Radio on the Move
Wave 9 – Fall 2017
Online survey in field: November/December, 2017

3,470 Canadians 18+; nationally representative sample via Angus Reid Forum

Subsample of 3,069 driver/passengers in private vehicle in previous week (88% of Canadian adults)

In-car audio consumption based on recall in the past 24 hours

Additional data drawn from the Nielsen 2016 & 2017 Canada Year-End Report; Maru Canadian Omni; April 2018
Audio streaming = any audio transmitted online as a continuous flow; includes music streaming services, live streaming of AM/FM or other audio on demand

Pureplay music streaming = streaming of those music services available online only, such as Spotify, Apple Music subscription service, and cbcmusic.ca

Ad-free subscriptions = paid subscriptions to pureplay music streaming services such as Spotify, Apple Music, Google Music Play Unlimited that allow on demand access to a virtually unlimited choice of music with no advertising

Ad-supported music streaming = a music streaming option offering users limited interactivity (typically a range of playlists with limited ability to skip songs) at no charge with advertising
Radio is our Companion.

Radio is a social experience that has evolved over time. A continuing relationship between the listener and personalities, something that doesn't happen with audio streams or music collections.
The audio landscape in Canada is changing rapidly.

- **2014**
  - Google Play Music launched: May 2014
  - Tidal Music launched: December 2014
  - Spotify launched: September 2014

- **2015**
  - Apple Music launched: June 2015

- **2016**
  - iHeartRadio app launched: October 2016

- **2017**
  - Amazon Echo Smart Speakers December 2017
  - Amazon Prime Music November 2017
  - Google Home Smart Speakers June 2017
On-demand pureplay music streaming has shown dramatic growth in Canada over the past two years.

As on-demand pureplay streaming grows, music sales continue to decline.

* Includes physical and digital albums, as well as TEA (Track Equivalent Albums) from single song sales

Access to their favourite songs on-demand is the leading reason users give for listening to pureplay music services.

To listen to any song I want when I want to hear it 59%
To discover new music 49%
To have access to almost any song ever recorded 43%
For the playlists they offer 34%  Not so much what radio offers
To have something to listen to on my phone 32%
To share songs I like with others 14%

SOURCE: Radio on the Move
Q.F16b. Which of the following reasons best describe why you listen to music streaming services? Base: Canadians aged 18+ who listened to music streaming services in the past month (n=1004)
One-in-six Canadians listen to Spotify weekly – fewer than 1-in-10 daily.

SOURCE: Radio on the Move
Q. Overall, thinking of all locations, how often, if ever, would you say you listen to [service]?
Base: Canadians aged 18+ (n=3470)
Canadians listen to pureplay music streams similarly across the country

Q. Overall, thinking of all locations, how often, if ever, would you say you listen to [service]?
Base: Canadians aged 18+ (n=3470)

SOURCE: Radio on the Move

A18+ Listen to Weekly:

<table>
<thead>
<tr>
<th></th>
<th>ON 17%</th>
<th>BC 17%</th>
<th>Canada 16%</th>
<th>QC 15%</th>
<th>AB 16%</th>
<th>MB / SK 13%</th>
<th>ATL 13%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spotify</td>
<td>Index 106</td>
<td>Index 106</td>
<td>Index 106</td>
<td>Index 100</td>
<td>Index 100</td>
<td>Index 100</td>
<td>Index 100</td>
</tr>
<tr>
<td>Apple Music</td>
<td>Index 106</td>
<td>Index 100</td>
<td>Index 100</td>
<td>Index 100</td>
<td>Index 100</td>
<td>Index 100</td>
<td>Index 100</td>
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<tr>
<td>Google Play Premium</td>
<td>Index 100</td>
<td>Index 100</td>
<td>Index 100</td>
<td>Index 100</td>
<td>Index 100</td>
<td>Index 100</td>
<td>Index 100</td>
</tr>
</tbody>
</table>
Spotify usage is concentrated in the 18-34 demo.

