RADIO CONNECTS TO CONSUMERS 2018

RC2C

In Field April 2018

First Study

A robust study delivering insights into consumer attention, engagement and path to purchase among Canadian audio listeners aged 18+. Presented in the context of generational research - do audio consumption behaviours change as life stages evolve?

A Canadian snapshot

The honest truth about consumer attitudes to media, including the “trust factor” (or lack thereof), ad avoidance and attention paid to media channels.

Source

An online panel of 5,000 adults 18+, listened to audio in the past 7 days. Representative of the Canadian population Conducted by Asking Canadians.

Glossary of Terms

Definitions of the terminology used in this report

AM/FM STREAMING

Any radio station transmitted online as a continuous flow; includes streaming / listening online via computer or mobile phone .

PROGRAMMED MUSIC

Use of RadioPlayer Canada, iHeart, TunedIn or local radio station mobile app to listen to music

PERSONAL MUSIC

Use of apps like: Spotify, Amazon Music, Apple Music, Google Music and curated music lists.

PODCASTS

Pre-recorded digital audio programs, usually spoken word, that you can subscribe to in a feed and/or download to listen to later.

Generations Connect Differently

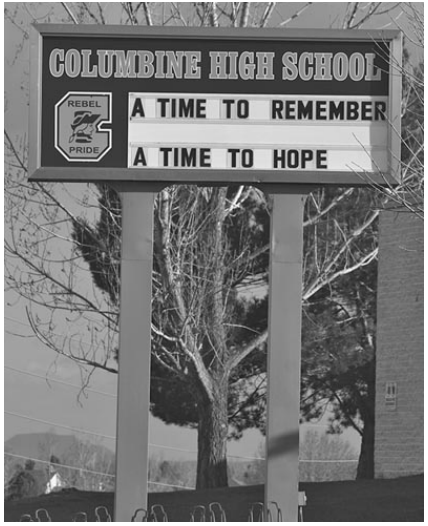
Currency target groups do not adequately reflect how the different generations behave.

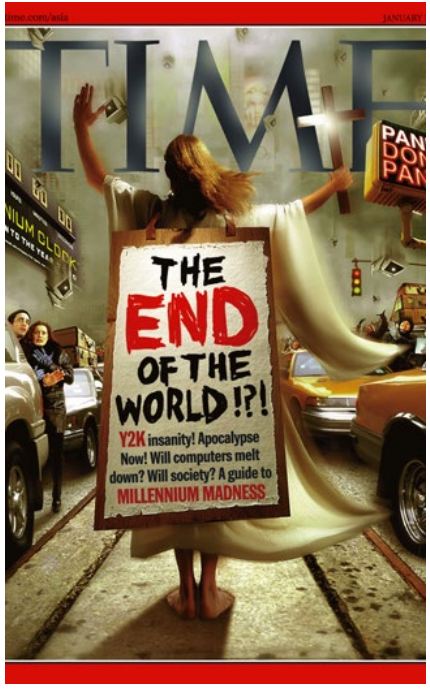
GENERATION “Z”
Born 1996-2012
<21 YRS OLD (22%)
BORN CONNECTED, iGEN

*** Results supressed due to low sample size**

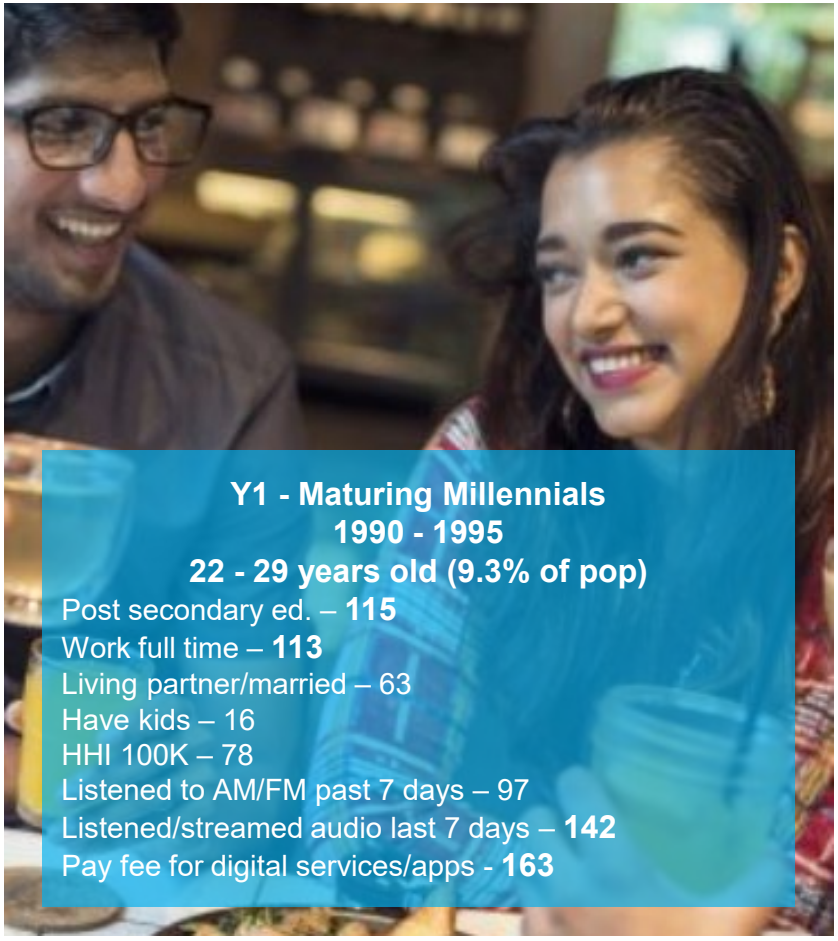
World Events:

- The “Great Recession” in 2008
- ISIS
- Sandy Hook
- Same sex marriage becomes legal in Canada
- First black U.S. president
- The first iPhone
- The “Toonie” is introduced
- Pot becomes legal in Canada.





