A young woman with long brown hair is shown in a close-up, looking down at a smartphone she is holding in her hand. She is wearing a light blue denim jacket over a dark and light striped shirt. Large headphones are around her neck. Her expression is thoughtful or focused. The background is dark and out of focus.

# Radio, the Internet and Social Media

---

NUMERIS RTS FALL 2020

## AM/FM RADIO REACHES MORE CANADIANS

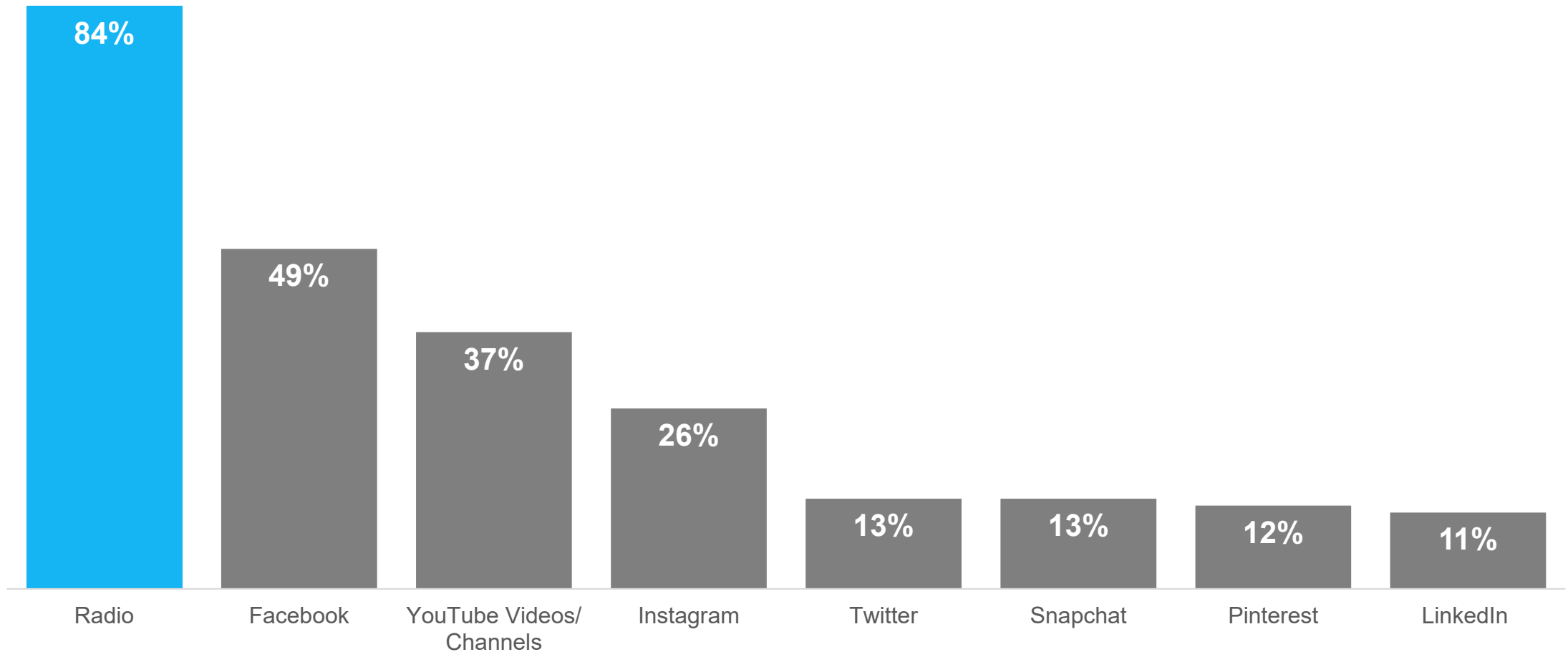
Despite the growth and popularity of the Internet and social media sites, Canadians of all ages continue to tune into AM/FM Radio. In fact, **Radio's weekly reach surpasses the monthly reach of Facebook and other popular social media sites** used by advertisers to reach Canadians.

Consider the following...

