

CREO x CRFC

Listenership Survey Report

Jennifer Zhao, Project Manager

Jackson Wright, Project Manager

Jessica Sok, Consultant

Corsen Parker, Consultant

Adam Trotman, Consultant

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Executive Summary

During Winter 2021, the CREO team worked with CFRC to develop and administer an updated listenership survey to collect data on CFRC's listener habits, satisfaction, and engagement. Additional information was obtained about general listening trends and preferences and demographics of both CFRC listeners and non-listeners. The goal of the survey is to provide CFRC with concrete data to inform the direction of future radio programs and facilitate conversations with ad clients and writing of grant proposals.

Key questions addressed include:

- Who is listening to CFRC? (e.g., students vs. non-students)
- How often do listeners tune into CFRC?
- What is the most popular time of day and day of the week to listen to CFRC?
- Where are people listening to CFRC?
- What are CFRC's most popular programs?
- What do listeners want to hear on the radio?

This survey builds on the previous work CREO performed in 2015. It should be noted that the surveys asked different questions (the 2015 survey focused more on awareness and satisfaction levels) and followed a different methodology. As a result, the 2021 survey should be viewed as another independent source to guide future decision making at CFRC.

Methodology

Due to the widespread lockdowns to combat COVID-19, the survey was administered virtually, collecting responses from a geographically diverse respondent pool. The survey was developed on Typeform and primarily distributed through CFRC and CREO's social media channels (Facebook, Instagram, Twitter). The survey was open for a period of four weeks between February 16 to March 19, 2021. In addition to paid and unpaid social media marketing, the survey was marketed over CFRC's airwaves and to CFRC's volunteers. As an incentive to fill out the survey, a \$50 prize plus CFRC swag bag was awarded to three respondents.

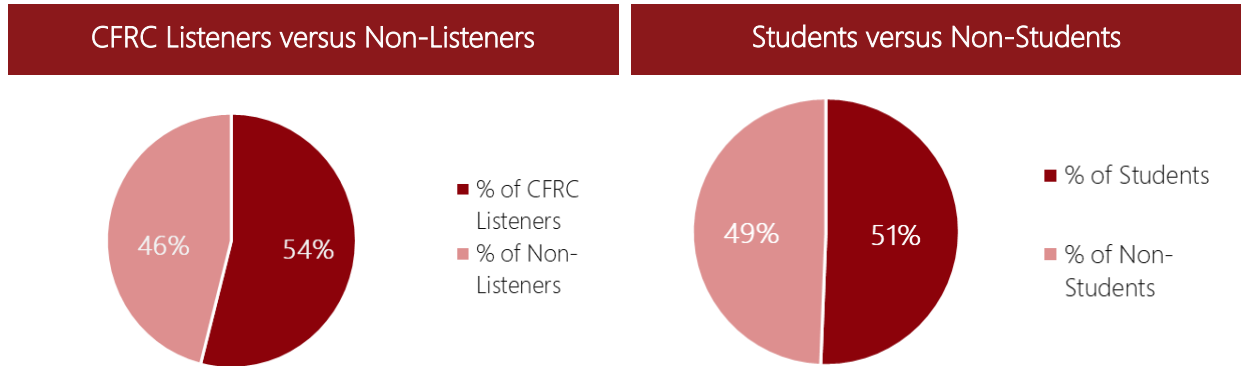
The survey targeted the following groups:

1. Students of Queen's University ("Students")
2. Broader members of the greater Kingston area and other towns and cities ("Non-students")
3. People who listen to CFRC ("Listeners")
4. People who do not listen to CFRC ("Non-listeners")

Given the virtual nature of the survey, CFRC and CREO co-branded marketing materials (including the survey) to maximize the number of survey responses. While there was a risk of bias stemming from an imbalance in representation from the target groups mentioned above, a collaborative effort proved to be quite effective and minimized this risk.

Respondent Profile

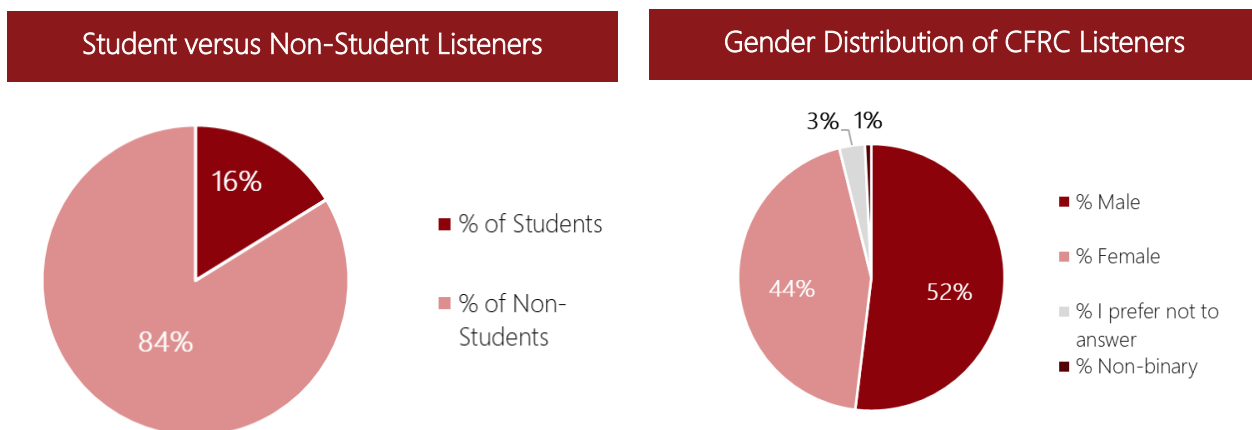
A total of **239 complete responses** were collected from both CFRC listeners and non-listeners located in Kingston and other provinces and countries. Of the respondents, 121 respondents (~51%) identified as students and 118 respondents (~49%) were classified as non-students. Furthermore, 129 respondents (~54%) identified as CFRC listeners and 110 respondents (~46%) were classified as non-listeners.



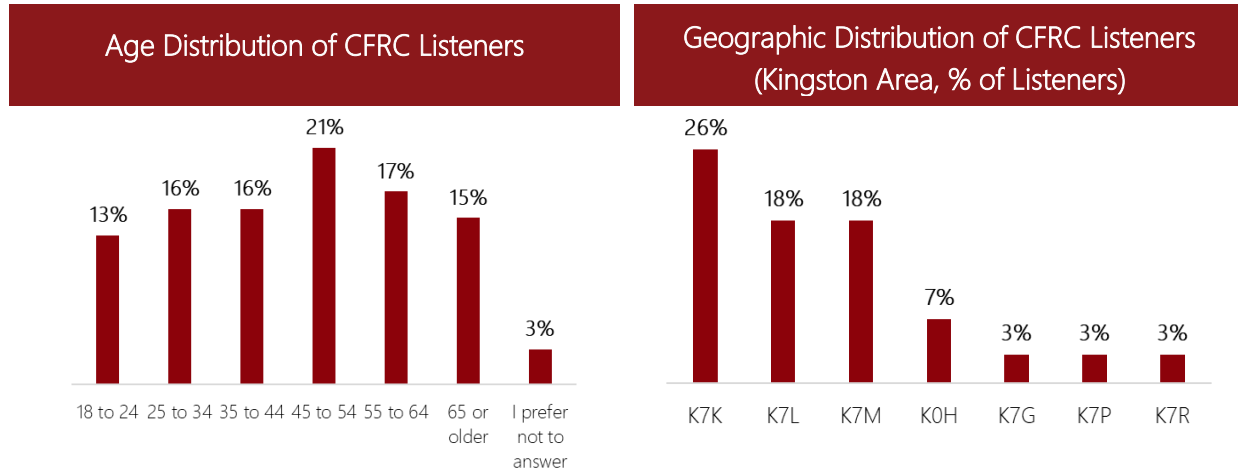
Geographic Distribution: Given the state of the world at the beginning of 2021, it is expected that respondents will be located in various cities, provinces, and even countries. In Canada, the survey was taken in Ontario (219), Alberta (4), British Columbia (3), Manitoba (2), Quebec (1), Nova Scotia (1), and New Brunswick (1). Outside of Canada, respondents took the survey in the US (5), China (1), Taiwan (1), and Lebanon (1).

Student Programs: Among students, the survey was taken by students in a number of programs at Queen's University, including: Commerce (75), Arts and Science (27), Engineering (11), Law (2), Concurrent Education (2), Nursing (1), MSc (1) and PhD (2).

