

The Sound of Success

How AM/FM Radio Connects With The
Ready To Go Consumer

OAB Connection 2021





CANADIANS ARE READY TO MOVE ON FROM COVID

Radio Connects commissioned Angus Reid to poll 1,564 Canadians 18+, asking them how they feel about returning to work, whether they've managed to save money, and where they plan on spending in the next few months.

The results show Canadians who are listening to AM/FM Radio on an average day have money to spend, know where they want to spend it, and are ready to move on.



AM/FM RADIO CONNECTS WITH READY TO GO CANADIANS



AM/FM Radio has retained its impressive reach and is the only audio platform that can deliver audio audiences to advertisers at scale, and get the attention of consumers



Business conditions for advertisers have improved



Most Canadians will continue to commute by car to work and listen to AM/FM Radio daily



AM/FM Radio listeners have saved money; they're ready to spend and know where they want to spend it

CANADIANS ARE TUNED IN TO AM/FM RADIO

Radio's Reach
Ad 18+ Top 5 Markets¹

17,517,810

Average Minute Audiences
Ad 18+ Top 5 Markets¹

794,150

AM/FM's Share of Buyable Audio
Ad18+²

81%

Radio's impressive reach dominates the audio landscape. It's the only audio platform that can deliver commercial messaging at scale, minute by minute



SPOTIFY DOES NOT HAVE THE SCALE OF AM/FM RADIO



Despite what some marketers think, Spotify is not radio

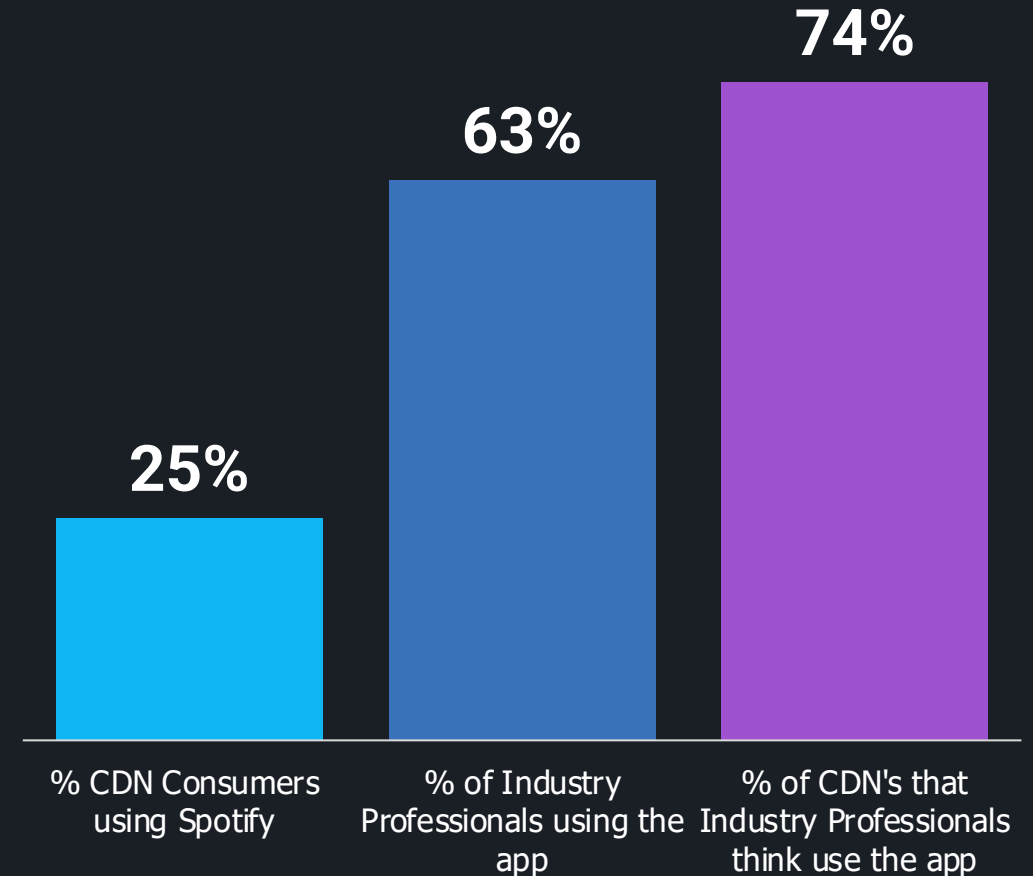


Growing % of Spotify daily users are using the ad-free service



Ads on pureplay music services do not command the same level attention of AM/FM Radio

