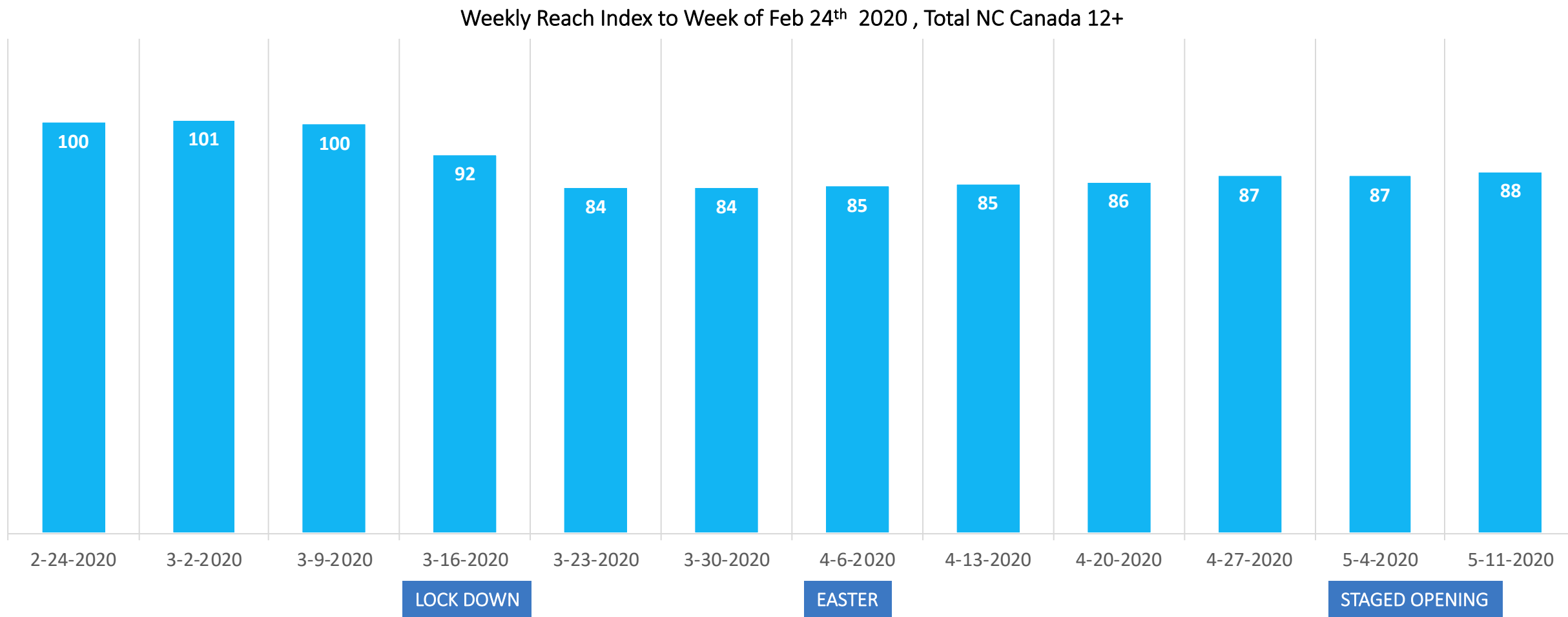


AM/FM Radio COVID-19 Update

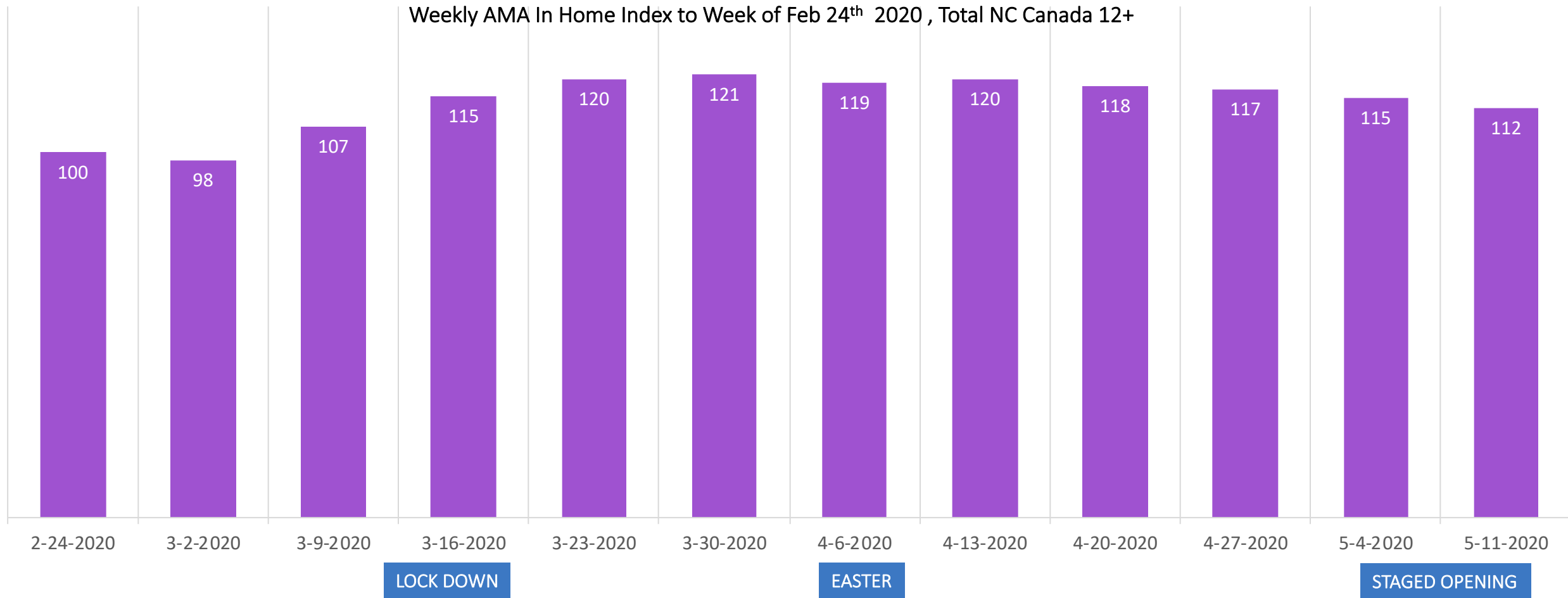
May 21, 2020



Radio's reach retention is growing to 'near normal' as Canadians begin to get 'out and about'