- Radio's weekly reach of persons 12+ is **84%**. That's **27,474,756** 12+ Canadians.
- Facebook weekly reach of persons 12+ is 49%, an index of 58 vs. AM/FM Radio.
- Compared to Instagram, Radio reach delivers 3X times that of Instagram in one week.
- Radio's reach is 6X times greater in one week vs. Twitter.
- When it comes to interacting with digital ads, only 14% of Canadians 18+ report clicking on an internet ad in the past 7 days.
- When it comes to AM/FM Radio ads, they have the lowest ad avoidance across all media.
- However, one quarter (24%) listen of Canadians listen to Radio while browsing the web and 18% while looking at social media.

# Weekly Radio delivers a higher % of Canadians than popular social media sites.

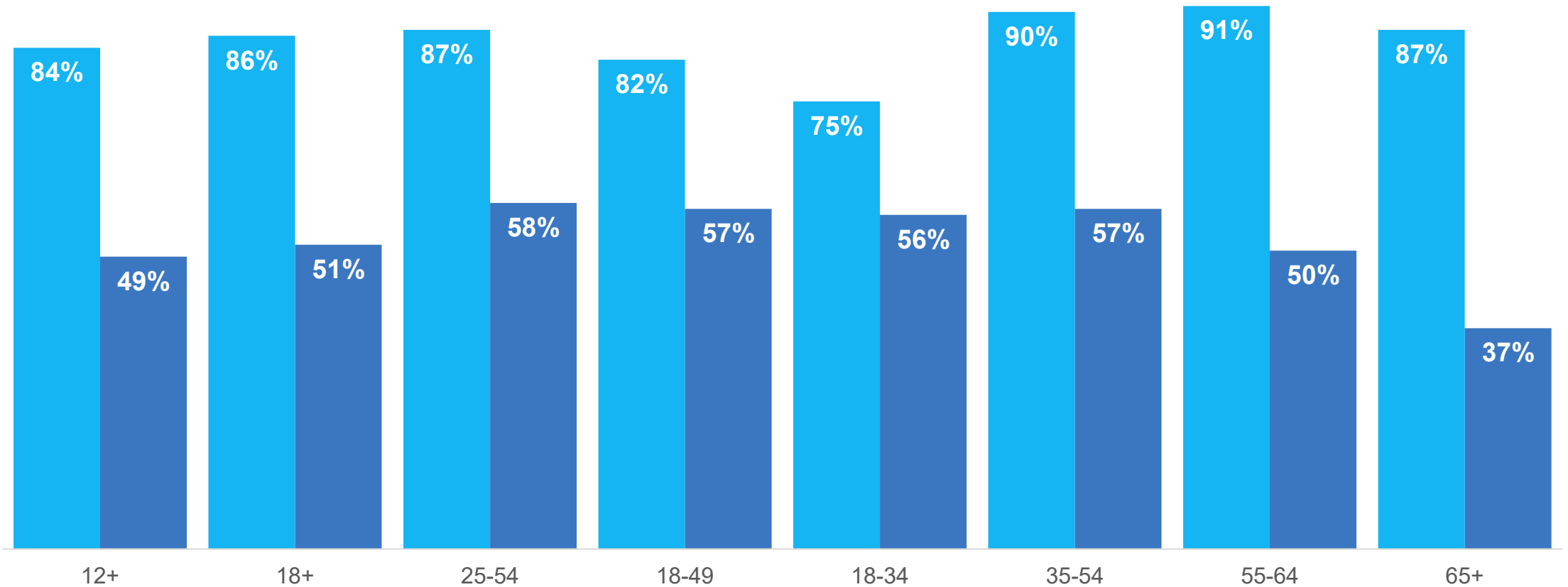
*12+ Social Networks used in the past 7 days / Radio 7 Day Cume:*