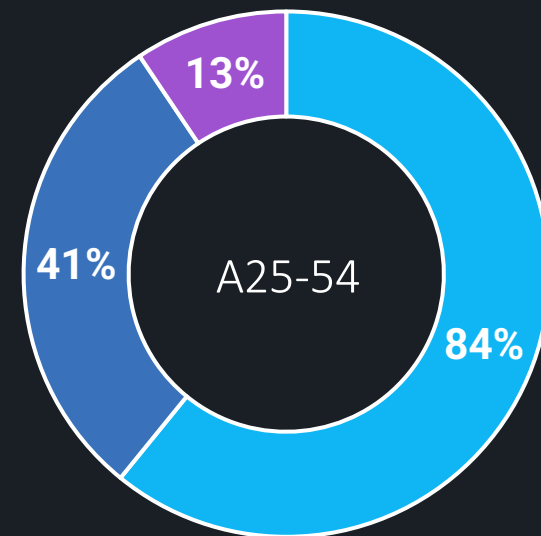
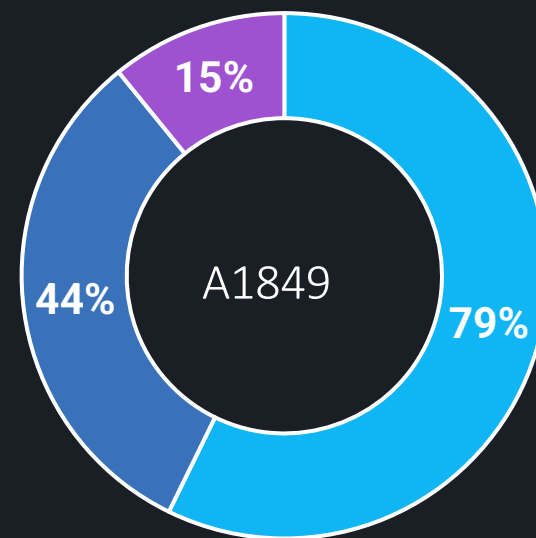
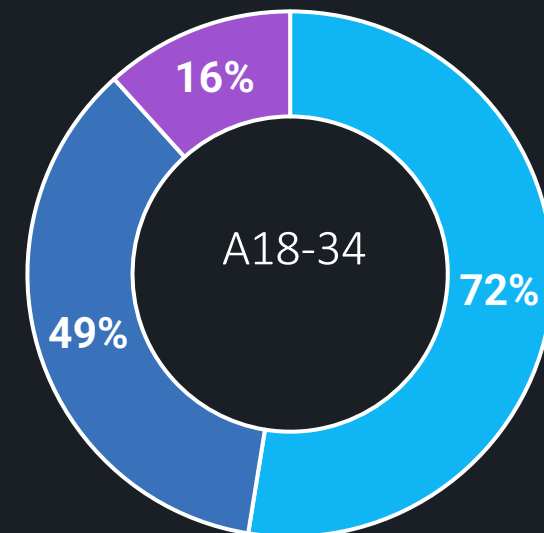
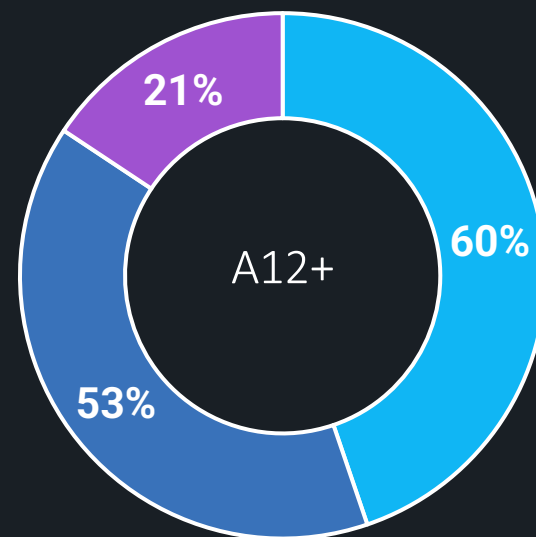
Those in advertising and marketing overestimated how many Canadians use the app on a monthly basis by 300%



