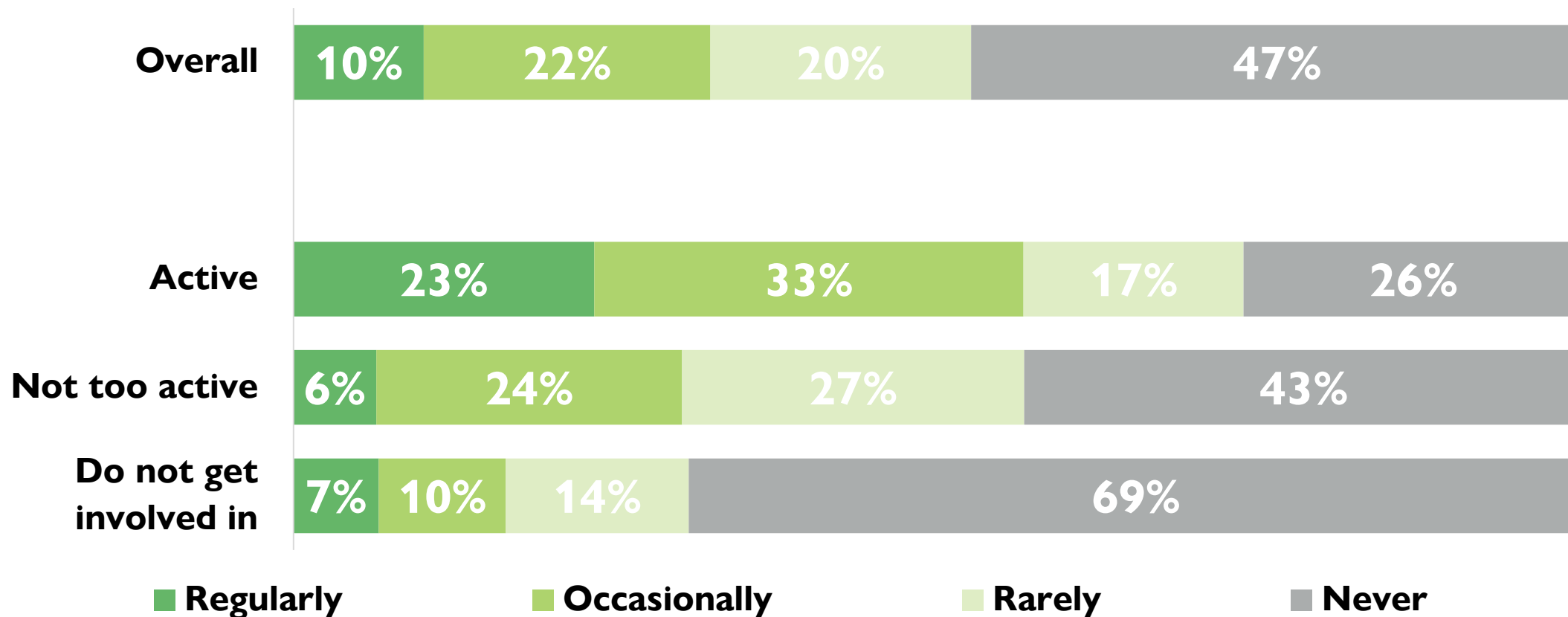




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BY COMMUNITY ACTIVISM



[BASE] n=1,500

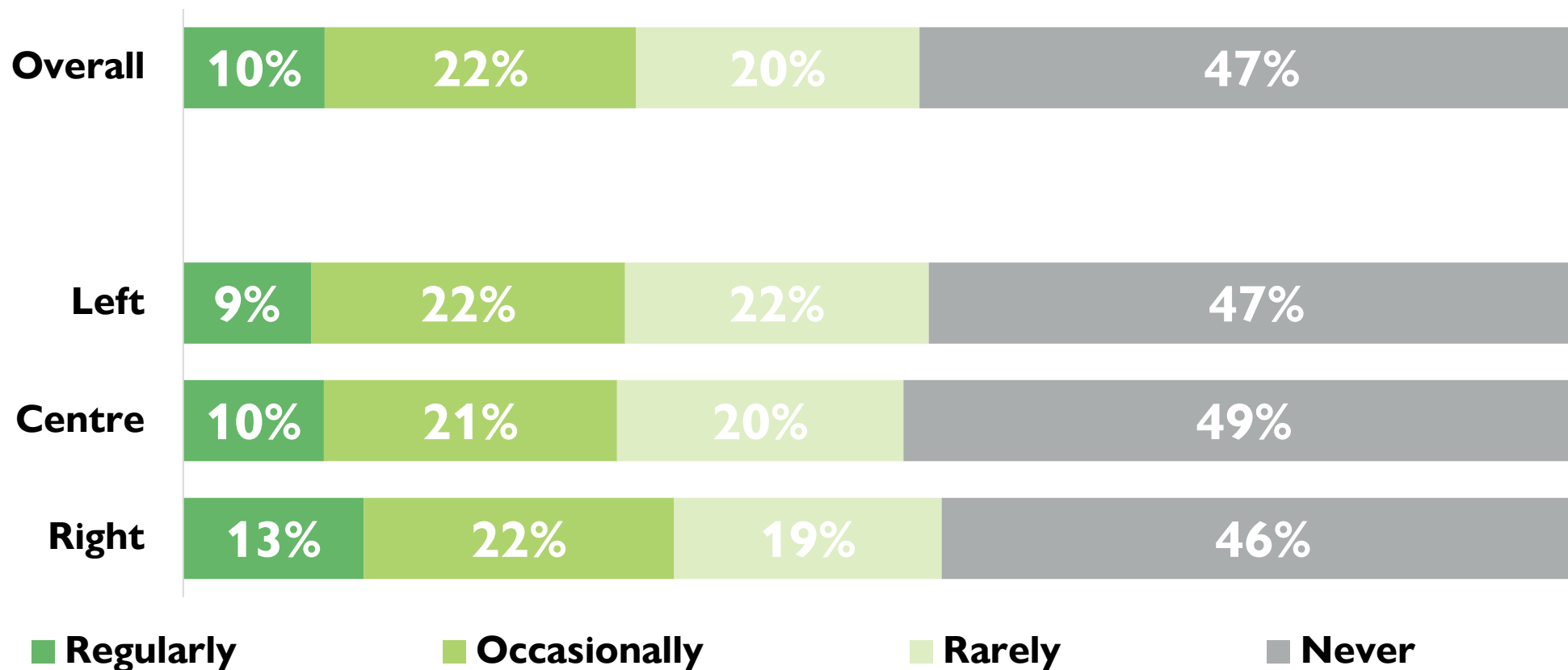