# Weekly Radio delivers a higher % of Canadians than Facebook – Across all demographics, even 18-34.

■ Radio ■ Facebook

*Social Networks used in the past 7 days / Radio 7 Day Cume:*

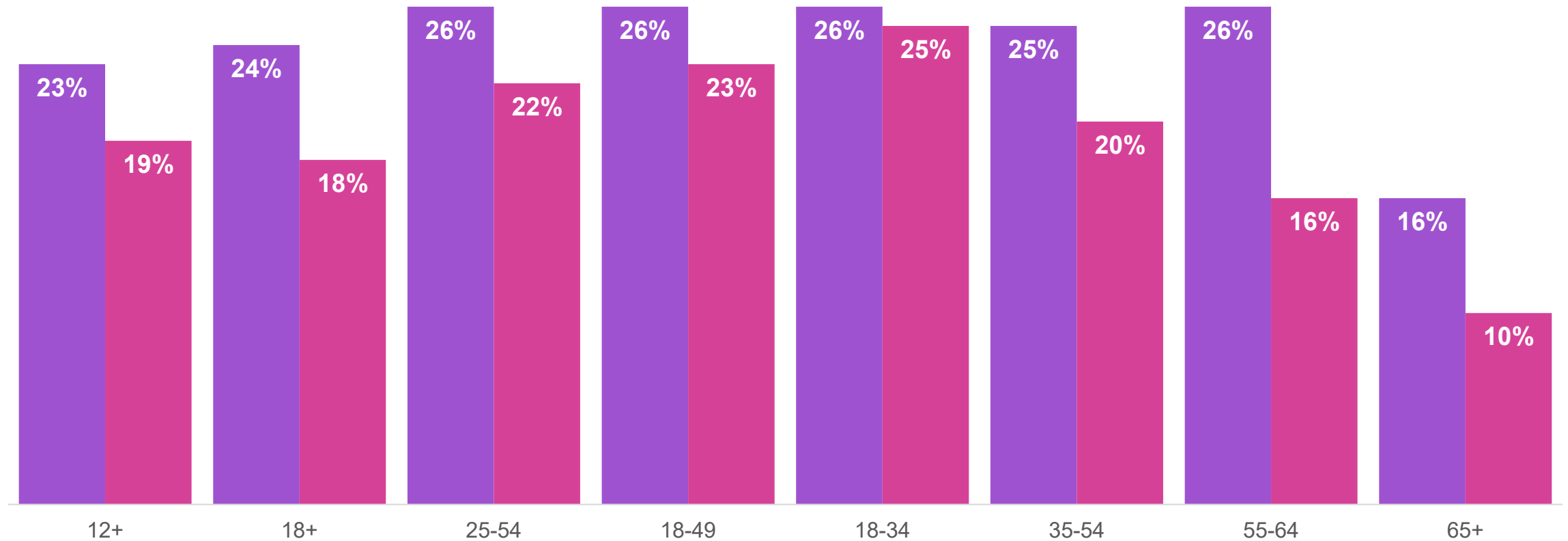


# Advertisers can connect with consumers through Radio while they are using the Internet.

*Listen to Radio while.....*