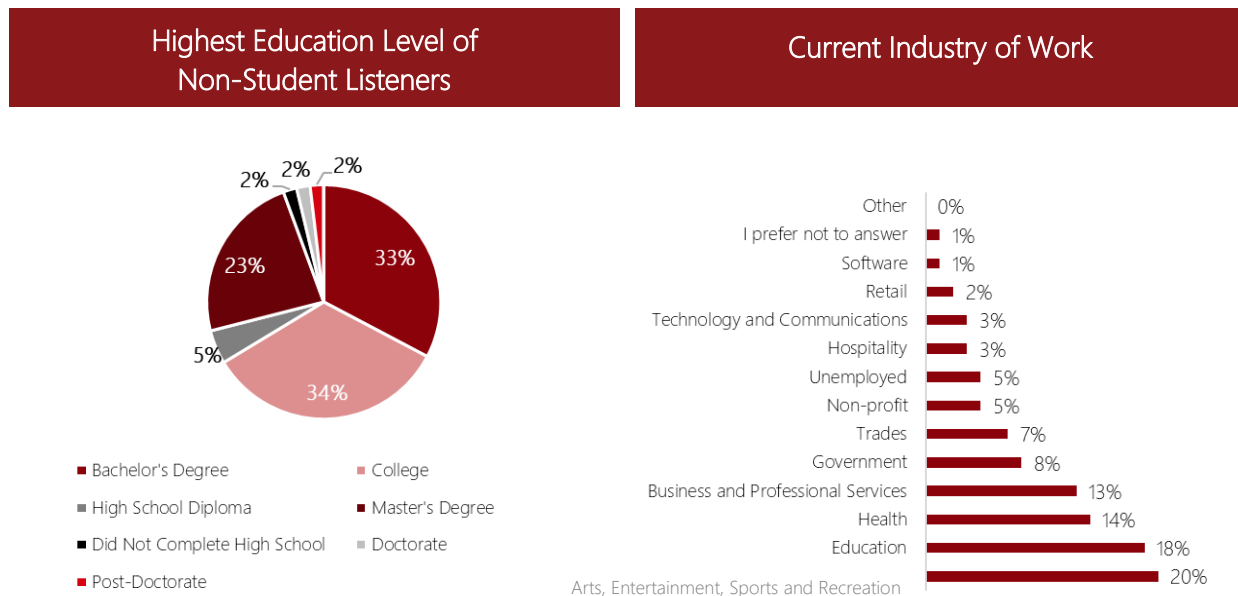
Listener Profile



The majority of respondents who identified as listeners are non-students (~84%). Additionally, there is a relatively even split between male and female listeners, with slightly more male listeners (~52% and ~44% respectively).



The average listener is between 45 to 54 years old, with the age distribution resembling a flattened bell shape. This age range is consistent with the finding that most listeners are non-students. Given that CFRC is a Kingston-based radio station, it is expected that a majority of listeners live in Kingston and neighbouring towns, such as Gananoque and Greater Napanee (~78%). As discussed later in this report, a larger local listener base will have a significant influence on the preferred types of radio content (e.g., local news and events).



The average non-student listener is well-educated, with ~93% having completed a college degree or higher and over half having attained at least a bachelor's degree. Non-student listeners also work in a

number of industries, including the Arts/Entertainment/Sports/Recreation, education and health sectors. Appealing to such a diverse group of listeners requires a wide-range of different programs.

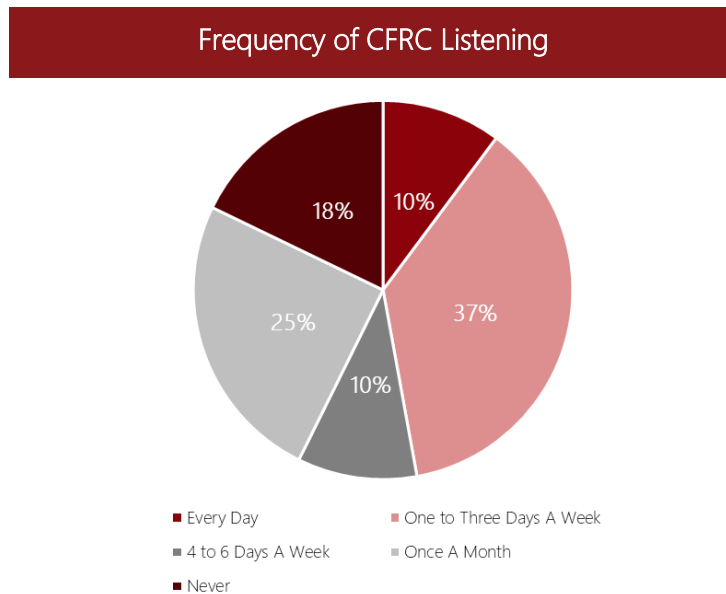
CFRC Listenership Rates

Frequency of Listening to CFRC

Data on the frequency of listening to CFRC was collected using the following questions (in addition to demographic data collected):

How often do you listen to CFRC?

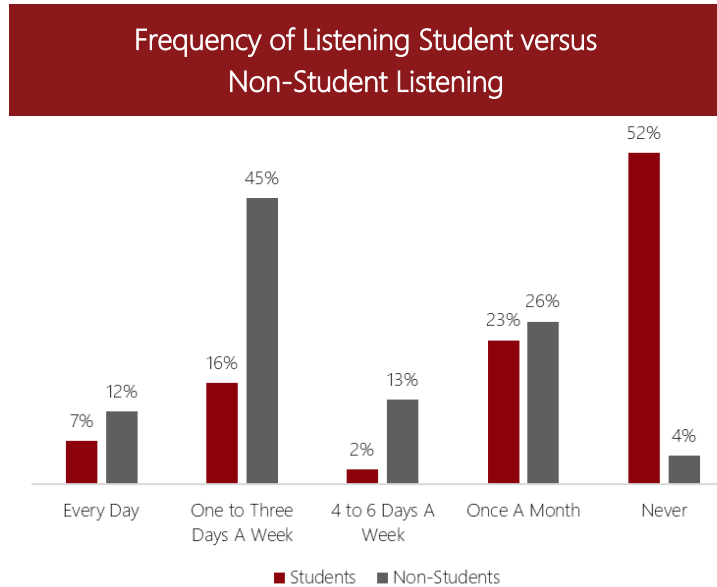
- a) Every day
- b) 4 to 6 days of the week
- c) 1 to 3 days of the week
- d) Once a month
- e) Never listened before



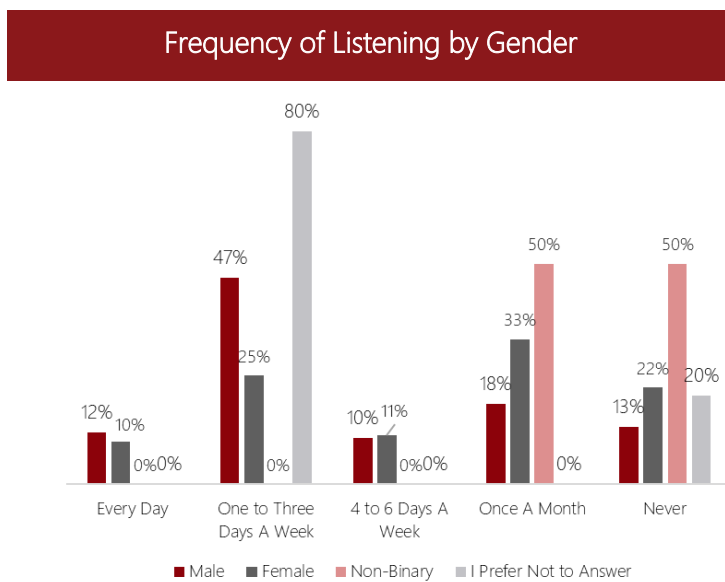
Of the respondents who indicated they were aware of CFRC or 101.9 FM, ~57% consistently listen to CFRC every week. Most listeners listen about one to three days of the week. Still, ~18% of respondents who were aware of CFRC never listen to the radio station, and ~25% only listen once a month.

These figures represent a significant improvement from 2015, where ~48% of respondents who were aware of CFRC never listen to the station and only ~3% listened on a daily basis. When focusing on just the Kingston community, ~28% of Kingston residents who were aware of CFRC in 2015 never listened

to CFRC, and ~5% listened every day. One explanation for the large differences is CFRC did not co-market the survey in 2015, resulting in more non-listener responses (only 156 respondents were listeners out of 474 complete responses). Additionally, the 2021 survey provided more detailed options, as opposed to “Weekly basis”, “Irregular basis”, and “Previously, but not currently”. The detailed options could have helped respondents better reflect their actual listening habits.



When comparing frequency of listening between student and non-student listeners, it is clear that non-student listeners consistently listen to CFRC more often than students. Specifically, ~70% of non-student listeners tune into CFRC on a weekly basis, compared to only ~25% of student listeners. Based on these figures, students either face barriers to radio listening or have other more appealing audio content to listen to, such as music streaming apps and podcasts.



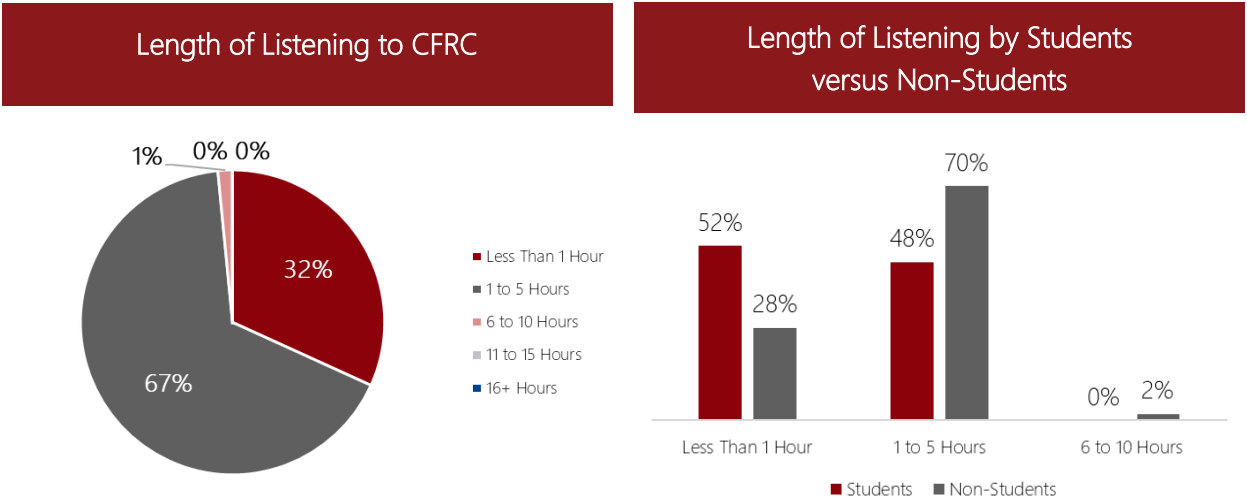
Interestingly, male listeners tend to listen to CFRC more often than female listeners, with ~69% of men choosing to tune in at least once per week compared to ~46% of women. It would be valuable to conduct a deep dive into popular radio programs and shows to determine whether they appeal to a more male or female audience. This information can help with scheduling to ensure listeners feel the station is regularly playing content they are interested in. Moreover, more women than men reported to never listen to CFRC, despite being aware of the radio station. It should be noted that only two people identified as non-binary in the respondent pool, which explains the extreme figures.