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BY POLITICAL SPECTRUM



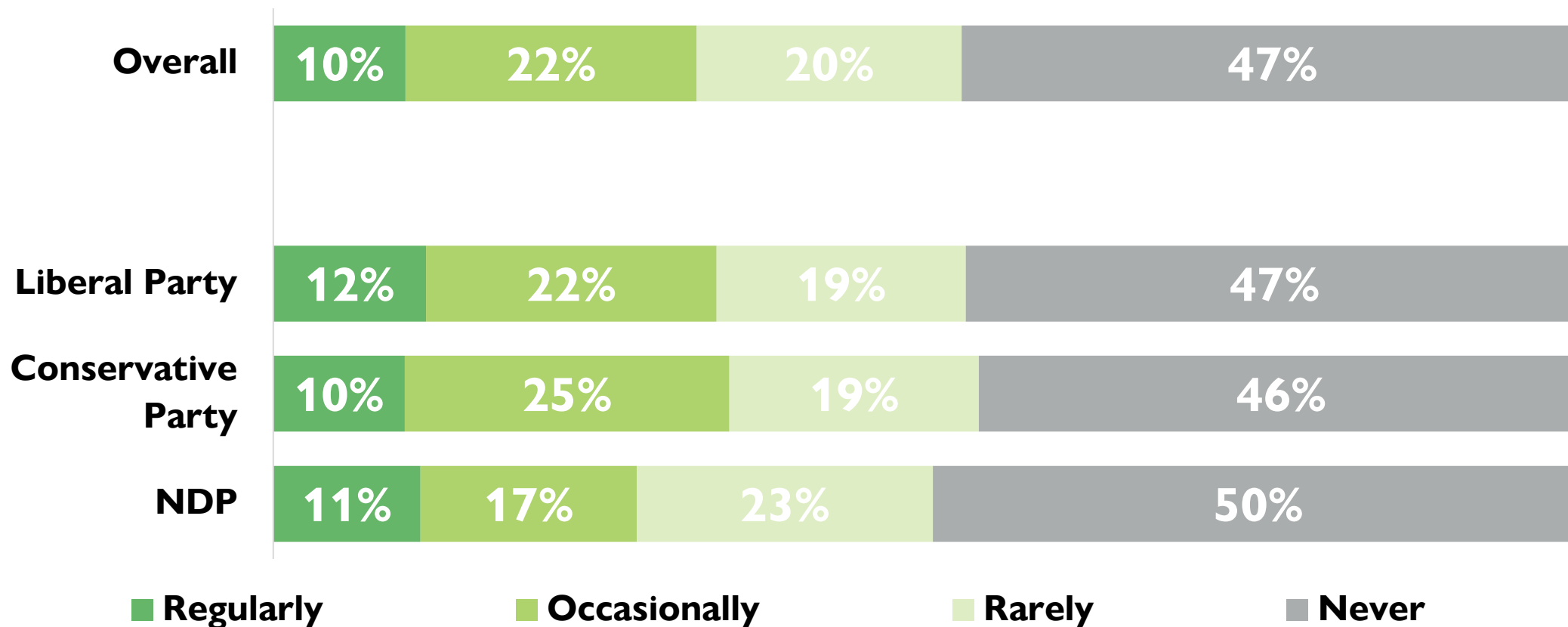
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BY 2025 FEDERAL VOTE