ACROSS ALL KEY ADVERTISING DEMOS, AM/FM RADIO REACHES MORE CONSUMERS THAN YOUTUBE FOR MUSIC OR AD SUPPORTED SPOTIFY



Radio reached over 6X more A25-54 in the past 7 days than ad supported Spotify



AM/FM Radio | YouTube for Music | Ad Supported Spotify)

Fall 2020

Canadians were faced with being in some form of lockdown. Local businesses suffered significantly from the inability to serve their customers or had restricted business practices

Fall 2021



Currently, Canadians are getting more comfortable with being 'out and about'

- ✓ More Canadians are on the road
- ✓ More businesses are open for face-to-face customer service
- ✓ Employment is returning to pre-Covid levels
- ✓ Business conditions for advertisers are improving

Local Business Conditions Are Improving Across the Country vs. Last Fall

Real-time Local Business Condition Index (RTLBCI)							
Reference period	Montréal	Ottawa	Toronto	Winnipeg	Calgary	Edmonton	Vancouver
10-Aug-20	100.0	100.0	100.0	100.0	100.0	100.0	100.0
17-Aug-20	83.1	89.7	115.0	93.5	93.6	99.8	95.6
24-Aug-20	84.4	95.3	105.6	101.2	109.1	101.7	101.6
31-Aug-20	97.3	95.3	109.6	97.7	95.3	94.4	95.8
07-Sep-20	97.4	101.4	144.1	104.4	104.2	99.9	107.4
14-Sep-20	98.7	96.4	99.2	108.7	105.7	95.1	105.5
21-Sep-20	96.2	102.8	101.0	102.2	87.2	95.4	85.2
06-Sep-21	170.9	182.3	153.0	229.3	195.6	217.5	171.9
13-Sep-21	167.8	185.0	148.8	223.3	185.0	206.0	171.6
20-Sep-21	186.2	179.6	154.3	231.7	181.9	210.6	175.8
27-Sep-21	171.0	163.9	141.4	213.6	154.7	196.0	168.3
04-Oct-21	195.9	159.2	141.7	209.7	156.9	190.4	150.0

Stats Canada reports that local businesses in Winnipeg indicated improvements in their business conditions, indexing at 223 w/o Sept 13, 2021 vs. w/o Aug 10, 2020

