


Perception vs. Reality

A photograph of three young adults sitting on a brown leather couch. On the left, a Black man with short hair is wearing large black headphones and looking down at a white smartphone. In the center, a young woman with long blonde hair is wearing large pink headphones and looking down at a pink smartphone. On the right, a white man with a beard and long hair is wearing large black headphones and looking down at a black smartphone. They are all dressed in casual clothing. The background is a plain, light-colored wall.

Overestimating and underestimating how
Canadians are engaging with AM/FM Radio

An update from the Ipsos/thinktv Ad Nation
Study

December 2020

RADIO
CONNECTS

“Marketers spend half a trillion dollars a year on advertising. There is incontrovertible evidence that they are alarmingly out of touch with the people they are trying to influence.”

Bob Hoffman, The Ad Contrarian

In an update to the 2017 Ad Nation Study, Ipsos Canada in partnership with thinktv once again looked at Canadian and Industry perceptions of advertising and media.

Ipsos asked Canadians about their media usage and attitudes towards advertising. They then posed those same questions to members of the advertising community, while also asking them to state how they thought the Canadian public would respond.

It’s not surprising to find those of us in “adland” have radically different lifestyles and media consumption habits compared to the general public, including a much larger online footprint, particularly when it comes to social media.

The results of the study serves as a reminder for Marketing and Advertising professionals that when it comes to planning advertising activity, it’s important to take the “Me” out of Media. *“We’re (still) not normal”.*

“The biggest risk for AM/FM radio is the 26-year-old planner who lives in New York or Chicago and does not commute by car and does not listen to AM/FM radio and thus does not think anyone else listens to AM/FM radio.”

Colin Kinsella, the CEO of Havas Media North America

When it comes to audio specifically, Marketing and Advertising professionals have a much closer relationship with services like Spotify than the Canadian consumer, and in fact, overstate how much time Canadians engage with that audio platform vs. AM/FM Radio. When it comes to gadgets, while 58% of Canadian marketers and advertisers have "smart speakers" in their homes, only 19% of Canadian consumers do. ¹

Canadian advertising professionals are not unique. In fact, across Australia, the UK and the U.S., similar results have been found. Those of us in marketing and advertising need to remember our behaviours and consumption habits are not those of the typical consumer.

[Get the thinktv study here](#)

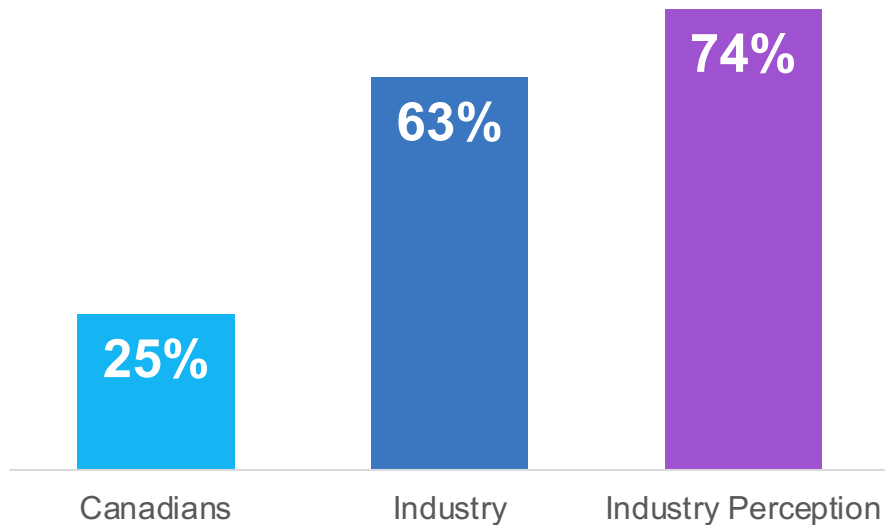


PERCEPTION VERSUS REALITY

63% of Marketing and Advertising professionals used the Spotify app in the past month, versus **25%** of the Canadian population.¹ *Over 60% of Canadian Spotify subscribers are premium paid subscribers²* and are therefore not exposed to ads.