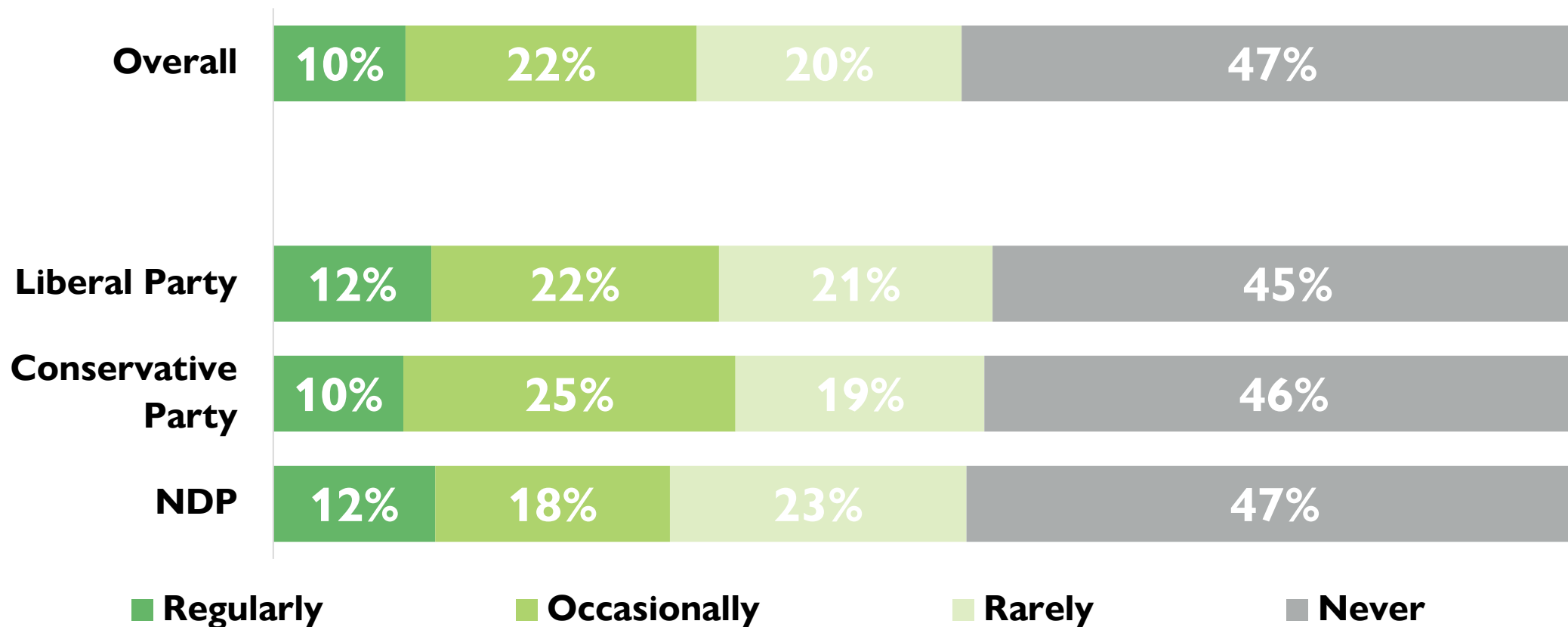
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How often do you listen to campus or community radio stations?

