

Radio and Recovery

Radio Connects with "Ready To Go"
Consumers

June 2020

AM/FM Radio – the soundtrack to economic recovery.

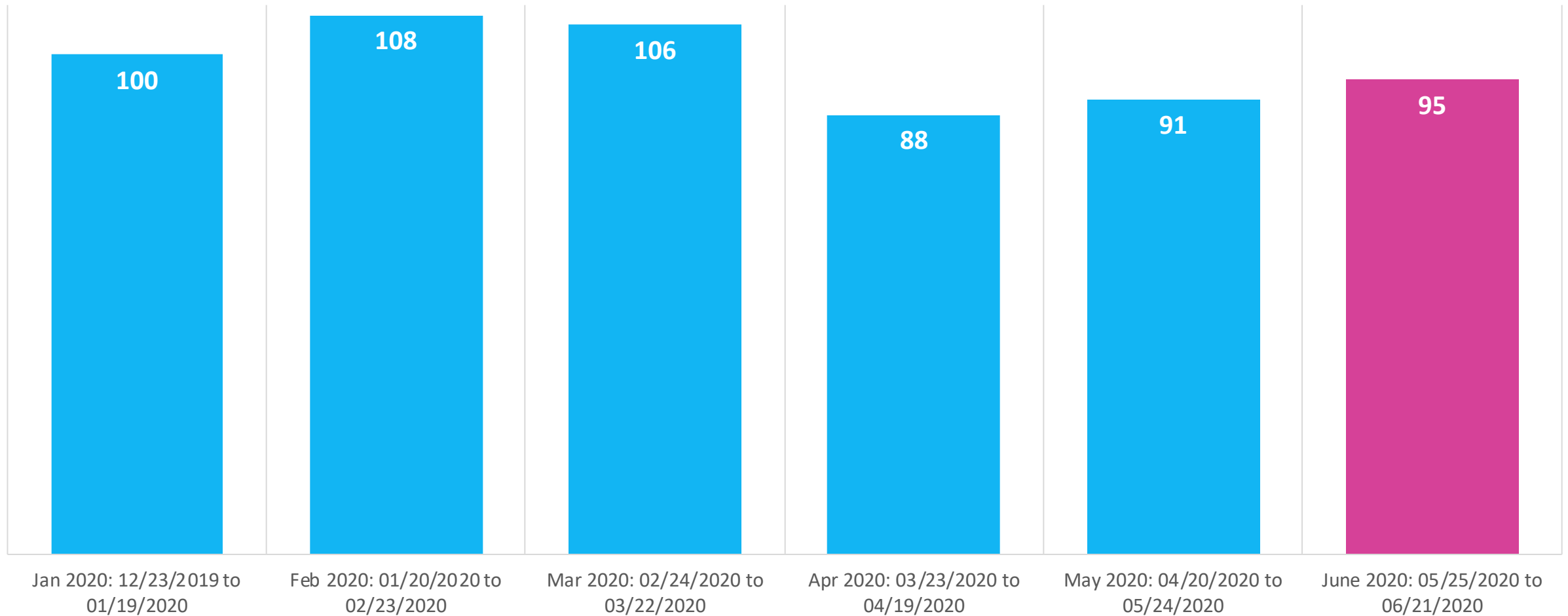
As regions around Canada begin to emerge from COVID-19 pandemic restrictions, consumer sentiment is improving, and AM/FM Radio's reach retention continues to grow.

The following highlights findings from a recent Nielsen Custom Study conducted between April and May in the U.S. The study identified 3 types of consumers – the “Ready to Go”, the “Wait and See” and the “Proceed with Caution”. This latest series of flash surveys designed to gauge consumers sentiment amidst the pandemic shows heavy radio listeners are likely to be “Ready to Go” consumers and are key to driving commerce and supporting the economy.