- All adults: 16% listen 1+ x/week, 9% listen daily.
- 18-34: 32% listen 1+ x/week, 20% listen daily.
- 35-54: 16% listen 1+ x/week, 7% listen daily.
- 55+: 4% listen 1+ x/week, 2% listen daily.

SOURCE: Radio on the Move
Q:F13 Overall, thinking of all locations, how often, if ever, would you say you listen to: Spotify?
Base: Canadians, aged 18+ (n=3470)
AM/FM Radio still has a **big** lead over Spotify for daily listening—across all demos.

**Source:** Radio on the Move

Q.E1 Thinking of all the time you may listen at home, in the car, or at work, how much time in total do you spend listening to AM or FM radio stations during a typical weekday?

**Base:** Canadians, aged 18+ (n=3470)
AM/Radio’s margin over Spotify holds steady across all regions.

Listen to AM/FM on "a typical weekday"  
Listen to Spotify daily

<table>
<thead>
<tr>
<th>Region</th>
<th>AM/FM %</th>
<th>Spotify %</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC</td>
<td>89%</td>
<td>9%</td>
</tr>
<tr>
<td>AB</td>
<td>91%</td>
<td>10%</td>
</tr>
<tr>
<td>MB/SK</td>
<td>92%</td>
<td>6%</td>
</tr>
<tr>
<td>ON</td>
<td>88%</td>
<td>9%</td>
</tr>
<tr>
<td>QC</td>
<td>86%</td>
<td>7%</td>
</tr>
<tr>
<td>Atlantic Canada</td>
<td>89%</td>
<td>8%</td>
</tr>
</tbody>
</table>

SOURCE: Radio on the Move
Q.F13 Overall, thinking of all locations, how often, if ever, would you say you listen to: Spotify?
Q.E1 Thinking of all the time you may listen at home, in the car, or at work, how much time in total do you spend listening to AM or FM radio stations during a typical weekday?
Base: Canadians, aged 18+ (n=3470)
More than one-in-three Spotify listeners in Canada are AD FREE subscribers.

SOURCE: Radio on the Move

Q. Overall, thinking of all locations, how often, if ever, would you say you listen to Spotify Weekly?

Base: Canadians aged 18+ (n=3470)
Half of Spotify’s heaviest users access an ad-free subscription — frequency that lies beyond the reach of advertising.

**Subscription Type:**
*Listen to Spotify at least daily*

- □ Ad-free paid sub in HH
- □ Ad-supported free sub in HH
- □ Listen to other's subscription

SOURCE: Radio on the Move
Q.F16a. You mentioned listening to Spotify. Which of the following best describes your Spotify subscription?
Base: Canadians aged 18+ who listen to Spotify daily (n=252)
The split between ad-free paid and ad-supported Spotify subscribers is consistent across demos and regions.

Listen to Spotify daily: by subscription type

[Diagram showing the percentage of ad-supported and ad-free listeners by age group and region.]

SOURCE: Radio on the Move
Q.F16a. You mentioned listening to Spotify. Which of the following best describes your Spotify subscription?
Base: Canadians, aged 18+ (n=3470)
AM/FM radio reaches 22 times as many Canadians as ad supported Spotify.

**SOURCE:** Radio on the Move

Q.F13 Overall, thinking of all locations, how often, if ever, would you say you listen to: Spotify?
Q.E1 Thinking of all the time you may listen at home, in the car, or at work, how much time in total do you spend listening to AM or FM radio stations during a typical weekday?

Base: Canadians, aged 18+ (n=3470)
More than 8-in-10 Spotify listeners aged 18-34 say they listen to AM/FM Radio in “a typical weekday.”