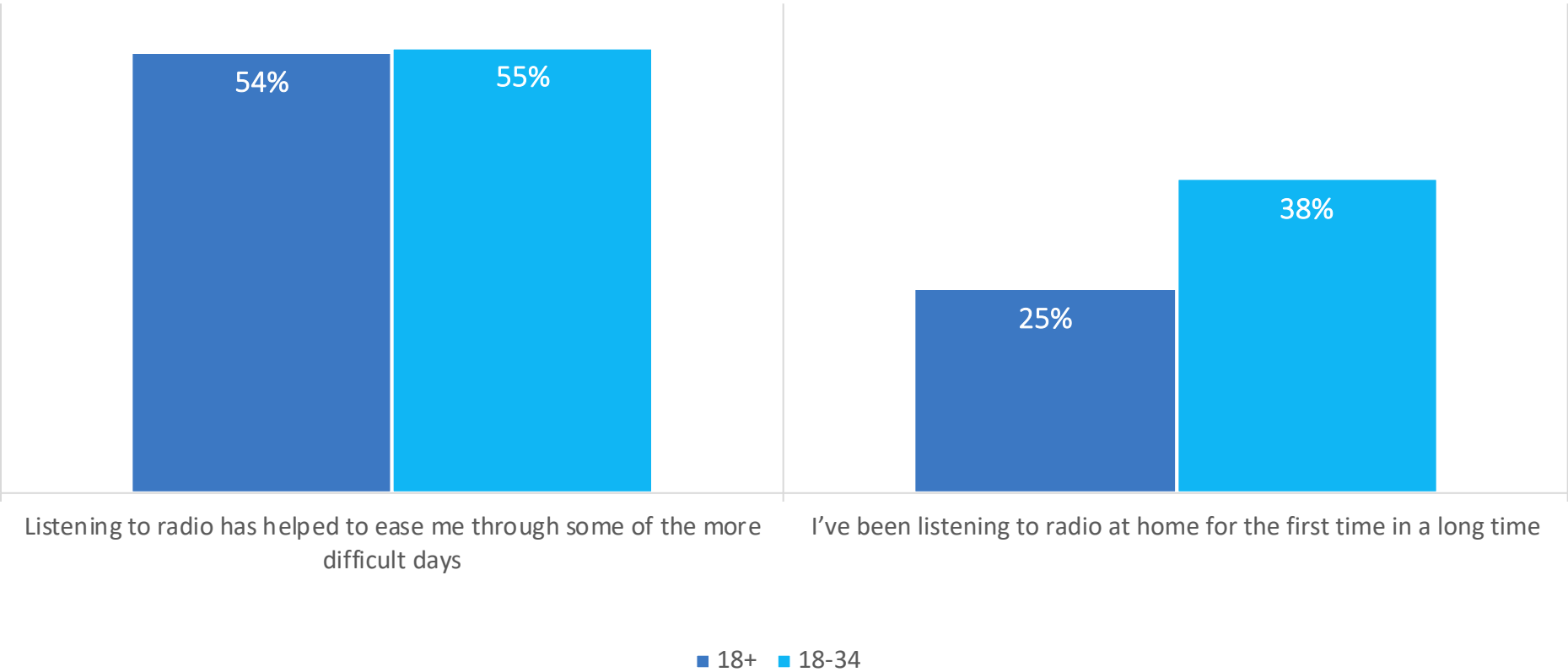
Canadians are listening more to AM/FM Radio while adjusting to the ‘future normal’