GENERATION "Y"
Born 1981-1995
22-37 YEARS OLD (22.5%)
"MILLENNIAL"



Y1 - Maturing Millennials
1990 - 1995
22 - 29 years old (9.3% of pop)

Post secondary ed. – **115**
Work full time – **113**
Living partner/married – 63
Have kids – 16
HHI 100K – 78
Listened to AM/FM past 7 days – 97
Listened/streamed audio last 7 days – **142**
Pay fee for digital services/apps - **163**

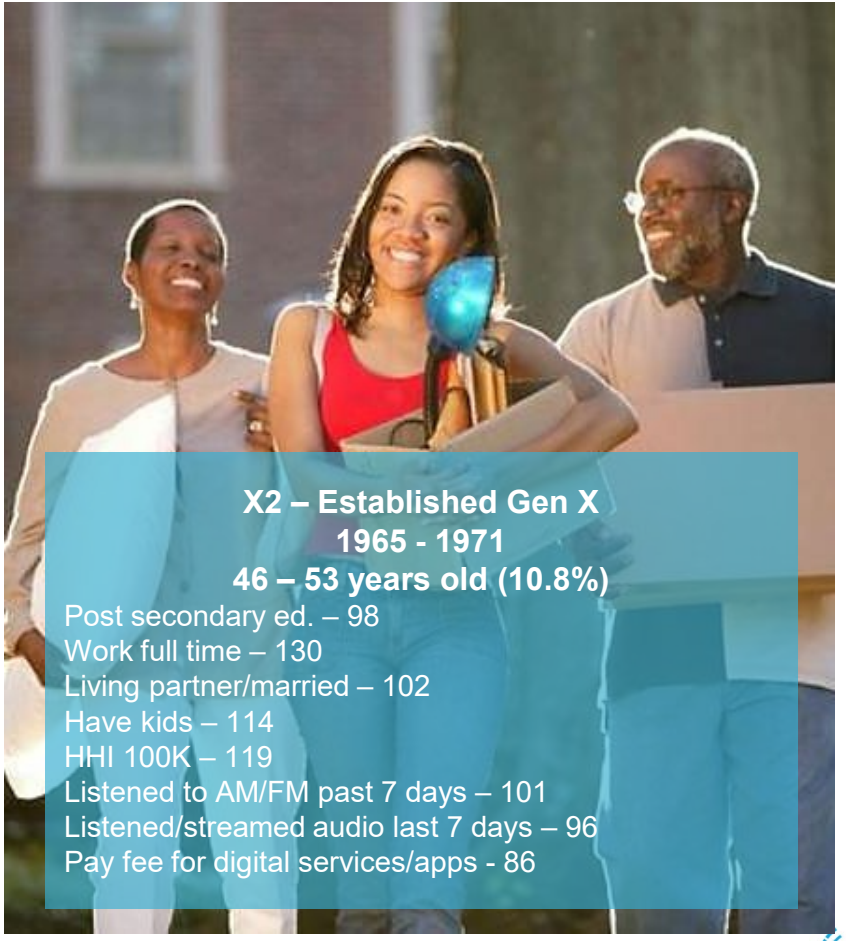
Y2 - Milestone Millennials
1981 - 1989
30 - 37 years old (13.2% of pop)

Post secondary ed. – 118
Work full time – 145
Living partner/married – 100
Have kids – 68
HHI 100K – 111
Listened to AM/FM past 7 days – 99
Listened/streamed audio last 7 days – 131
Pay fee for digital services/apps - 132

GENERATION "X"
Born 1965 – 1980
38 – 53 YEARS OLD (21.3%)
BOOM BUST/
SANDWICH GENERATION

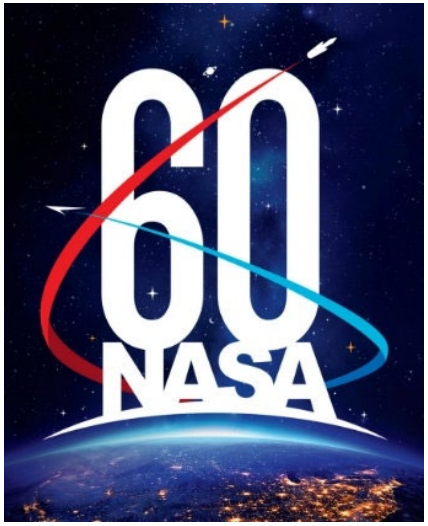
X1 - Advancing Gen X
1972 - 1980
38 – 45 years old (10.5%)

Post secondary ed. – 113
Work full time – 145
Living partner/married – 105
Have kids – 110
HHI 100K – 120
Listened to AM/FM past 7 days – 100
Listened/streamed audio last 7 days – 105
Pay fee for digital services/apps - 110



X2 – Established Gen X
1965 - 1971
46 – 53 years old (10.8%)

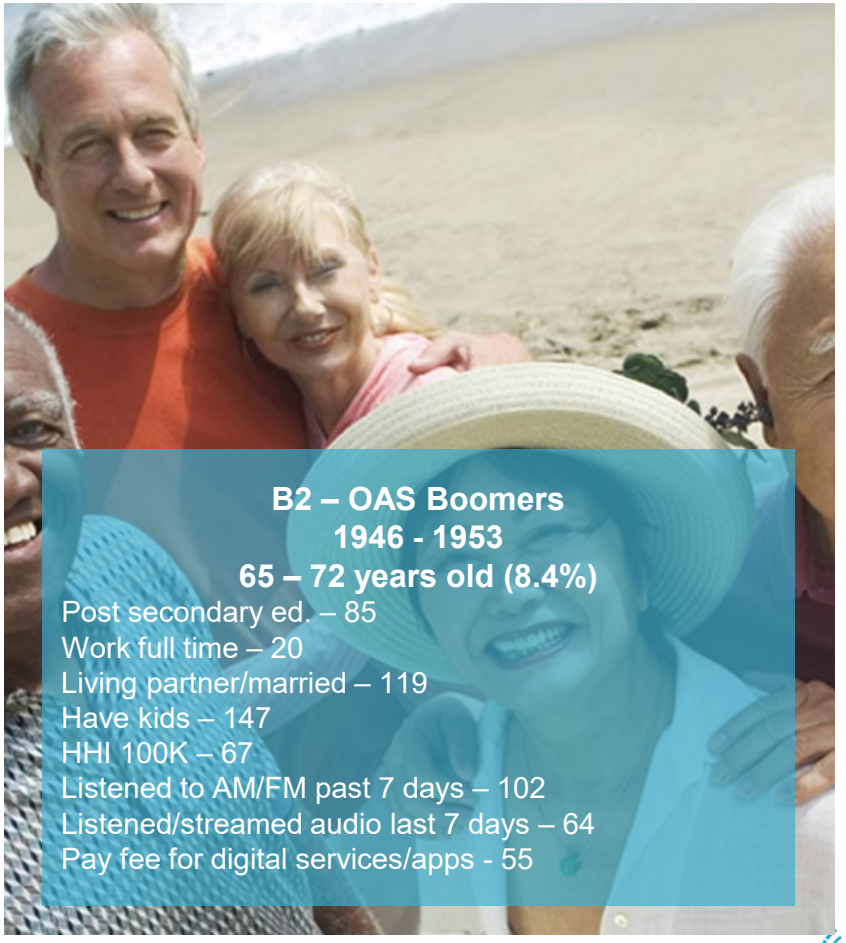
Post secondary ed. – 98
Work full time – 130
Living partner/married – 102
Have kids – 114
HHI 100K – 119
Listened to AM/FM past 7 days – 101
Listened/streamed audio last 7 days – 96
Pay fee for digital services/apps - 86



BABY BOOMERS
Born 1945-1964
54-72 YEARS OLD (24.4%)
“THE WOODSTOCK GENERATION”

B1- Freedom 55+
1954 - 1964
54 – 64 years old (16%)

Post secondary ed. – 92
Work full time – 135
Living partner/married – 115
Have kids – 132
HHI 100K – 103
Listened to AM/FM past 7 days – 101
Listened/streamed audio last 7 days – 82
Pay fee for digital services/apps - 64



B2 – OAS Boomers
1946 - 1953
65 – 72 years old (8.4%)

Post secondary ed. – 85
Work full time – 20
Living partner/married – 119
Have kids – 147
HHI 100K – 67
Listened to AM/FM past 7 days – 102
Listened/streamed audio last 7 days – 64
Pay fee for digital services/apps - 55

CANADIANS ACROSS GENERATIONS ARE CONNECTED TO AUDIO

As Canadians age, do their media behaviours and attitudes follow or do they change as their life stages and needs change?