CANADIANS ARE MOVING ON



72% of Canadians are moving on with their regular activities

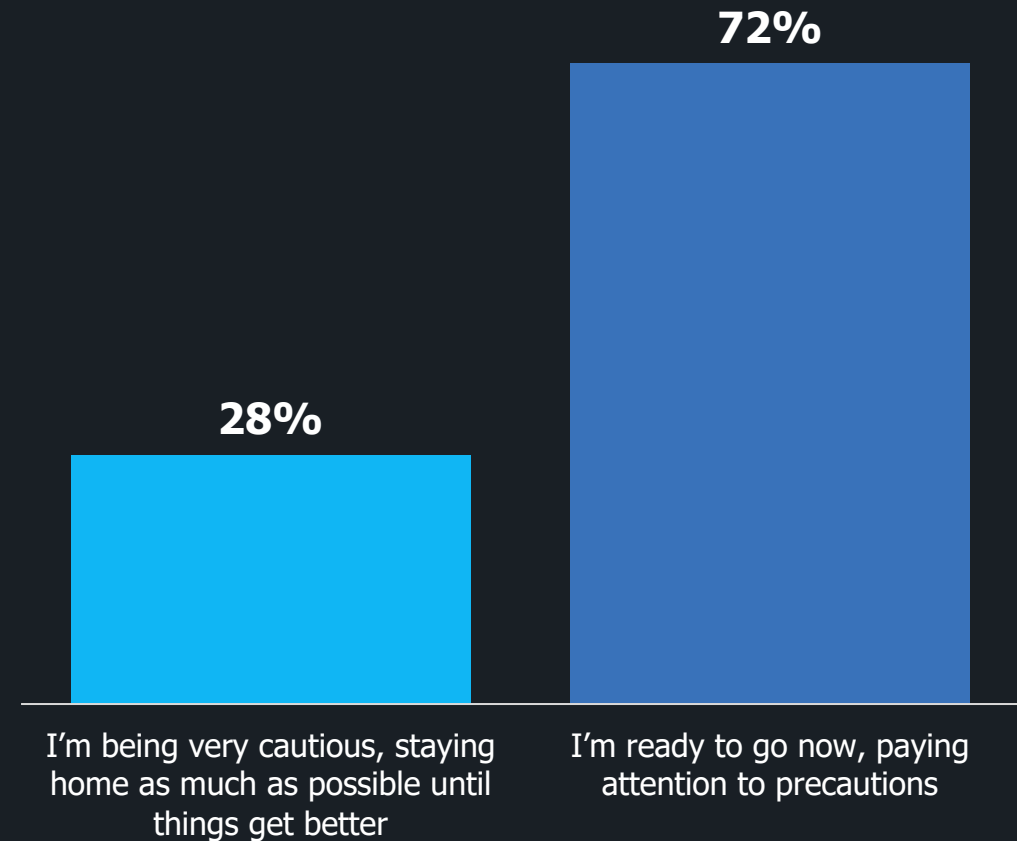


77% of watchful Canadians state they listen to AM/FM Radio on a typical day



75% of those Canadians 'ready to go' report listening to AM/FM Radio on an average day