A18-34's are rediscovering AM/FM Radio at home

% Agree Among Canadians Listening to AM/FM Radio During COVID-19

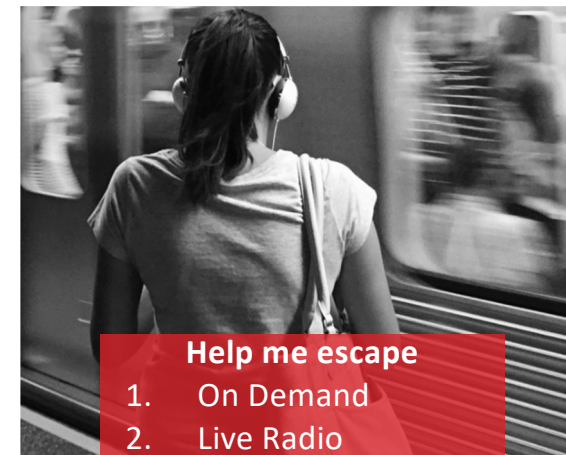
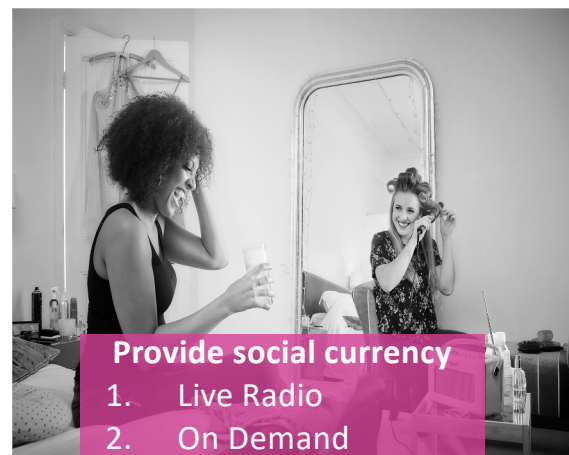
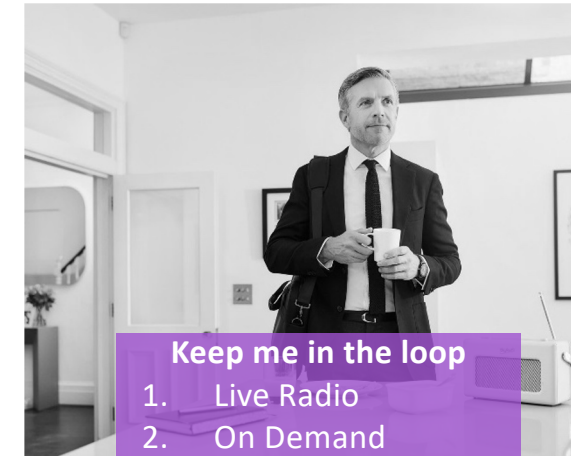
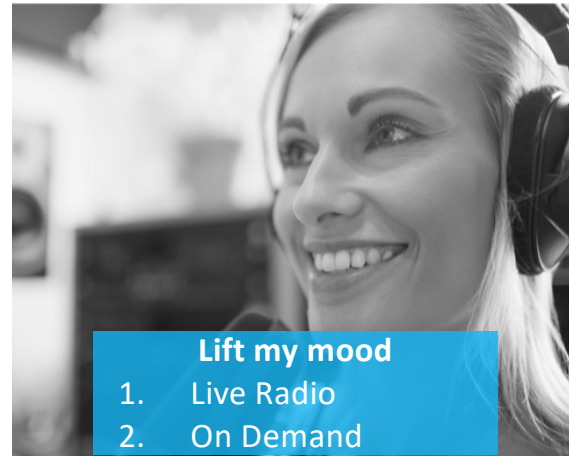
Milestone and Maturing Millennials are rediscovering AM/FM Radio at home and are being comforted by what they are hearing.



SOURCE: MaruReports COVID-19 Feel Behave Think Tracker Canada, April 23
RC2. Do you agree or disagree with these statements about your experience listening to AM/FM radio during the pandemic? (% strongly/moderately agree)
Base: Canadians 18+ who are listening to AM/FM Radio during the pandemic (n=1,102); 18-34 (n=467)