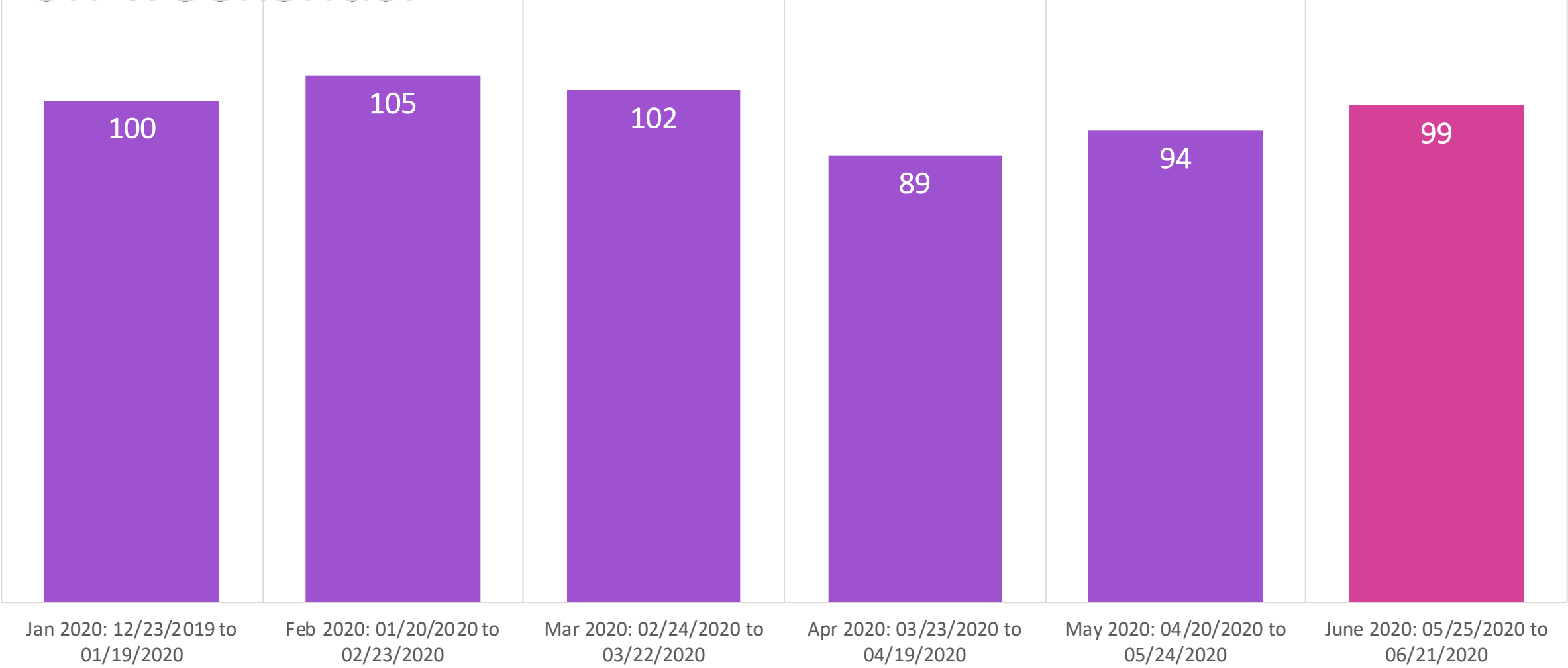
This “ready to spend” confidence in concert with AM/FM Radio's ability to influence consumers to take action delivers business results for advertisers. In fact 54% of Canadians took action after hearing an ad on AM/FM Radio.

