

AM/FM RADIO CONNECTS WITH CONSUMERS



NOT ALL AUDIO IS THE
SAME.

WHY DO CANADIANS LISTEN?

Around the globe, marketers and advertisers are leaning into the audio landscape to capitalize on the incredible ability sound has to connect with consumers. The challenge for advertisers is to understand how each audio platform delivers against the needs of the consumer at the moment when they are engaged with the medium, and when they are receptive to an advertiser's commercial message.

In a recent survey conducted by Angus Reid Forum and Signal Hill Insights, Canadian consumers were asked what kind of audio they listened to and why they did it.

According to the data, each audio platform fulfills a particularly distinct set of needs and use cases, important distinctions when advertisers are looking for the right moment to talk and connect with their consumers when they are in the mood to listen.

AM/FM RADIO, MUSIC STREAMING AND PODCASTING EACH SERVE A DISTINCT SET OF NEEDS

When looking at the audio landscape, it's easy to group every type of audio—radio, music streaming, and podcasts—into the same silo, as though they are all the same, or meet the needs and moods of consumers in the same way. This also leads to the false assumption that if people spend time with one type of audio, they stop listening to another, when in reality, the audio pie just keeps expanding.

According to the data gathered by Angus Reid, music streaming services and owned music each play virtually the same role in Canadians' lives. But this is not a new behaviour as time spent with these music streaming services has largely come from the time consumers have spent with their own personal music.

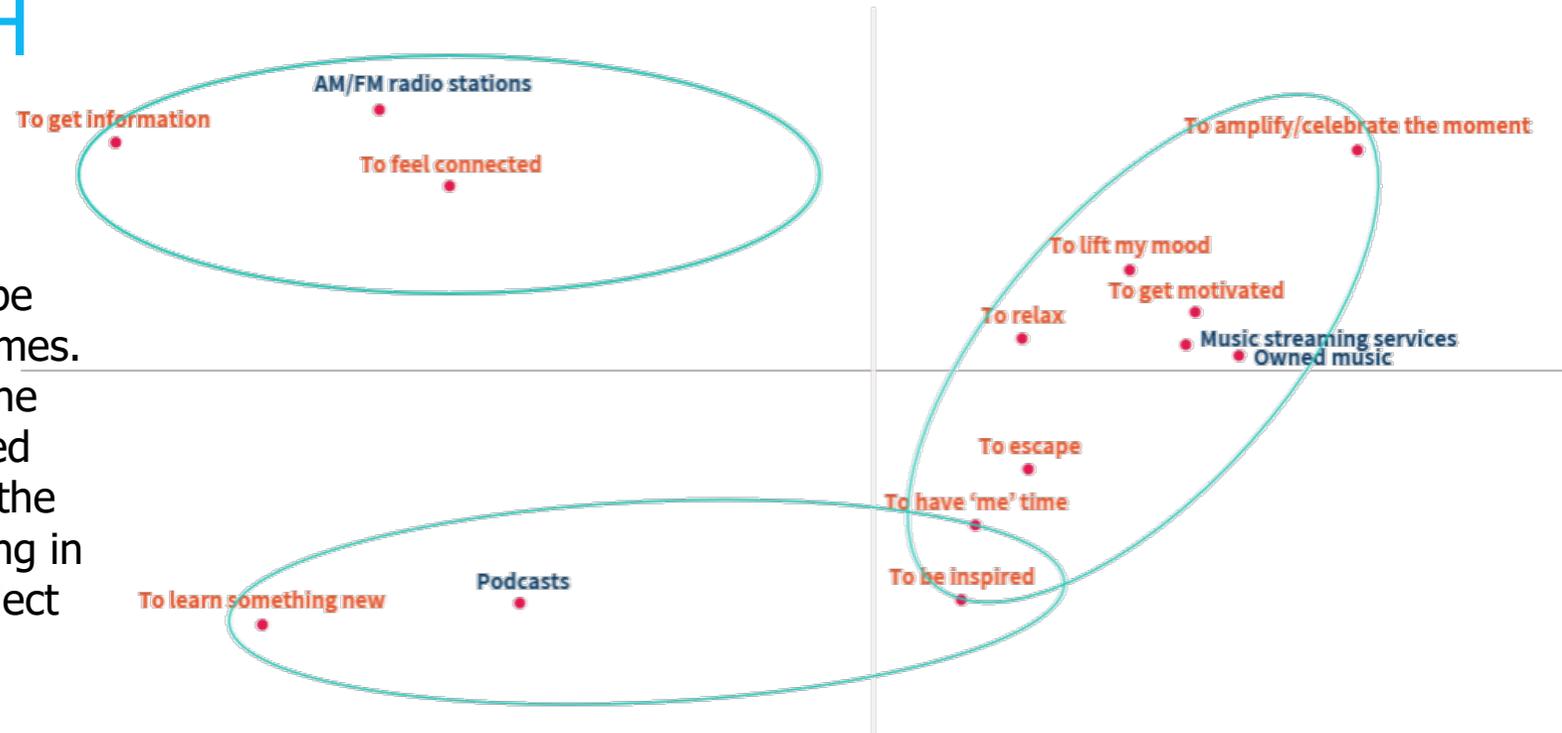
Podcasting is the only audio format used to learn something new, while simultaneously entertaining and inspiring listeners, giving podcasts traits more in common with print and video than with other types of audio.