The following provides a baseline introduction to generational attitudes and media behaviours that will be tracked year over year to answer this question.

Canadians are connected to audio.

83%

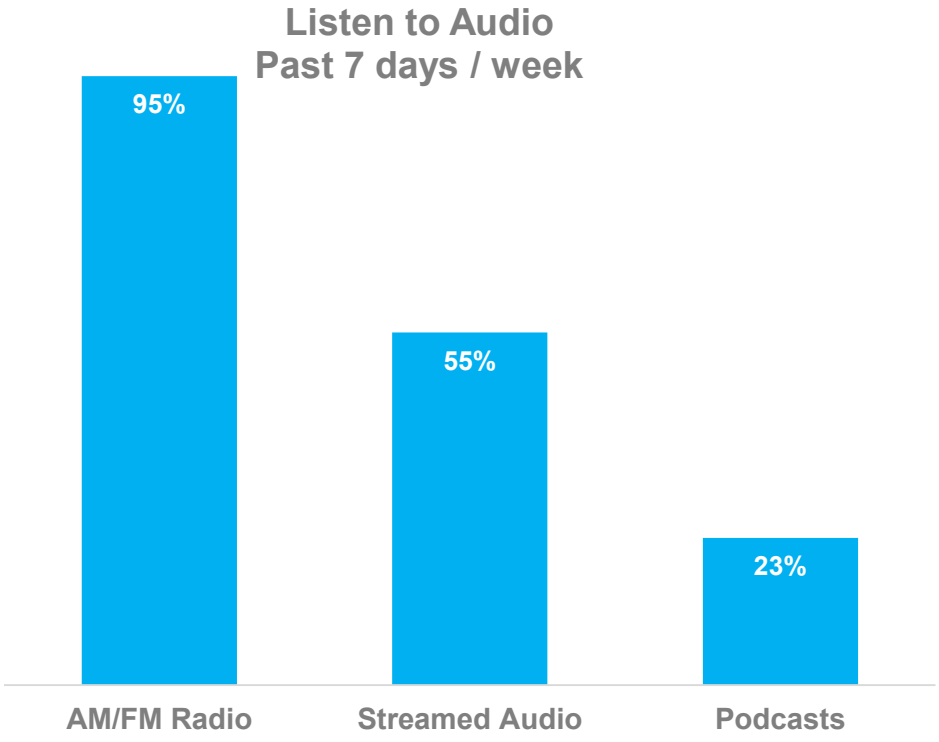
Feel AM/FM Radio is very important to Canadians.

95%

Say it is important to keep up with what's happening in their local community.

95%

Say it is important to keep up with latest news.

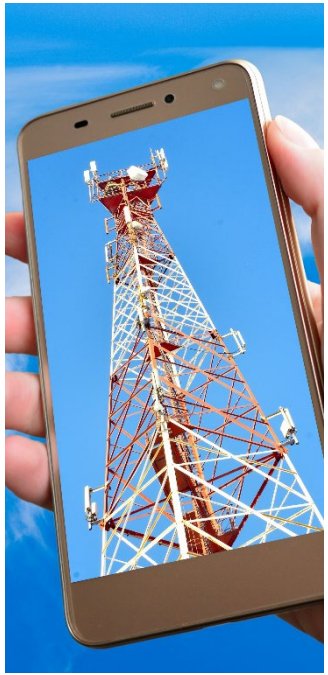


Q: 1 Have you listened to a AM/FM RADIO STATION PAST 7 DAYS? 2. Have you listened to / streamed audio content on the internet in the past 7 Days? 10. How often, if ever do you listen to podcasts?

Radio connects to consumers throughout their day.

65%

Adv. Gen X – 99
Est. Gen X – 109
Freedom 55+ - 111
OAS Boomers - 109



74%

Mat. Millen. – 93
Milestone Millen. - 96
Adv. Gen X – 96
Est. Gen X – 100
Freedom 55+ - 111
OAS Boomers - 109

28%

Adv. Gen X – 104
Est. Gen X – 118
Freedom 55+ - 111

20%

Mat. Millen. – 145
Milestone Millen. – 135
Adv. Gen X – 125
Est. Gen X – 110

Q14: Thinking of AM/FM radio, how much do you agree or disagree with the following statements? (Strongly agree and agree)

People are tuned in throughout the day.

Waking up to the radio is habit for Advancing Gen X'ers through to Freedom 55+ Boomers.

They also continue to listen on their commute.

All generations listening to radio on short commutes.

All agree that AM/FM radio is more convenient to listen to on short drives.

Maturing Millennials, Milestone Millennials and Advancing Gen X'ers listen on line while at work

All over index when it comes to usually listening to radio stations online.

Canadian consumers connect with radio for specific reasons.

73% To keep me company.

65% Listen for news.

58% Listen for weather.

Q14: Thinking of AM/FM radio, how much do you agree or disagree with the following statements? (Strongly agree and agree)

Generations have their own reasons to listen.

Maturing Millennials listen to radio because it keeps them company.

Highest out of all cohorts, Maturing Millennials listen for company 81% (111).

Listening to news is important for older Canadians.

66% (102) of Established Gen X'ers, 73% (112) of Freedom 55+ and 76% (117) of OAS Boomers always listen for news.

Canadians of all age prefer a station that talks about their city.

Regardless of age, Canadians prefer radio that is local.

Radio keeps all Canadians current regardless of age.

95% All like know what's happening in their city.

95% They all keep up with the latest news.

61% Keeping up with the latest music is important for all Millennials and Gen X'ers.

Q29: How important is it to you…?(very and somewhat important)

Canadians discover new music through radio.

54% Radio

44% Friends and family

33% YouTube

Q30: How do you discover new music? (select all that apply).

New music discovery is tied to listening behaviour.

Radio is the number one source for Gen X'ers and Boomers.