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BY CURRENT FEDERAL VOTE



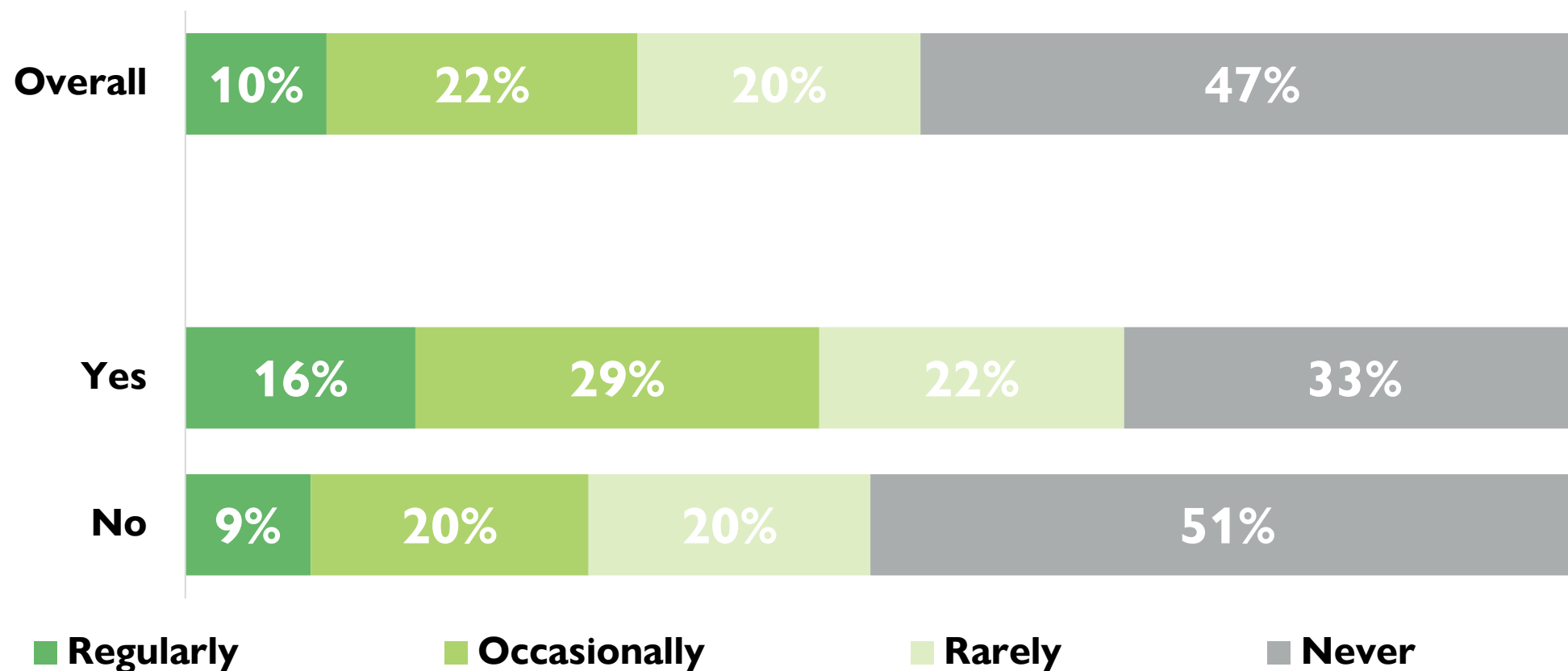
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BY VISIBLE MINORITY



