

# Radio and Household Cleaning Products

AM/FM Radio connects with people who have pride in their homes

November 2020



# *AM/FM Radio connects with houseproud Canadians.*

Canadians spend billions on household cleaning and paper products each year, and since COVID, spending on cleaning and paper products has grown substantially.

On a weekly basis, Radio reaches 89% (A18+) of Canadians who are the decision makers in purchasing and using household cleaning products.

45% (114i) of these consumers find Radio is part of their day at home.

Radio's weekly reach against these consumers is higher than the reach of any of the social media platforms over the same time period.

Radio reaches this consumer more than any other audio platform.

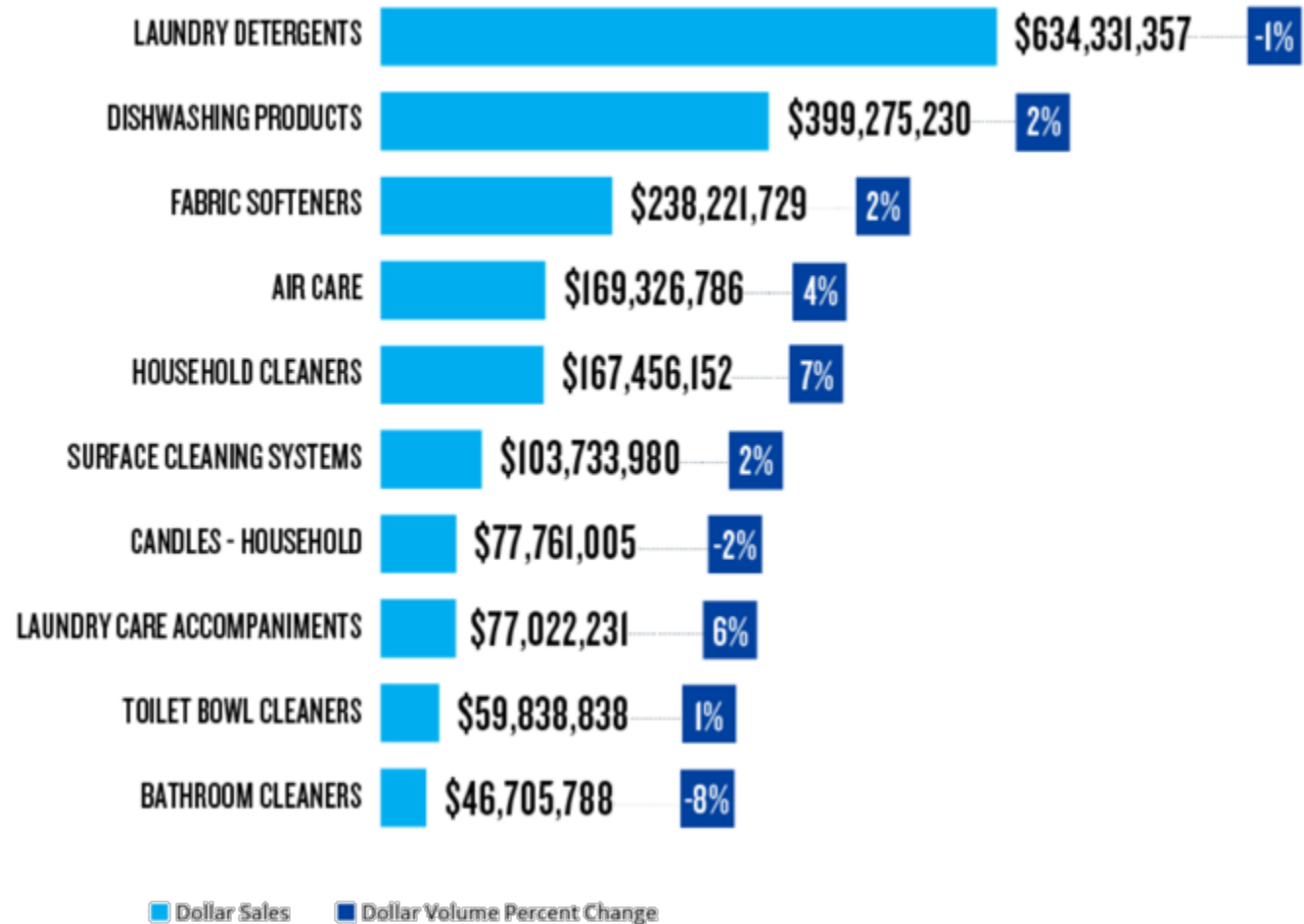
Ads on Radio are the least avoided (46%) by this consumer vs. any other media platform; ads on the internet (72%) and social media (67%) and magazines (65%) are the most avoided.