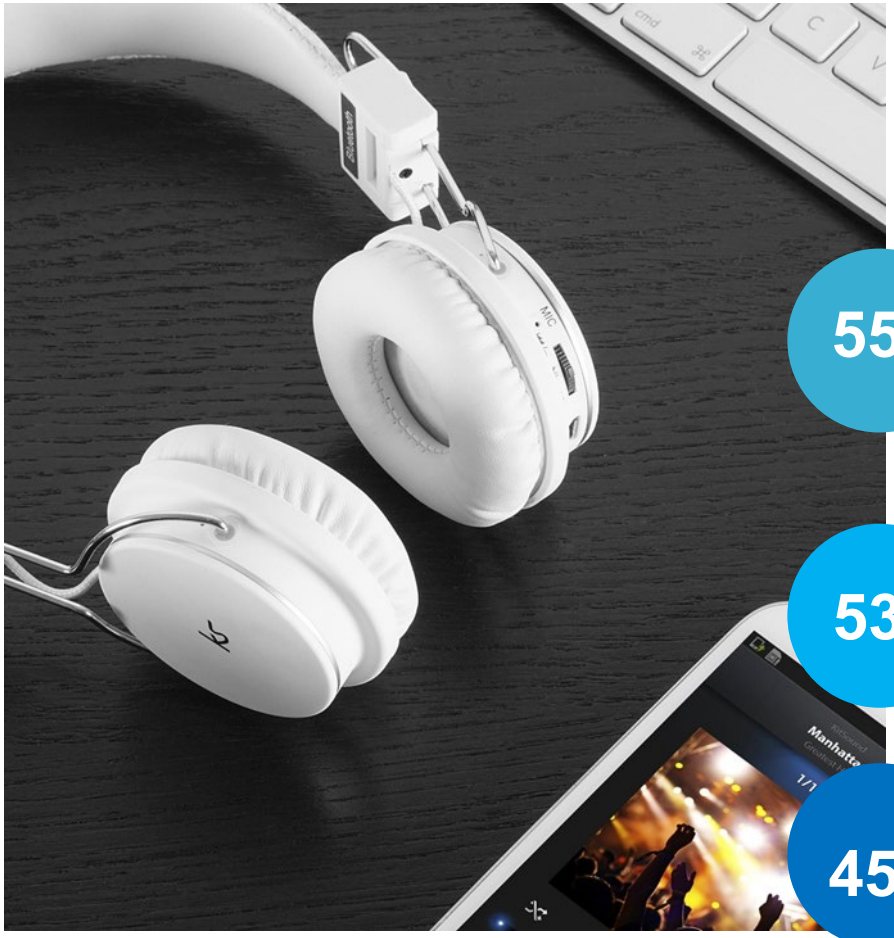
Digital music services rank lowest as discovery sources – Spotify <18%, Google/Amazon < 18%, SiriusXM 11%.

Maturing and Milestone Millennials use many platforms for discovery.

For Maturing Millennials, sharing music is social currency. Friends & Family 52% (118) and YouTube 55% (167) are big influencers.

Gen X'ers rely on radio for new music discovery the most.

Established Gen X'ers rely on Radio for new music discovery 32% more than second ranked Friend and Family 46% (105).



Personal music is about disconnecting, particularly for younger generations.

55%

Commercial free
Highest amongst both Millennial groups index 118 | 107.

53%

Music to match my mood
Highest amongst both Millennial groups index 109 | 103, and Established Gen X 106.

45%

Can access anywhere
Highest amongst both Millennial groups index 142 | 126.

Q27: Thinking of when you're listening to personal music which of the following are important to you? (Select all that apply)

Personal music is about control and instant gratification for everyone.

Personal music is about instant satisfaction for Maturing Millennials.

Like it commercial free 65% (118), want it to match their mood 58% (109), access it anywhere 64% (140), create their own playlist 54% (138)

Advancing and Established Gen ‘X’ers like to be in control.

Listen anywhere 48% (107), create own playlists 43% (110), listen on demand 41% (108)

Canadians 55+ want to be able to follow their favourite artists.

OAS Boomers use personal music to follow artists they may not hear regularly 30% (115).

RADIO ENGAGES WITH CANADIAN CONSUMERS

Engagement = Interesting+ Enjoyable

INTERNET 91%

RADIO 87%

T.V. 83%

PERSONAL MUSIC 77%

SOCIAL MEDIA 64%

MOBILE 59%

Q: 34 Thinking about the very last time you did any of the things listed below … Was it interesting or enjoyable?

To be attentive is to be engaged.

Radio is interesting and enjoyable to all Canadians.

Maturing Millennials 80% | Milestone Millennials 82% | Advancing Gen X'ers 86% | Established Gen X'ers 90% | Freedom 55+ 92% | OAS Boomers 92%

Internet ranks #1 for Canadians 38+.

Personal music ranks #1 for all Millennials.

The internet is used with purposeful intent resulting in higher engagement. People are typically looking for information. Millennials enjoy being disconnected with personal music. Maturing Millennials – 89% (111), Milestone Millennials 84% (102)

Maturing and Milestone Millennials find radio more enjoyable than social media and mobile.

Maturing Millennials – Mobile 79% (98), Social Media 77% (96)

Milestone Millennials – Mobile 77% (94), Social Media 73% (89)

When are they paying attention?

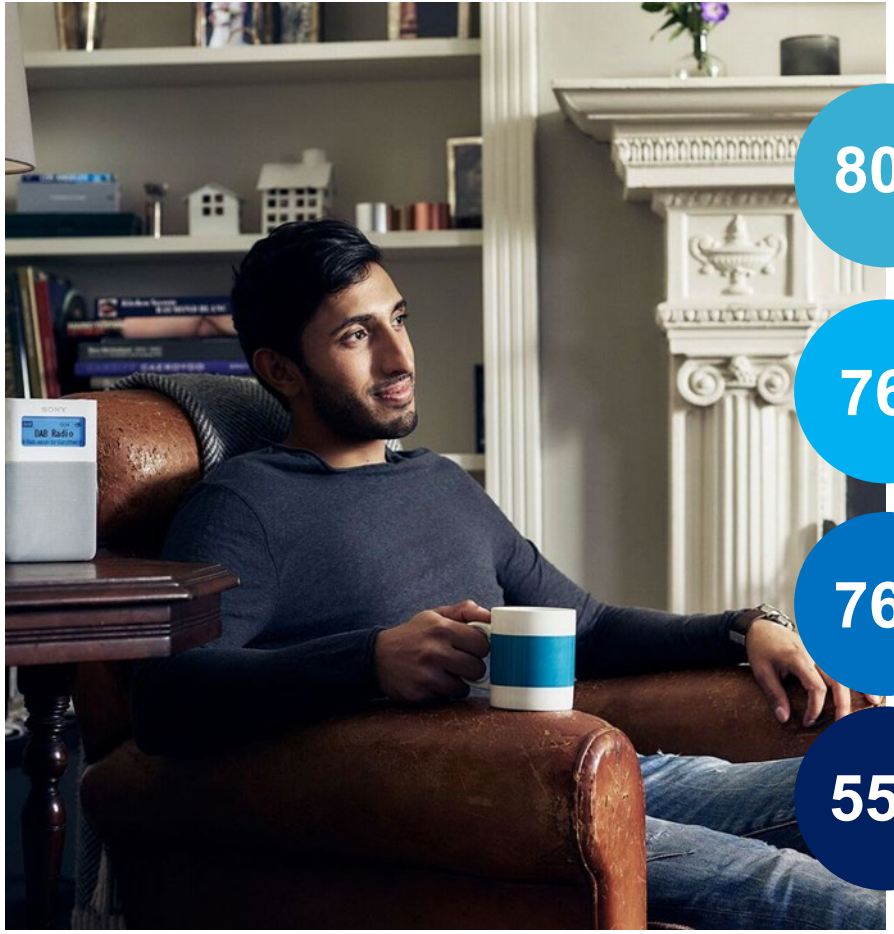
90% On the internet

77% Watching television

66% Listening to the radio

59% Listening to personal music.

