



RADIO DELIVERS FOR ADVERTISERS

For advertisers building an audio strategy, AM/FM Radio is the reach machine, delivering unsurpassed audiences at scale to listeners that are engaged, attentive and ready to spend.

RADIO
CONNECTS



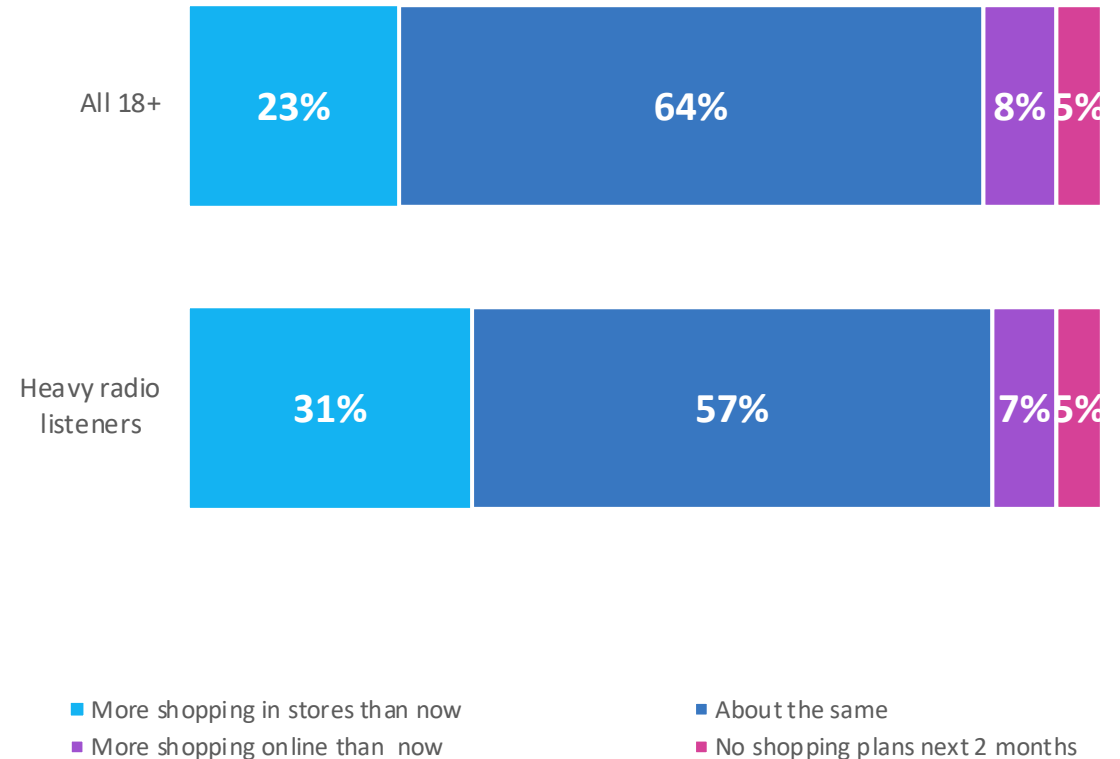
Canadians are returning to in-store shopping with AM/FM listeners leading the way

RADIO LISTENERS ARE MORE LIKELY TO SHOP IN STORES

AM/FM DELIVERS SHOPPERS TO STORES

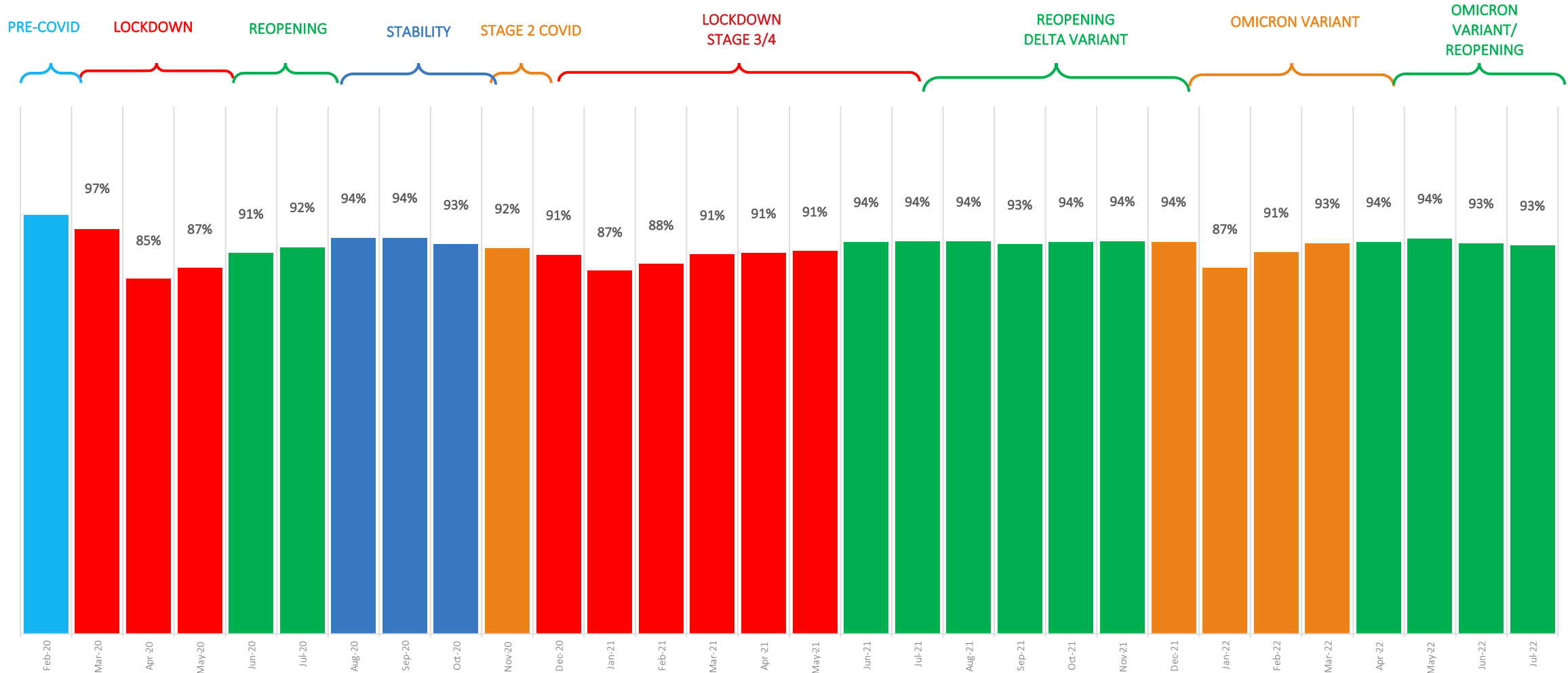
A June Angus Reid Forum survey found Canadians who listen to AM/FM Radio on a regular basis plan to do more in-person shopping vs. shopping online. Radio has a lot to offer advertisers – its dominant share of buyable audio; its ability to get listeners to “lean in” for connection and information, and its reach to catch consumers on the go.