This radio listener is also responsible for other activities in the home:

- 68% are the principal grocery shopper 156i
- 67% have meal preparation responsibilities 158i
- 40% make the decisions on major purchases 166i

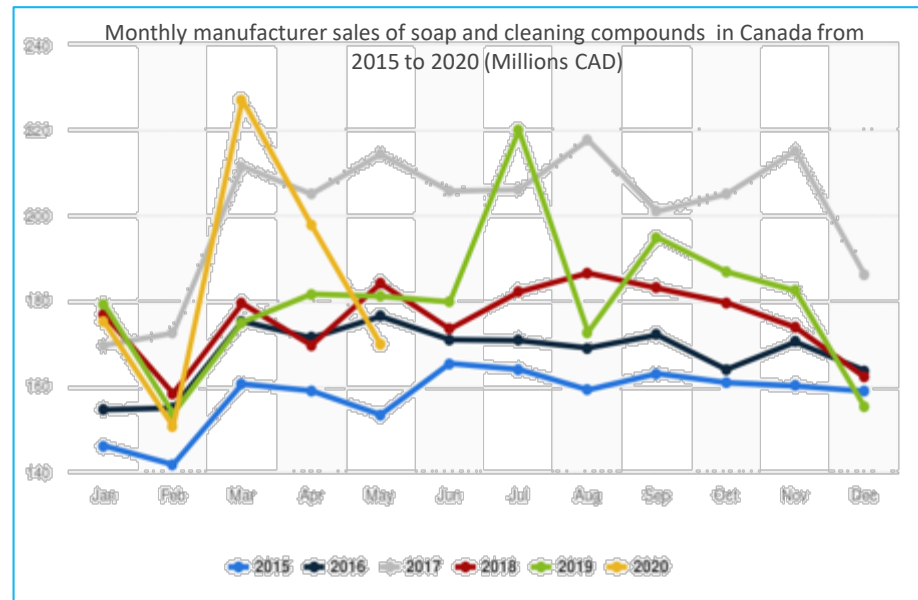
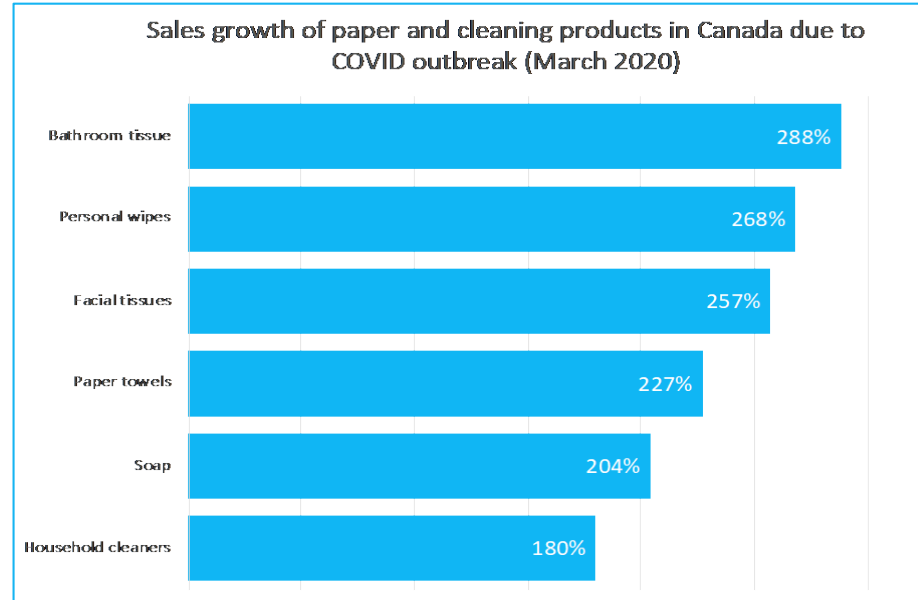
Prior to the outbreak of COVID 19, Canadian consumers spent almost \$2.3B on household products each year. Excluding paper products, cleaning products accounted for over 70% of that spending.

