

# Community and campus radio listening habits

## Community Radio Summary

submitted by Nanos to the National Campus and Community Radio Association, December 2017  
(Submission 2017-1131)



# Summary

A majority of Canadians have not listened to community or campus radio in the last thirty days.

- **Close to three in four Canadians have not listened to campus and community radio in the last thirty days.** When asked on how many of the past thirty days they had listened to campus or community radio, 72% of Canadians answered that they had not listened to campus and community radio in the past 30 days.
- **Close to one in twenty Canadians listened to campus and community radio on only one out of the last thirty days.** When asked on how many of the past thirty days they had listened to campus or community radio, 6% of Canadians answered that they had listened to campus and community radio on one out of the last thirty days.
- **Close to one in twenty-five Canadians listened to campus and community radio on two out of the last thirty days.** When asked on how many of the past thirty days they had listened to campus and community radio, 4% of Canadians answered that they had listened to campus and community radio on two out of the last thirty days. 3%, 2% and 4% of Canadians said that they had listened to campus and community radio on only three, four or five days out of the last thirty days respectively.
- **One in fifty Canadians listened to campus and community radio on every day out of the past thirty days.** When asked on how many of the past thirty days they had listened to campus and community radio, 2% of Canadians answered that they had listened to campus and community radio on thirty of the last thirty days.

These observations are based on an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between December 6<sup>th</sup> and 10<sup>th</sup>, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

This study was commissioned by the National Campus and Community Radio Association and the research was conducted by Nanos Research.

# Amount of days listened to campus and community radio

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 6<sup>th</sup> to December 10<sup>th</sup>, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Mean	Number of Days – (top mentions)	Frequency (n=1000)
2.19	0	72.0 %
	1	5.6 %
Median	2	4.4 %
0.00	3	2.8 %
	4	2.0 %
	5	3.5 %
	7	1.1 %
	10	1.6 %
	15	1.1 %
	20	1.5 %
	30	1.9 %

**QUESTION** – As you may know campus and community radio stations are nonprofits as opposed to commercial radio which is a business or the CBC/Radio Canada. On how many of the past 30 days have you listened to campus and community radio? [Open-ended]



# Methodology

# Methodology

Nanos conducted an RDD dual frame (land and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between December 6<sup>th</sup> and December 10<sup>th</sup>, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

The research was commissioned by the National Campus and Community Radio Association.

Note: Charts may not add up to 100 due to rounding.



# About Nanos

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## **Nanos Research**

North America Toll-free

1.888.737.5505

[info@nanosresearch.com](mailto:info@nanosresearch.com)

# Technical Note

Element	Description	Element	Description
Organization who commissioned the research	National Campus and Community Radio Association	Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Final Sample Size	1000 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	Eleven percent, consistent with industry norms.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Content	This was module six of an omnibus survey. Preceding modules asked Canadians about their national issue of concern, as well as social issues; trade agreements; health issues; local news; marijuana legalization and safety; security and the resource sector.
Number of Calls	Maximum of five call backs.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Survey Company	Nanos Research
Field Dates	December 6 <sup>th</sup> to December 10 <sup>th</sup> , 2017.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a> Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Language of Survey	The survey was conducted in both English and French.		





# Tabulations

Confidential





## 2017-1131 – National Campus and Community Radio Association – Community Radio STAT SHEET

			Region						Gender		Age		
			Canada 2017-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - As you may know campus and community radio stations are nonprofits as opposed to commercial radio which is a business or the CBC/Radio Canada. On how many of the past 30 days have you listened to campus and community radio? [Open-ended]	Total	Unwgt N	1000	100	250	300	200	150	506	494	252	372	376
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
		Mean	2.19	2.68	1.96	1.69	2.77	2.46	2.06	2.31	3.19	1.90	1.74
		Median	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00
	0	%	72.0	74.3	68.4	78.8	67.9	68.1	70.5	73.4	56.5	71.9	82.9
	1	%	5.6	3.9	7.8	3.4	6.2	6.5	7.0	4.2	9.9	6.1	2.1
	2	%	4.4	3.2	6.5	2.7	6.8	2.3	6.3	2.7	4.1	6.0	3.3
	3	%	2.8	2.4	3.5	2.0	2.7	3.6	2.6	3.0	4.2	3.8	.9
	4	%	2.0	1.5	1.4	3.7	1.5	.5	2.0	2.0	3.8	1.9	.9
	5	%	3.5	5.1	3.7	2.3	2.8	5.2	3.6	3.4	6.5	3.2	1.6
	6	%	.3	.0	.0	.7	.0	.6	.2	.4	.4	.3	.3
	7	%	1.1	.0	.4	.7	1.8	2.8	.8	1.3	3.0	.4	.4
	8	%	.3	.8	.0	.0	.6	.8	.0	.6	.0	.9	.0
	9	%	.2	.0	.0	.0	.5	.5	.2	.2	.0	.0	.5
	10	%	1.6	1.3	2.9	1.1	.0	2.8	1.0	2.2	2.0	1.0	1.8
	12	%	.4	.0	.7	.0	.5	.5	.4	.3	1.0	.0	.2
	13	%	.1	.0	.6	.0	.0	.0	.0	.3	.0	.0	.4
	15	%	1.1	.0	1.1	1.0	1.8	1.1	.7	1.5	3.5	.5	.0
	20	%	1.5	2.5	.8	.9	2.9	1.2	1.6	1.3	1.6	.5	2.2
	22	%	.1	.0	.0	.0	.0	.8	.0	.2	.4	.0	.0
	24	%	.2	.0	.4	.0	.4	.0	.4	.0	.0	.3	.2
	25	%	.8	.0	1.0	.7	.8	1.2	1.1	.4	.4	.8	1.0
	28	%	.2	.0	.0	.3	.0	.8	.0	.4	.4	.4	.0
	30	%	1.9	5.0	.9	1.6	2.9	.5	1.7	2.1	2.4	2.0	1.4

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