Length of Listening to CFRC

Data on the length of listening to CFRC was collected using the following questions (in addition to demographic data collected):

On the days you listen to CFRC, how much time do you spend listening to CFRC’s live radio broadcast?

- a) Less than 1 hour
- b) 1 to 5 hours
- c) 6 to 10 hours
- d) 11 to 15 hours
- e) 16+ hours



The majority of listeners listen to CFRC between 1 to 5 hours a day (~67%), especially non-students. Only two non-student listeners reported listening between 6 to 10 hours a day. No listeners tuned in over 10 hours per days. According to the Canadian Radio-Television and Telecommunications Commission, the average Canadian adult (18 years and over) tuned into 14.6 hours of radio content per

week, or ~2.09 hours per day in 2018.¹ Based on the data, it is hypothesized that the average CFRC listener exceeds the Canadian average.

Most Popular Day and Time to Listen to CFRC

Data on the most popular day and time to listen to CFRC was collected using the following questions (in addition to demographic data collected):

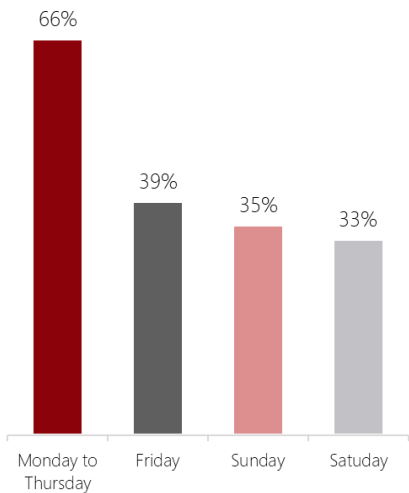
What time of day are you most likely to listen to CFRC? (please select all that apply)

- a) Early morning (7am - 9am)
- b) Late morning (9am - 11am)
- c) Around noon (11am - 1pm)
- d) Afternoon (1pm - 3pm)
- e) Late afternoon (3pm - 5pm)
- f) Early evening (5pm - 7pm)
- g) Evening (7pm - 11pm)
- h) Late night/early hours (11pm - 7am)

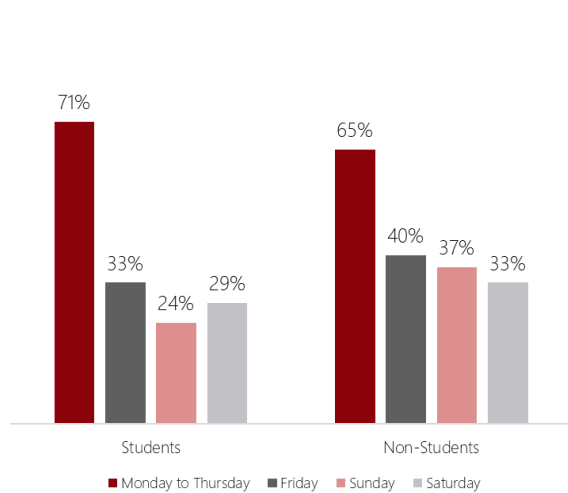
What days of the week do you tend to listen to CFRC? (please select all that apply)

- a) Monday to Thursday
- b) Friday
- c) Saturday
- d) Sunday

Most Popular Days to Listen to CFRC

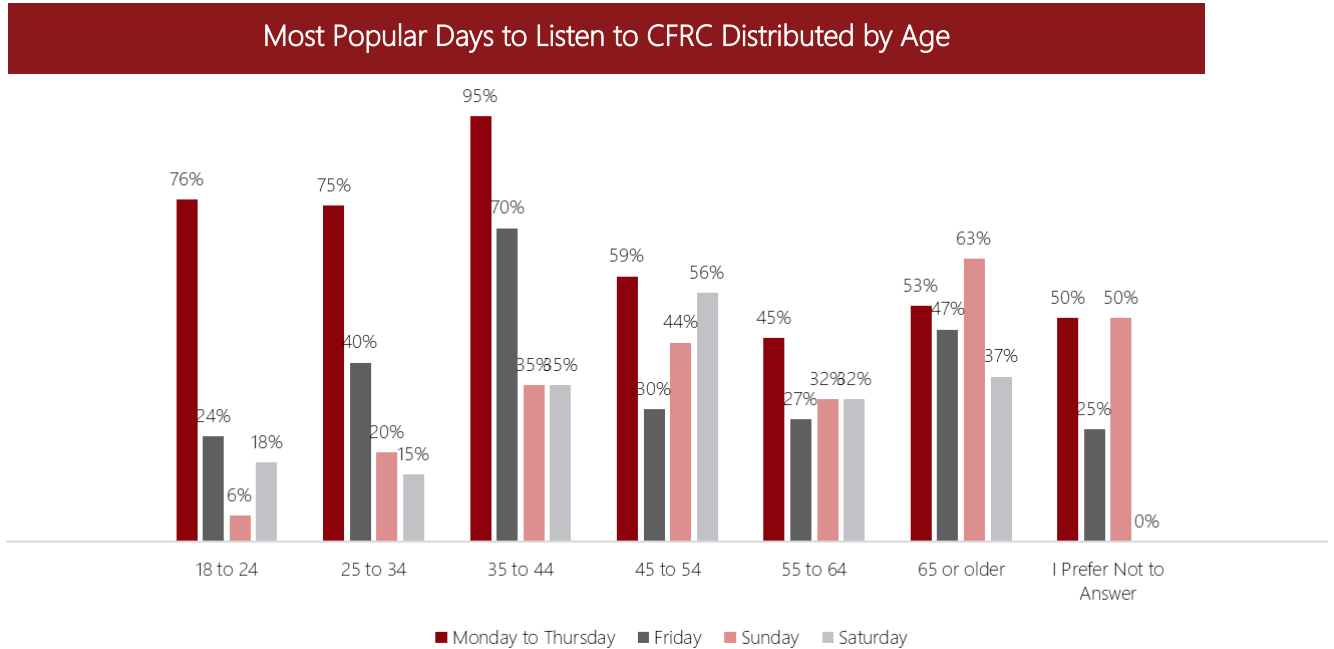


CFRC Listeners versus Non-Listeners

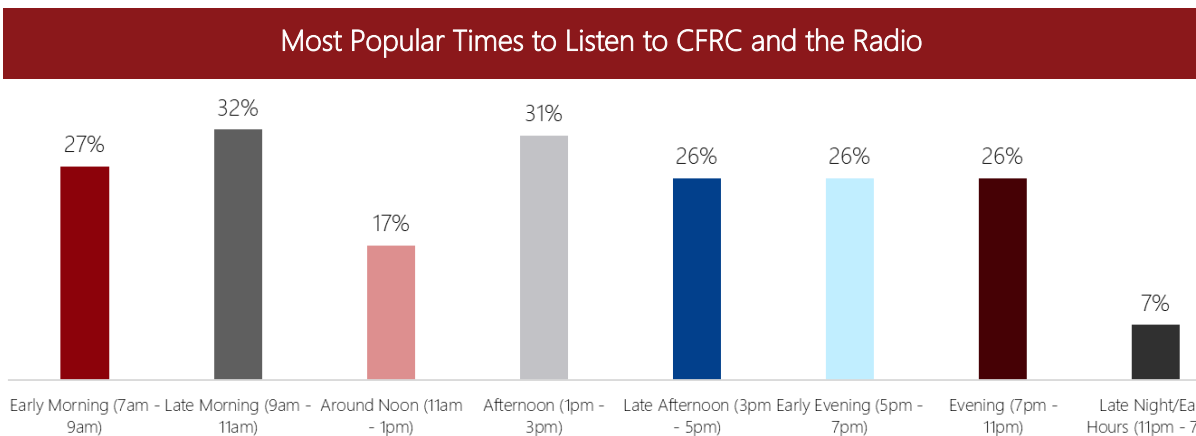


¹ Communications Monitoring Report (CRTC), <https://crtc.gc.ca/eng/publications/reports/policymonitoring/2019/cmr5.htm>

Weekdays are the most popular days to listen to CFRC for both student and non-student listeners, with ~66% of listeners tuning in between Monday and Thursday. Compared to the average listener, student listeners listen to CFRC less on the weekends (~24-29%).