82% Daily Spotify listeners

84% Weekly Spotify listeners

SOURCE: Radio on the Move
Q.E1 Thinking of all the time you may listen at home, in the car, or at work, how much time in total do you spend listening to AM or FM radio stations during a typical weekday?
Base: Canadians, aged 18-34; daily Spotify listeners (n=150); weekly Spotify listeners (n=232)
Ad-supported Spotify listening delivers low exclusive reach from AM/FM Radio.

% of 18-34 Canadians

Total Listen to Spotify
Daily = 20%

Minus Ad-Free Paid Subs = 10%

Exclusive Reach = 1.8%

SOURCE: Radio on the Move
Q.E1 Thinking of all the time you may listen at home, in the car, or at work, how much time in total do you spend listening to AM or FM radio stations during a typical weekday?
Q.F13 Overall, thinking of all locations, how often, if ever, would you say you listen to: Spotify?
Base: Canadians, aged 18-34, pureplay streamers in past 24 hours (n=457); pureplay streamers in past week (n=781); pureplay streamers in past month (n=1,004)
Pureplay streamers still go to AM/FM Radio for convenience, free content… and to be connected.

**All Past Month Pureplay Streamers**
- It's free: 61%
- To get practical info (traffic/weather/ads): 56%
- To hear the latest news: 55%
- It's convenient: 54%
- To hear what's happening in general: 49%
- For the local connection: 45%
- For the personalities - the human connection: 36%
- To hear new music I wouldn't hear otherwise: 32%
- To put me in a good mood: 25%

**Daily Spotify Users**
- It's convenient: 57%
- To get practical info (traffic/weather/ads): 52%
- To hear the latest news: 51%
- To hear what's happening in general: 50%
- It's free: 49%
- For the local connection: 41%
- To hear new music I wouldn't hear otherwise: 36%
- For the personalities - the human connection: 32%
- To put me in a good mood: 26%

SOURCE: Radio on the Move
Q.F16e. Given all the other ways you have to listen to music, which of the following reasons best describe why you still listen to AM or FM radio? Base: Canadians aged 18+ who listened to music streaming services in the past month, and also to AM/FM 30+ min in typical weekday (n=737)
Radio’s Drive to Digital
AM/FM Radio drives listeners to action.

Nearly 1-in-4 Canadians took at least one of these actions in past month after hearing an ad on AM/FM Radio.

$ Purchased It

$ Told Someone Else About It

$ Went Online to get More Information

SOURCE: Radio on the Move
Q.Ad2a-Ad2C. When was the most recent time you (x) after hearing it advertised on AM/FM radio?
Base: Canadians, aged 18+, (n=3470)
One-in-seven Canadians say they went online in the past month to get more info on an ad they heard on radio.

Attribution confusion? How much is digital getting credit for what is being driven by radio?

% Went online to seek more info on ad heard on AM/FM Radio – past month:

- All Canadians, 18+: 15%
- 18-34: 17%
- HHI $100k+: 20%
- University-Educated: 18%
- Satellite Radio Users: 23%
- Pureplay Streamers: 26%
- Daily Spotify Users: 27%

SOURCE: Radio on the Move
Q.Ad2b. When was the most recent time you went online to get more information about a brand, product or service after hearing it advertised on AM/FM radio?
Base: Canadians, aged 18+. (n=3470)
In-Car Listening Update
AM/FM’s share of in-car listening remains dominant—even with growth of new in-car audio options.

Share of in-car audio listening (past 24 hours):

<table>
<thead>
<tr>
<th></th>
<th>Fall 2017</th>
<th>Fall 2016</th>
<th>Fall 2015</th>
<th>Fall 2014</th>
<th>June 2013</th>
<th>June 2012</th>
<th>Dec 2011</th>
<th>June 2011</th>
<th>Dec 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM/FM Radio</td>
<td>61.4%</td>
<td>63</td>
<td>66</td>
<td>65</td>
<td>65</td>
<td>66</td>
<td>67</td>
<td>63</td>
<td>65</td>
</tr>
<tr>
<td>Personal Music*</td>
<td>22.8%</td>
<td>23</td>
<td>20</td>
<td>22</td>
<td>22</td>
<td>20</td>
<td>25</td>
<td>27</td>
<td>24</td>
</tr>
<tr>
<td>SiriusXM</td>
<td>12.0%</td>
<td>10</td>
<td>9</td>
<td>11</td>
<td>10</td>
<td>9</td>
<td>7</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>Podcasts</td>
<td>2.2%</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Audio books</td>
<td>1.6%</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