■ Web-Browsing

■ Social Media

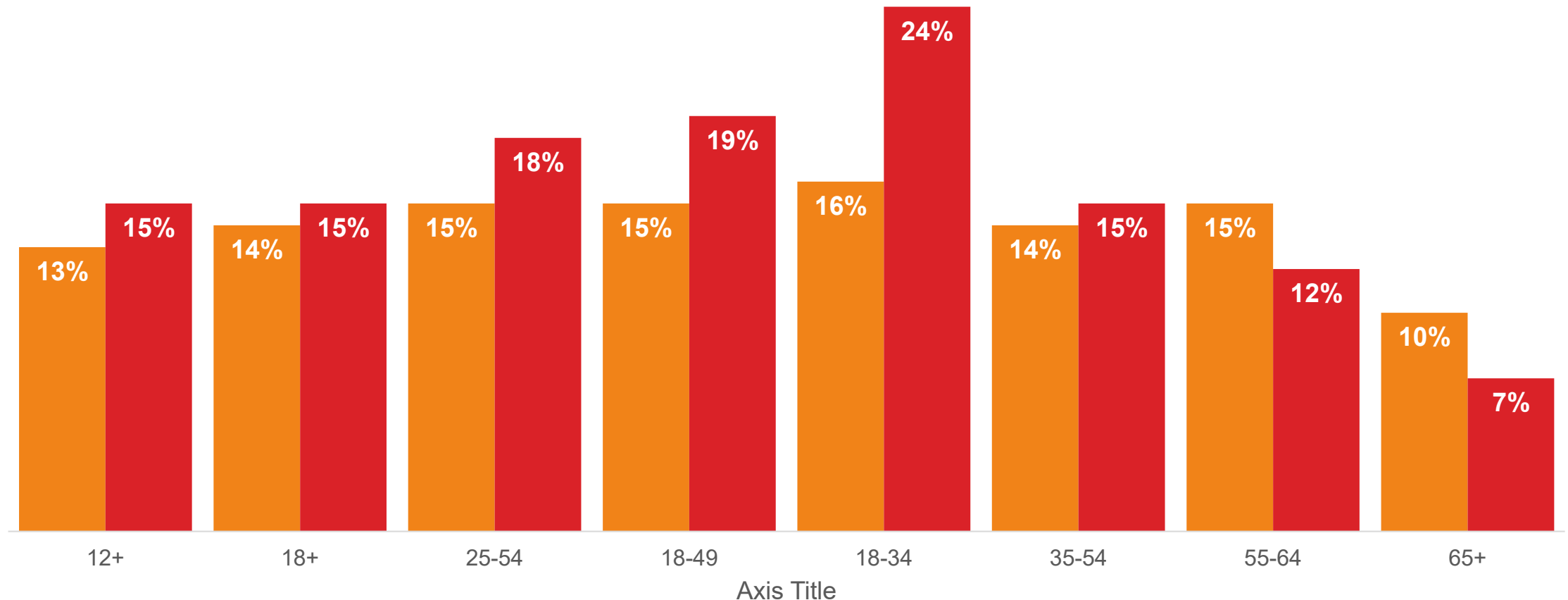


# 14% 18+ report clicking on an ad on the internet, with 15% using ad blocking software, past 7 days.

*Ad blocking software skews younger*

## Internet Activities – Past 7 Days:

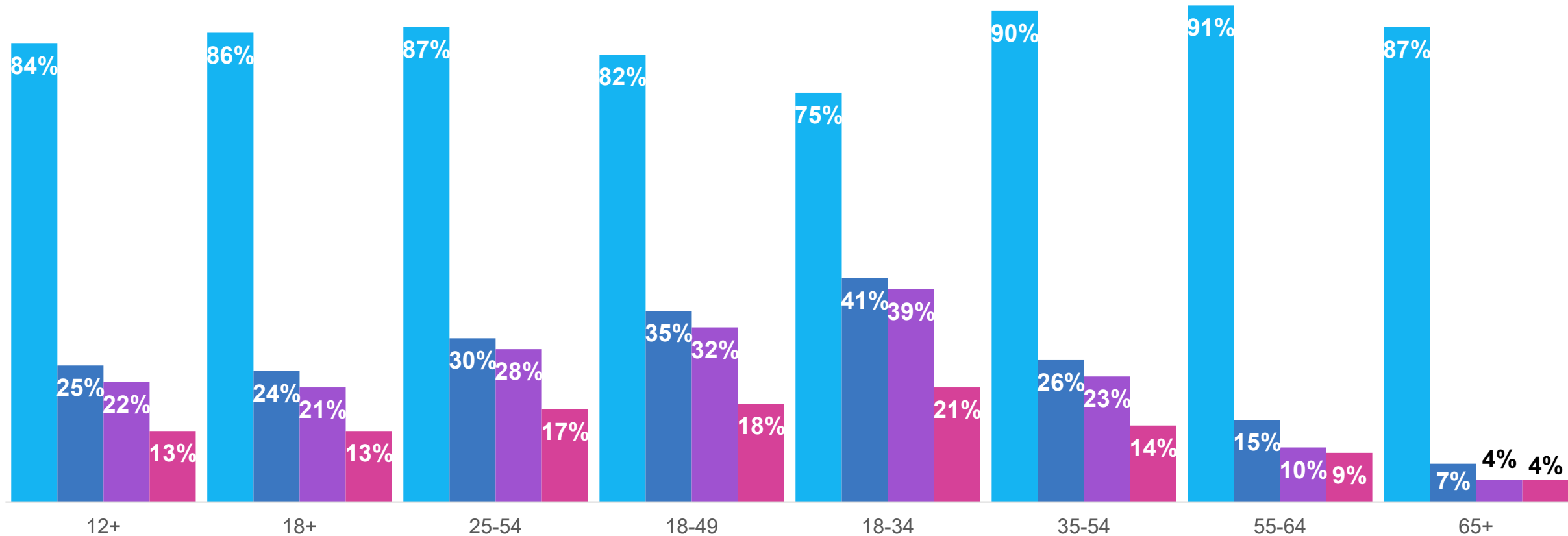
■ Click on an Internet Ad ■ Use Ad Blocking Software