[BASE] n=1,500

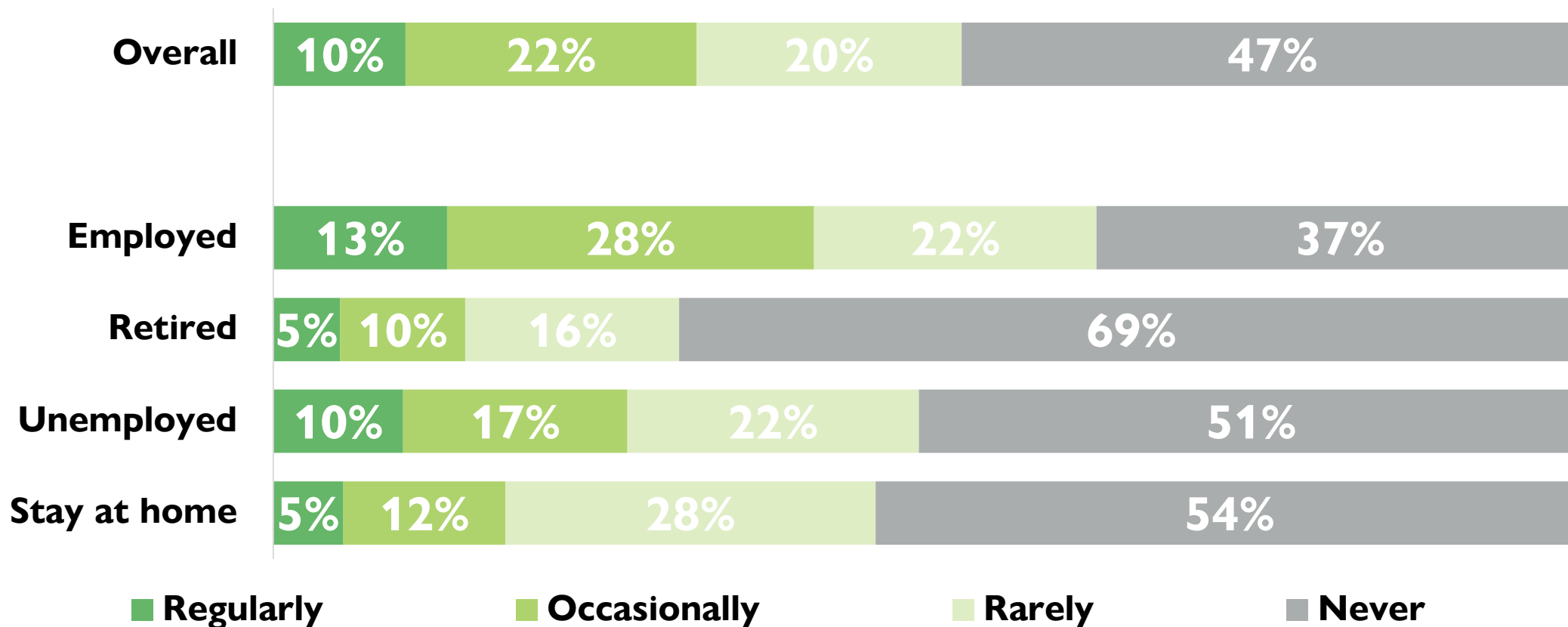




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BY EMPLOYMENT STATUS



[BASE] n=1,500

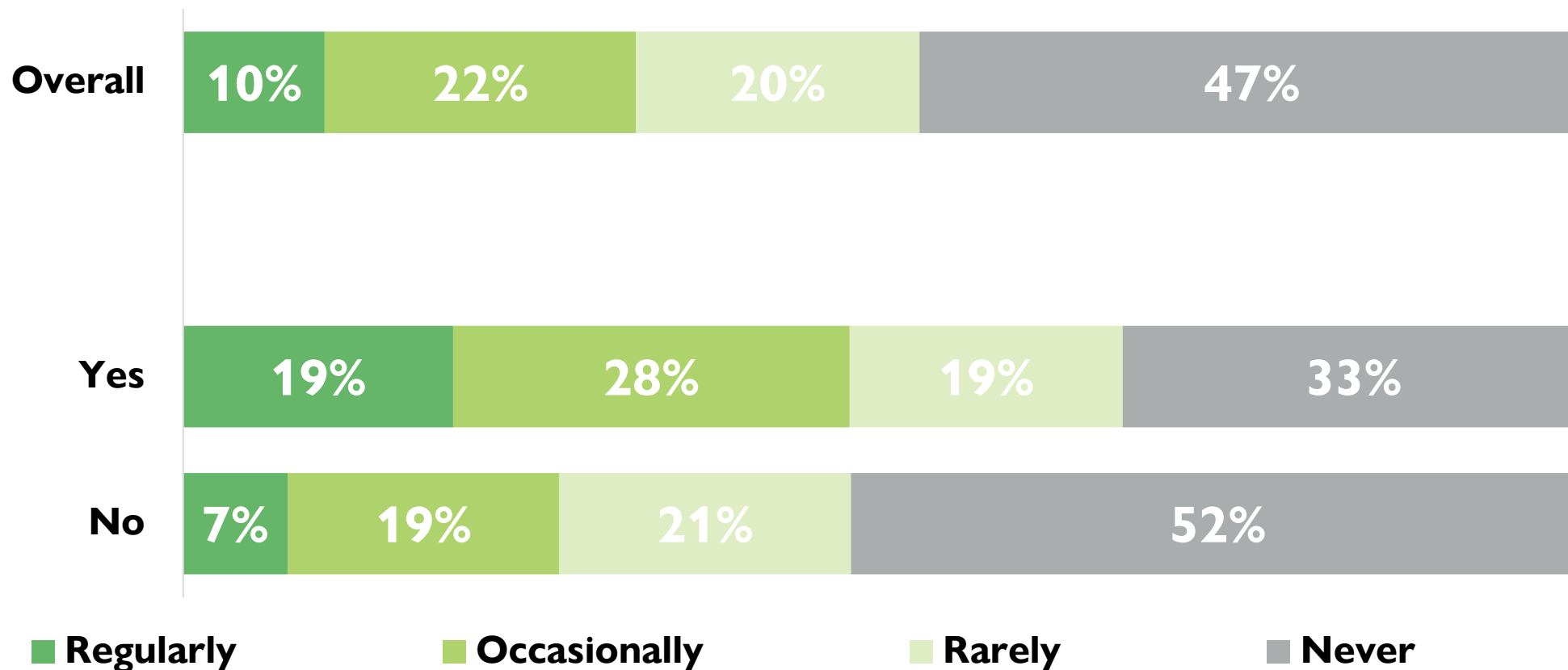