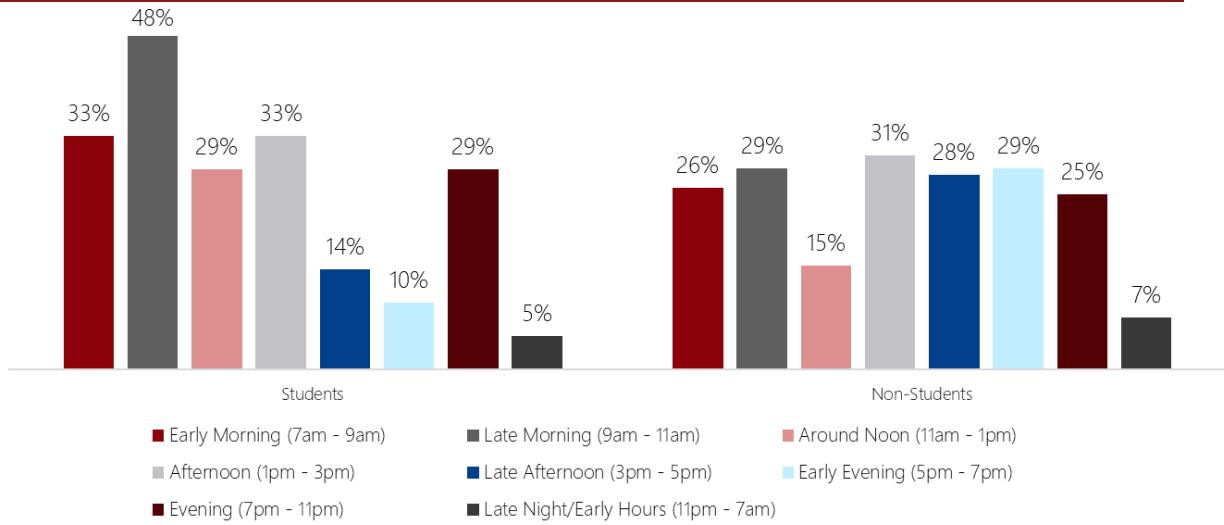


When examining preferred days of the week to listen to CFRC by age, it is clear that nearly all age groups indicated they listened to CFRC the most from Monday to Thursday. The exception is the 65 or older age group, who mostly listen on Sundays. In fact, most listeners on the weekend are 35 or older.



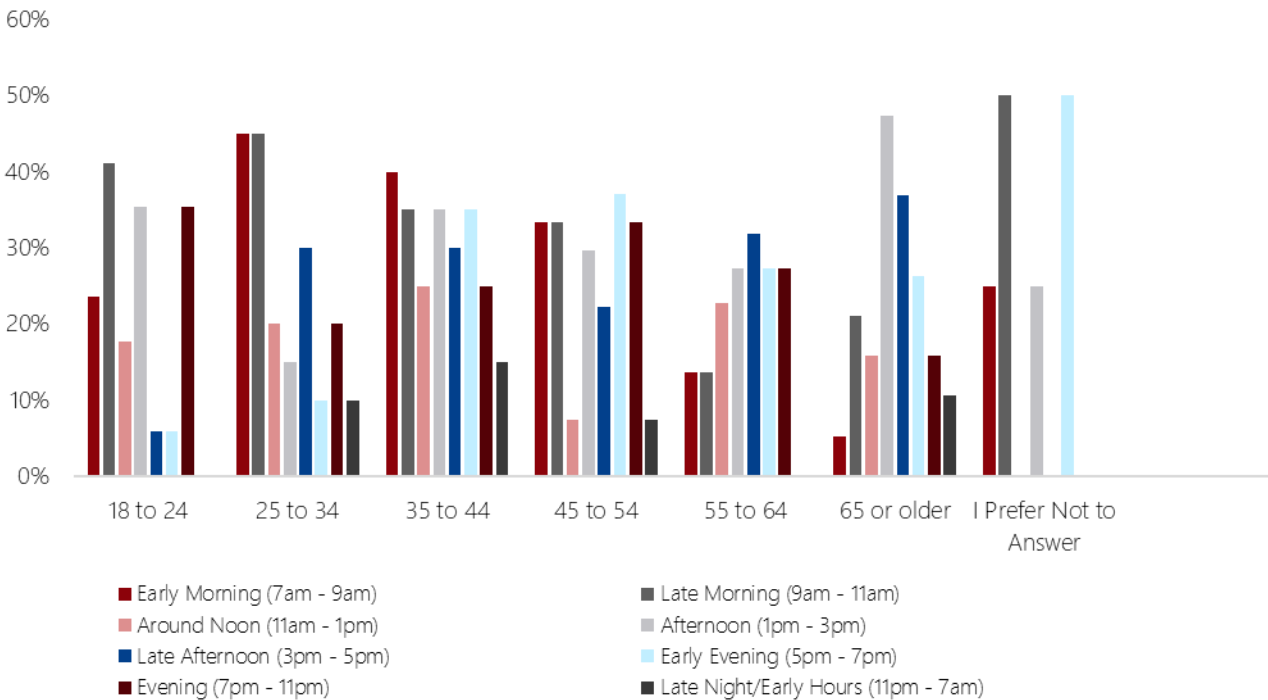
At a high level, there is a fairly even distribution of listeners who tune into CFRC throughout the day, with the exception of around noon (i.e., lunch) and late night and early hours (i.e., while sleeping). There is a slight preference for late morning and afternoon programs.

Most Popular Times to Listen to CFRC and the Radio by Students versus Non-Students



Student listeners prefer listening to CFRC in the morning, afternoon and evening. It is likely that students have extracurricular commitments that take place in the late afternoon and early evening, which explains the decline during those times. In comparison, non-student listener preferences tend to be more consistent throughout the day, with the exception of noon and late night and early hours.

Most Popular Times to Listen to CFRC and the Radio Distributed by Age



The most popular times to listen by age reveals more granular insights into listening preferences. In general, younger listeners prefer to listen to CFRC in the morning and evening, while older listeners tend to tune into to CFRC during the afternoon and evening. Listeners aged 18 to 24 years old have the highest listenership rate during the late morning, followed by afternoons and evenings. Listeners between 25 and 34 years of age tend to prefer early and late mornings, followed by the late afternoon. Listeners aged 35 to 44 years old tune in relatively consistently throughout the day, with a slight preference for early morning programs. CFRC's largest age group of listeners (45 to 54 years old) also listens quite evenly throughout the day, with a decline in listenership during noon and the late night and early hours. Listeners between 55 to 64 years of age generally listen to CFRC during the afternoons and evenings, as opposed to the mornings. Finally, listeners aged 65 or older has a strong preference for afternoon programs, with listenership falling earlier and later in the day.

CFRC Listener Preferences

Spoken Word and Music Preferences

Data on the spoke word and music preferences was collected using the following questions:

**Please select the type of spoken word programs that you want to hear more of on CFRC:
(please select all that apply)**

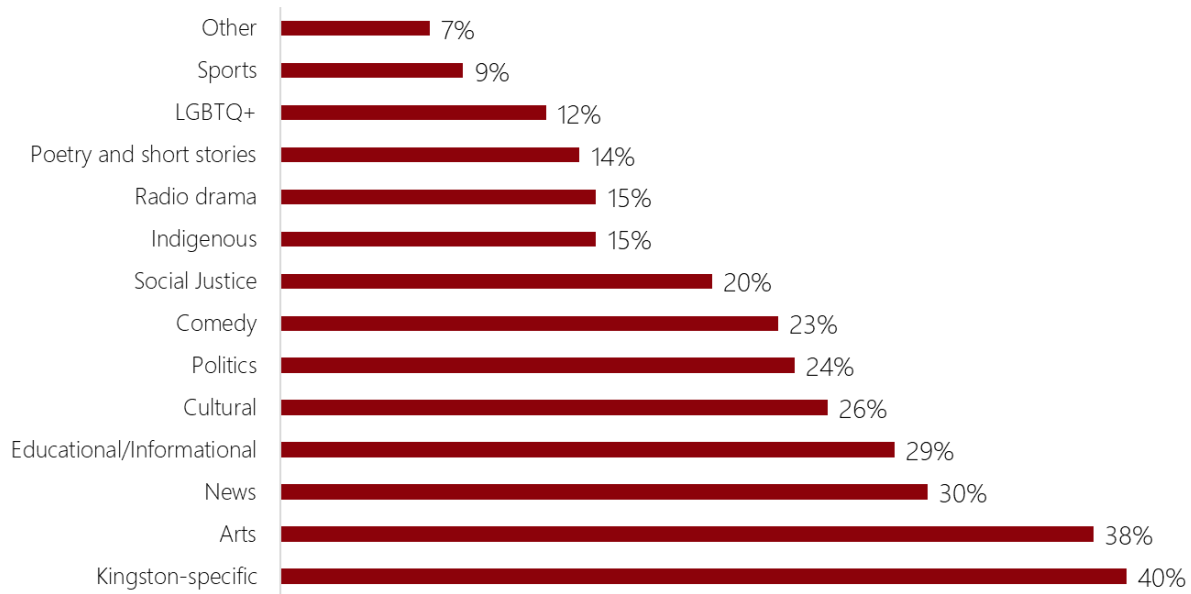
- a) Arts
- b) Comedy
- c) Cultural
- d) Educational/Informational
- e) Indigenous
- f) Kingston-specific
- g) LGBTQ+
- h) News
- i) Poetry and short stories
- j) Politics
- k) Radio drama
- l) Sports
- m) Social Justice
- n) Other

Please name the spoken word program(s) or host(s) that you enjoy listening to most:

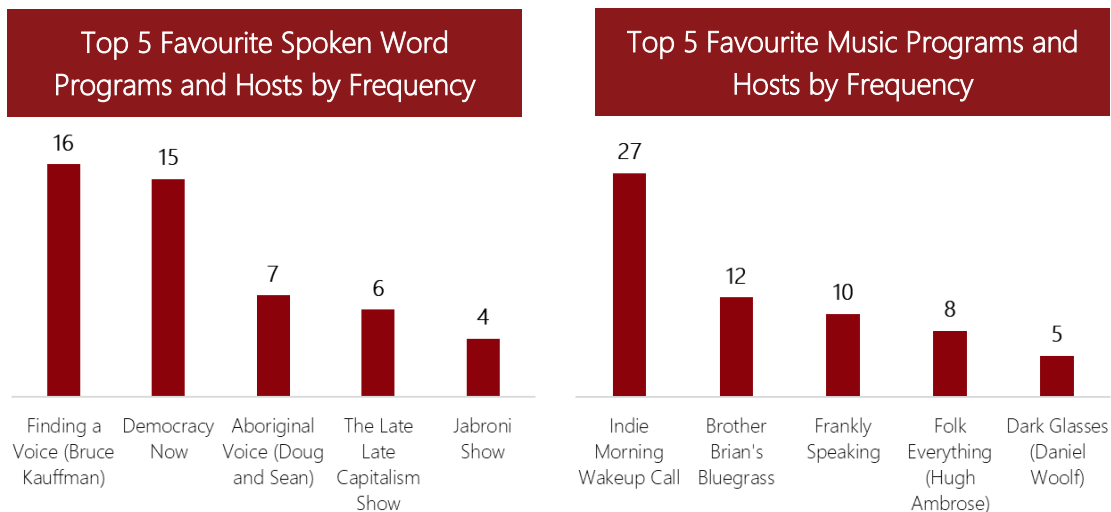
Please name the music program(s) or host(s) that you enjoy listening to most:

What type of spoken word programs would you like to hear more of?

