

SignalHill  
Insights

RADIO ON THE MOVE'S

# AUDIO UPDATE SPRING 2023

RADIO  
CONNECTS



# RADIO AND AUDIO UPDATE

A refresh of ad-supported audio in Canada



## Latest Update

Key insights on how the ad-supported audio landscape is evolving



## Timely

Questionnaire was in field March 17 to April 7, 2023



## Nationally Representative

Online panel survey conducted through Maru Voice Canada



## Robust Sample

3,000 Canadians 18+ regionally and demographically representative

A close-up, grayscale photograph of a computer keyboard. The central focus is a black key with a white microphone icon and the text 'ON AIR' in white capital letters. Other keys like 'ctrl' and a bracket key are partially visible.

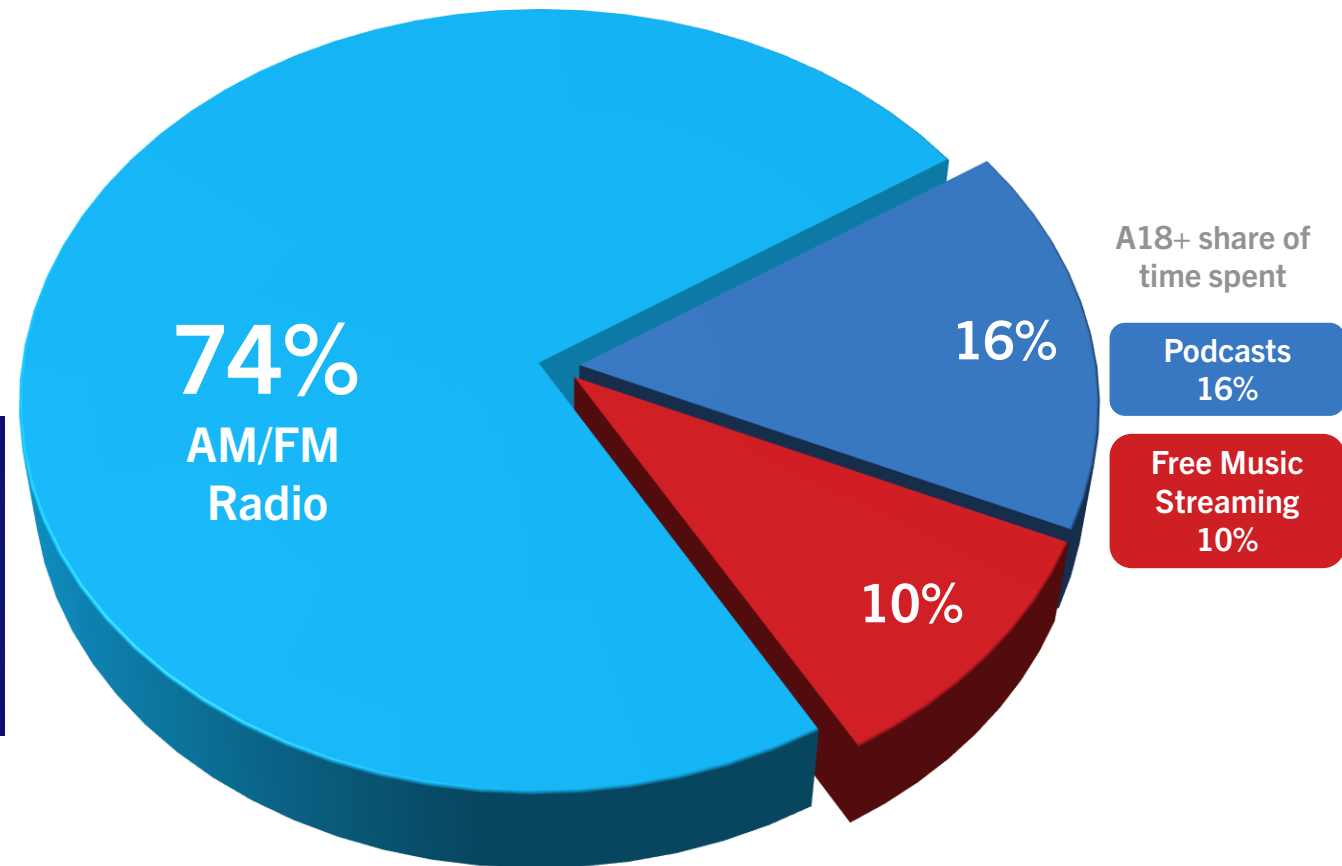
A snapshot of how the ad-supported audio landscape continues to evolve