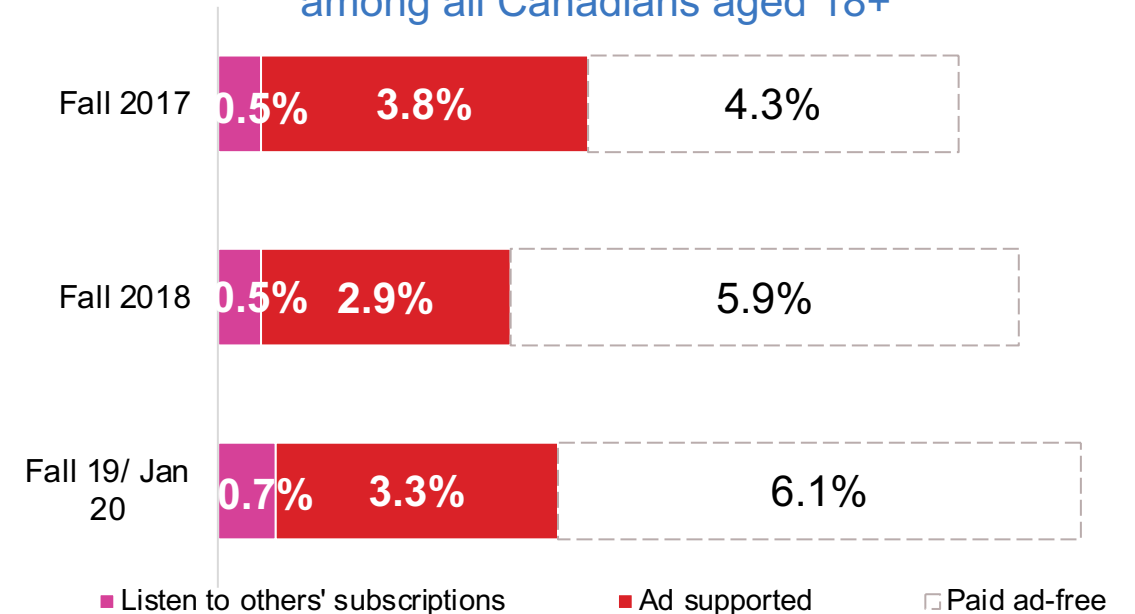
When asked what percentage of Canadian consumers used the app in the past month, Marketing and Advertising professionals *overstated* the use by almost **300%**.¹

Used the Spotify App in the Past Month



Source: 1. Ad Nation 2020, Ipsos Canada, thinktv | 2. Radio On The Move 2020

Daily Spotify Listeners among all Canadians aged 18+



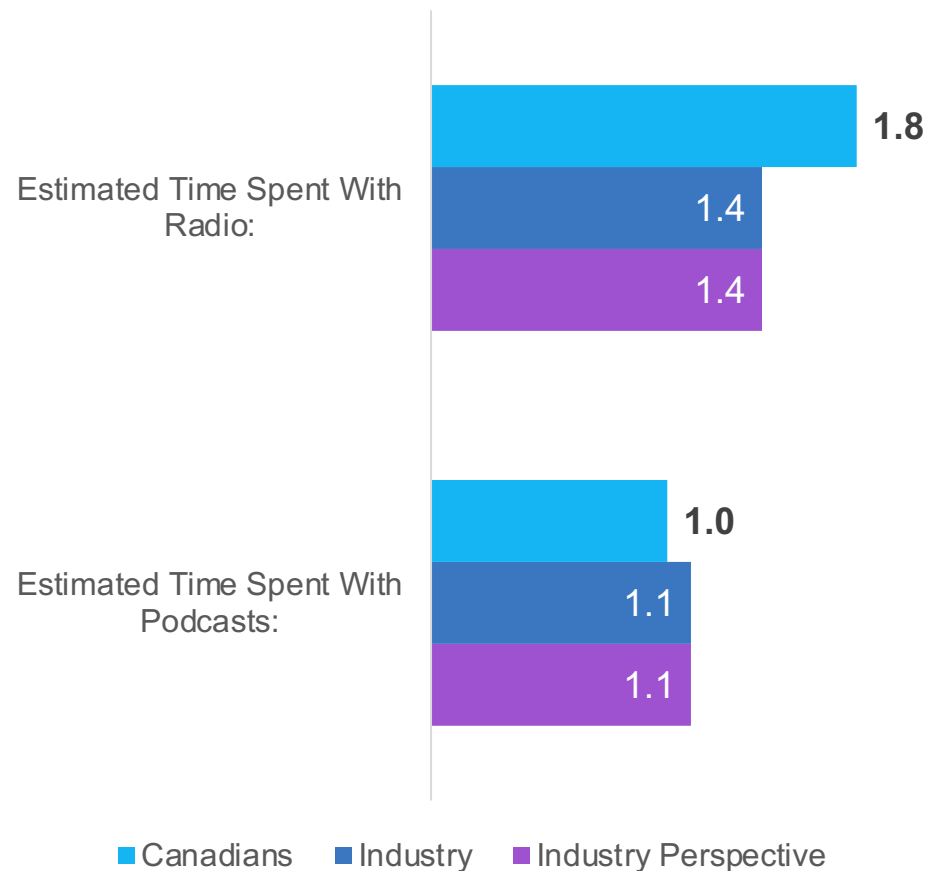
Source: Radio On The Move 2020 | F13. Overall, thinking of all locations, how often, if ever, would you say you listen to Spotify? F16a. You mentioned listening to Spotify. Which of the following best describes your Spotify subscription? Base: Canadians 18+, Fall 2017 (n=3,452) Fall 2018 (n=3,505) Fall 2019 (n=4,000)



PERCEPTION VERSUS REALITY

Canadians spent 29% MORE time with AM/FM Radio than the Industry thinks

Canadians spent 8% MORE time with AM/FM Radio, while the Industry thinks Canadians spent 12% less time with AM/FM Radio



How do you think the COVID-19 pandemic has impacted the time spent on an average day listening to the radio? Net increase equals Increase minus Decrease