Thinking of all the shopping you plan to do over the next two months, do you expect to be doing:



Radio's A25-54 weekly reach now 93% of February 2020

PPM Average weekly cume in February 2020 compared to June 2022



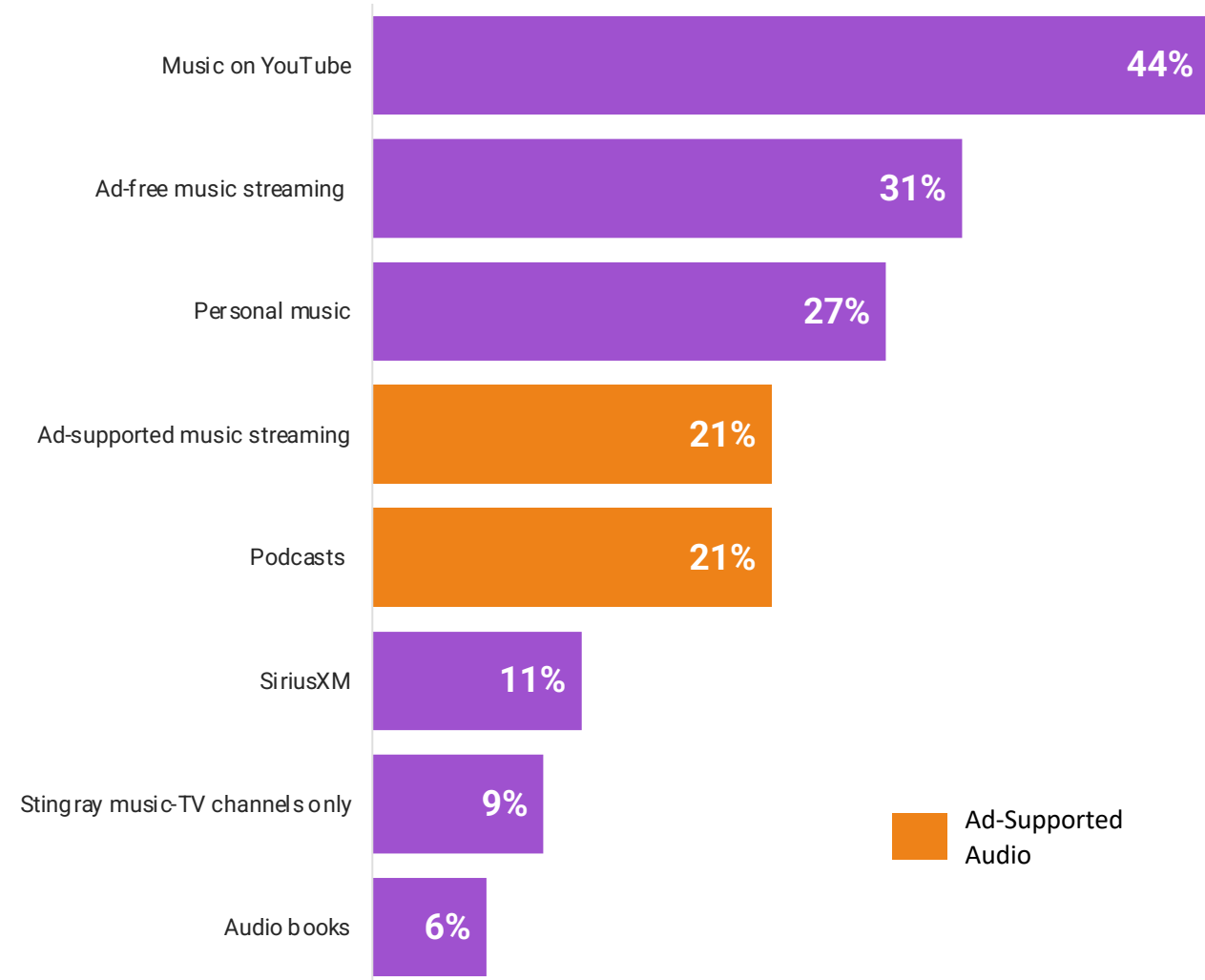
AM/FM Radio is the reach machine for advertisers

Adults 25-54 audio formats listened to in the past week:

86%
**AM/FM Radio's reach against A25-54
each week***

COMPARED TO OTHER AUDIO OPTIONS

AM/FM Radio delivers more reach than any other audio option Canadian advertisers have available to them to reach consumers about products and services they need.