Popular Types of Spoken Word Programs



CFRC listeners have communicated a diverse range of interests when it comes to spoken word programs. The top three spoken word programs enjoyed by listeners are Kingston-specific (~40% of listeners), arts (~38%), and news content (~30%). Beyond these three types of programs, listeners likely tune into CFRC for specific programs they enjoy, indicating the importance for CFRC to continue offering a broad selection of shows. It should be noted that there were ~7% of listeners who indicated that they did not listen to spoken word programs regularly and preferred music. Therefore, striking a fine balance between spoken word programming and music is important.



When listeners were asked about their favourite spoken word programs or hosts, the following were mentioned the most: Finding a Voice (Bruce Kauffman), Democracy Now, Aboriginal Voices (Doug and

Sean), The Late Late Capitalism Show, and the Jabroni Show. Other shows that were mentioned include: Alex on the News, The Scoop, Grad Chat, Screening in Kingston, and Miss Tyffanie Morgan.

In terms of music programs, the following were mentioned the most: Indie Morning Wakeup Call, Brother Brian's Bluegrass, Frankly Speaking, Folk Everything (Hugh Ambrose), and Dark Glasses (Daniel Woolf). Other music programs that were mentioned include: Grasstowne (Pete Deachman), The Blues Project (Wayne Vermette), What the Punk, Anatomy Lesson, Tapping the Esther, and the Long Journey (Jon McLurg).

Many listeners also shared the type of spoken word programs they would like to hear more of. The top five themes include: Local or Kingston-specific news and activities, current national and world events (including social justice topics, local and international politics), arts and comedy, Indigenous-focused programs, and new talk show formats (such as phone ins, Ted Talk style speeches, and interviews).

CFRC Engagement and Satisfaction

Method of Engaging with and Listening to CFRC

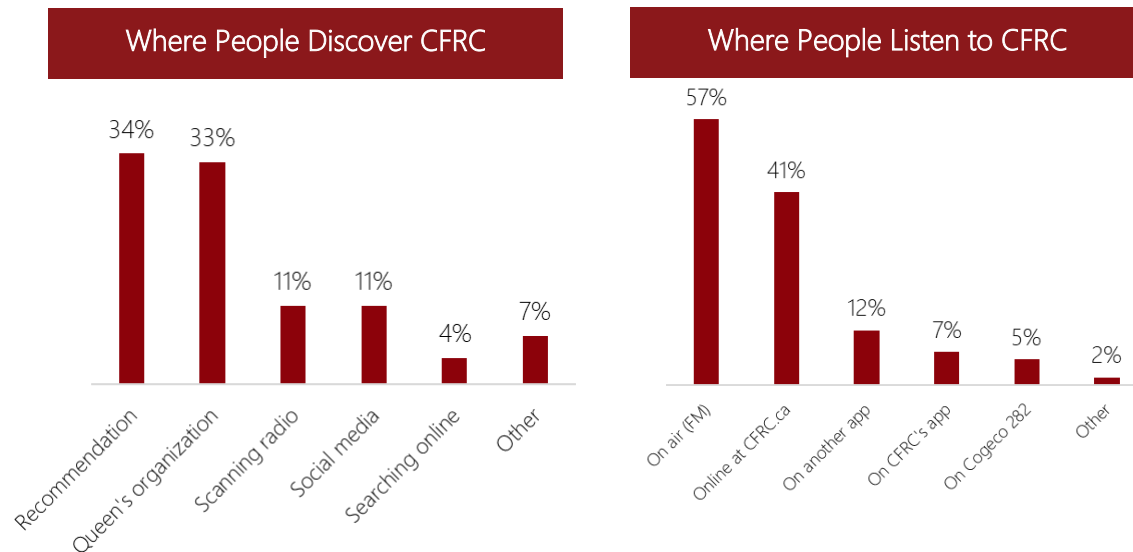
Data on the preferred method of engaging with and listening to CFRC was collected using the following questions:

How did you find out about CFRC?

- a) Friend/family recommendation
- b) Queen's-affiliated organization
- c) Scanning the radio
- d) Searching online
- e) Social media
- f) Other:

What is your preferred platform to listen to CFRC? (please select all that apply)

- a) On air (FM)
- b) Online at CFRC.ca
- c) On CFRC's free smartphone app
- d) On another mobile app
- e) On Cogeco cable channel 282
- f) Other:



The two most popular channels that people first discovered CFRC are through positive word-of-mouth recommendations from friends and family (~34% of people who are aware of CFRC) and Queen’s-affiliated organizations (~33%). The majority of listeners tune into CFRC on air (~57% of listeners, compared to ~68% in 2015), followed by CFRC.ca (~41% of listeners in both 2021 and 2015). Compared to 2015, more people are using apps to listen to CFRC. Therefore, there is an opportunity for CFRC to increase accessibility to the station, especially for listeners who are not on a computer or do not have home radio devices (e.g., younger potential listeners).

Satisfaction

Data on listener satisfaction was collected using the following questions:

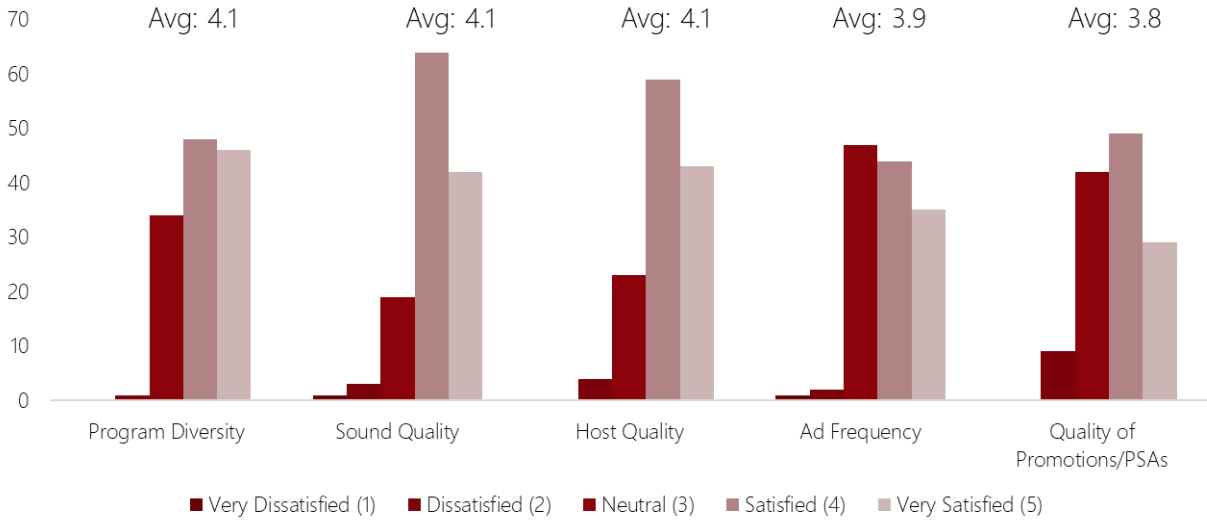
Please indicate how satisfied you are with the following areas on a scale of 1 to 5 (Very Dissatisfied to Very Satisfied):

- a) Program Diversity
- b) Sound Quality
- c) Quality of Hosts
- d) Advertising Frequency
- e) Quality of Station Promotions/PSAs

Do you believe CFRC empowers and celebrates the diversity of Kingston and Queen’s communities?

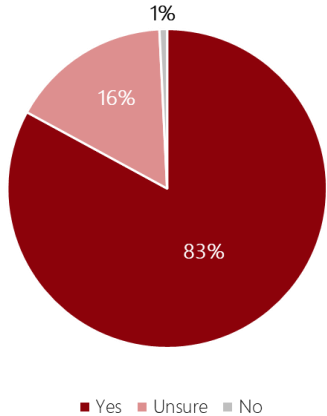
- a) Yes
- b) No
- c) Unsure

Listener Satisfaction (# of People)



On average, listeners are “satisfied” with CFRC across several important metrics (average score of 4 and median score of 4.3). Program diversity and host quality received the least number of low scores, both of which are closely aligned with CFRC’s mission statement. In comparison, CFRC has the greatest room to improve technical areas, including sound quality, ad frequency, and quality of promotions and PSAs. While there are constraints to the frequency of ads, satisfaction levels could be increased by slotting ads during the popular listening times for the target listener group (e.g., afternoons for older listeners).

Do you believe CFRC Empowers and Celebrates the Diversity of Kingston and Queen’s communities?