Top 10 selling household products in Canada  
March 2018

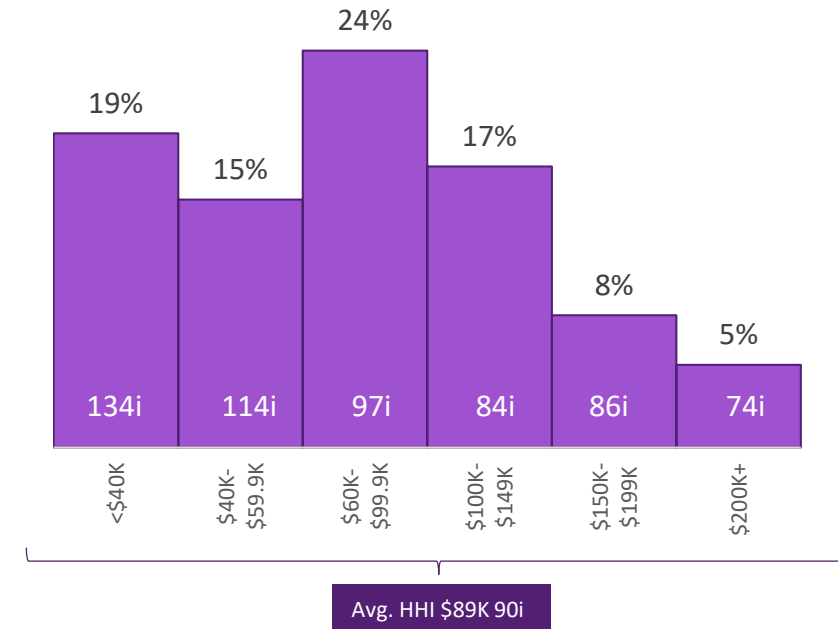
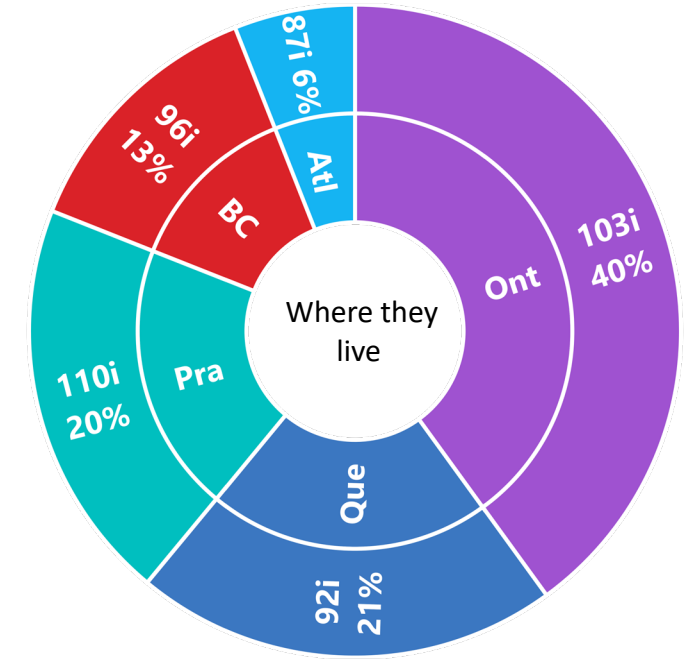
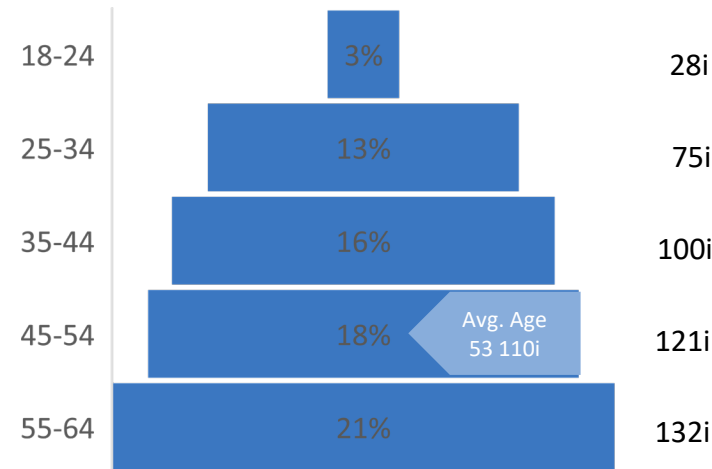
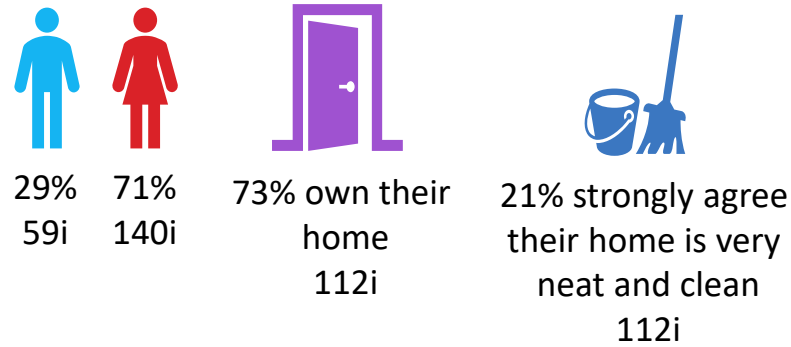