Addressable digital audio is not the sole domain of ad-supported Spotify

For advertisers looking to reach streamers, AM/FM streaming delivers as many past week listeners as ad-supported Spotify.

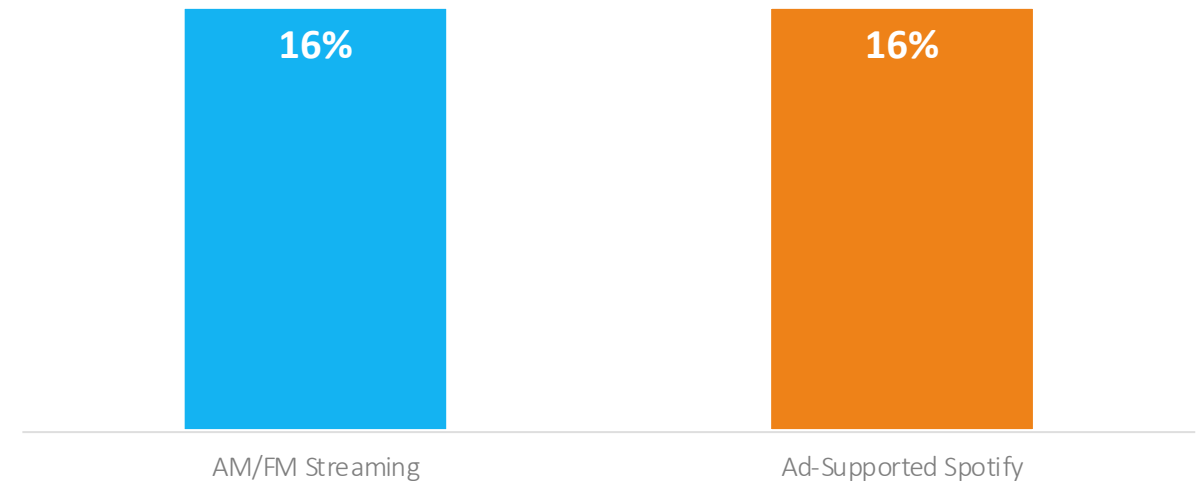
ZERO%

How many more A25-54 stream ad-supported Spotify vs. stream AM/FM Radio

AD SUPPORTED SPOTIFY IS NOT BIGGER THAN AM/FM RADIO STREAMING

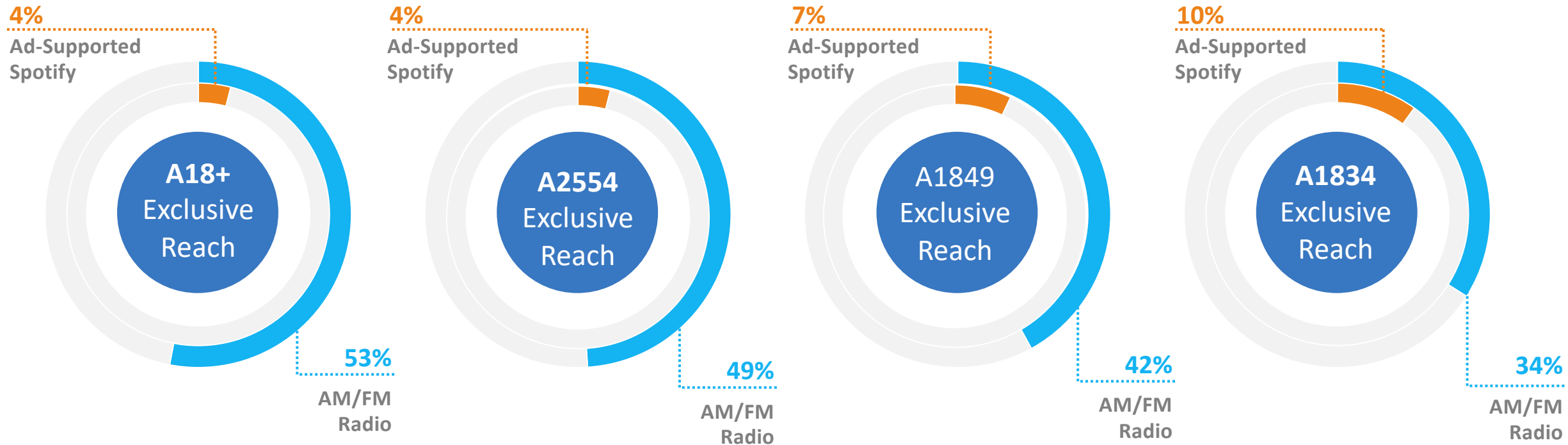
In fact, 16% of Canadians streamed AM/FM – the same amount as ad-supported Spotify music streaming. That opens the door for AM/FM to prove the digital attribution of ad campaigns, measuring the impact of radio ads on web visits and sales conversions, and whose results can be extrapolated to AM/FM Radio's big reach advantage over other types of audio.