AM/FM Radio, whether over the air or streamed, engages with listeners when they are seeking information and connection and when they are out and about, which is particularly important in the last mile in the path to purchase.

AM/FM RADIO CONNECTS WITH 'ACTIVE LISTENERS'

Consumers engage with each audio type for different reasons and at different times. AM/FM Radio listening, whether over-the-air or on a device, is most uniquely used for the 'lean-in' experience of being in the moment, connected to what's happening in music, with people, and topics that reflect their community.

Music streaming services act as an extension of listeners' owned music (downloads, CDs, vinyl)—both serving to help the listener disconnect and escape. Meanwhile, podcasts stand alone for satisfying listeners' curiosity—'to learn something new.'



Source: Signal Hill Insights via the Angus Reid Forum, June 9-10, 2021

Q3. And what kind of audio, if any, do you listen to for each of the following reasons?

Base: CDNs 18+ Weekly listeners to AM/FM Radio (n=1,061); Music Streaming Services (n=940); Podcasts (n=433); Personal Music (n=803)

EACH AUDIO PLATFORM OFFERS DIFFERENT CONTEXTS FOR ADVERTISERS

AM/FM Radio meets consumers' core needs of Entertainment and Information, as well as the need other audio platforms don't – TO BE CONNECTED. When consumers are 'out and about,' engaged and spending money, they're tuned into AM/FM Radio.

Music streaming, personal music, and podcasts are most associated with DISCONNECTING, typically while relaxing or being at home.

Top 7 Activities While Listening to Each Type of Audio

	AM/FM radio stations	Music streaming services	Owned music (Downloaded songs, CDs, vinyl)	Podcasts
#1	Commuting by car	Relaxing at home	Relaxing at home	Relaxing at home
#2	Shopping/ running errands by car	Doing chores /gardening	Commuting by car	Commuting by car
#3	Relaxing at home	Entertaining at home	Doing chores /gardening	Doing chores /gardening
#4	Working	Working out/exercising	Entertaining at home	Going for a walk
#5	Doing chores /gardening	Commuting by car	Working out/exercising	Working
#6	Eating breakfast	Working	Shopping/ running errands by car	Working out/exercising
#7	Driving kids to school/activities	Going for a walk	Working	Shopping/ running errands by car

From aided list; among weekly users of each audio type

Source: Signal Hill Insights via the Angus Reid Forum, June 9-10, 2021

Q2. Do you sometimes listen to [audio type] while doing any of the following?

Base: CDNs 18+ Weekly listeners to AM/FM Radio (n=1,061); Music Streaming Services (n=940); Podcasts (n=433); Personal Music (n=803)

RADIO RE- DISCOVERED

An effective audio strategy is not an “either, or” scenario but a holistic one that reflects how all audio types work together to meet the various need states of listeners and considers:

1. When is the ‘right moment to talk?’ Advertisers need to keep in mind the mindset and mood of the consumer. AM/FM Radio listeners are open to receiving an audio message versus when they are enjoying ‘me time’ and looking to disconnect.
2. Where is the audio target audience within the consumer journey – are they out and about, ready to make a purchase, needing a reminder of a product they might need or want? Ads on AM/FM Radio meet the consumer on that last mile in the path to purchase, and ads heard on radio are the least avoided by Canadians.¹
3. What is the role of reach in the audio strategy? AM/FM Radio delivers a solid foundation of reach across multiple devices among ‘leaned in’ listeners and AM/FM Radio reached 3x more A25-54 in the past 7 days than internet only music services.²