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BY UNION MEMBERSHIP



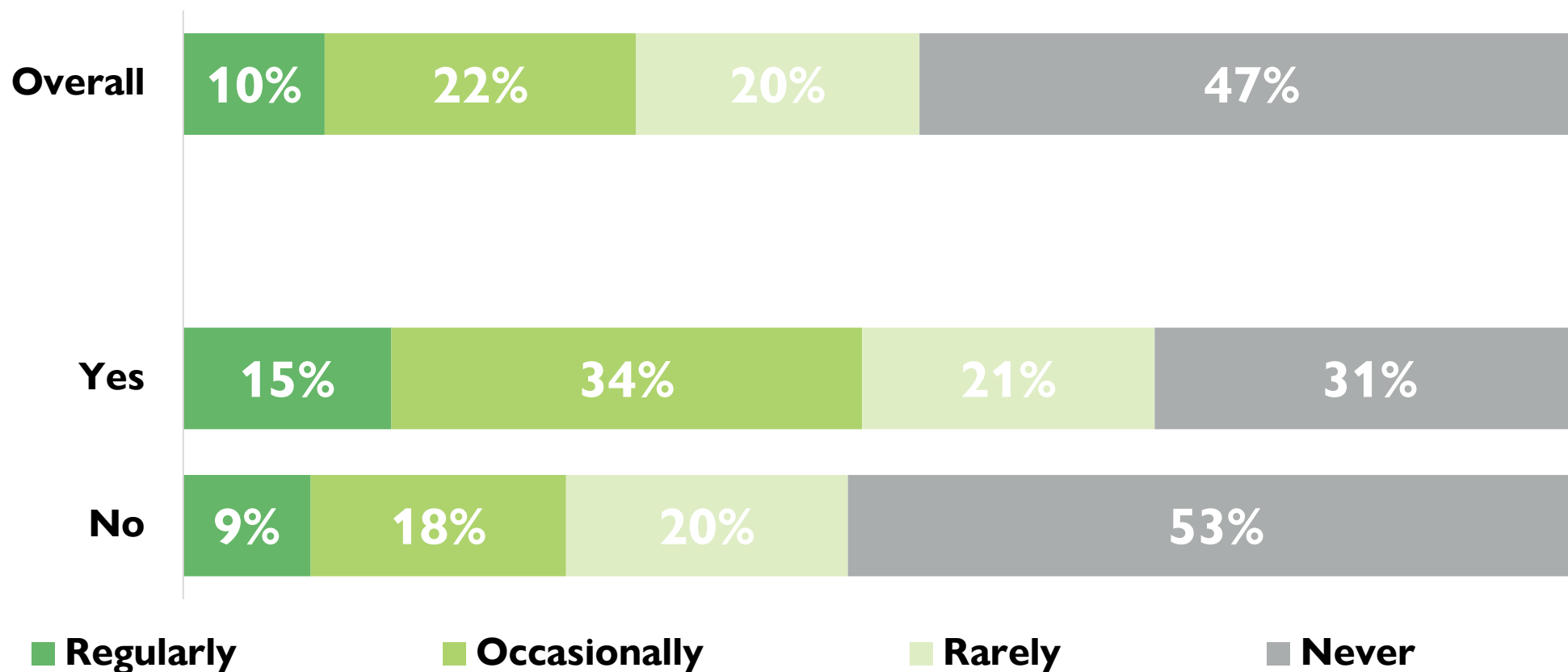
[BASE] n=1,500





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



[BASE] n=1,500

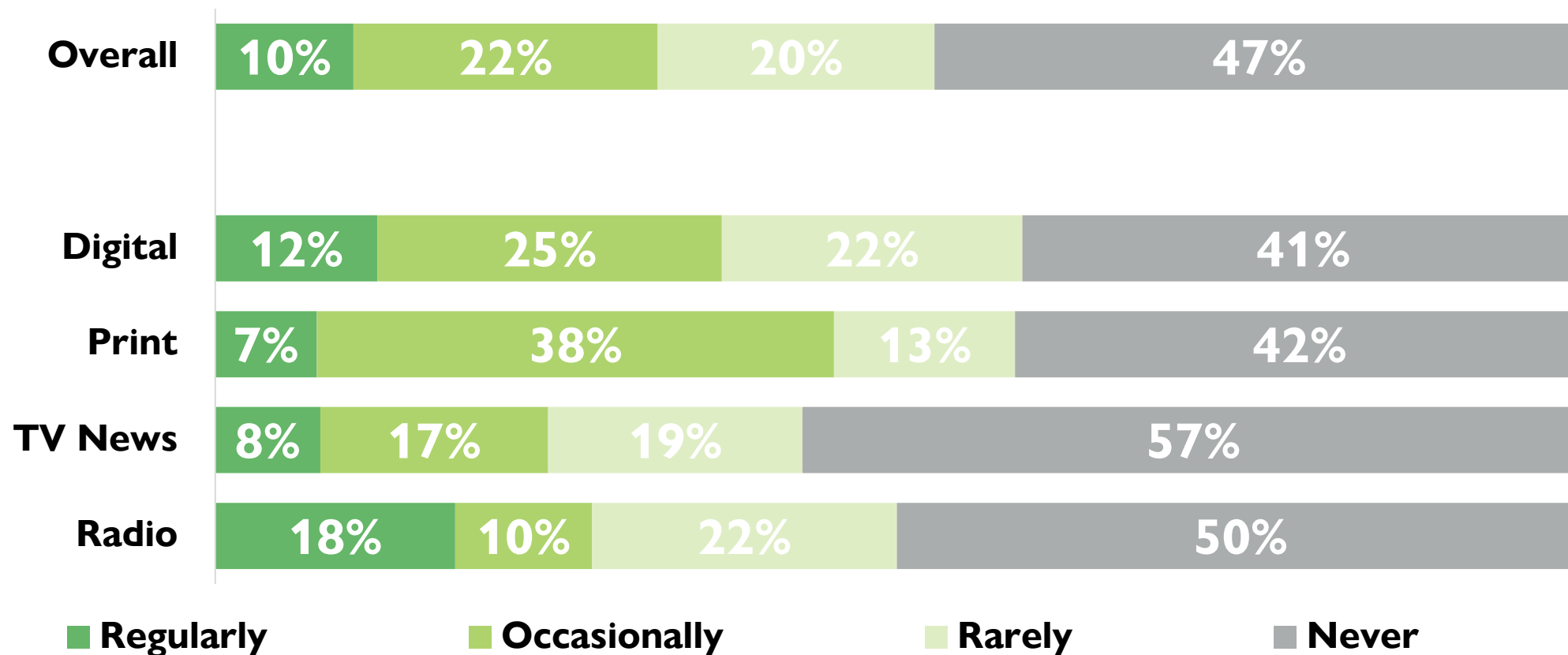