# AM/FM RADIO CONTINUES TO BE THE PRIMARY AUDIO PLATFORM FOR REACHING CANADIANS WITH AUDIO MESSAGES

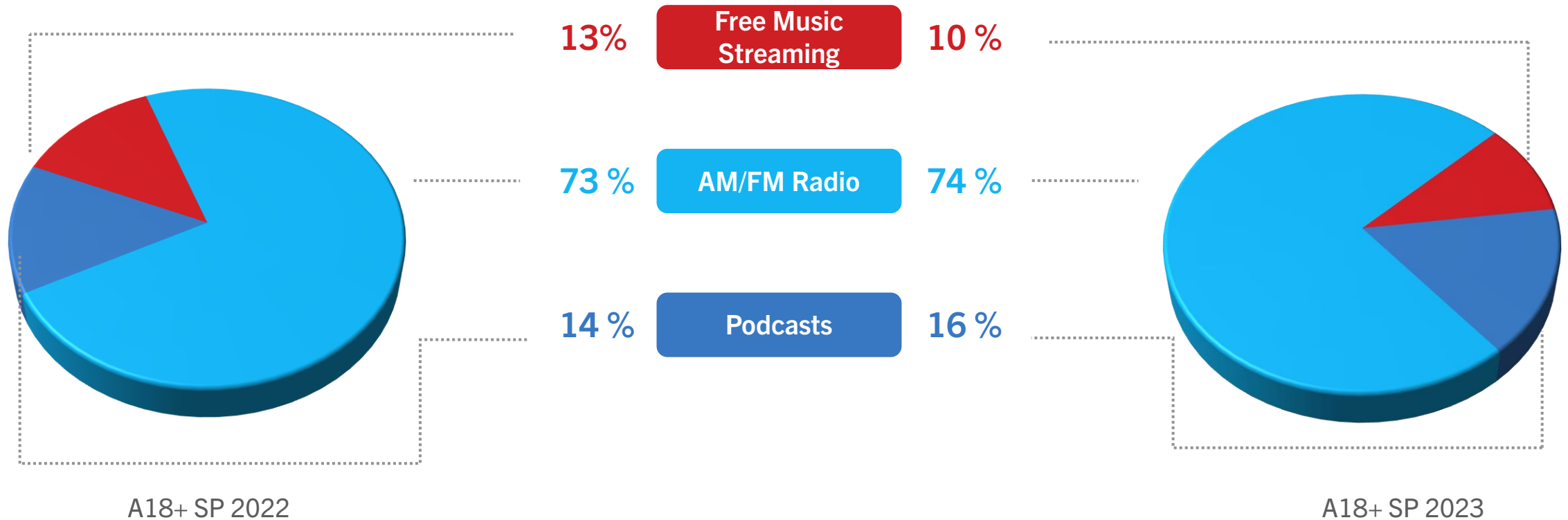
AM/FM share of buyable reach is almost 7.5x greater than free music streaming