# Radio reached 59% MORE of A25-54 in the past 7 days than Internet Only Music Services, like Spotify.

In the past 7 days ....

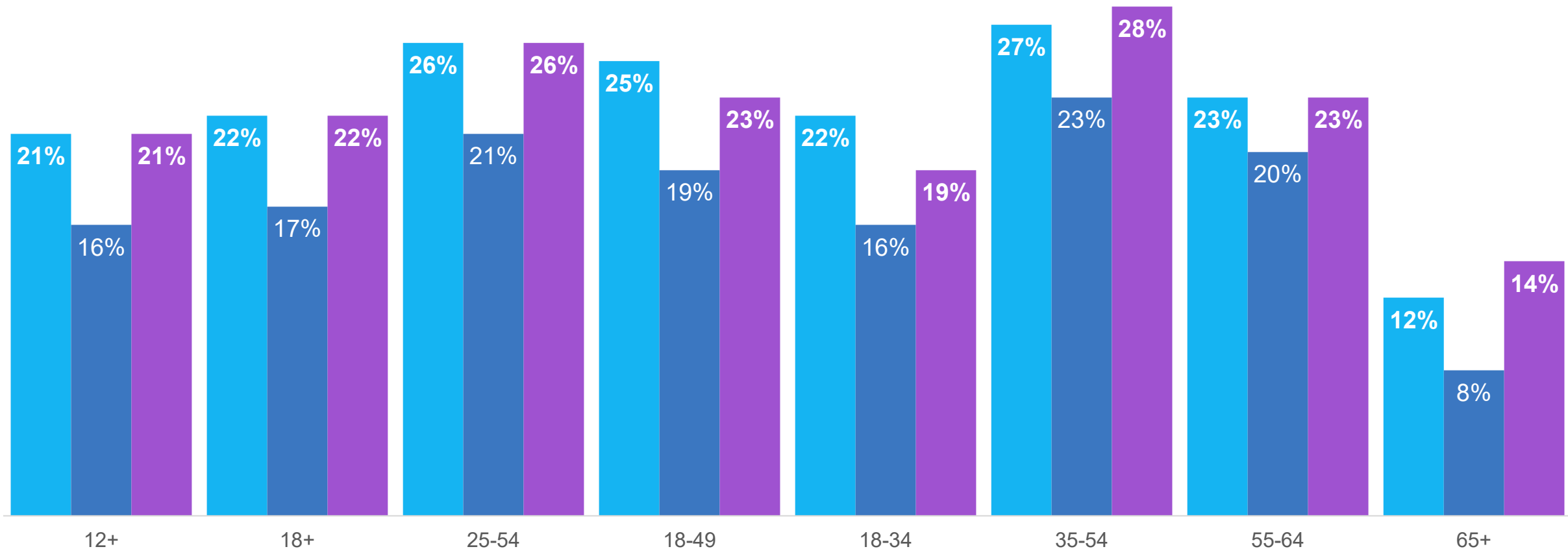
■ Listen to Radio ■ Listen to Music via Streaming Video Service ( ie YouTube) ■ Listen to Internet Only Music Service ( ie Spotify) ■ Listen to a Podcast