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BY NEWS CONSUMPTION – WORLD AFFAIRS



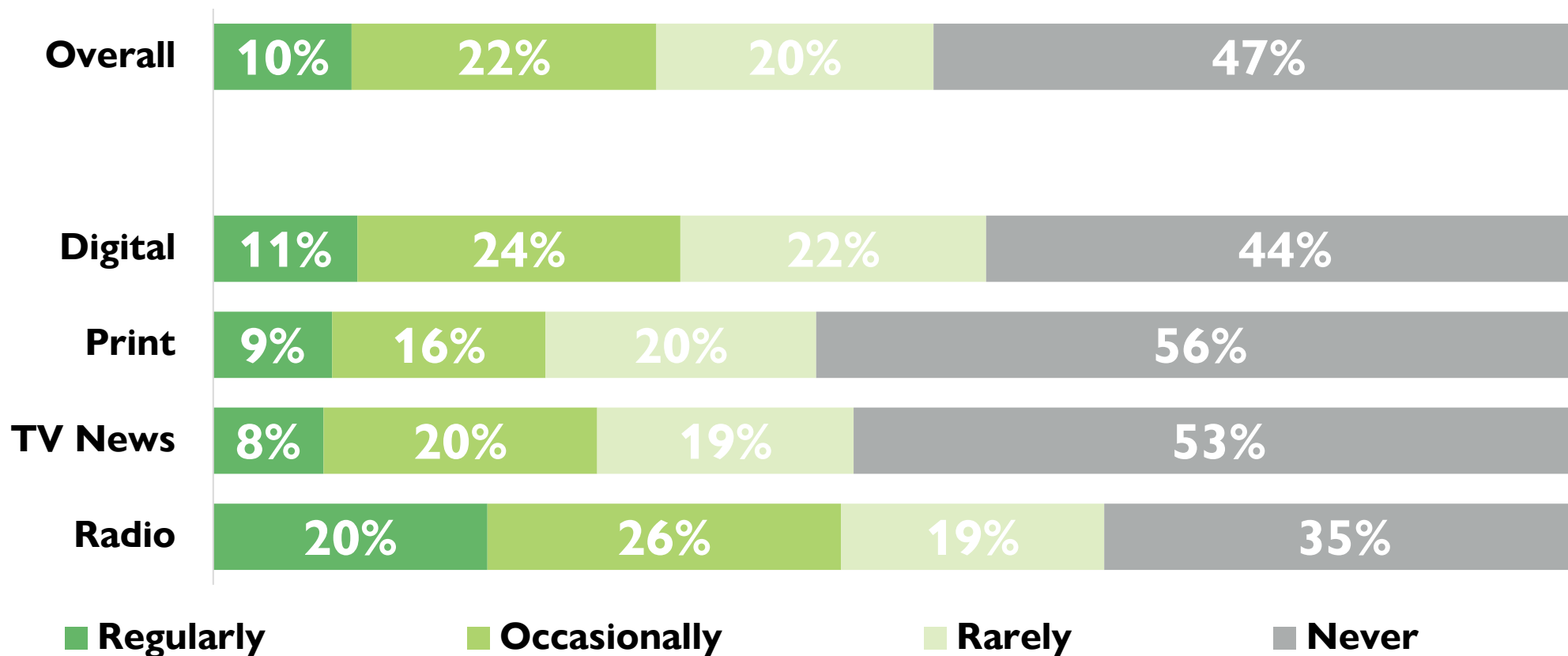
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BY NEWS CONSUMPTION – LOCAL NEWS