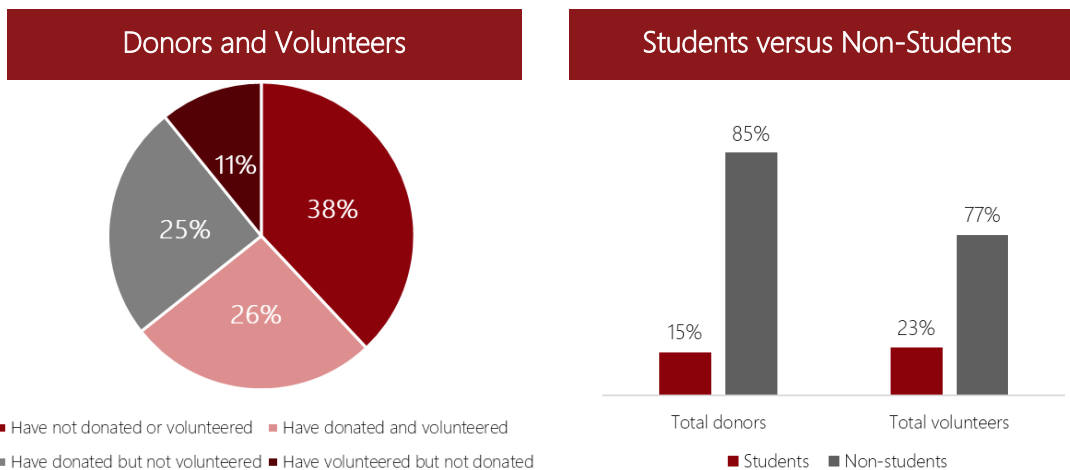
Listener satisfaction is well captured in ~83% of listeners believing that CFRC embodies its mission statement. ~16% of listeners were unsure, which could be due to a lack of awareness about CFRC’s mission or different programs.

Donation and Volunteer Activity

Data on donation and volunteer activity was collected using the following question (in addition to demographic data collected):

Have you donated to or volunteered at CFRC before?

- a) I have donated and volunteered
- b) I have donated but not volunteered
- c) I have volunteered but not donated
- d) I have not donated or volunteered



~62% of listeners (particularly, non-student listeners) have either donated to and/or volunteered at CFRC. More specifically, ~51% of listeners taking the survey have donated before (compared to ~29% in 2015) and ~37% have volunteered before. The 2021 survey indicates a higher donation percentage than the 2015 survey likely because listeners who are most engaged with CFRC are willing to partake in the survey. In the future, CFRC has an opportunity to focus outreach efforts on-campus to increase student engagement while continuing to appeal to non-student listeners.

General Listening Preferences

In addition to collecting data from CFRC listeners, all respondents were asked a series of questions to better understand general listening trends and preferences.

Preferred Audio Content and Platforms

Data on preferred audio content and platforms by respondents was collected using the following question (in addition to demographic data collected):

In the past 7 days, what types of audio content have you listened to? (please select all that apply)

- a) Audiobooks
- b) News
- c) Podcasts
- d) Music
- e) Radio
- f) Talk shows
- g) Audio drama, storytelling, poetry
- h) Other:

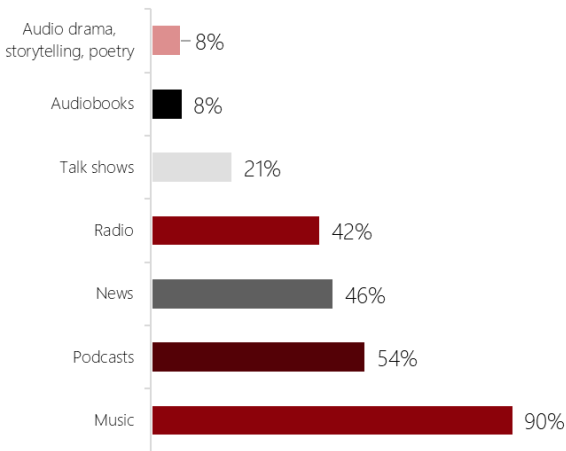
Pre-pandemic, which platforms have you listened to audio content on? (please select all that apply)

- a) Music streaming platforms/apps (Multi-select)
- b) Home radio
- c) Car radio
- d) Radio apps
- e) CDs
- f) Vinyl
- g) Other (please specify):

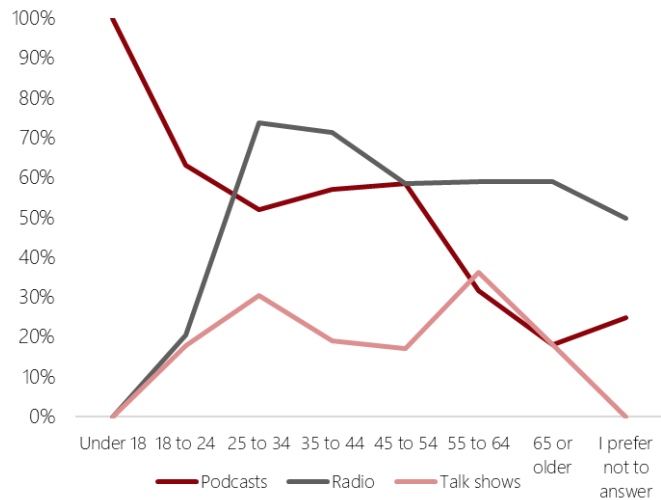
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- a) Music streaming platforms/apps (Multi-select)
- b) Home radio
- c) Car radio
- d) Radio app
- e) CDs
- f) Vinyl
- g) Other (please specify):

Preferred Audio Content in the Past 7 Days



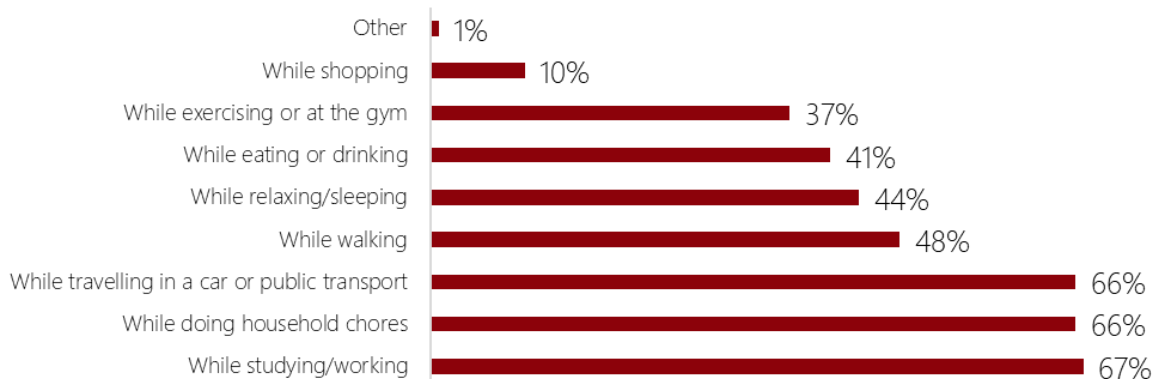
Podcast, Radio, and Talk Show Listening By Age



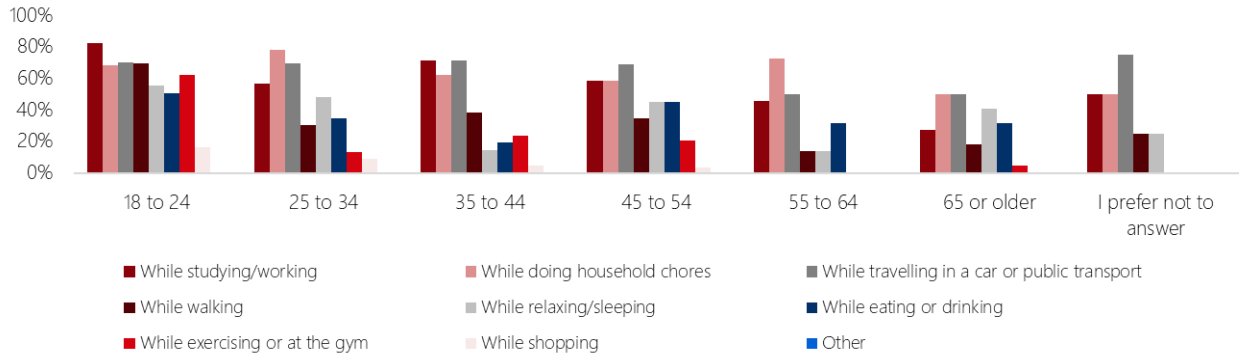
Music remains the most popular form of audio content, with ~90% of respondents indicating they have listened to music in the past 7 days. Podcasts are the next most popular type of audio content (~54%), which has especially increased in popularity among the 18 to 24 year old age group in recent years. Radio listening has slightly increased, with ~42% of respondents having listened to radio in the past 7 days compared to ~39% in 2015. There appears to be a sizable interest in radio listening, which presents an opportunity for CFRC to expand its listener base. However, the 2021 figure may be subject to response bias, as over half of the respondents (~54%) were CFRC listeners.

Taking a deeper look into the three top non-music forms of audio content, it is interesting that podcast popularity decreases with age. In contrast, radio listening tends to increase with age. These trends are likely because some people view radio and podcasts as substitutes. By increasing podcast development, CFRC can further increase listenership among the 18 to 24 age group. Furthermore, talk shows generally have a low popularity on their own. However, shorter talk shows or interviews could be interspersed throughout the day to attract a more diverse listener base.