*Source: Radio On The Move 2020

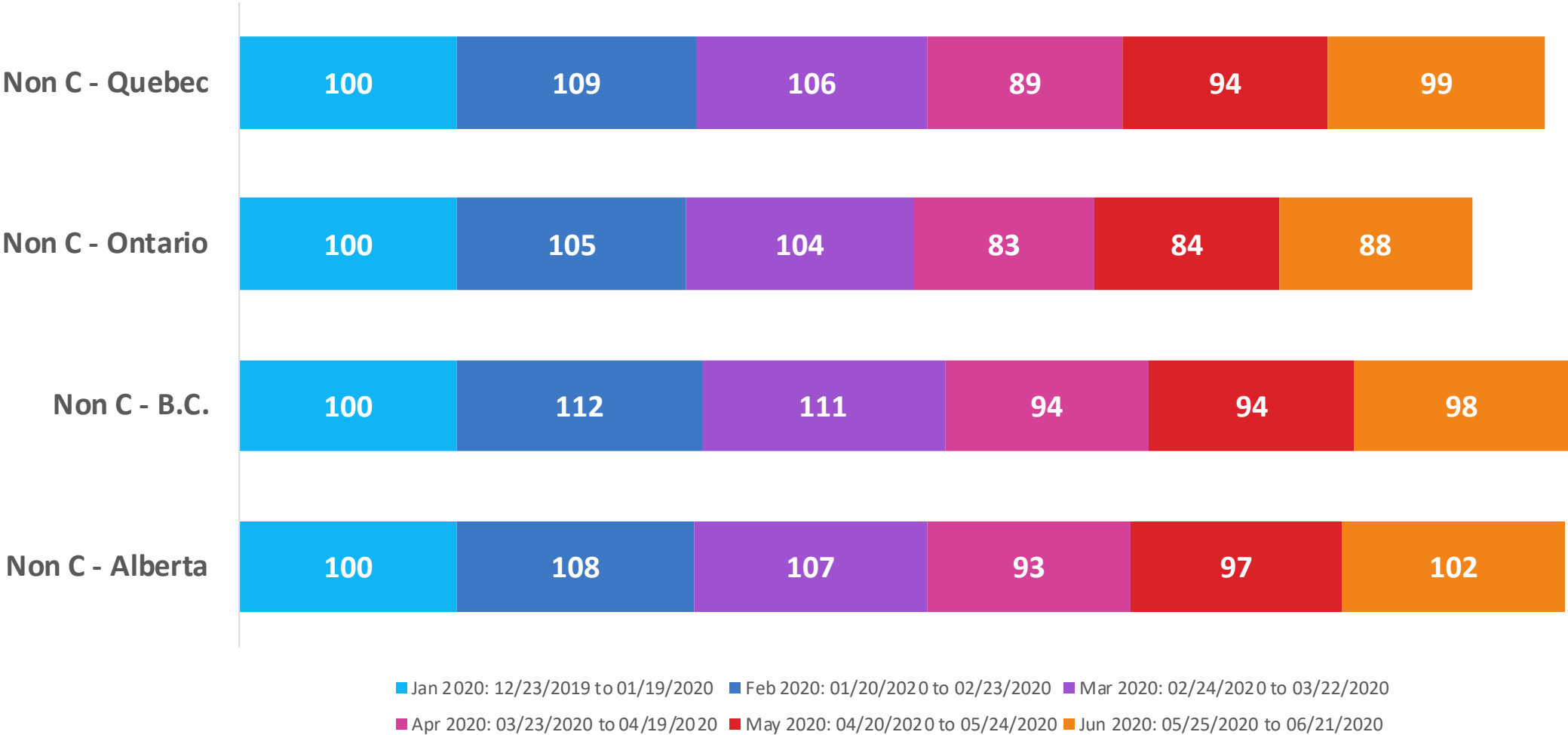
AM/FM Radio listening almost at Pre-COVID levels.



Canadians are listening when they are out and about on weekends.



BC, Alberta and Quebec levels are near normal.



Positive consumer sentiment is growing.