Q: 34 Thinking about the very last time you did any of the things listed below …How much attention did you pay to what you were doing? (Full attention + Average attention)



All listeners agree.

80% Like advertising that is factual.

76% Stick with brands they like.

76% Like brands that reward me.

55% Expect advertising to be entertaining.

Q12: Your answers to the following statements will help us understand the opinions of different types of people. (Strongly agree and agree)

Truth in advertising

Maturing Millennials are more prone to suggestion and social influence and appreciate material rewards for loyalty.

Stick with a brand they like - 79% (104)
Use brand that reward for being loyal - 80% (106)
Like others to approve of the brands they buy - 37% (175)

Milestone and Advancing Gen X'ers also like rewards and can be influenced to change their minds about a product.

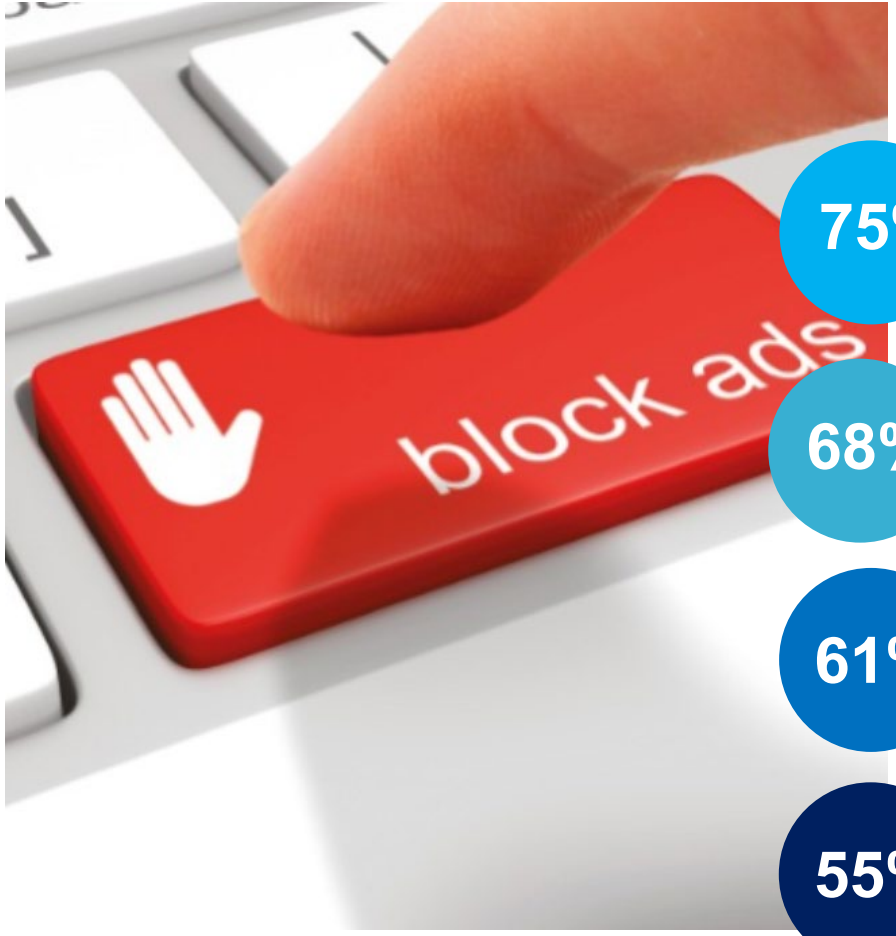
Use brand that reward for being loyal - 80% (105) | 78% (103)

Change their mind about a product if they read/see/hear something positive about it - 59% (105) | 58% (104)

Factual information in ads becomes more important as people age.

Freedom 55+ Boomers - 83% (104)

OAS Boomers 83% (104)



Younger Canadians avoid ads the most.

75% **Milestone Millennials hide ads on social media sites (115).**

68% **Millennials in general find ads on music streaming sites too repetitive (149).**

61% **Milestone Millennials most likely to use ad blocking technology (145).**

55% **Maturing Millennials change radio stations when an ad comes on (126).**

Q35 & 36 Please indicate how much you agree or disagree with the following statements (Strongly agree and agree)

Older generations don't actively avoid advertising.

Boomers are less likely to use ad blocking technology, particularly when it comes to digital media.

Use internet blocker:

Freedom 55+ Boomer - 39% (93)

OAS Boomer – 36% (85)

Boomers are less concerned over ad frequency.

Ads are too repetitive on music streaming services

Freedom 55+ Boomer - 35% (76)

OAS Boomer – 30% (65)

Ads on radio stations are not usually avoided.

Tend to change radio stations when an ad comes on the radio

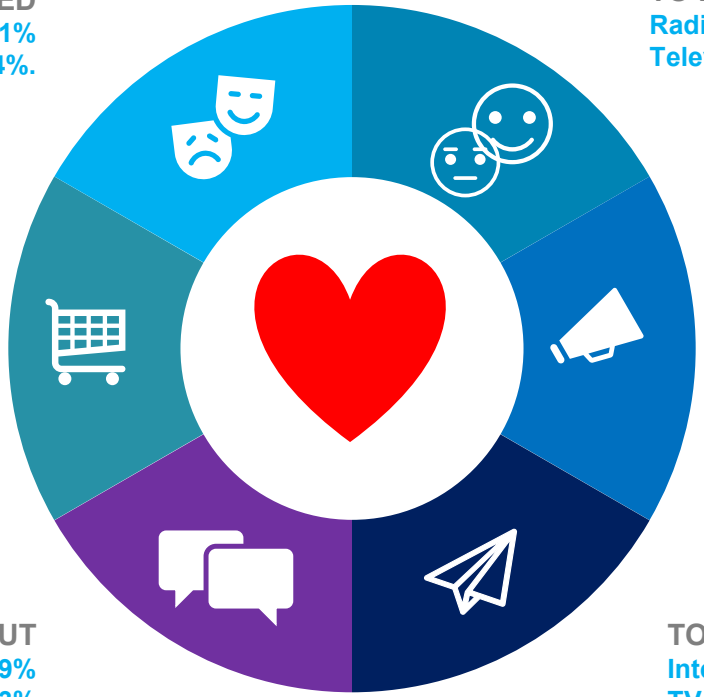
Freedom 55+ Boomer - 26% (63)

OAS Boomer – 22% (52)

Finding the right moment and tone to talk

TO BE ENTERTAINED
Television 71%
Internet 54%.