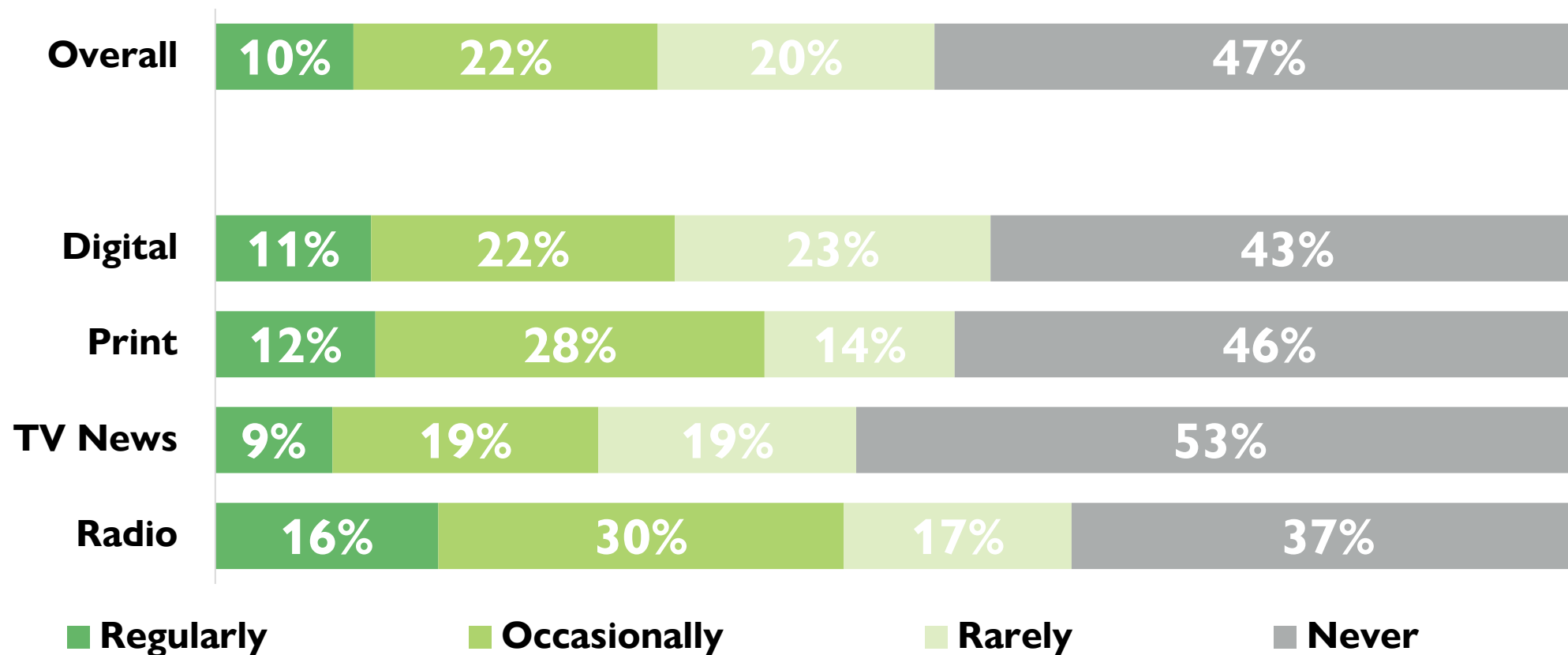
[BASE] n=1,500



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BY NEWS CONSUMPTION – NATIONAL NEWS



[BASE] n=1,500

**Good decisions
require good data.**

Good data drives success.

CONTACT:

Info@abacusdata.ca