# Radio drives traffic to websites. 21% of A25-54 were motivated to visit a website after hearing a radio commercial.

*% Motivated to ....*

■ Radio Commercial to do a general Internet Search ■ Radio Commercial to visit a specific website ■ Local On Air Radio Discussion to access a website

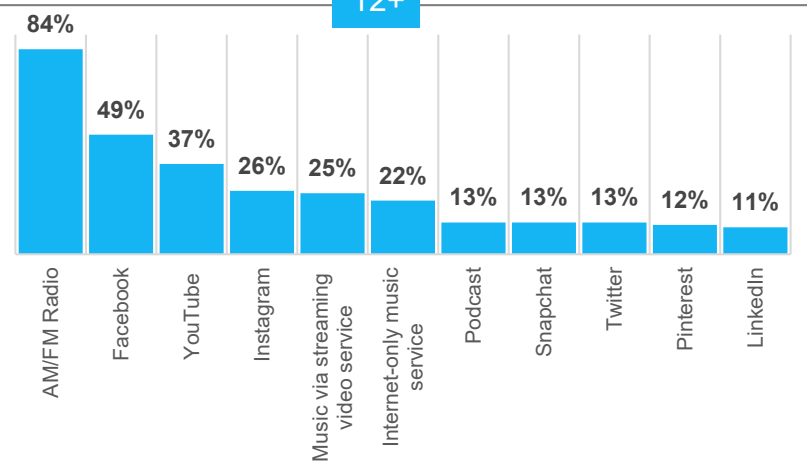




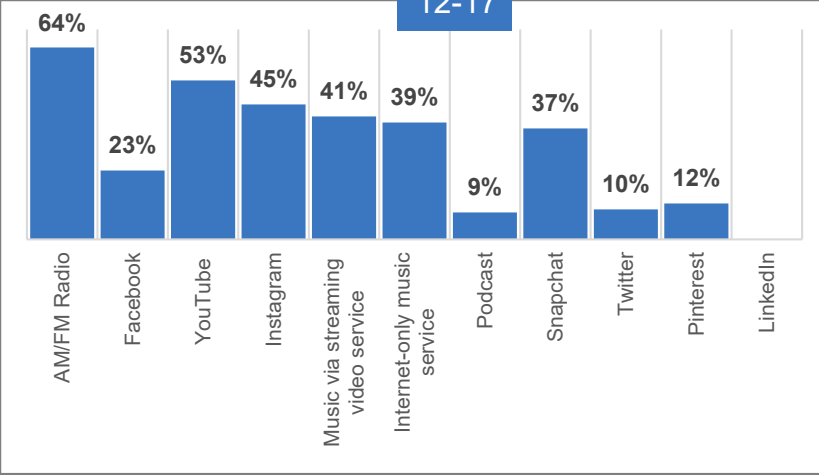