* Includes pureplay music streaming @ 2.9% plus digital downloads, CDs/cassettes

SOURCE: Radio on the Move
Q.C1a. When was the last time, if ever, you did the following in a private vehicle?
Q.C2. Thinking of all the time you spent in the vehicle in the past 24 hours, how much time did you spend doing the following?
Base: Canadians, aged 18+, in private vehicle at least once per week (Fall 17: n=3,069)
*Personal Music = Music on Phone / iPod / MP3 / CDs / Cassettes / Pureplay Music Streaming
AM/FM remains the dominant in-car audio option across all regions of Canada.

**AM/FM share of in-car listening – past 24 hrs:**

- **Canada**: 61%
- **Atlantic Canada**: 57%
- **QC**: 66%
- **ON**: 66%
- **MB/SK**: 55%
- **AB**: 53%
- **BC**: 55%

**SOURCE:** Radio on the Move

Q.C1a. When was the last time, if ever, you did the following in a private vehicle?
Q.C2. Thinking of all the time you spent in the vehicle in the past 24 hours, how much time did you spend doing the following?

Base: Canadians, aged 18+, in private vehicle at least once per week (Fall 17: n=3,069)
Three-in-four Canadians with new in-dash technologies say they have no impact on their in-car listening to AM/FM.

Among Canadians with technology allowing in-dash access to on-demand audio in car (20% of all Canadians, aged 18+)

- Listening more: 12%
- The same: 75%
- Listening less: 13%

SOURCE: Radio on the Move
F6. To what extent would you say these new in-car technologies have affected the amount of time you spend listening to AM/FM radio in the car or truck?
Base: Canadians aged 18+ who say they have new technologies allowing in-dash access to on-demand audio, (n=677)
AM/FM Radio reaches Canadians in their cars – 75% weekly.

Listen In Car Past Week

Canada, 75%

Listen In Car Past 24 hrs

Canada, 57%

SOURCE: Radio on the Move
Q.C1a. When was the last time, if ever, you did the following in a private vehicle?
Base: All Canadians, aged 18+ (n=3,470); extrapolated from results among the 88% of Canadian adults who say they are either drivers or passengers in a private vehicle at least once a week.
More than 1-in-4 drivers/passengers commute ½+ hr. on a typical workday—more in major centres.

% of each subgroup who commute 30+ min./day by car/truck:

- All Canadians 18+ in car/truck past week: 27%
- Vancouver: 30% (111)
- Montreal: 32% (119)
- Toronto: 42% (156)

SOURCE: Radio on the Move
Q.C1a. When was the last time, if ever, you did the following in a private vehicle?
Base: Canadians, aged 18+, in private vehicle past week (n=3,069)
A5. On a typical workday, how much time, if any, do you spend traveling to work or school by car or other type of private vehicle? (Both ways)
Base: Residents of Toronto CMA, aged 18+, in private vehicle past week (n=316)
Commuters represent an affluent & attractive target.