74%

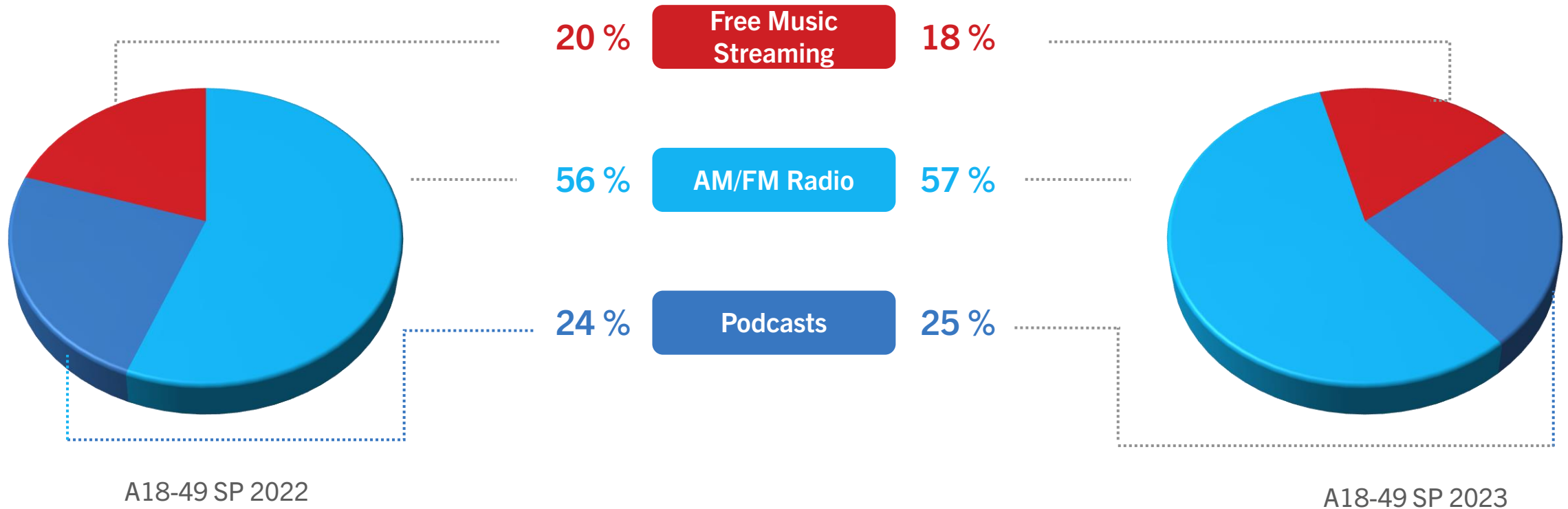
AM/FM Radio offers the greatest opportunity for advertisers to reach Canadian consumers with an audio message