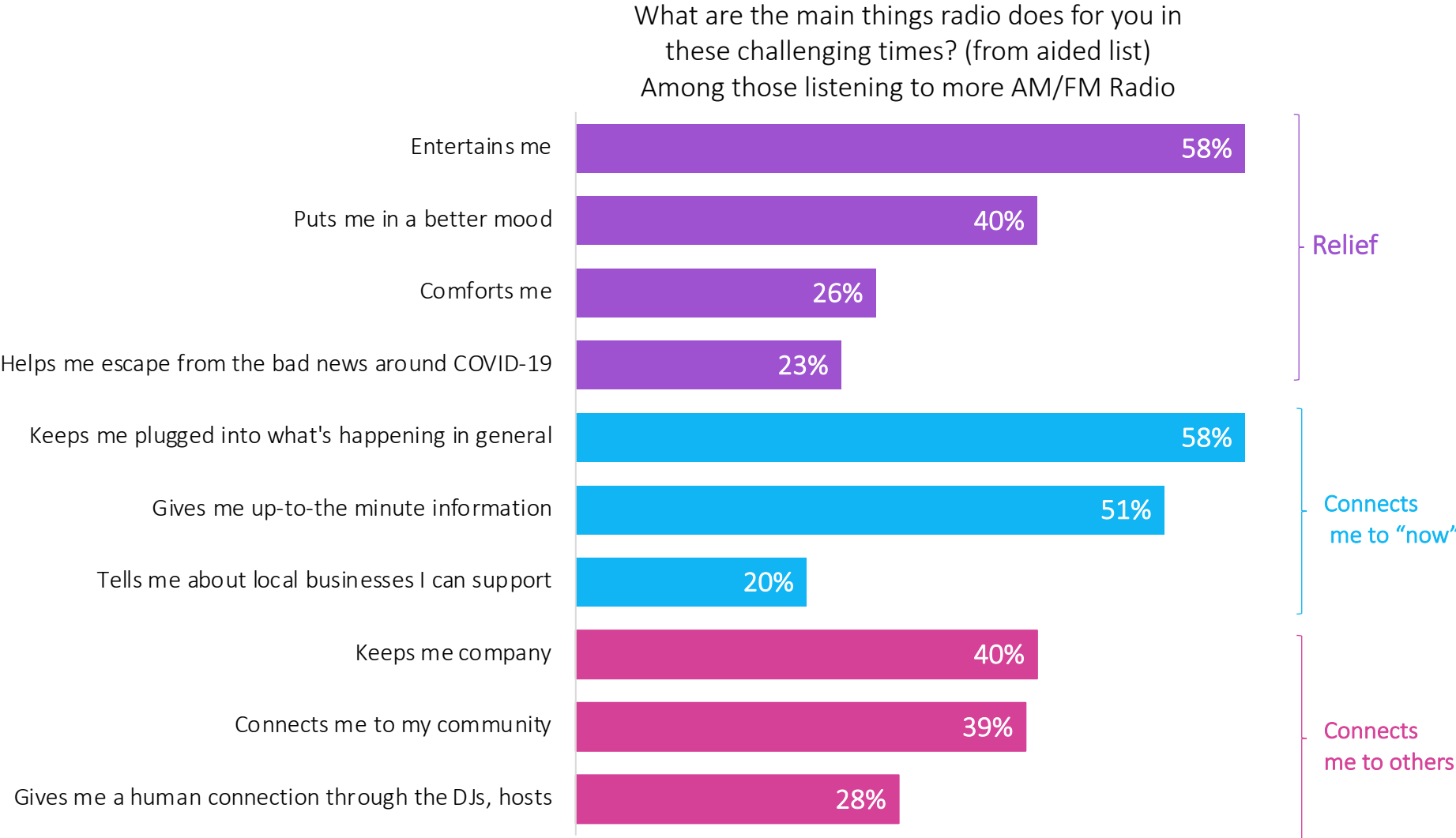
Live radio effortlessly connects listeners to the outside world

Live radio fulfills more needs states for audio than on-demand audio.*



The key benefits of Radio are enhanced during self-isolation

AM/FM Radio delivers on a wide range of listener needs during the crisis, providing relief and connection.