Past week usage A25-54



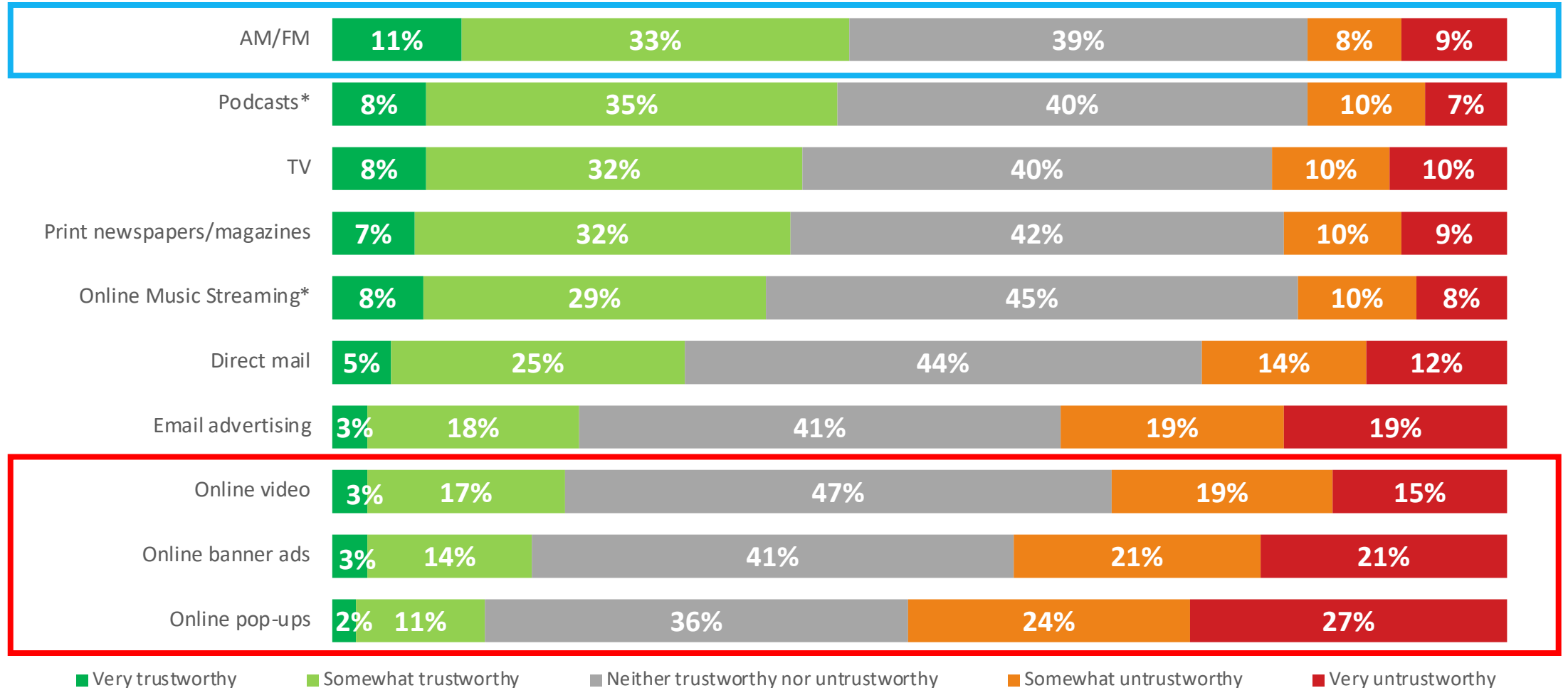
AM/FM delivers almost 50% exclusive reach against A2554 vs. 4% delivered by Spotify

AM/FM delivers greater exclusive weekly reach than ad-supported Spotify, across all key demos.



Ads heard on AM/FM Radio the most trusted by A25-54 – nearly 3x the trust granted to digital ads

Q: "How trustworthy would you say the ads are that you may see or hear in each of the following places?"