Major packaged goods companies spent over \$92 million dollars in advertising in 2019 to sell laundry, cleaning and paper products to Canadians. Since the advent of COVID, demand for these products, particularly paper goods, has been growing.

Paper products have seen the largest growth in sales.



AM/FM Radio reaches 89% A18+ weekly who are the decision makers in purchasing and using household cleaning products.

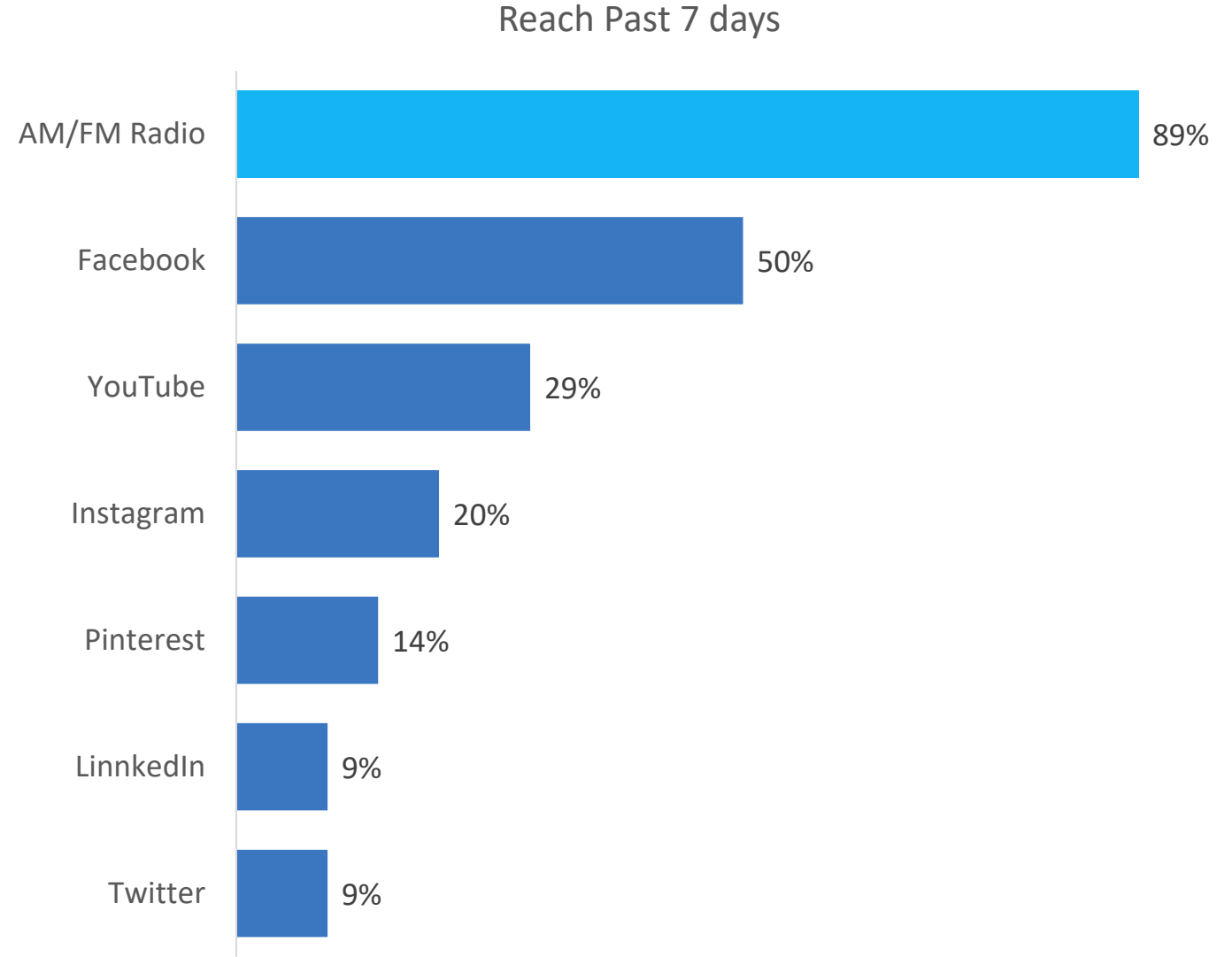




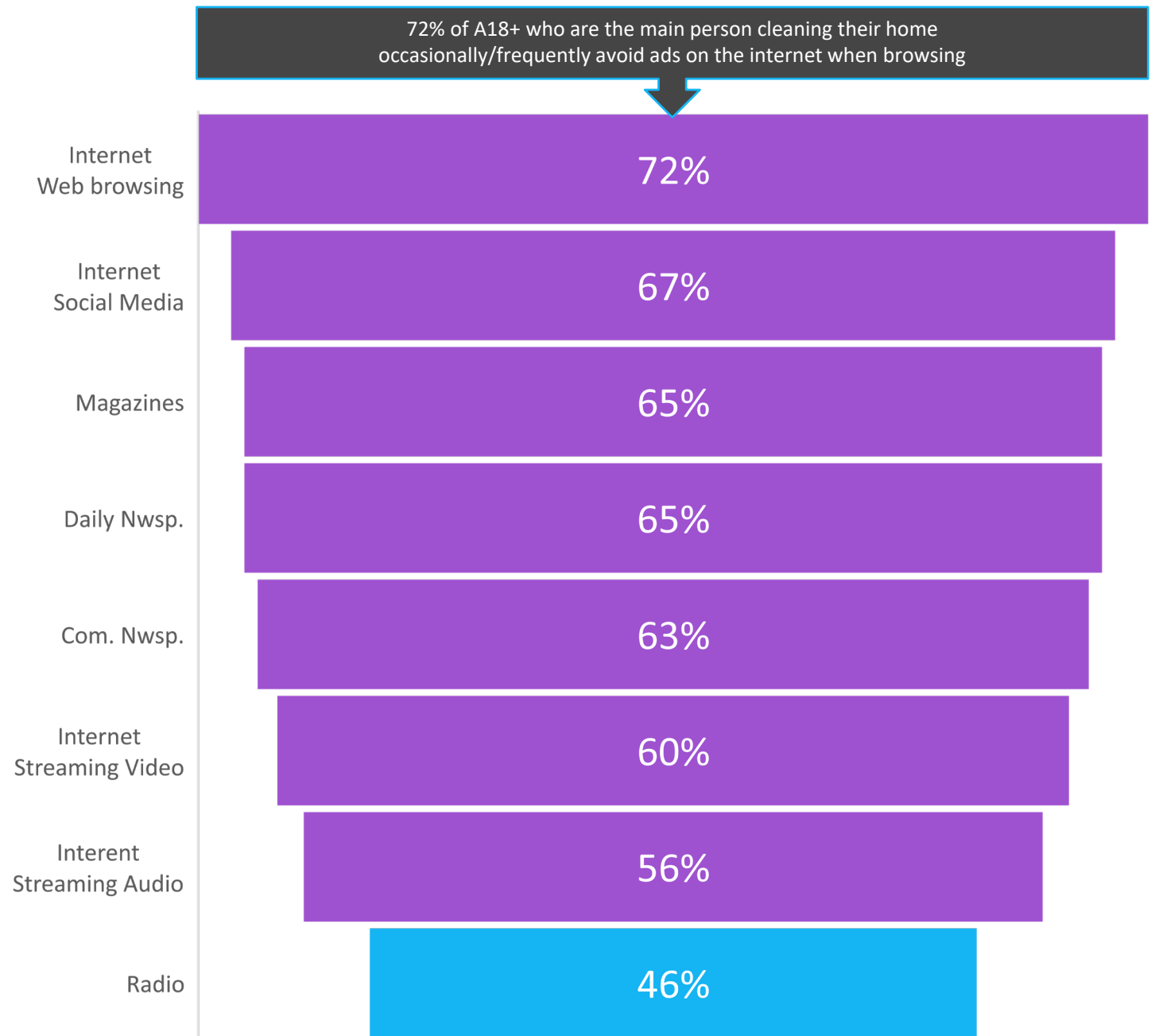
89% are Reached weekly by AM/FM Radio. 24% of their Media Time\* is spent with AM/FM Radio. 75% were Exposed to AM/FM Radio yesterday



Radio delivers more reach than any popular social media websites against those purchasing HH cleaning products.