TO LIFT MY MOOD
Radio 42%
Television 39%



TO CHECK PRICES
Internet 74%
Mobile 32%

KEEP UP TO DATE, NEWS & GOSSIP
Internet 52%
Radio 42%

SOMETHING TO TALK ABOUT
Internet 39%
Television 33%

TO FILL SPARE TIME
Internet 57%
TV 54%

Q: 31. Why do you do each of the following MEDIA ACTIVITES? (please select all that apply for each activity)

Radio makes people feel good.

46% To be entertained.

42% To lift my mood.

42% To relax and unwind.

42% To keep up with news/info/gossip.

Q: 31. Why do you do each of the following MEDIA ACTIVITES? (please select all that apply for each activity)

Radio sets the mood.

Maturing Millennials are more likely than other generations to listen to the radio for company.

Keeps me company when I am alone – 81% (111)

Established Gen X'ers and Freedom 55+ Boomers turn to radio for downtime.

To relax and unwind - 49% (117)

When it comes to filling spare time, both Maturing Millennials and Older Boomers listen to radio.

Maturing Millennials - 37% (103)

OAS Boomers - 45% (124)

ATTRIBUTION

Start at the beginning.

Internet gets the credit when it comes to finding out more about a product or service.

Internet 33%

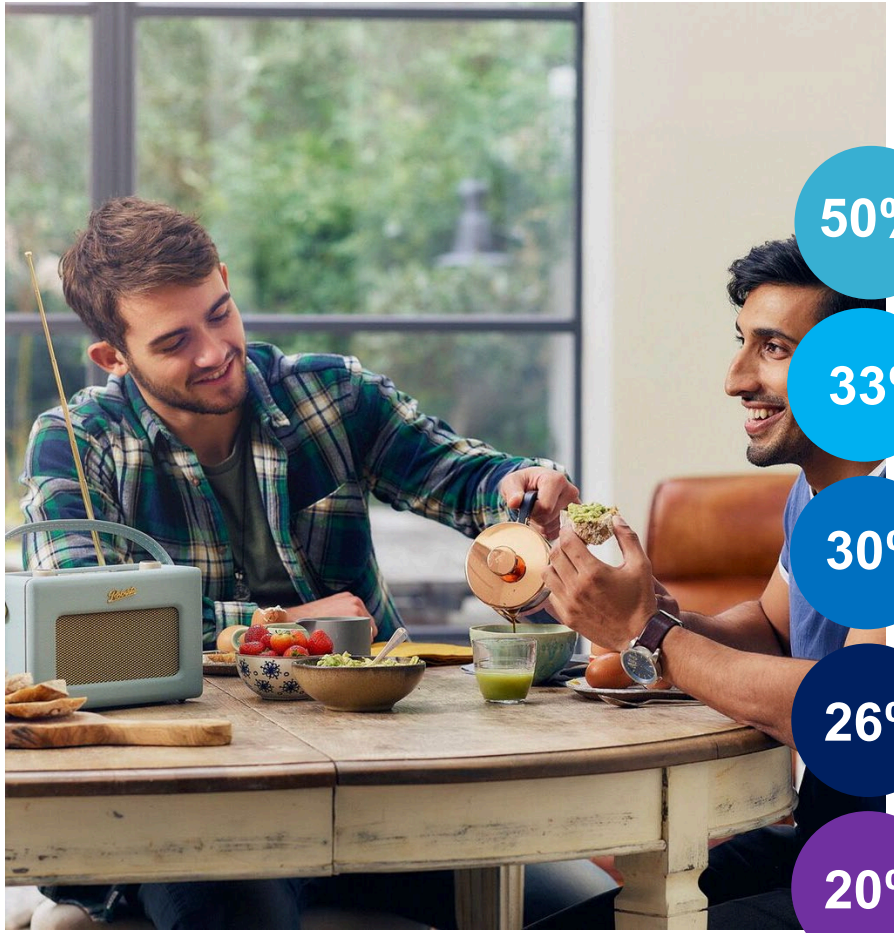
20% Television

Social Media 15%

14% Radio

10% Mobile

Q: 44. Every day, you see and hear advertising on various media channels. Thinking about advertising you might hear or see for a NEW or previously UNKNOWN to you product/service/retailer – which of the following media channels does the best job of getting you to find out more about it.



Ads get NOTICED on MASS MEDIA.

50% On television

33% The radio

30% The internet

26% Social media.

20% Mobile

Q: 44. Every day, you see and hear advertising on various media channels. Thinking about advertising you might hear or see for a NEW or previously UNKNOWN to you product/service/retailer – which of the following media channels does the best job of getting you to notice the add

Ads are REMEMBERED on MASS MEDIA

38% On television

28% The radio

23% The internet

16% Social media.

12% Mobile

Q: 44. Every day, you see and hear advertising on various media channels. Thinking about advertising you might hear or see for a NEW or previously UNKNOWN to you product/service/retailer – which of the following media channels does the best job of getting you to remember the name of the product/service/retailer.

MASS MEDIA is TRUSTED most.

57% None

16% Television

12% Radio

12% Internet.

7% Social Media

6% Mobile

Q: 44. Every day, you see and hear advertising on various media channels. Thinking about advertising you might hear or see for a NEW or previously UNKNOWN to you product/service/retailer – which of the following media channels does the best job of getting you to trust the product/service/retailer.

Mass media drives awareness and aids consumer recall.

Maturing and Milestone Millennials trust advertisers on radio more than on social and mobile.

Trust name product of advertiser – Maturing Millennials - Radio 14% (117) Mobile 8% (133), Social 12% (171)

Milestone Millennials – Radio 13% (108), Mobile 8% (133), Social 10% (143)

Amongst Gen X'ers, Television and radio drive awareness and recall and have highest trust factors.