Where People Listen to Audio Content



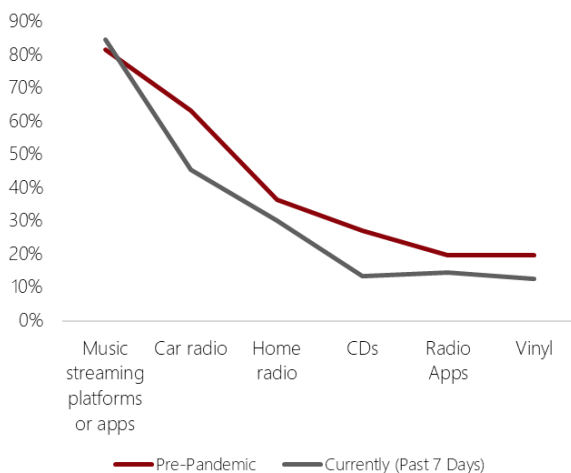
Where People Listen to Audio Content (By Age)



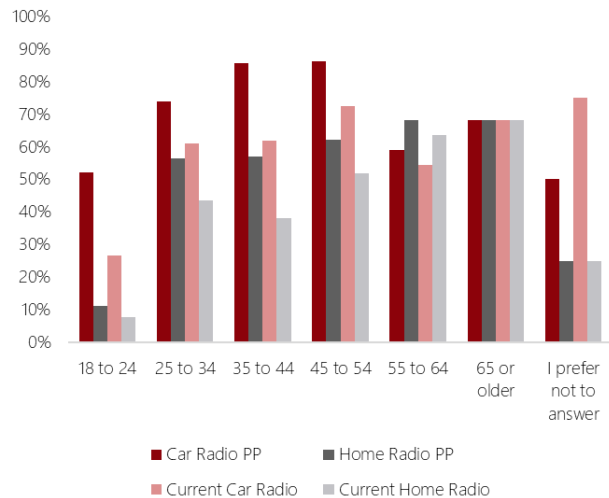
Most respondents listen to audio content while doing another activity, such as studying/working (~67% of respondents), doing household chores (~66%), or travelling in a car or public transport (~66%). Less than half of respondents (~44%) indicated that they listen to audio content to relax or sleep. Additionally, only ~10% of respondents listen to audio content while shopping. These insights can help CFRC advertisers understand where people tend to listen to audio content and how best to gain their attention.

Activities by age group vary, with younger respondents aged 18 to 24 listening to audio content while doing something active (such as studying/working, household chores, walking, travelling, exercising, eating/drinking). As age increases, respondents are more likely to listen to audio content while at home or travelling by car or public transport.

Pre-Pandemic Versus Current Audio Platforms



Pre-Pandemic (PP) versus Current Car and Home Radio Usage By Age



When comparing pre-pandemic and current preferred audio platforms, only music streaming platforms and apps (e.g., Spotify, Apple Music etc.) increased in usage (~85% of respondents). Car radio usage fell the most, from ~63% to ~46% of respondents, reflecting the impact of COVID-19 stay-at-home

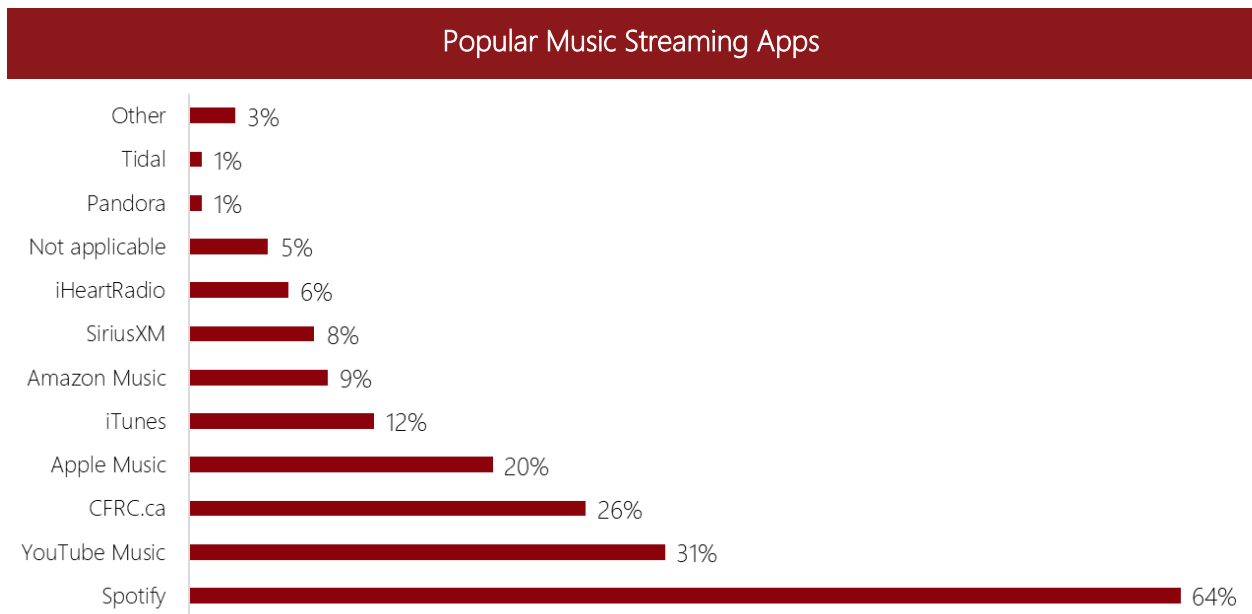
measures. Additionally, screen time and video streaming increased during the pandemic, which likely replaced audio listening for most people.² Interestingly, the 65 or older age group is the only group that did not see a change in car radio and home radio listening behaviour.

Preferred Music Genres and Platforms

Data on preferred music genres and platforms by respondents was collected using the following question (in addition to demographic data collected):

If you selected “music streaming platforms or apps”, which specific apps have you listened to?

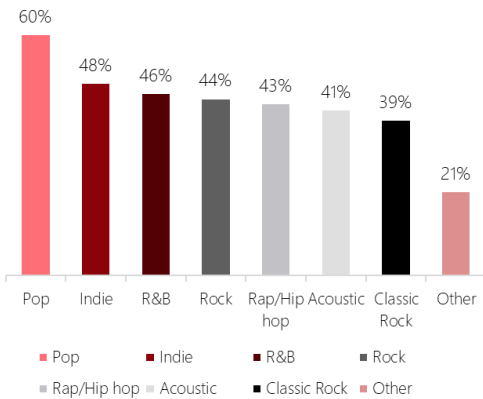
What type of genre(s) of music do you like to listen to? (please select all that apply)



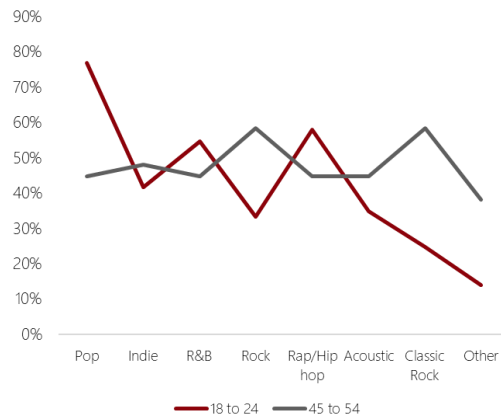
Spotify is by far the most popular music streaming app among respondents, with ~64% of respondents using it. Users can conveniently access Spotify through a number of ways, such as a desktop app, mobile app or web player. YouTube Music was the second most popular music streaming platform, however, users usually need a computer or laptop to listen to music. It would be worthwhile for CFRC to invest in expanding the number of listening options, such as improving the app experience.

² eMarketer, <https://www.emarketer.com/content/reversing-trend-canada-s-tv-time-increases-amid-pandemic>

Pre-Pandemic Versus Current Audio Platforms



Preferred Genres of Music: 18 to 24 versus 45 to 54



Pop remains the most popular genre of music listened to by the survey respondents (~60% of respondents), especially younger respondents (~77% of respondents aged 18 to 24). Pop also is preferred by CFRC's largest age group of listeners, with ~45% of respondents aged 45 to 54 liking pop music. Therefore, it is possible for CFRC to increase certain genres of music that appeal to younger listeners without turning away regular listeners.

Radio Station Listening Habits

Data on radio station listening habits by respondents was collected using the following question (in addition to demographic data collected):

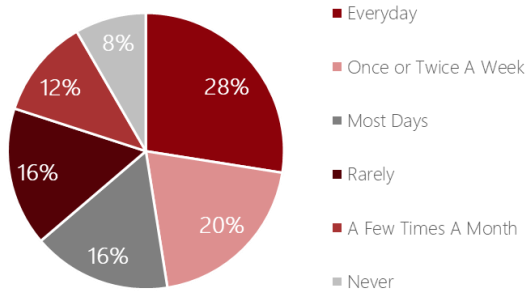
How often do you listen to any radio station?