Consumers Strongly Agree/Agree Somewhat

Up 90%

40% to 76%

Stores that were
closed have started to
open again

Up 68%

44% to 74%

People are starting to
resume more normal
activities

Up 14%

63% to 72%

I'll resume some
normal activities in
the next month

Up 69%

42% to 71%

My city/town is
starting to emerge out
of this crisis

Up 32%

38% to 50%

It is safer than it was a
month ago

Up 14%

42% to 48%

I'll resume most
normal activities in
the next month

Up 68%

25% to 42%

In public, things feel
more normal than
before the crisis

Up 18%

34% to 40%

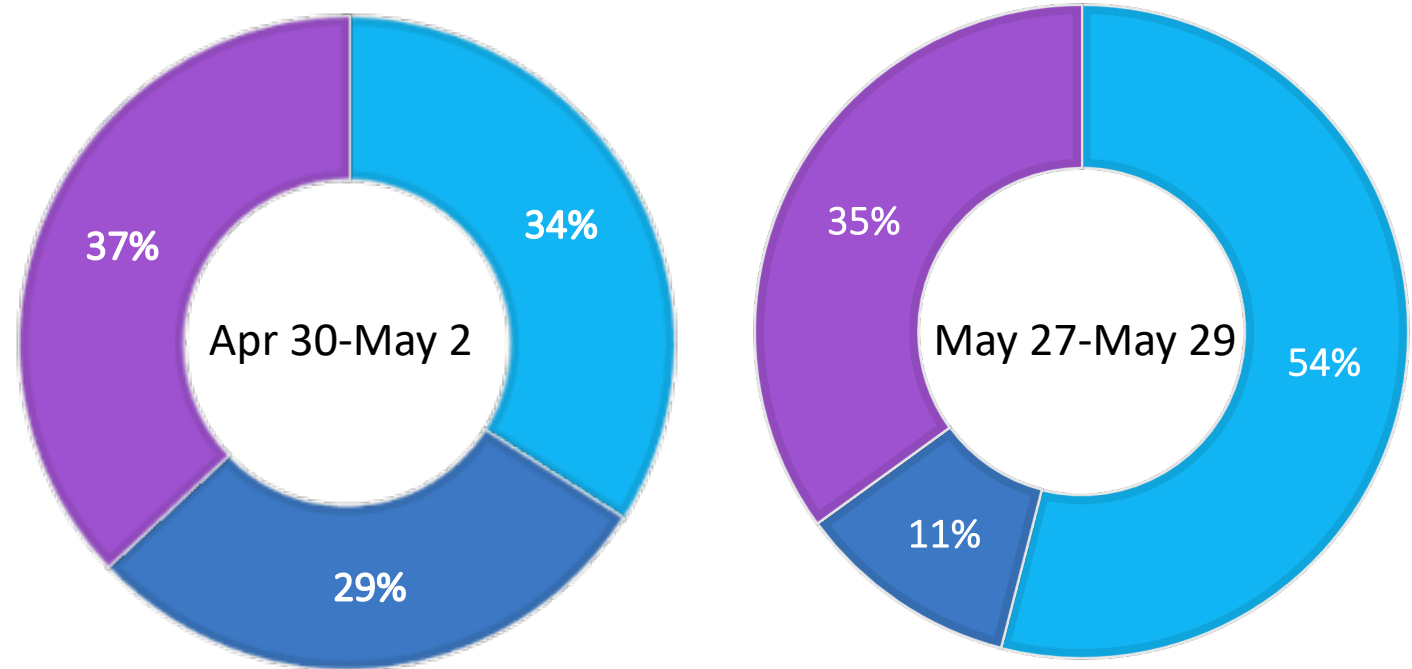
I am becoming less
concerned about virus
risks

3 Types of Consumer Sentiment.

As businesses open their doors again, consumers identified as “Ready to Go” are key for advertisers to reach. These consumers are more likely to be A25-54 with children aged 2-11. They also over-index for \$100,000+ HHI, spent time in a car in the last day and work outside the home.

Significantly, they are more likely to be heavy radio listeners and are ready to spend.