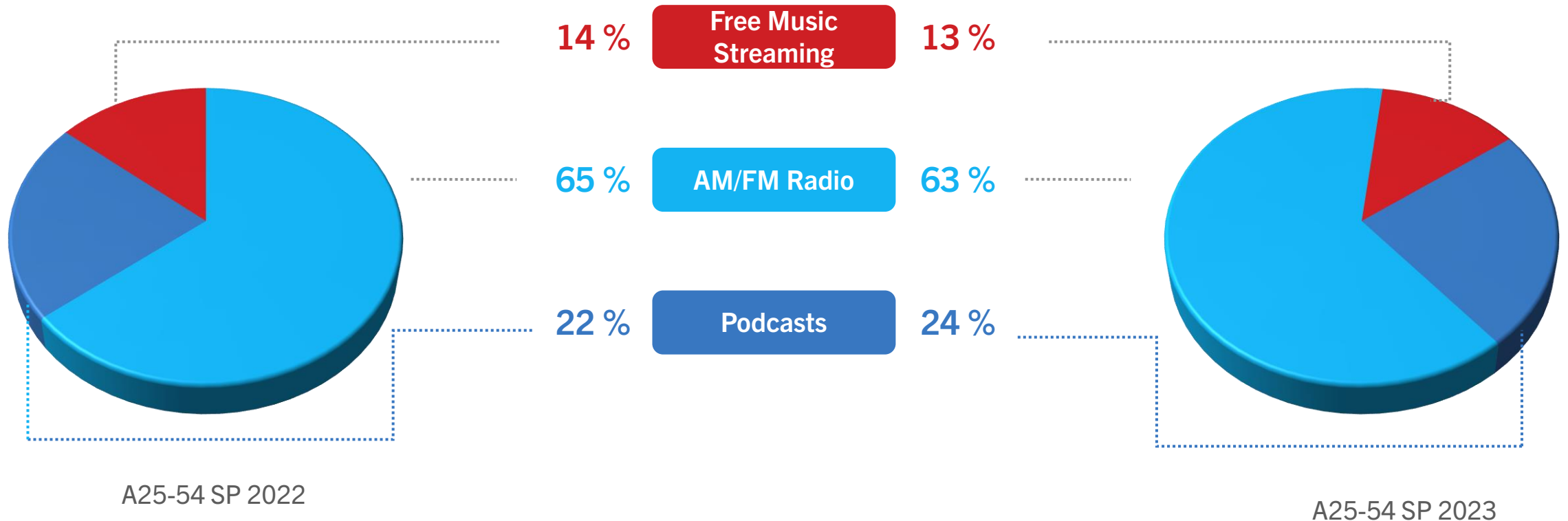
# YEAR OVER YEAR, RADIO'S SCALE CONTINUES TO DOMINATE THE AUDIO LANDSCAPE



# AMONG KEY BUYING DEMOS, RADIO MADE GAINS WHILE FREE MUSIC STREAMING WAS DOWN



# AM/FM RADIO MOST DOMINANT AUDIO FORMAT FOR A25-54, FOLLOWED BY PODCASTING

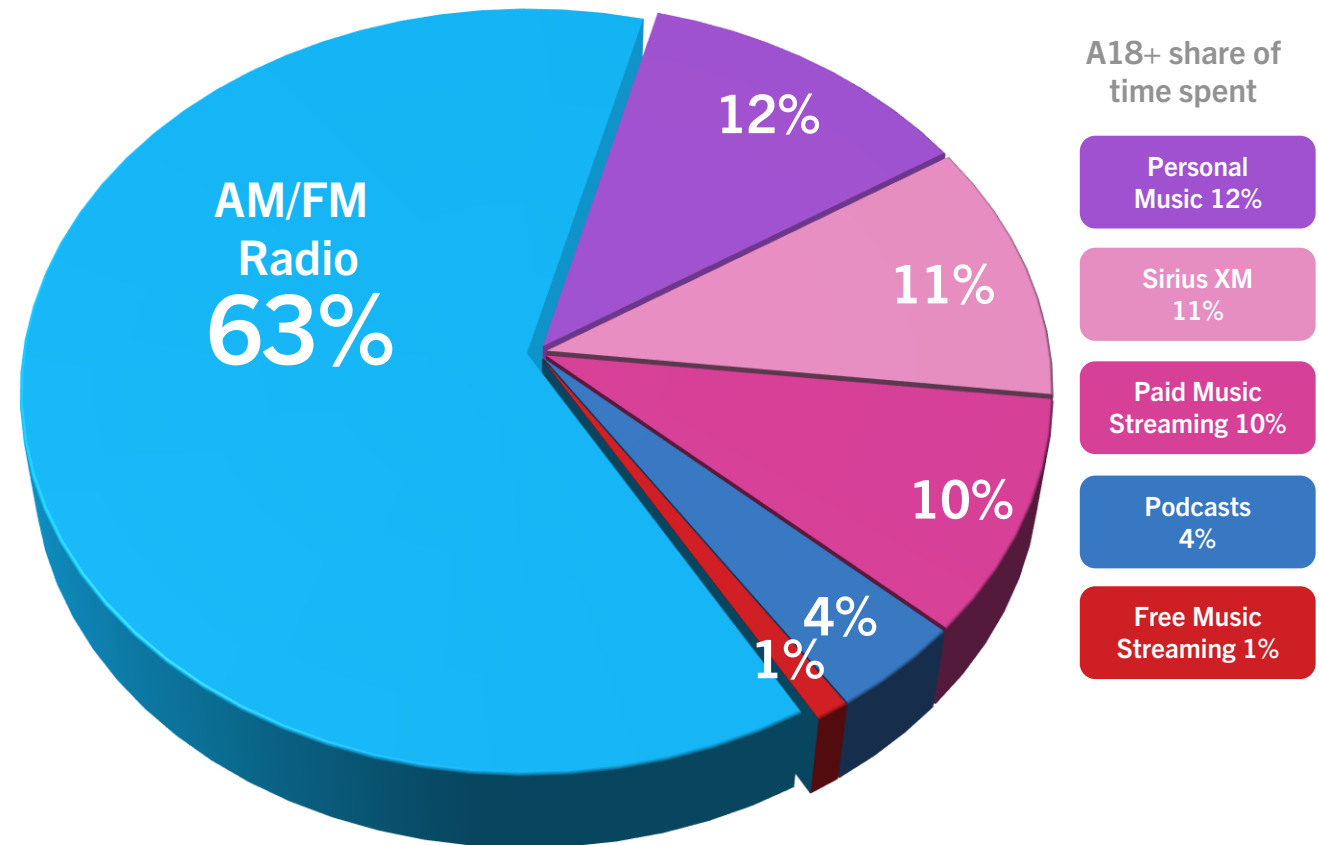


# AM/FM RADIO IS IN THE DRIVER'S SEAT FOR IN-CAR AUDIO

Canadians automatically reach for the