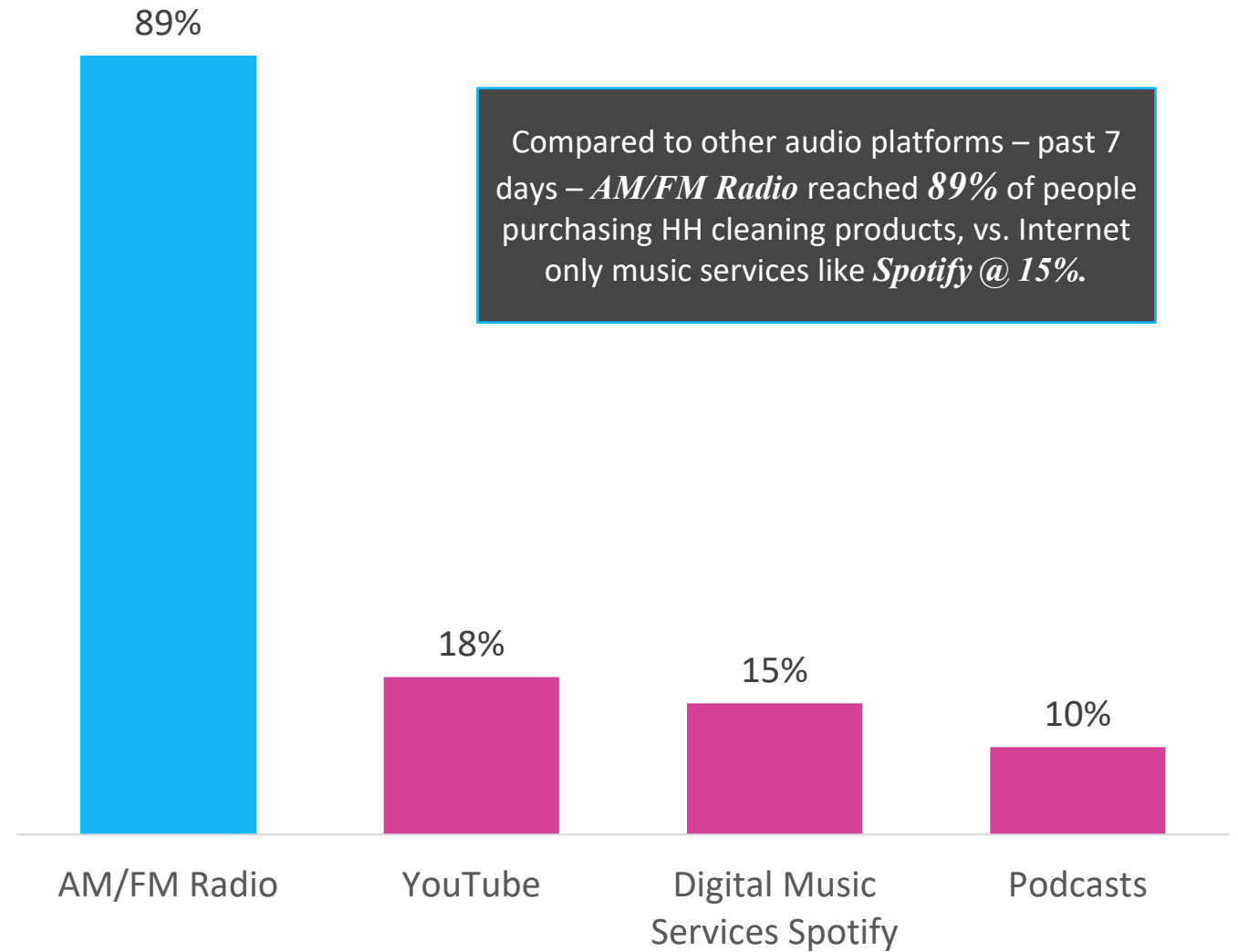


When it comes to ad avoidance, ads on AM/FM Radio are the *least avoided* by the main person responsible for purchasing HH cleaning products.





AM/FM Radio  
delivers more  
reach than any  
other audio  
platform.



Consumer's responsible for the purchase of HH cleaning products, also have other important roles.