Ready to Go | Wait and See | Proceed with Caution

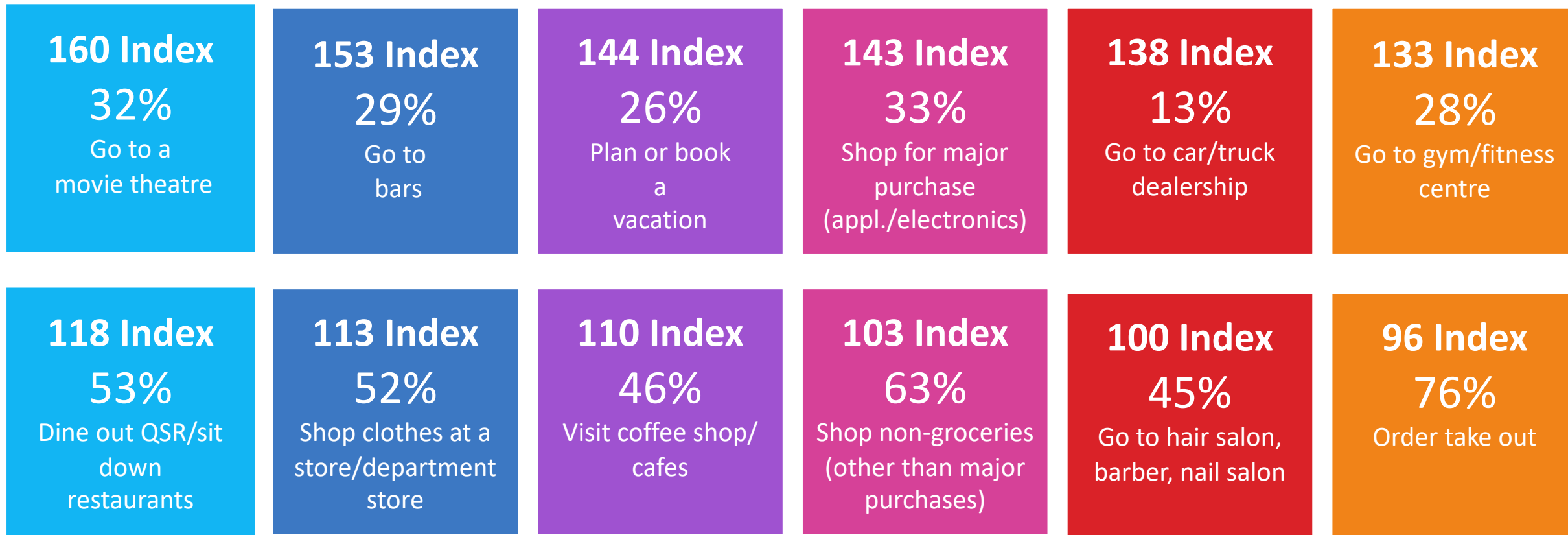


Consumers who were in a “Wait and See” mindset became “Ready to Go”, a 54% increase.

SOURCE: U.S. Nielsen Custom study conducted 4/30-5/2 and 5/27-5/29 via an online survey, based on weighted sample of 1000 18+