Radio. AM/FM Radio is the audio platform of choice when Canadians are on the go

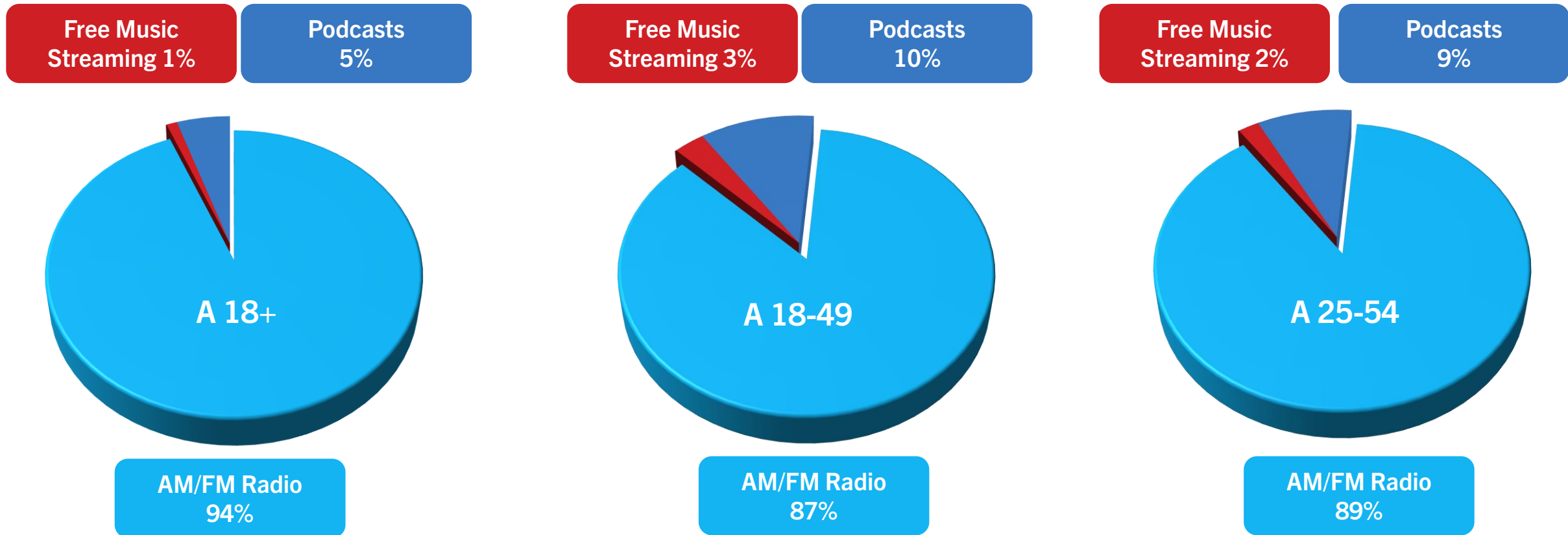
63%

Share of all in-car audio tuning that goes to AM/FM Radio



# AM/FM IS THE CLEAR AD OPTION TO REACH CANADIANS AS THEY GET BACK IN THEIR CARS

Radio is the prevailing in-car audio option for advertisers, effectively connecting with consumers who are on the move and prepared to make purchases