<table>
<thead>
<tr>
<th>subgroup</th>
<th>% commute 30+ min./day by car/truck</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Canadians 18+ in car/truck past week</td>
<td>27%</td>
</tr>
<tr>
<td>Plan to Buy a Car / Next Year</td>
<td>33%  (122)</td>
</tr>
<tr>
<td>Adults 25-54</td>
<td>37%  (137)</td>
</tr>
<tr>
<td>HHI $100K</td>
<td>41%  (152)</td>
</tr>
</tbody>
</table>

SOURCE: Radio on the Move
Q.C1a. When was the last time, if ever, you did the following in a private vehicle?
Base: Canadians, aged 18+, in private vehicle past week (n=3,069)
A5. On a typical workday, how much time, if any, do you spend traveling to work or school by car or other type of private vehicle? (Both ways)
Base: Residents of Toronto CMA, aged 18+, in private vehicle past week (n=316)
Eight-in-ten drivers/passengers used their car in the past 24 hours to buy products or services.

Did at least one of these buying trips

- Go grocery shopping [82%]
- Go shopping at a mall or plaza [51%]
- Go to the bank [27%]
- Stop at a coffee shop [24%]
- Go to the drug store / pharmacy [22%]
- A fast food restaurant or drive-thru [22%]
- Pick up lottery tickets [19%]
- Hardware/home-improvement store [12%]
- A casual or fine dining restaurant [11%]
- Stop for beer, wine or liquor [10%]
- Take your car/truck in for servicing [5%]
- Go to a movie [4%]
- Visit a car dealership [3%]

SOURCE: Radio on the Move
C5d. And still thinking about the time you spent in a private vehicle in the past 24 hours, did you do any of these things while driving, or use your vehicle to get there?
Base: Canadians, aged 18+, in private vehicle in past 24 hours (n=2,902)
### Listened to AM/FM Radio while going to—or doing this—in the past 24 hrs:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping at a mall or plaza</td>
<td>77%</td>
</tr>
<tr>
<td>Grocery shopping</td>
<td>76%</td>
</tr>
<tr>
<td>To the drug store / pharmacy</td>
<td>76%</td>
</tr>
<tr>
<td>Hardware/home-improvement store</td>
<td>75%</td>
</tr>
<tr>
<td>Stopping at a coffee shop</td>
<td>75%</td>
</tr>
<tr>
<td>Picking up lottery tickets</td>
<td>75%</td>
</tr>
<tr>
<td>Take your car/truck in for servicing</td>
<td>75%</td>
</tr>
<tr>
<td>Fast food restaurant or drive-thru</td>
<td>74%</td>
</tr>
<tr>
<td>To the bank</td>
<td>74%</td>
</tr>
<tr>
<td>To a movie</td>
<td>74%</td>
</tr>
<tr>
<td>A casual or fine dining restaurant</td>
<td>74%</td>
</tr>
<tr>
<td>Stopping for beer, wine or liquor</td>
<td>71%</td>
</tr>
<tr>
<td>Visiting a car dealership</td>
<td>69%</td>
</tr>
</tbody>
</table>

SOURCE: Radio on the Move
C5d. And still thinking about the time you spent in a private vehicle in the past 24 hours, 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 in past 24 hours who used vehicle for activity in past 24 hours; base varies depending on activity
Nearly 6-in-10 Canadians planning to buy a new car in the next year say they wouldn’t buy it if it didn’t have an AM/FM Radio.

SOURCE: Radio on the Move
Q. F7. To what extent would you miss an AM or FM radio if it wasn’t available in the next car you bought?
Base: Canadians, aged 18, planning to buy a new car in the next year (n=327)
New Audience Opportunities
New Samsung phones in the US and Canada will have an active FM radio chip

Having access to local radio stations during emergencies would be an asset

Samsung phones will have functioning FM chips from now on

Unlock the secret FM tuner in your Android phone
Samsung and others unlocking their FM chips could take a bite out of Apple’s market share.

Nearly 2 out of 3 of iPhone owners say that chips that would allow them to listen to FM would influence the type of phone they use.