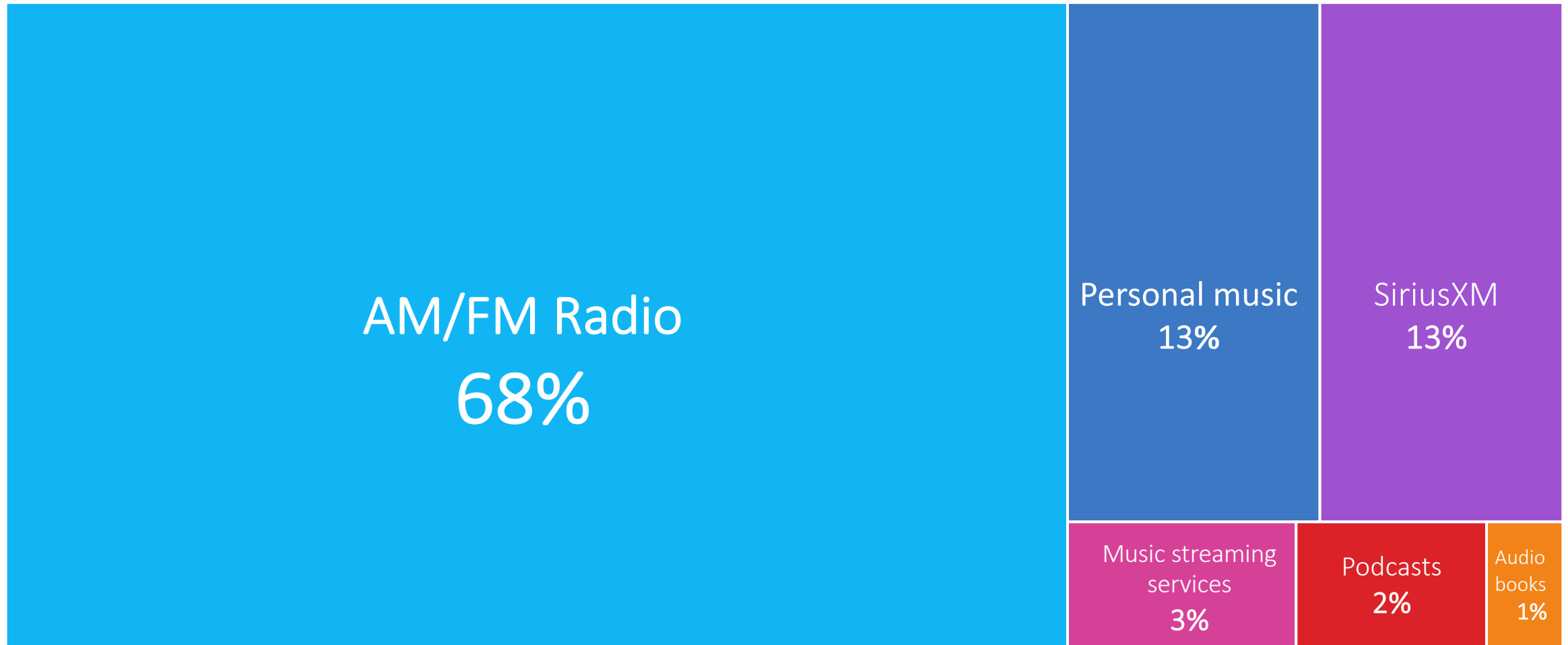
Heavy AM/FM Radio listeners are more likely to go out and shop.

Activities Heavy Radio Listeners intend to do within a month after COVID-19 eases in their area:



AM/FM Radio reaches Canadians in their cars when they are shopping and running errands.

Share of in-car audio (Mon-Sun)



Canadians connected with AM/FM Radio while shopping and running errands.