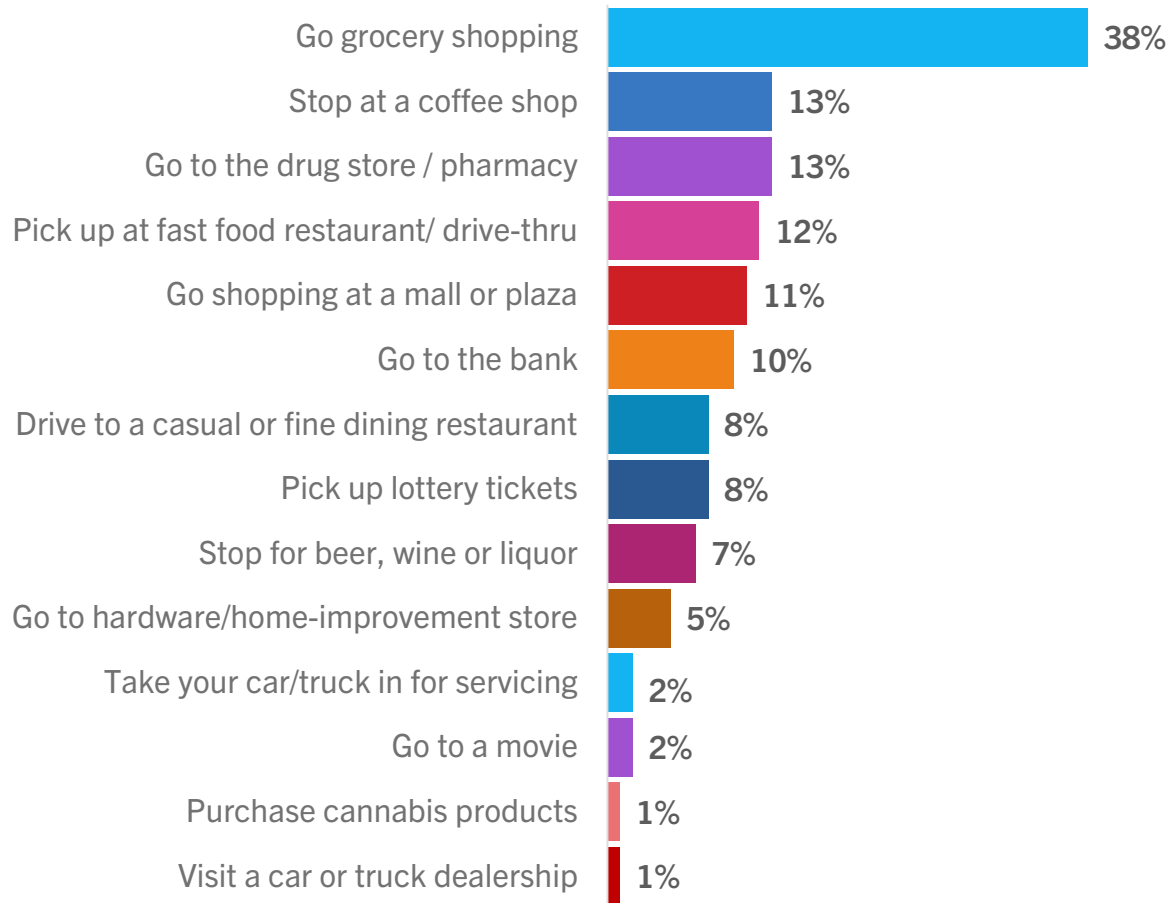


QC2 Thinking of all the time you spent in the vehicle YESTERDAY, how much time did you spend doing the following? Base: Canadians 18+ in a private vehicle yesterday (n=2019); 18-49 (n=913); 25-54 (n=1059)



# AM/FM RADIO REACHES CANADIANS WHEN THEY ARE OUT AND ABOUT... AND SPENDING

## Used your vehicle to do this yesterday



**69%**

of Canadians 18+ in vehicles yesterday were spending money



**70%**

listened to AM/FM on the way

QC5d. And still thinking about the time you spent in a private vehicle YESTERDAY, did you do any of these things while driving, or used your vehicle to get there? Base: Canadians 18+ in private vehicle yesterday (n=1,987)