Ads heard on AM/FM Radio are the least avoided by A25-54

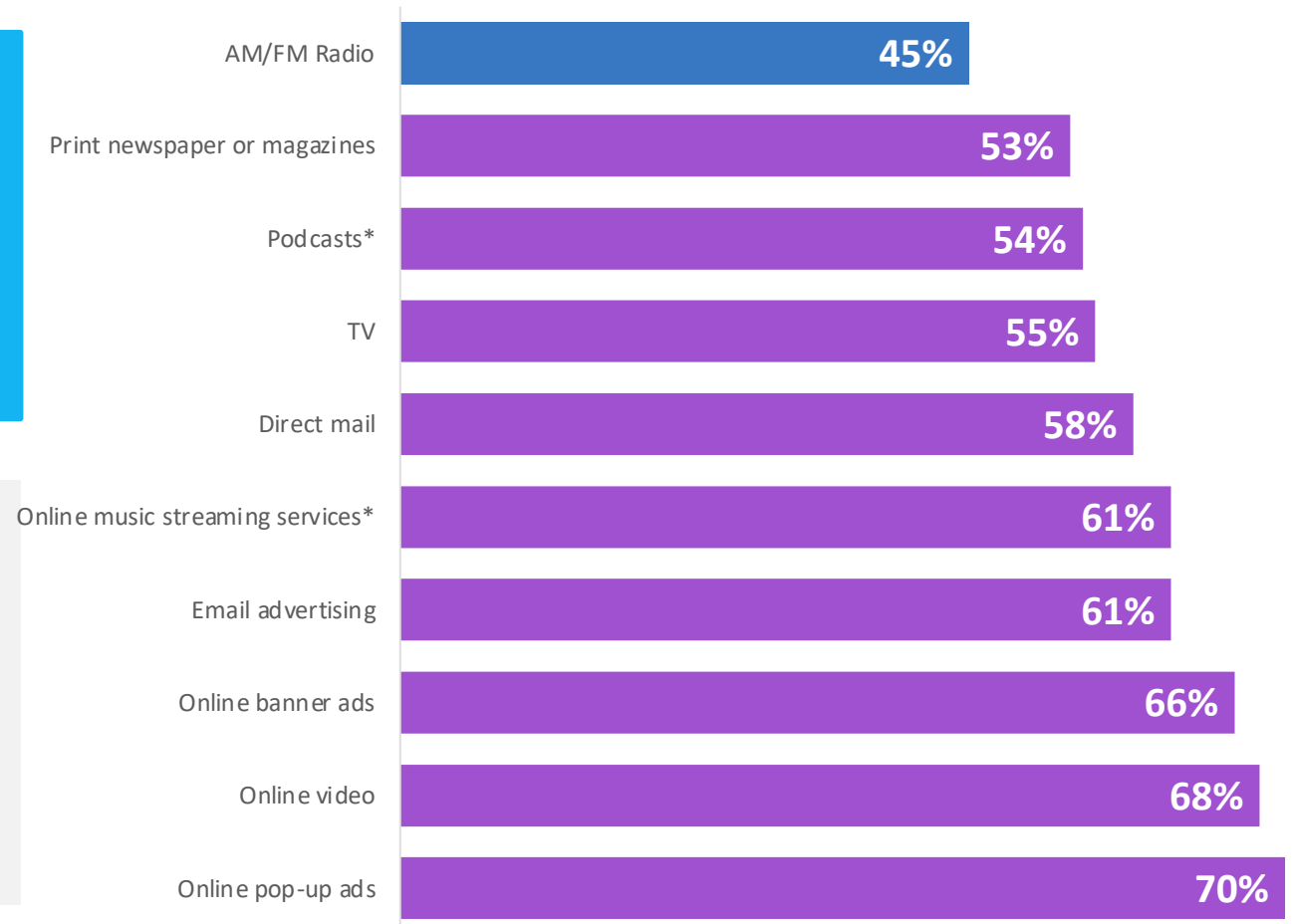
Q: "When you come across ads in each of the following places, how often do you actively avoid those ads by skipping, blocking, tuning out, turning away, throwing away or otherwise?"

45%

Ads heard by A25-54 on trusted AM/FM Radio are least likely to be avoided

AM/FM RADIO OFFERS ADVERTISERS A TRUSTED AND CONTENT SAFE ENVIRONMENT

Ads heard on AM/FM Radio are least likely to be avoided by A25-54 vs. those in any other environment. Listeners expect to hear ads from brands that are safe, relevant and that provide information regarding brand attributes, services, pricing and availability.



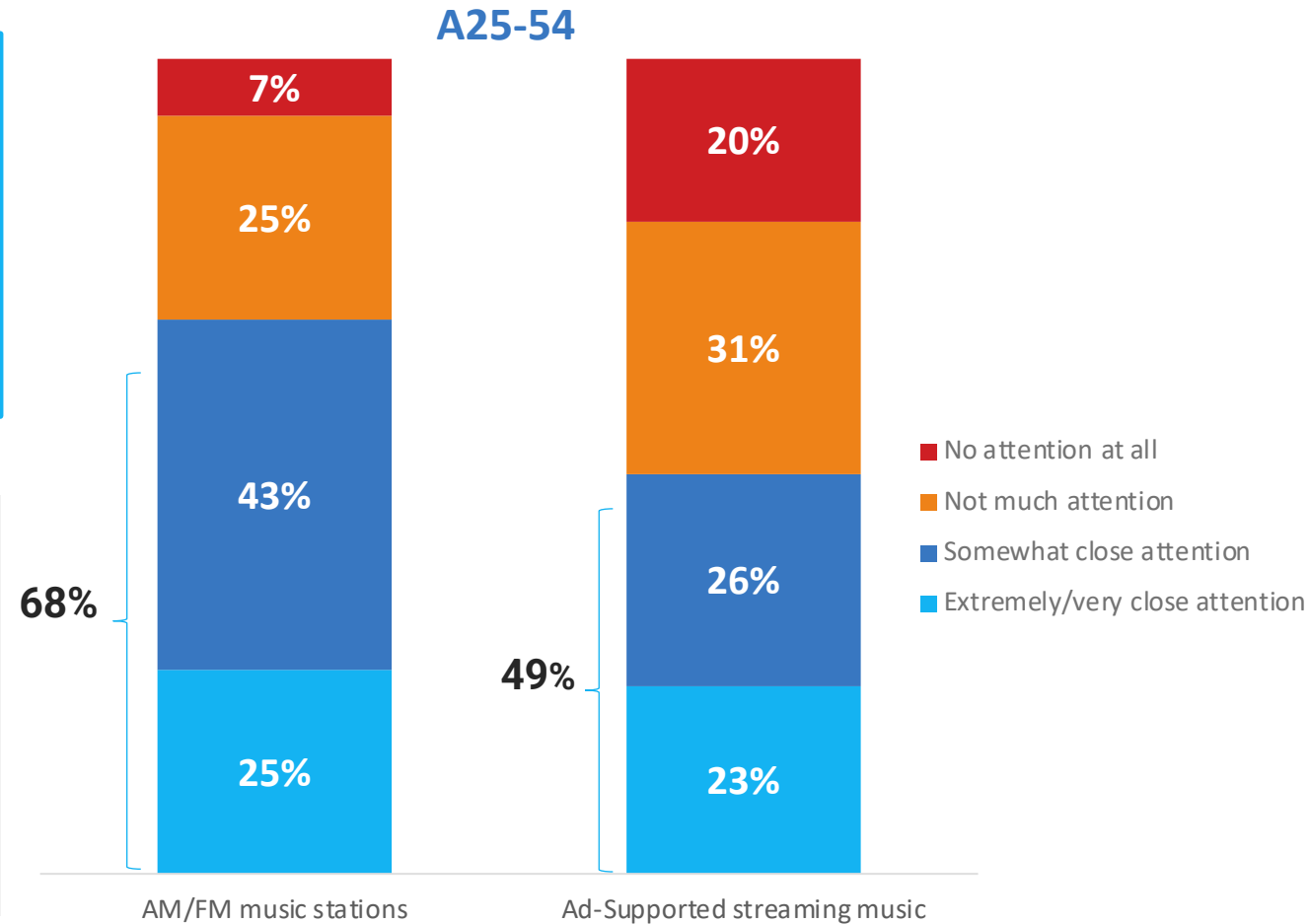
A25-54 listeners to AM/FM music stations say they pay more attention