# Radio can reach more Canadians in one week than any social platform, or internet music service, regardless of age.

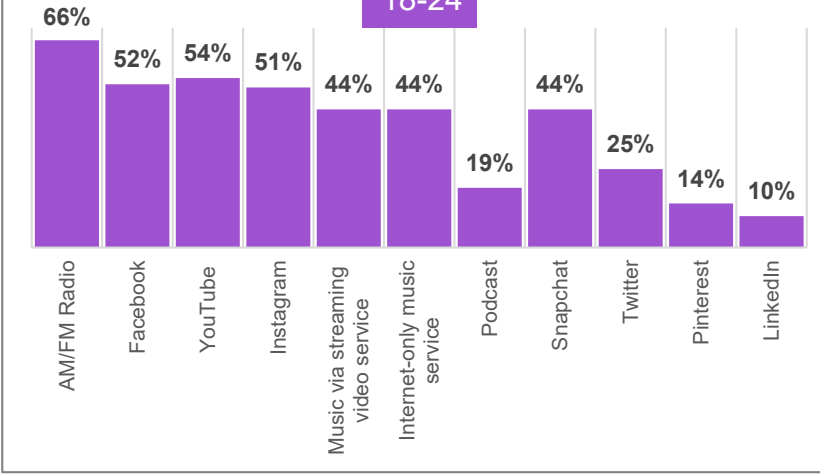
12+



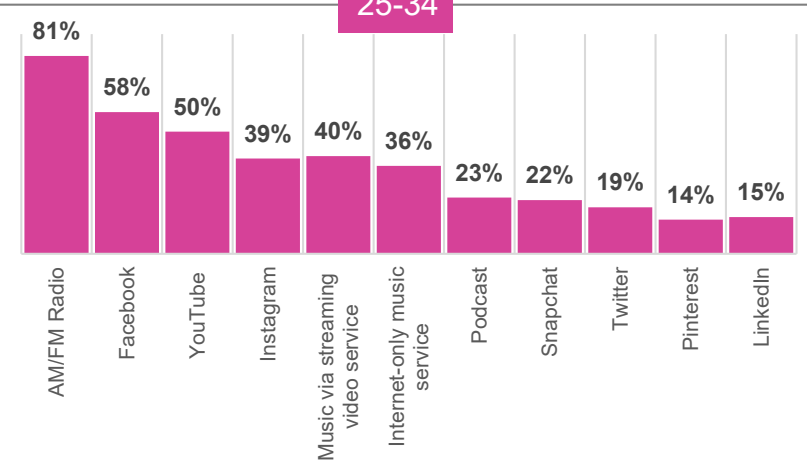
12-17



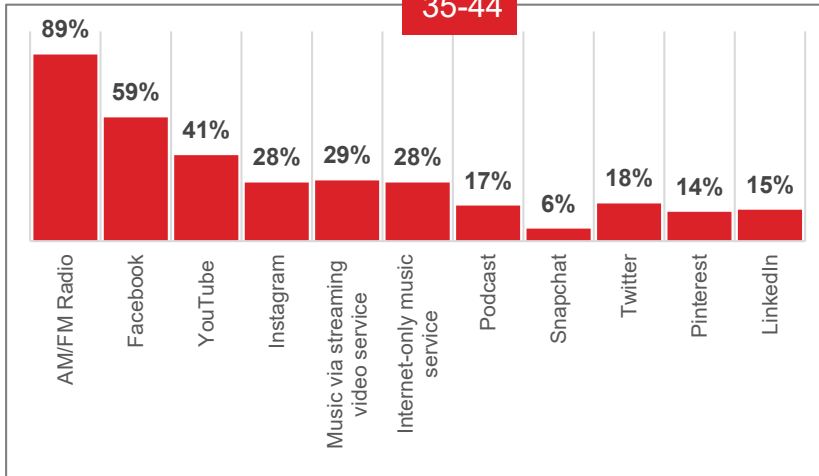
18-24



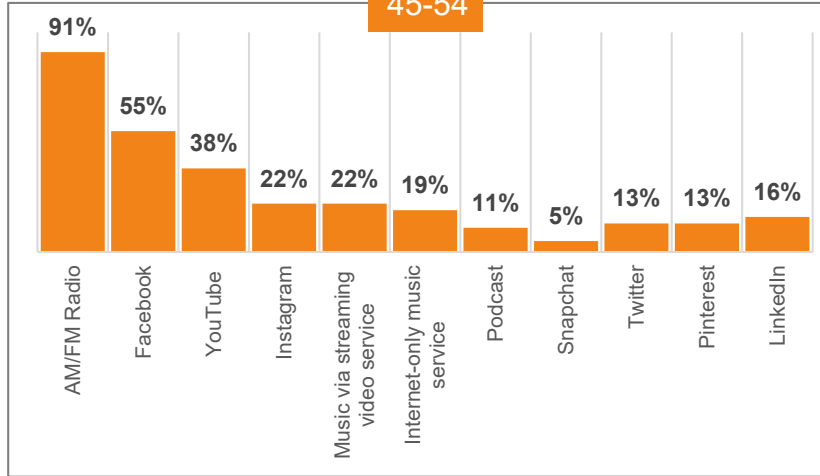
25-34



35-44



45-54



SOURCE: RTS FALL 2020 Canada social networks used past 7 Days / Internet activities past 7 days / Radio 7 day cume