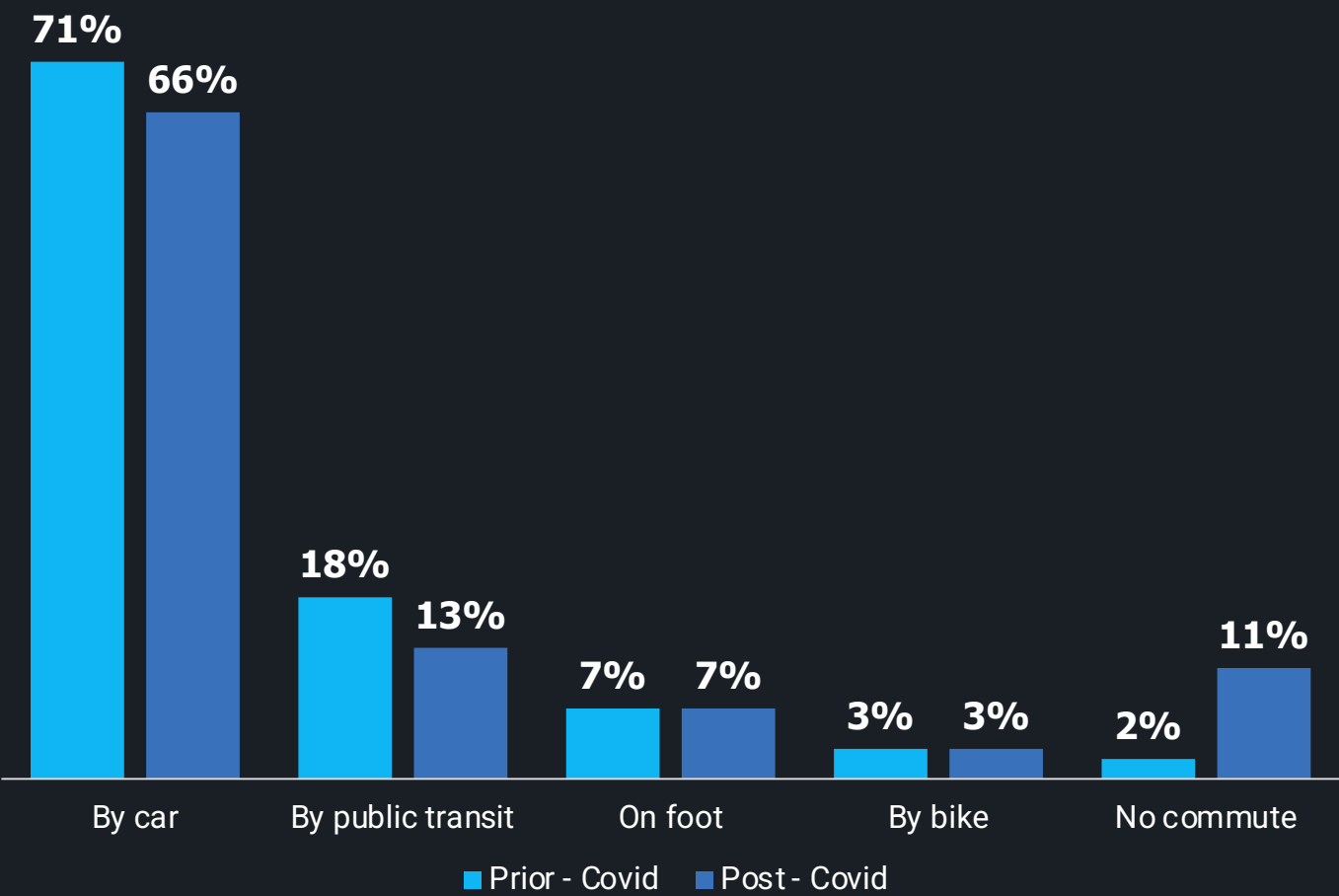
AM/FM Radio Listeners Are Ready To Go



MOST WORKING CANADIANS EXPECT TO COMMUTE TO WORK AS THEY DID PRE-COVID

- ✓ Only a 9-point change in how many Canadians say they won't have a commute to work
- ✓ Majority of Canadians will continue to commute by car
- ✓ 84% of those commuting to work report listening to AM/FM Radio on an average day

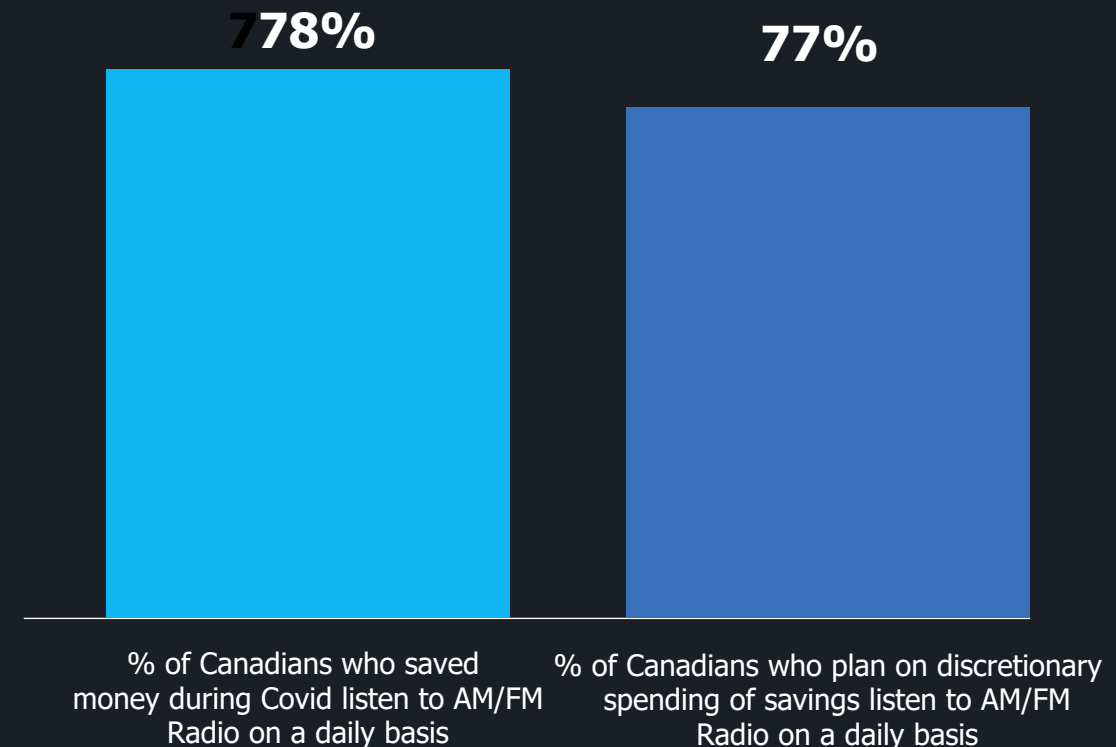
Canadians Are Moving On With Their Commute To Work



CANADIANS HAVE BEEN SAVING MONEY

- ✓ 43% of Canadians were able to save money during Covid
- ✓ 85% said some of it will go to discretionary spending
- ✓ Regardless of what they plan on doing with their savings, Canadians who are ready to spend are listening to AM/FM Radio