Q: "How much attention do you pay to what is being said between the music on the following?"

68%
AM/FM Radio commands A25-54's attention

THE ATTENTION GAP: AM/FM MUSIC STATIONS VS. AD-SUPPORTED MUSIC STREAMING

A25-54 listening to AM/FM music stations say they pay more attention to what's between the songs on AM/FM than their counterparts do when they listen to ad-supported music streaming services. More than half of A25-54 listening to ad-supported streaming pay little or no attention to words between songs.



The Attention Gap cuts across all age demos

% who pay extremely/very/somewhat close attention to what's between songs on...

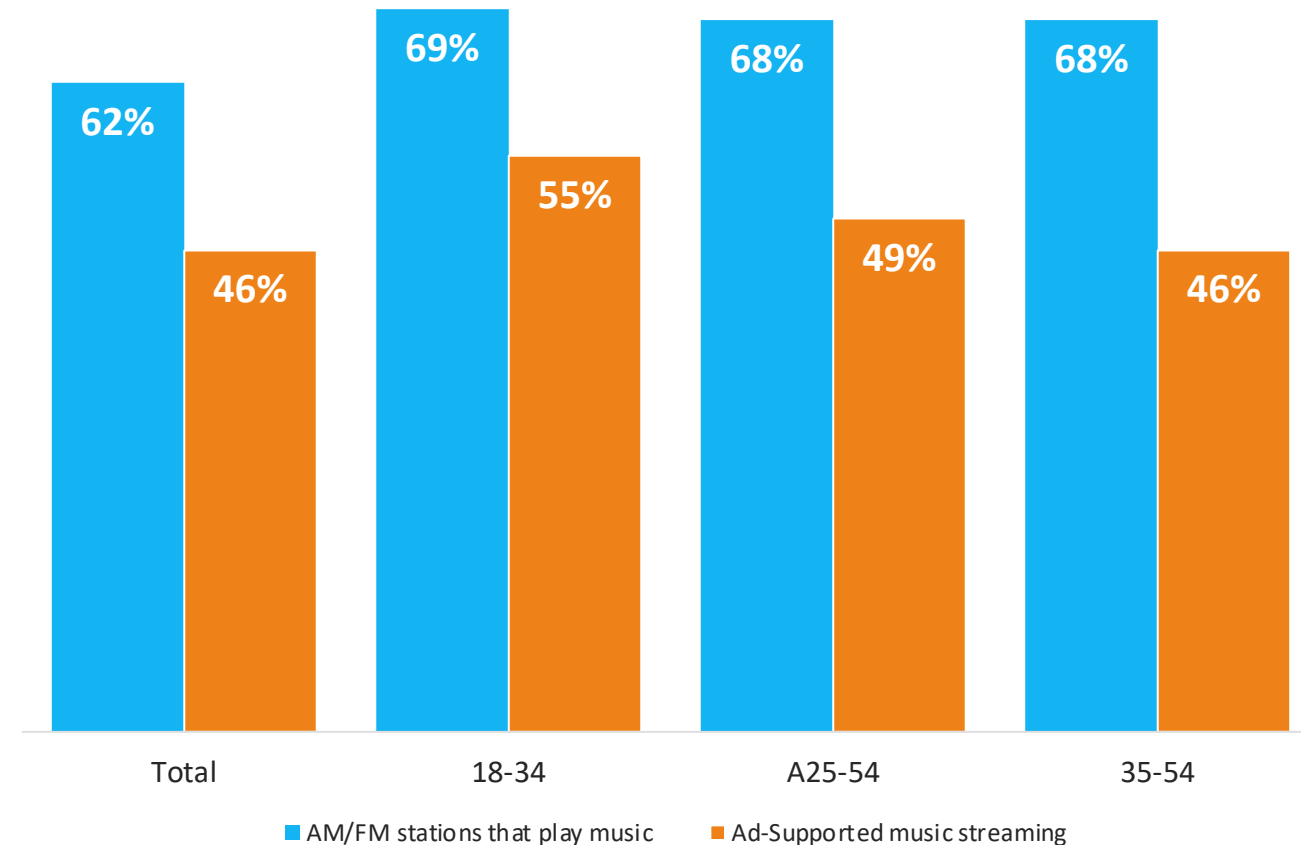
68%

A25-54 pay more attention to what's being said on AM/FM vs. less than half listening to an ad-supported streaming services