Listened to AM/FM Radio while going to—or doing this—yesterday



73%

Stopped at the drug store or pharmacy



71%

Went to a movie



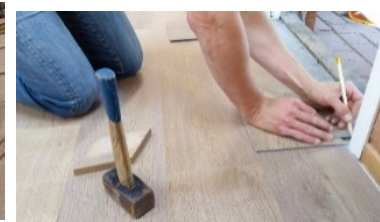
65%

Visited a car or truck dealership



72%

Went to the bank



77%

Visited a hardware or home improvement store



81%

Serviced car or truck



72%

Picked up groceries



71%

Went to a shopping mall or plaza



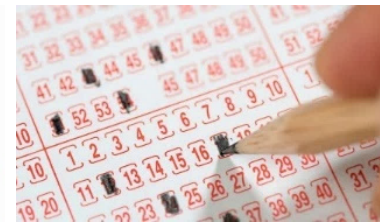
67%

Visited a fast food / drive thru



78%

Stopped for wine, beer, liquor



77%

Pick up lottery tickets



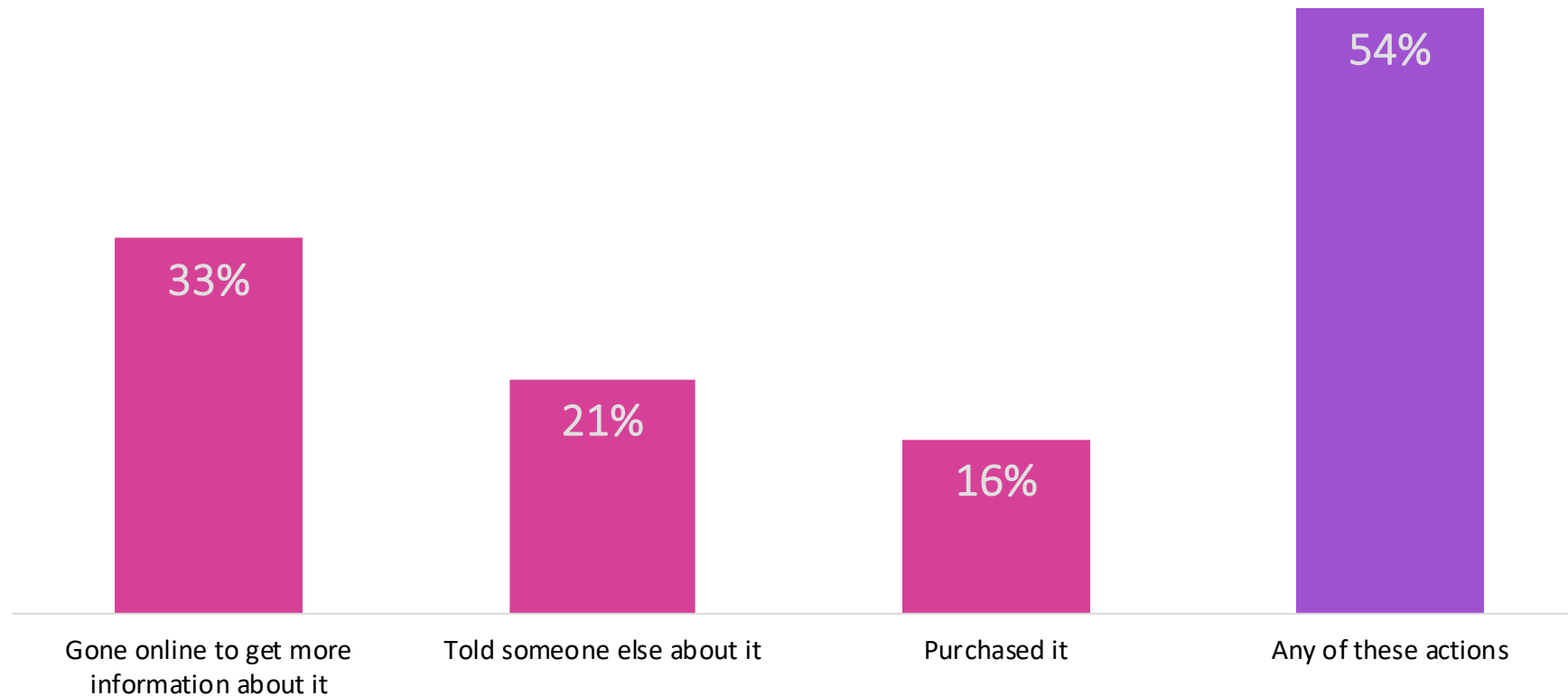
75%

Stopped at a coffee shop

SOURCE: RADIO ON THE MOVE 2020 Q. C5d. And still thinking about the time you spent in a private vehicle yesterday, did you do any of these things while driving, or use your vehicle to get there? C5e. Were you listening to AM/FM Radio in the car while doing or going to this?
Base: Canadians, aged 18+, in private vehicle yesterday (n=3,061); Did activity yesterday (base varies)

More than half of Canadians say they took action after hearing an ad on AM/FM Radio.

Actions ever taken after hearing AM/FM Radio ad



AM/FM Radio Listeners are getting ready to spend.

Consumers are changing from a “Wait and See” to a “Ready to Go” mentality when it comes to shopping.

AM/FM Radio is connecting with those “Ready to Go” consumers, and heavy radio listeners are more likely to be the ones to go out and shop.

Ads on AM/FM increase Awareness and Relevance and are the least avoided (Source: ROTM 2020). Commercials heard on the radio play a significant role in influencing consumer behaviours and choices at the shelf and during the last mile in the path to purchase.