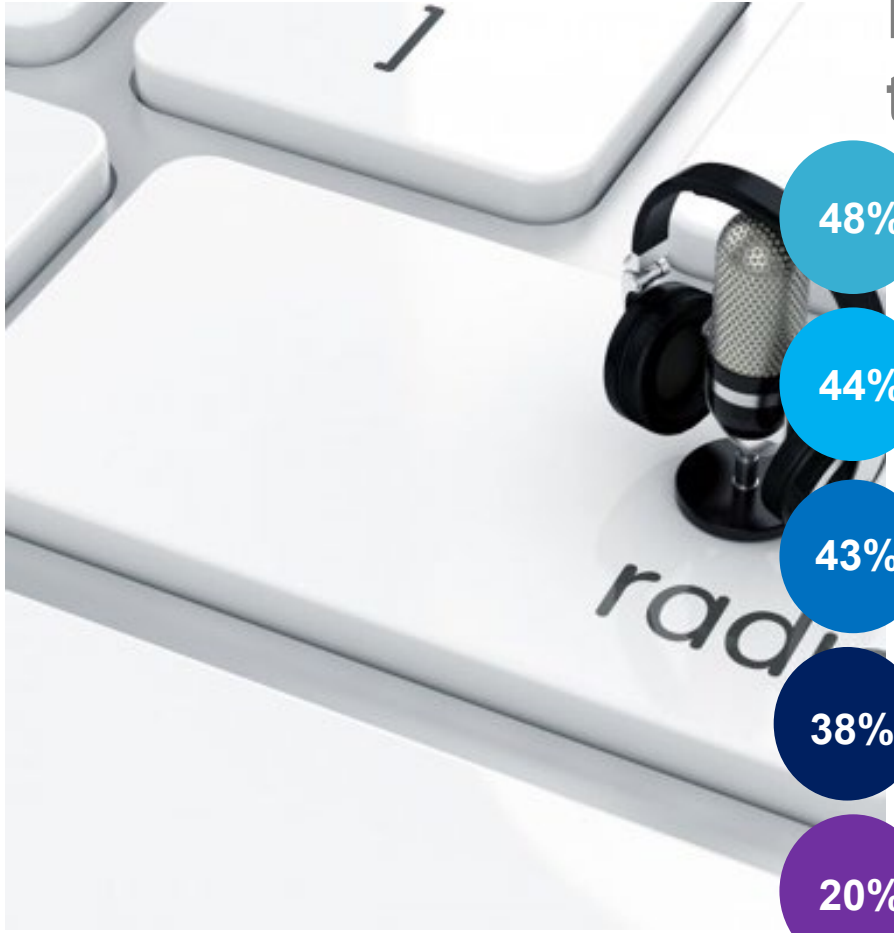
Trust name or product of advertiser – Advancing Gen X'ers TV 18% (113), Radio 13% (108)

Established Gen X'ers – TV 19% (119), Radio 13% (108)

Boomer Canadians trust digital platforms the least and have highest awareness and recall with mass media.

Trust name or product of advertiser – Freedom 55+ Boomers Mobile 4% (50), Social Media 5% (71)

OAS Boomers – Mobile 3% (50) Social Media 4% (57)



Radio works in tandem with the internet.

48% Check things on the internet after hearing an ad on the radio.

44% Radio lets me know about limited time offers.

43% Radio ads help me discover new stores/services in my town/city.

38% Radio ads have prompted me to search on the internet for something.

20% Purchased a product online after hearing a radio ad.

Q21: Thinking of AM/FM radio, how much do you agree or disagree with the following statements? (Strongly agree and agree)

Radio works.

FOMO for Millennials is alleviated by Radio because it reminds them of limited time offers.

Maturing Millennials 48%(109)
Milestone Millennials – 46% (105)
Advancing Gen X'ers - 47% (107)

Reminds all Canadians about brands/products they might need.

Maturing Millennials – 30% (111)
Milestone Millennials – 28% (104)
Advancing Gen X'ers – 29% (107)
Established Gen X'ers – 30% (111)

From Milestone Millennials through to OAS Boomers, Canadians are more likely to purchase a product online after hearing a radio ad.

Milestone Millennials - 24% (120)
Advancing Gen X'ers – 21% (105)
Established Gen X'ers – 28% (140),
Freedom 55+ Boomers – 21% (105)

RADIO CONNECTS WITH ONLINE SHOPPING

Shopper types

BROWSERS 55%

I enjoy browsing in stores

Female 55% (110), 18-34 31% (114), married/living w partner 61%, 50/50 split kids/no kids, college grad + 67%, uni+ grad 47%, HHI $100K+ 34% (no over index on income)

COUCH SHOPPERS 25%

I prefer to shop online than visit retail store

Male 52%/Female 48%, 18-49 74% (141), highest index for those 25-29 (160) and 30-34 (162), single 31% (114), living with partner 19% (126), no kids 57% (117), uni grad+ 52% (110), college + 74% (108), HHI $100K+ 42% (120)

IMPULSIVE SHOPPERS 31%

If I really want something, I'd rather buy it on credit than wait

Male 54% (107), 25-39 34% (116), single 28% (103), married 49% (104), 50/50 kids/no kids, uni grad + 50% (106), HHI $100K+ 39% (110)

Shopper Types

DISCIPLINED SHOPPERS 33%

When I go shopping, I only buy what's on my list

Male 57% (114), no age skews, 25-54 58%, single 29% (106), married 46%, 50/50 kids/no kids, college grad+ 71% (104), HHI <$50K 28% (106), HHI $75-99 20% (108), HHI $100K+ 32% (92)

RESEARCHERS 59%

Need to be sure I've considered all the options before I make a big purchase decision AND have made a purchase online in past month

Male 49%/Female 51%, no age skews 25-54 57%, 18-24 6% (105), no marital status skews,, married 48%, have kids 52%, no edu skews 48% uni grad+, no income skews HHI $100K+ 35%

TRIED & TRUE 27%

I only buy well known brands

Male 58%, 18-24 7% (114), 44-49 9% (112), 18-49 55% (106), single 28% (104), married 50% (106), 50/50 kids/no kids, college grad+ 68%, uni grad + 48%, HHI $100k+ 40% (114)

Who are they?

Browsers

Couch Shoppers

Impulse Shoppers

Disciplined Shoppers

Research Shoppers

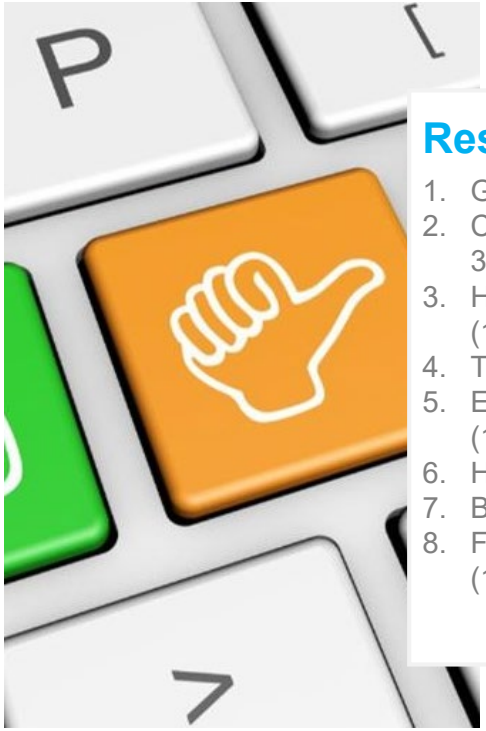
Tried and True

All Respondents	54%	24%	31%	33%	59%	**27%**
Maturing Millennials 22 - 29 years old	**65%**	**38%**	32%	**35%**	**64%**	29%
Milestone Millennials 30 - 37 years old	**59%**	**38%**	**38%**	**36%**	**66%**	28%
Advancing Gen X'ers 38 – 45 years old	**55%**	**31%**	31%	34%	**63%**	28%
Established Gen X'ers 46 – 53 years old	52%	19%	32%	29%	58%	27%
Freedom 55+ 54 – 64 years old	51%	15%	28%	31%	54%	24%
OAS Boomers 65 – 72 years old	52%	10%	28%	**34%**	53%	25%

What they buy online.