A18-34's ALSO PAY MAY MORE ATTENTION TO AM/FM THAN TO AD-SUPPORTED STREAMING SERVICES

Across all key demos, consumers are paying more attention to what is being said between songs when they listen to AM/FM Radio.

When it comes to non-music content on ad-supported music streaming services, spoken word is largely ignored.



AM/FM the clear choice to catch A25-54 on the go

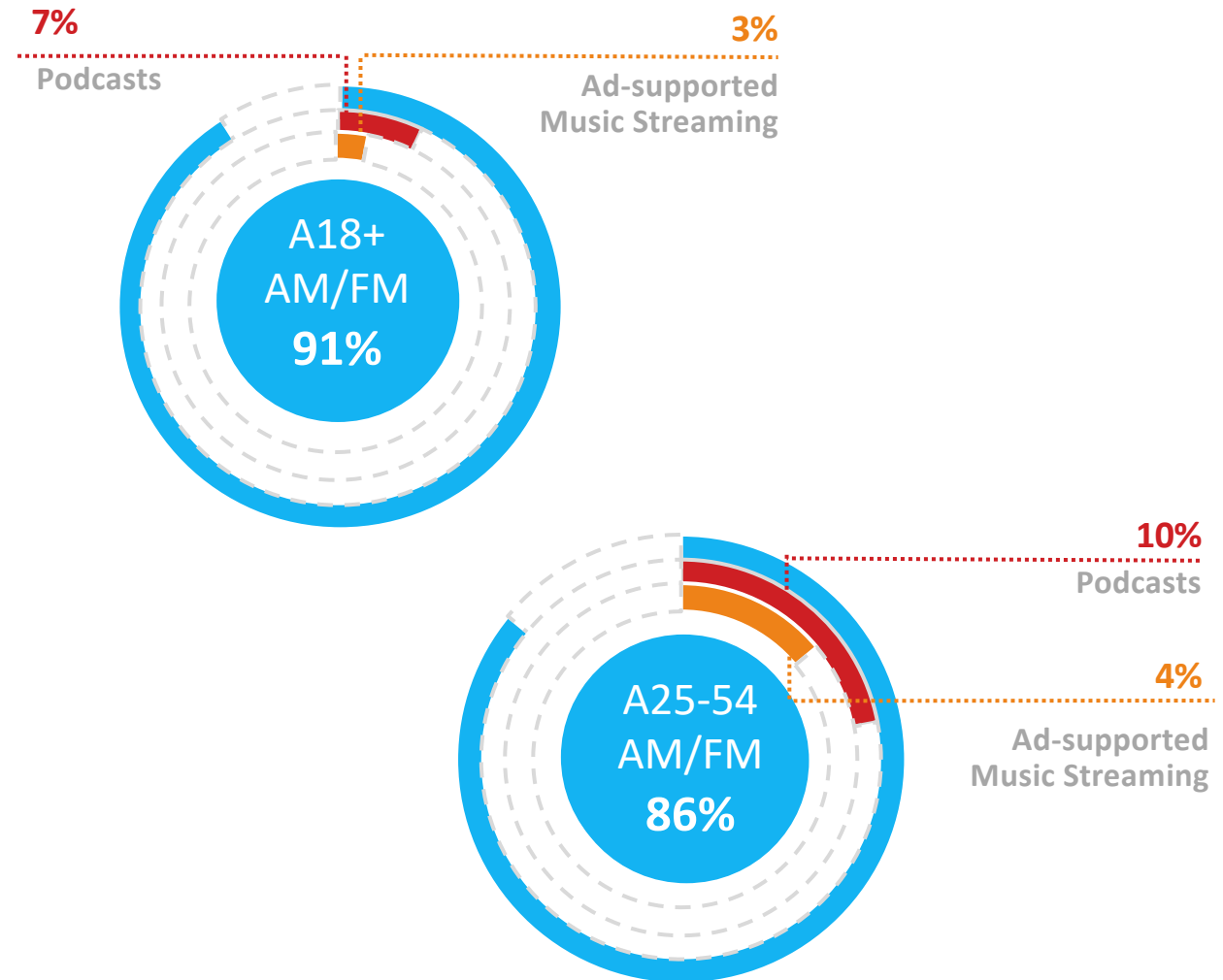
Share of buyable audio in a private vehicle on a weekday.

86%

Almost 9 out of every 10 hours of in-car audio available to advertisers to reach A25-54 is spent with AM/FM Radio

AM/FM RADIO HAS A CAPTIVE IN-CAR AUDIENCE

Across all key demos, no other audio platform connects advertisers with more Canadians than AM/FM Radio. In the car, and on the go, AM/FM Radio is the number 1 audio platform listened to by Canadians.