- Every day
- Most days
- About once or twice a week
- A few times a month
- Rarely
- Never

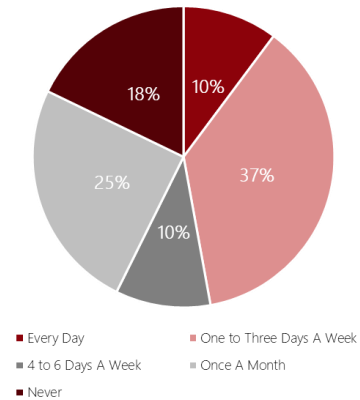
What radio stations, if any, do you like to listen to? (please specify):

If you do not listen to the radio, what are the reasons why? (please select all that apply)

Frequency of Radio Listening (General)

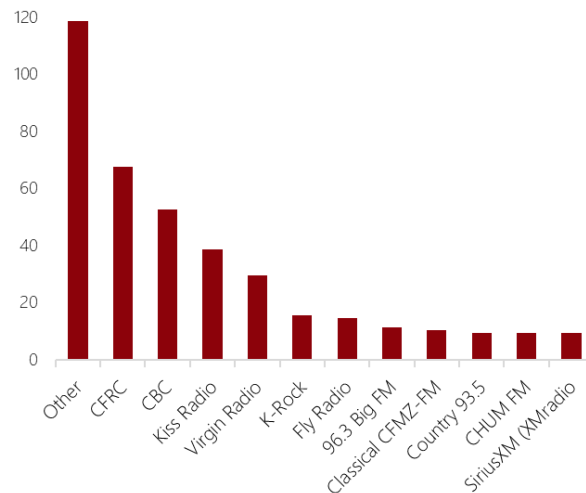


Frequency of Radio Listening (CFRC)

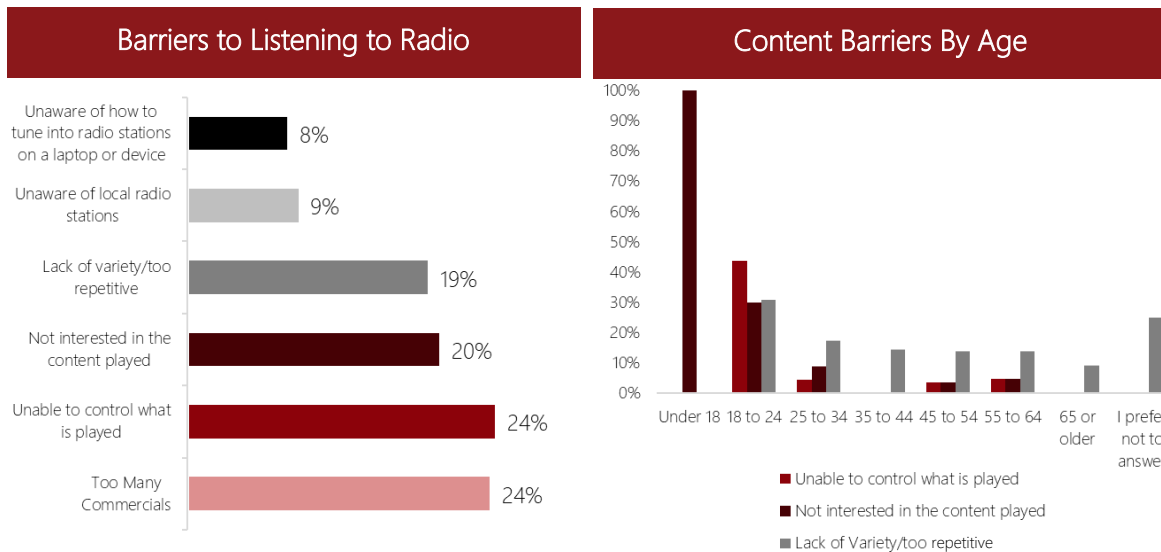


Most respondents actively listen to the radio on a weekly basis (~48% of respondents). As a comparison, ~57% of respondents who were aware of CFRC listen on a weekly basis. While the frequency of listening is higher for CFRC than general radio listening, there are more people who infrequently or never listen to CFRC than another radio station. Specifically, ~43% of respondents who were aware of CFRC listen to the station once a month or never, as opposed to ~36% of all respondents who listen rarely, a few times a month, or never. As a result, there is interest among the Queen's and Kingston community to listen to the radio, presenting a chance for CFRC to capture.

List of Radio Stations Mentioned by Frequency



Other than CFRC, respondents tend to listen to a variety of other stations, including CBC Radio (such as CBC Radio One), KiSS Radio, and Virgin Radio. CBC Radio has attained national recognition primarily for its news coverage. CBC also has a broad range of programs under the CBC umbrella and high app usage. KiSS and Virgin Radio predominately appeal to female listeners between the ages of 25 and 44. Both stations broadcast pop and hip/hop music. Most respondents listen to more than one radio station, which signals the potential for CFRC to capture greater share of ear of listeners from other stations (in addition to other forms of audio content and platforms).



Given the constraints faced by CFRC with regards to the number of advertisements/commercials, CFRC should focus its efforts on addressing content barriers to radio listening. ~24% of respondents who did not listen to the radio in the past 7 days feel they are unable to control what is played by the radio station. ~20% are not interested in the content played and ~19% believe radio music and programs lack variety or are too repetitive. Content barriers are the highest for those aged 18 to 24. Removing these content barriers for younger listeners requires new content (such as popular music) and regular listener input on what the station should play. It should be noted that only one person under 18 filled the survey, which explains the extreme figures for that age group.

CFRC's Audience Size

In order to estimate CFRC's weekly audience size, CREO built a simple model that used a combination of census information, survey data, and assumptions at its inputs. While the census and survey data gave the team a relatively solid starting point, the assumptions used in the model remained difficult to accurately estimate. In order to address this issue, CREO built out three cases that used different assumptions based on three underlying levels of certainty. The worst-case model used a set of slightly pessimistic assumptions. The base-case model used a set of more realistic assumptions. The best-case model used a set of very optimistic assumptions. Our guess is that the actual answer lies somewhere in between the worst- and base-case figures.

The model we built calculated the weekly audience size by first multiplying the addressable market (the population of Kingston minus the number of Kingston residents 14 or under) by the percentage of residents that are likely aware of CFRC (75%). This number was determined by looking at the number of survey respondents from Kingston who indicated that they were aware of CFRC prior to taking the survey. The number of residents who are believed to be aware of CFRC was then multiplied by the percentage of residents who are aware of CFRC and listen to the station. This number varied depending on the case, but was determined by looking at the number of survey respondents from Kingston who

indicated that they were aware of CFRC prior and listened to the station prior to taking the survey. Finally, the number of listeners was multiplied by the weekly listenership rate, which was determined by looking at the number of respondents who indicated that they listened to the station more than once a week.

Using this method, the team calculated that the weekly listenership rate of CFRC is likely between 11,874 (worst case) and 29,026 (best case). However, it is likelier that the number is closest to 17,152 (the base case) As a reference, KiSS 102.7 had ~14,500 weekly listeners and K-Rock 105.7 had ~20,300 weekly listeners in Kingston (pre-Pandemic).³

Recommendations

Listener Suggested Areas of Improvement

Through an open-ended question, many CFRC listeners provided a number of suggested areas of improvement to the station:

1) Better sound quality and station promotions/IDs

Listeners hoped for improved sound design and stronger signals to enhance the listening experience. However, many listeners recognize CFRC's limited resources and believe sound quality is sufficient. Furthermore, one listener believed stations promotions and IDs could be "updated" to "keep things fresh for listeners".

2) Greater radio host training

A handful of listeners voiced their opinions about the need for increased host training. For example, new and existing hosts can form a best practice of preparing a high-level talking points in advance of recording their show to best maximize their time on air. Moreover, CFRC can improve its air checks of shows and give hosts feedback on areas to improve. Greater interactivity with listeners (e.g., short feedback surveys on social media) can help foster a culture of feedback giving among hosts and from listeners.

3) Adjustments to weekend programming

There were two listeners who believed the weekend programming could be adjusted. One believed the current Saturday morning show could have better support or placed at a later time slot during the day. Another listener thought weekends were folk and country heavy. Any changes to weekend programming should be made in consideration of the primary listener base during those days (e.g., mostly older listeners).

³ Rogers Sports & Media (KiSS 102.7), <http://www.rogersmedia.com/shows/kiss-102-7-kingston-ontario/>
Rogers Sports & Media (K-Rock 105.7), <http://www.rogersmedia.com/shows/k-rock-105-7-kingston-ontario/>

4) Balanced political programs and viewpoints

Listeners have somewhat divided opinions on the quantity of politics-related shows offered by CFRC. Those who love political topics will tune into those programs (e.g., Democracy Now), however, there are some listeners who prefer less politics and more music. Moving forward, CFRC is encouraged to strive for more balanced political perspectives.

5) Expanded listening options

While the majority of listeners listen to CFRC on air, some listeners face barriers to listening when they are not at a computer/laptop or do not have a radio device. App usage has also increased over the past five years and is a popular way to access audio content. CFRC can consider partnering with an app development company or Queen's club (e.g., BetaLab, QTMA etc.) to build a new CFRC app.

6) Greater podcast development

Podcasts offer an additional route to attract new listeners, particularly students. As a next step, CFRC is encouraged to further its on-campus and social media outreach efforts to increase awareness about CFRC's podcasting services to both students and non-students in the Kingston area.

7) Emphasis on diversity

Diversity of content is one of leading reasons why listeners like listening to CFRC. In the future, CFRC should continue to feature more representation from different communities (e.g., Indigenous, LGBTQ+, BIPOC, disability etc.).

Final Recommendations

This report presented many insights about the listening preferences of CFRC's existing listeners and the broader Queen's community. A common theme throughout the report is the opportunity for CFRC to increase its student listener base. To reach this target group without reducing CFRC's appeal to regular listeners, CFRC can increase podcast development by students (e.g., Frosh FM). Student hosts can bring fresh perspectives to CFRC's current programming, while also drawing in a greater number of student listeners. To best reach students, CFRC is recommended to work with the Queen's Journal to write articles about podcasting and CFRC's services. At the same time, CFRC can reach out to large Queen's organizations, such as the AMS and Queen's Student Affairs, to promote its services directly to students. In addition to increasing student listeners, CFRC can facilitate greater online interactions with listeners. Some examples of ways to engage with listeners include using polls on social media to collect listener input and administering short surveys to gather feedback or questions (which mimics a live phone-in show). Lastly, CFRC is encouraged to work with advertisers to determine the most ideal days and times to place certain advertisements. For example, older listeners tend to listen to CFRC in the afternoon and evenings. With updated survey data, CFRC will be better equipped to make informed decisions to improve its current radio offerings.