

Vancouver's "Most Listened to" Chinese Radio Stations

FAIRCHILD RADIO AM1470 & FM96.1 Weekly Reach

- Close to **9-in-10** of those listening to Chinese radio in Vancouver listens to Fairchild.
- Fairchild Radio is clear leader of Chinese audio channels in Vancouver and reaches **88%** of those listening to Chinese radio.



Marketing to the Growing Chinese Market in Vancouver

- **373,200** people in the Vancouver CMA reported "Chinese" as their mother tongue. (2016 Census)
- **34.2%** of the visible minorities living in the Vancouver CMA are Chinese.
- Top five immigrant languages spoken at home in Vancouver:
 1. Cantonese
 2. Mandarin
 3. Punjabi
 4. Tagalog
 5. Korean



Our Listeners

- The 35 – 54 age group (**78%**) are more likely to listen to audio programming, 18 – 34 age group (**60%**) and 55+ age group (**60%**)
- Our listeners are loyal with high disposable income. **77%** of AM1470 listeners have household annual income over \$100K and **62%** of FM961 listeners between \$75K and \$100K.





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Popular Audio Programming

- **71%** of those listening to audio programming in Chinese listen to **News/Current Affairs/Financial**, followed by **Music** (50%), **Weather/Traffic** (47%) and **Entertainment** (41%)



Other Interesting Study

- Traditional radio is still preferred audio programming from other platforms. Over half (**54%**) of those listening to audio programming in Chinese listen on traditional radio only, 10% of them listen through audio streaming only, and the rest listen a mix of traditional radio and new media.
- 87% Canadian Chinese use social media. Among those who use social media, WeChat is the most popular (62%), followed by Facebook (56%) and WhatsApp (38%)
- Top 5 audio streaming platforms used for listening to audio programming:
 1. Radio station apps 25%
 2. Spotify 11%
 3. Youtube 10%
 4. iTune 7%
 5. Ximalaa/Xiam/Intertainment 3%

Diverse and High Quality Programming Attracting Listeners with Different Interests

- News/Information: daily live news talk show and round the clock news, weather and traffic updates.
- Music: we play the latest pop-charts from Asia as well as the greatest hits from 70s, 80s, and 90s
- Talk shows: covering topics Vancouverites care about such as latest trends, travel food, celebrity gossip, and Van city's hottest local events.





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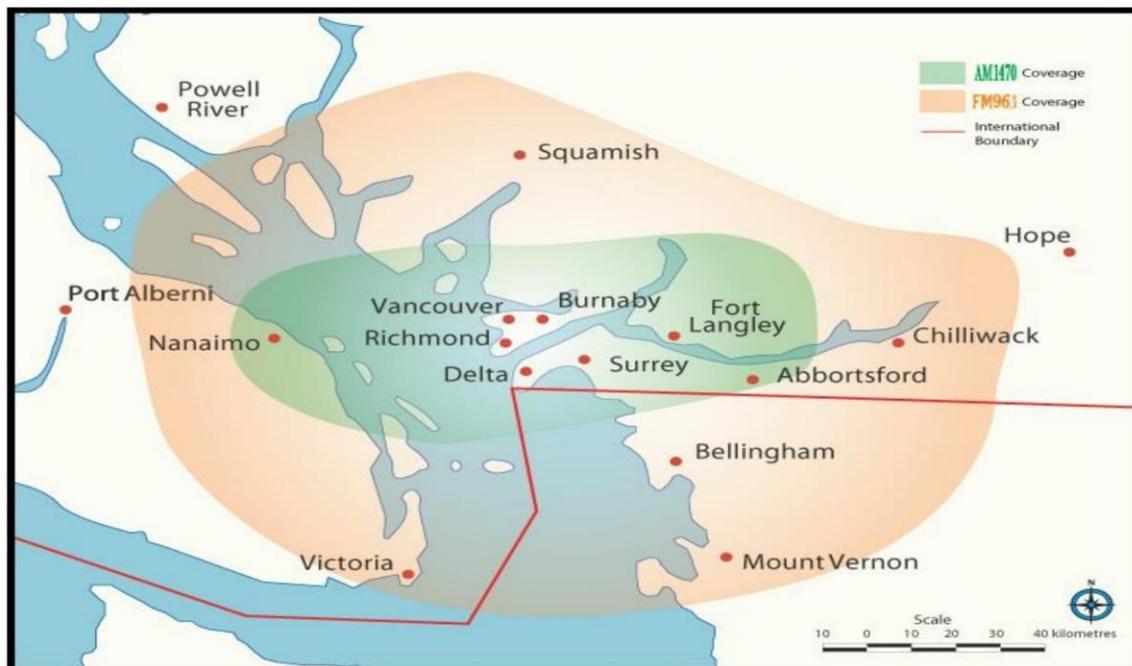
We are Canada's only National Multicultural Radio Network

- **5 stations** in Vancouver, Calgary and Toronto.
- AM1470 & FM96.1 offer over **150 hours** of programming in Cantonese and Mandarin and in 30 other languages.

Engage Listeners Off-Air with Community Minded Events

- Fairchild Radio organizes and participates in some of the best performances and special events in Vancouver to reach out to the community and to promote local talents as well as to increase exposure for our sponsors. Events we have organized in the past include Canadian Chinese Song-Writers Quest (SQ), Sunshine Nation, Little Sunshine, Elections Forum, Radio Idol and Chinese New Year Gala, just to name a few.

Fairchild Radio Coverage in Lower Mainland, BC



Source: Fairchild Media Group Canadian Chinese Media Consumption Research 2018 GVA Report
2016 Census of Canada