AM/FM reaches A25-54 Canadians on the last mile in the path to purchase

Q: Were you listening to AM/FM Radio in the car while doing or going to this yesterday?

73%

A25-54 “out and about” in a vehicle, were on the path to purchase yesterday and were listening to AM/FM Radio on their journey

AM/FM REACHES CONSUMERS BEFORE A PURCHASE

Most Canadians listened to AM/FM Radio while using their private vehicle for their shopping trips yesterday and hear ads on AM/FM Radio close to the time they are making a purchase, delivering maximum impact prior to decision making.



AM/FM Radio



Outdoor



Internet



Newspaper



Magazine



Hearing ads on AM/FM Radio motivates action

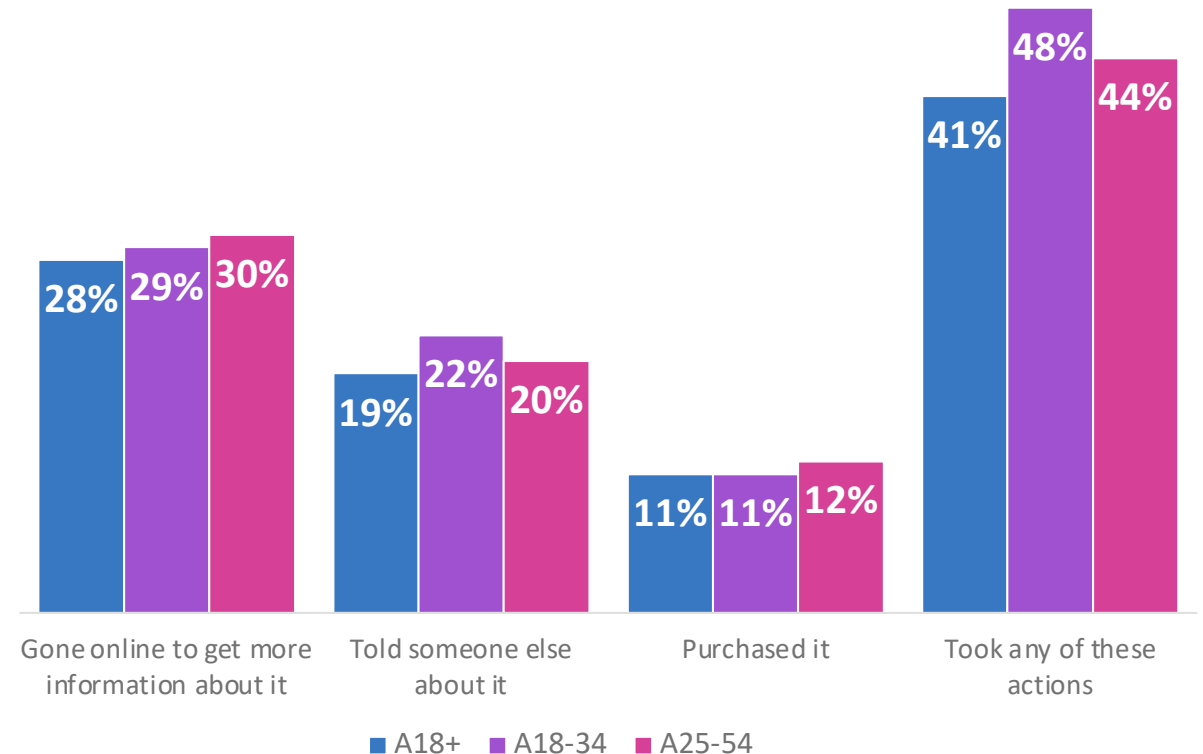
44%

A25-54 who heard an ad for a product or service on the Radio took action

ADVERTISING ON AM/FM RADIO GARNERS ATTENTION AND DELIVERS RESULTS

30% of A25-54 who heard a commercial on AM/FM Radio went online to get more information, attribution Radio doesn't get for driving online behaviour. Canadians — especially younger demos — take action after hearing ads on AM/FM Radio.

Action taken after hearing an ad on AM/FM Radio



Key Takeaways



AM/FM RADIO DELIVERS SHOPPERS TO STORES

According to a recent Angus Reid poll, Canadians are returning to in-store shopping, and heavy radio listeners are ahead of the curve with greater desire to shop in person than online.



AM/FM RADIO RETAINS THE POLE POSITION FOR AUDIO

Throughout the in's and out's of COVID, AM/FM Radio has kept pace with Canadians. As more employees return to their away-from-home workplaces, AM/FM Radio is along for the ride, delivering the largest share of buyable audiences available to reach A25-54 on the go, and when it comes to streaming, AM/FM Radio goes head to head with ad-supported Spotify



ADS HEARD ON AM/FM RADIO ARE THE MOST TRUSTED

Which also helps make listeners less likely to avoid ads on AM/FM Radio than any other medium. Regardless of age, spoken word heard between the music on AM/FM Radio station are avoided considerably less than those heard on ad-supported music streaming services.



AM/FM REACHES CANADIANS ON THE LAST MILE IN THE PATH TO PURCHASE

With ads that are highly trusted and least likely to be avoided, and that are heard by more people because of AM/FM Radio's massive in-car reach, commercials heard on AM/FM Radio motivate consumer action across all demos, empowering advertisers to target key demos at scale.



For more information:

caroline.gianas@radioconnects.ca

lisa.dillon@radioconnects.ca

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