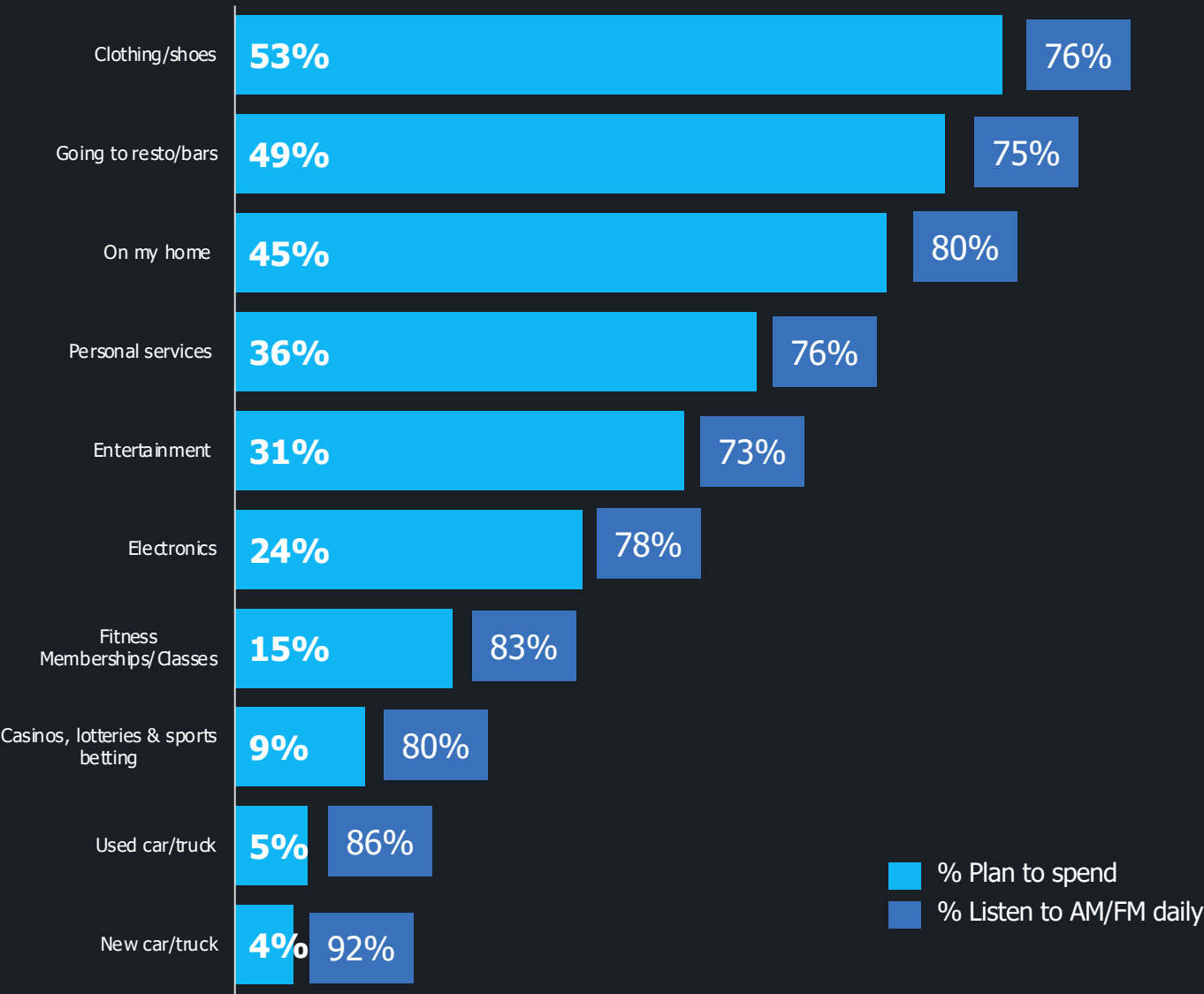
Canadians Who Have Saved Money During Covid
Report They Listen To AM/FM Radio Daily



WHERE CANADIANS ARE PLANNING ON SPENDING

- ✓ Shopping for new clothes for back to work/school is on people's minds
- ✓ Canadians are planning on going out
- ✓ With friends and families reuniting, spending on Home Décor and Reno's is high on the list for Canadians

Spenders are Daily AM/FM Radio Listeners



AM/FM RADIO CONNECTS WITH READY TO GO CANADIANS



72% of Canadians are moving on with regular activities



Commuting by car remains the primary means by which Canadians commute to work



85% of Canadians who saved money during Covid plan on spending it on discretionary items



77% of Canadians planning on discretionary spending report listening to AM/FM Radio daily



AM/FM Radio is the only audio platform that delivers these consumers at scale

CONNECT WITH US FOR MORE INFORMATION



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