Couch Shoppers

1. Clothes, shoes, accessories 38% (142)
2. Groceries 34% (121)
3. Household products 28% (133)
4. Travel 24% (116)
5. Entertainment tickets 23% (119)
6. Beauty products 23% (151)
7. Health products 20% (131)
8. Financial products 20% (145)



Researchers

1. Groceries 40% (143)
2. Clothes, shoes, accessories 38% (144)
3. Household products 30% (147)
4. Travel 30% (143)
5. Entertainment tickets 28% (141)
6. Health products 22% (145)
7. Beauty products 22% (144)
8. Financial products 21% (148)

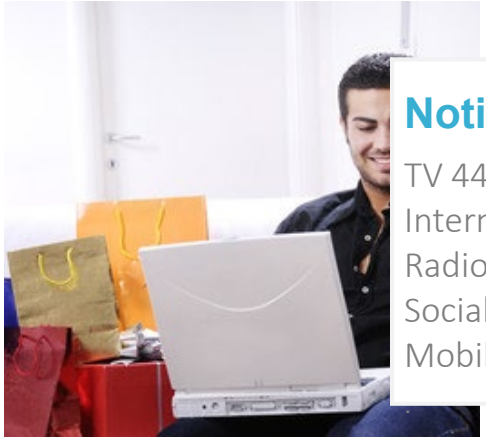
Q33: Which type's of products or services have you purchased online in the past month?

ATTRIBUTION

COUCH SHOPPERS

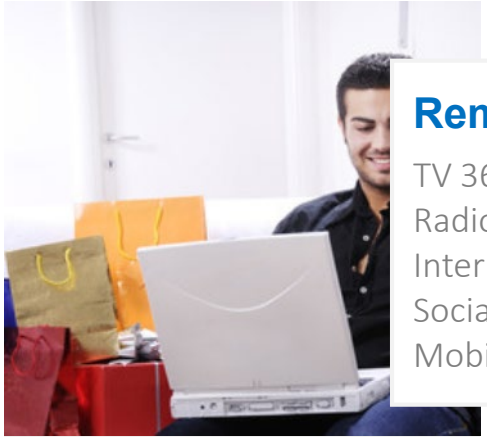
RESEARCHERS

Radio is as strong as internet for driving awareness and recall for Couch Shoppers.



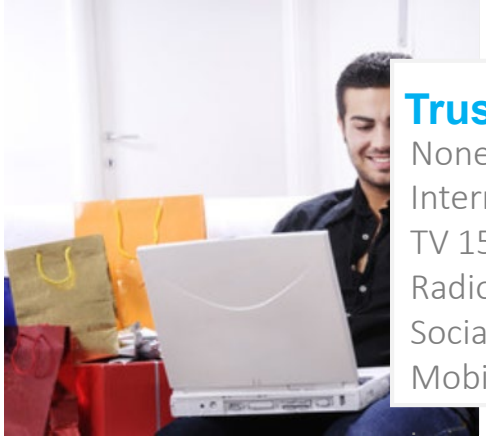
Notice

TV 44% (89)
Internet 34% (113)
Radio 33% (103)
Social 32% (124)
Mobile 26% (126)



Remember

TV 36% (94)
Radio 29% (103)
Internet 28% (123)
Social 24% (148)
Mobile 17% (141)



Trust

None 52% (92)
Internet 17% (142)
TV 15% (95)
Radio 13% (113)
Social 10% (139)
Mobile 8% (144)

Make a purchase

Internet 45% (135)
Mobile 14% (163)
Social 10% (148).

Q: 44. Every day, you see and hear advertising on various media channels. Thinking about advertising you might hear or see for a NEW or previously UNKNOWN to you product/service/retailer – which of the following media channels does the best job of getting you to find out more about it.

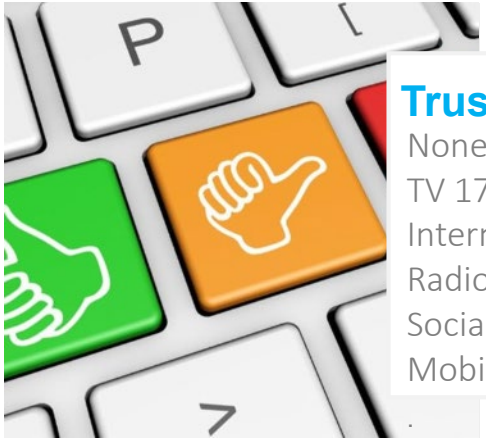
Radio outperforms the internet on recall for Researchers.

Notice

TV 53% (107)
Radio 36% (111)
Internet 35% (114)
Social 31% (117)
Mobile 24% (118)

Remember

TV 42% (109)
Radio 32% (113)
Internet 26% (115)
Social 19% (117)
Mobile 13% (114)



Trust

None 52% (92)
TV 17% (106)
Internet 14% (115)
Radio 13% (110)
Social 8% (110)
Mobile 6% (104)

Make a purchase

Internet 42% (123)
Mobile 11% (128)
Social 9% (124)

Q: 44. Every day, you see and hear advertising on various media channels. Thinking about advertising you might hear or see for a NEW or previously UNKNOWN to you product/service/retailer – which of the following media channels does the best job of getting you to find out more about it.

51% Radio lets me know about limited time offers.

46% Radio ads have prompted me to search on the internet for something.

36% Radio reminds me of products I need.

31% Purchased a product online after hearing a radio ad.

50% Radio lets me know about limited time offers.

44% Radio ads have prompted me to search on the internet for something.

31% Radio reminds me of products I need.

24% Purchased a product online after hearing a radio ad.

Q14: Thinking of AM/FM radio, how much do you agree or disagree with the following statements? (Strongly agree and agree)

In summary

01 Generations.
Looking exclusively at traditional buying demos and behaviours is ineffectual because generations are not distributed equally.

02 Audio connects all generations.
Each generation has their own reason to listen, whether for music discovery, news and information or to keep them company.

03 Personal music means disconnecting.
It's about control and instant gratification.

04 Radio is interesting and enjoyable.
To be attentive is to be engaged.

05 Ad avoidance
Maturing and Milestone Millennials take control of their ad exposure.

06 Internet gets the credit.
Ads get noticed and remembered most on television and radio.

07 Radio and internet are complementary.
Ads on radio drive consumers to the internet.

08 Radio informs online shopping behaviour.
All shopping types take action when they hear a radio ad.

09 Radio Works.

So what's next?

Wave 2

- In field April 2019.
- Sample expanded to include 15-17 year olds.
- Additional life-stage and composition questions to further refine generations.
- Additional media imperatives relating to consumer behaviours.

Contact us

It's been a pleasure to share this information with you. For much more on how AM/FM radio connects with Canadians, please reach out.

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