**Impact on Smartphone Choice:**

*All Smartphone Owners*

- 38% Big Influence
- 40% A little influence
- 22% No influence

Any influence: 62%

**Impact on Smartphone Choice:**

*iPhone Users*

- 43% Big Influence
- 35% A little influence
- 22% No influence

Any influence: 65%

SOURCE: Radio on the Move
Q.F16. If you knew that a smartphone had an activated FM chip that would allow you to listen to over-the-air FM radio without any data charges, how much of an influence would that have on your decision on which smartphone to use/to choose?
Base: Canadians aged 18+ with Smartphones, (n=2601)
Prior to Christmas 2017, 4% of Canadians adults owned a Smart Speaker.

SOURCE: Radio on the Move
Q:F17 Which of the following would best describe your experience with the Amazon Echo and Google Home “smart” speakers? [I already own an X]
Base: Canadians aged 18+ (n=3470)
Canadians planning to buy Smart Speakers cite instant access to AM/FM as a leading reason they would buy one.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instant access to music</td>
<td>62%</td>
</tr>
<tr>
<td>Instant access to weather, traffic, or other real-time info</td>
<td>62%</td>
</tr>
<tr>
<td>Instant access to AM/FM radio</td>
<td>55%</td>
</tr>
<tr>
<td>To ask questions without typing</td>
<td>54%</td>
</tr>
<tr>
<td>To set alarms</td>
<td>46%</td>
</tr>
<tr>
<td>To control other smart devices in the home</td>
<td>41%</td>
</tr>
<tr>
<td>To make to-do/shopping lists</td>
<td>41%</td>
</tr>
<tr>
<td>Instant access to podcasts</td>
<td>19%</td>
</tr>
</tbody>
</table>

SOURCE: Radio on the Move
Q. F19. Which of these things would make you most interested in having one of these “smart speakers”? Base: Canadians aged 18+, Very likely/somewhat likely to buy a Smart speaker in the next 6 months (n=575)
On the whole, early Smart Speaker owners say they are now listening to more music—and more AM/FM Radio.

**Impact of Smart Speaker Ownership on Time Spent**

<table>
<thead>
<tr>
<th></th>
<th>More time</th>
<th>Same amount</th>
<th>Less time</th>
<th>Non-Listener</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music</td>
<td>53%</td>
<td>42%</td>
<td>14%</td>
<td>4%</td>
</tr>
<tr>
<td>AM/FM</td>
<td>24%</td>
<td>59%</td>
<td>7%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Net Impact (More – Less):

- Music: +39%
- AM/FM: +17%

SOURCE: Radio on the Move
Q: F21. How would you say having a smart speaker at home has affected the amount of time you spend listening to each of the following?
Base: Canadians aged 18+ who own a smart speaker (n=110)
Podcast listening in Canada is growing with a clear early adopter profile—skewing towards males & 18-34 year-olds.

All Canadians, aged 18+
- 18% listened to podcast past week
- 10% listened to podcast past 24 hours

Males
- 22% listened to podcast past week
- 13% listened to podcast past 24 hours

Females
- 15% listened to podcast past week
- 7% listened to podcast past 24 hours

18-34
- 33% listened to podcast past week
- 19% listened to podcast past 24 hours

35-54
- 19% listened to podcast past week
- 11% listened to podcast past 24 hours

55+
- 8% listened to podcast past week
- 3% listened to podcast past 24 hours

SOURCE: Radio on the Move
Q.B2b/B2c When was the most recent time, if ever, that you did the following via your SMARTPHONE/COMPUTER?
Base: Canadians, aged 18+ (n=3470)
Podcast listeners listen to AM/FM Radio.

Listen to AM/FM Radio on “a typical weekday”

- Daily podcast listeners: 88%
- Weekly podcast listeners: 89%
- Monthly podcast listeners: 90%

SOURCE: Radio on the Move
Q: E1 Thinking of all the time you may listen at home, in the car, or at work, how much time in total do you spend listening to AM or FM radio stations during a typical weekday?
Base: Canadians, aged 18+ (n=3470)
Broadcast Radio remains the first choice for Canadians in today’s expanding audio landscape... and the future looks bright.
Contact

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President
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www.radioconnects.ca

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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