

## LATEST RESEARCH CONDUCTED BY ENVIRONICS RESEARCH GROUP



- 1. Sing Tao A1 Chinese Radio's major weekday programs reach over 80% of Chinese radio listeners.**
- 2. 6 of the top 8 most popular Chinese DJs are hosting A1 Chinese Radio programs.**

- The Chinese Radio Listenership survey focuses on radio listenership, most popular program, and DJ preference within the Chinese Canadian population in Greater Toronto area.
- The survey was conducted by Environics Research with 550, 18+ Chinese Canadians in the Greater Toronto Area between April 12 to May 3, 2019 with 91% completion rate (those who listen to radio in Chinese).

## Daily Reach of Chinese Radio Stations During Major Weekday Program Hours

MON - FRI

A1 PROGRAM  
CHINESE RADIO LISTENERS DAILY REACH\*

**7am – 10am**  
*Good Morning A1*

**88%**

**12pm – 1:30pm**  
*Jenny Hong Show*

**90%**

**1:30pm – 3pm**  
*Happy Trio*

**80%**

**3pm – 5:30pm**  
*Yellow Cow College*

**82%**

**Sing Tao A1 Chinese Radio's major weekday programs reach OVER 80% of Chinese radio listeners.**

\*Daily Reach is defined as A1 program listeners as a percentage of all Chinese radio listeners during that time frame.

## Sing Tao A1 Captures 6 of The Top 8 Most Popular Chinese DJs in Toronto CMA\*



**Castro Liu**  
Good Morning A1  
7am - 10am



**Anson Wong**  
Yellow Cow College  
3pm - 5:30pm



**Leslie Yip**  
Good Morning A1  
7am - 10am



**Simon Lau**  
Yellow Cow College  
3pm- 5:30pm



**Jenny Hong**  
Jenny Hong Show  
12pm - 1:30pm

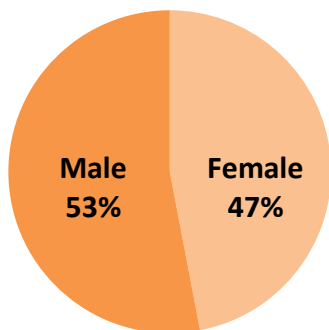


**Joseph Tsang**  
Good Morning A1  
7am - 10am

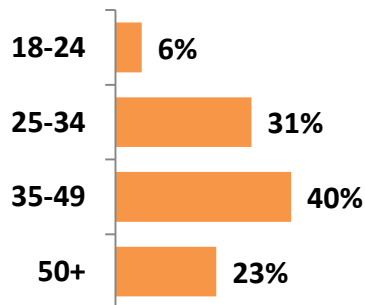
\* Popularity ranking of DJ data is calculated among interviewees who have heard the DJ's name and listen to that specific DJ's program on a daily or weekly basis.

## Profile of Sing Tao A1 Listeners

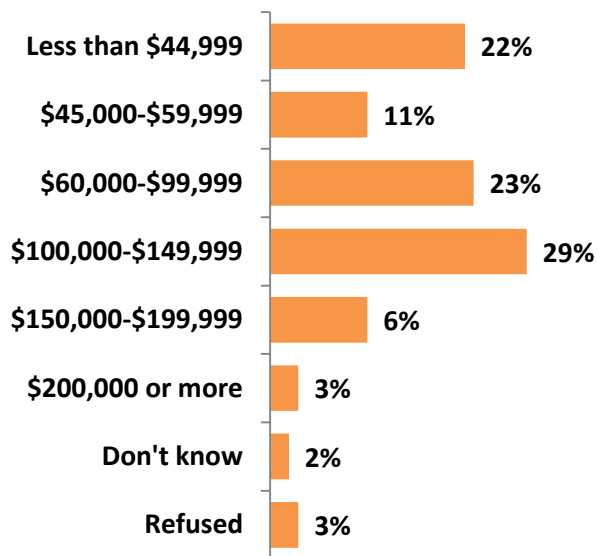
**Gender**



**Age**



**Income**



**Spending plan**

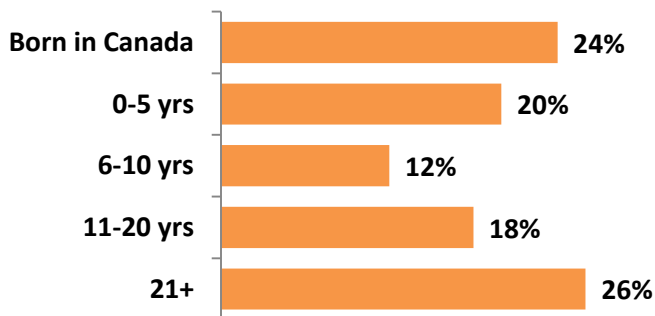


38% plan to buy/sell/rent real estate in the next 12 months



42% plan to buy/sell/rent a car in the next 12 months

**Immigrant Tenure**



**Source Country**