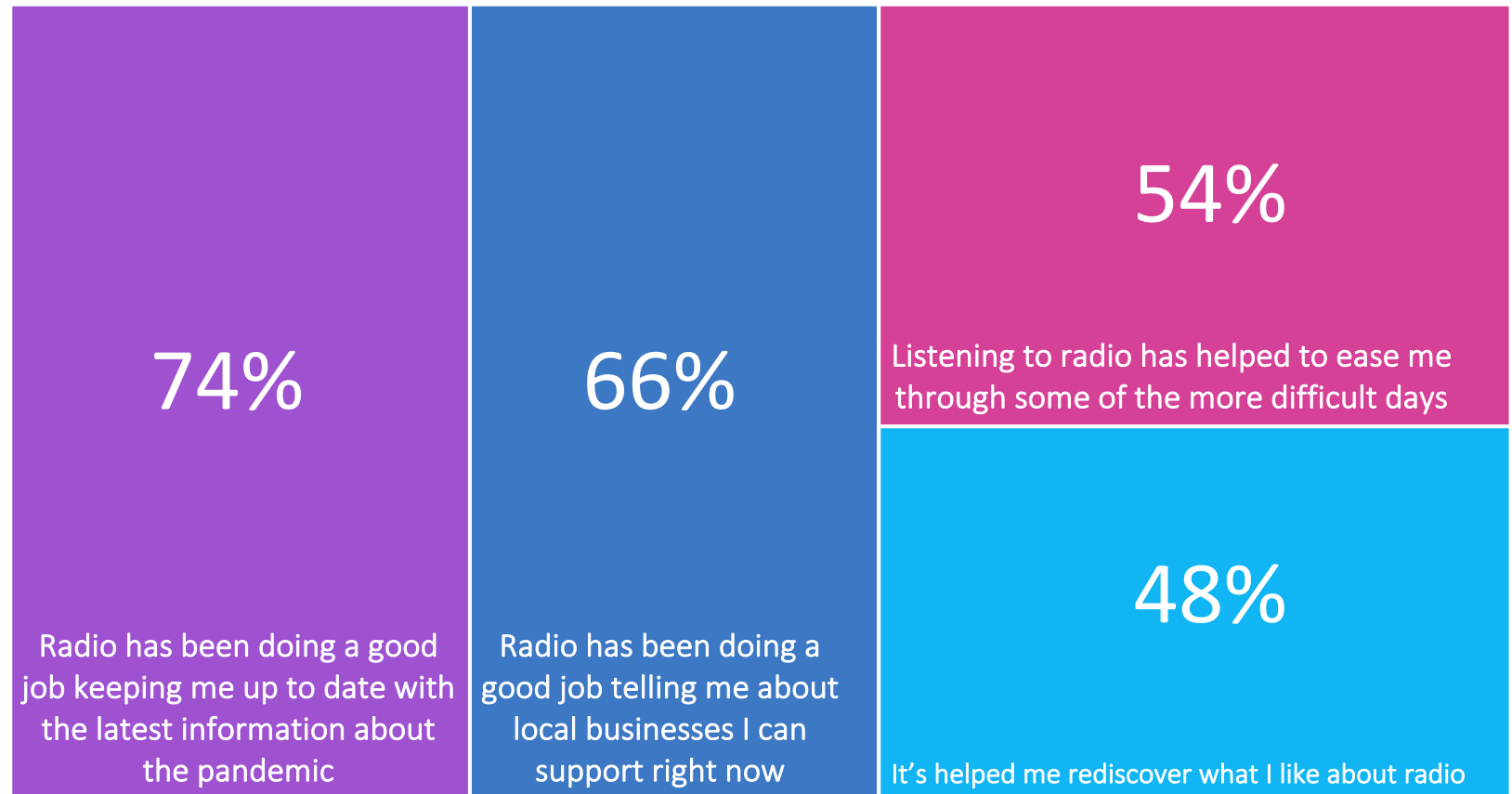


6 SOURCE: Angus Reid COVID-19 Weekly Monitoring of Canadian Perceptions & Behaviour, April 20
MP3. "What would you say are the main things that radio does for you in these challenging times? (from aided list)
Base: Canadians 18+ who are listening to more AM/FM Radio in past two weeks (n=164)

Radio is keeping Canadians connected and supported, while it helps Canadians support local businesses

% Agree Among Canadians Listening to AM/FM Radio During COVID-19

The COVID-19 Listener Experience—timely information, comfort and, for many, a rediscovery.



SOURCE: MaruReports COVID-19 Feel Behave Think Tracker Canada, April 23

RC2. Do you agree or disagree with these statements about your experience listening to AM/FM radio during the pandemic? (% strongly/moderately agree)

Base: Canadians 18+ who are listening to AM/FM Radio during the pandemic (n=1,102)

Canadians want action, not just platitudes.

It's not enough to say, "we're all in this together" —brands need to make a difference, or help consumers navigate the "new normal".

86%

of Canadians said they believe "brands have an enormous platform to do good, while still earning profit"

82%

of Canadians said "Canadian companies that take an active role during this crisis will have gained a loyal customer in me"

78%

of Canadians said "I want to hear about sales, discounts, and reduced shipping on items I frequently purchase"

Thank You

Visit radioconnects.ca for more
information on Radio during COVID-19

RADIO
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