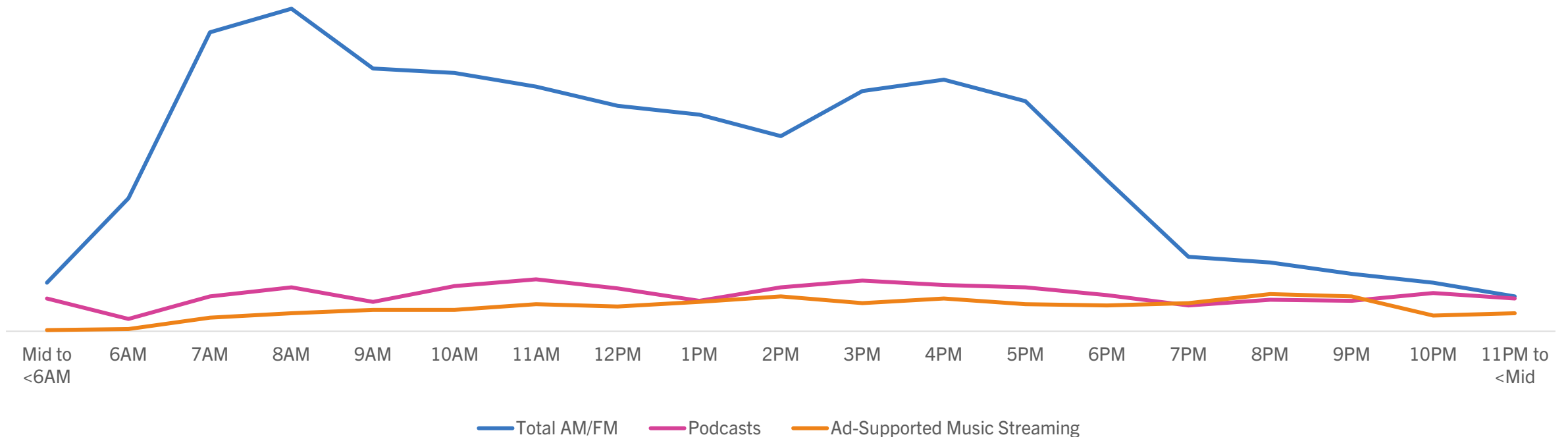
QC5e. Were you listening to AM/FM radio in the car while doing or going to this yesterday? Base: Canadians 18+ in private vehicle yesterday and did any of these activities (n=1,382)

Base: Canadians 18+ in private vehicle yesterday (n=1,987)

# AM/FM RADIO HAS THE LARGEST BUYABLE AUDIENCES THROUGHOUT THE DAY

When screens are off and stores are open, AM/FM Radio is on

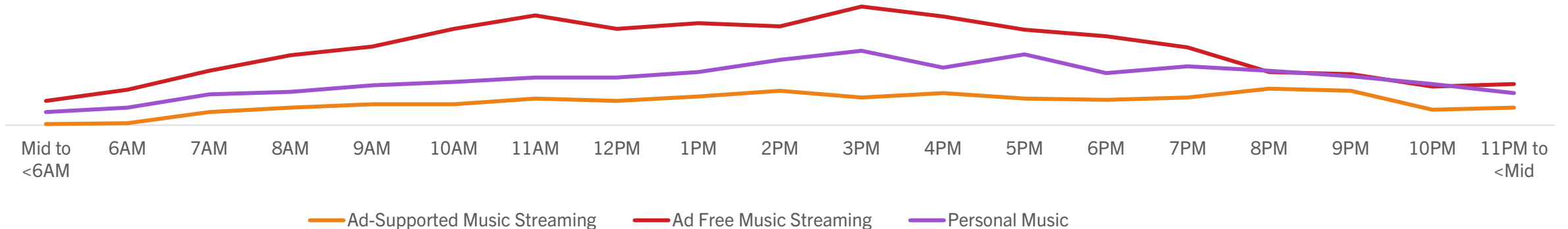
Weekday usage 18+



# LISTENING PATTERN FOR OWNED MUSIC IS SYNCHRONIZED WITH PAID OR FREE MUSIC STREAMING SERVICES

As a digital extension of owned personal music, music streaming helps listeners escape, relax and disconnect from the everyday – providing “me time”

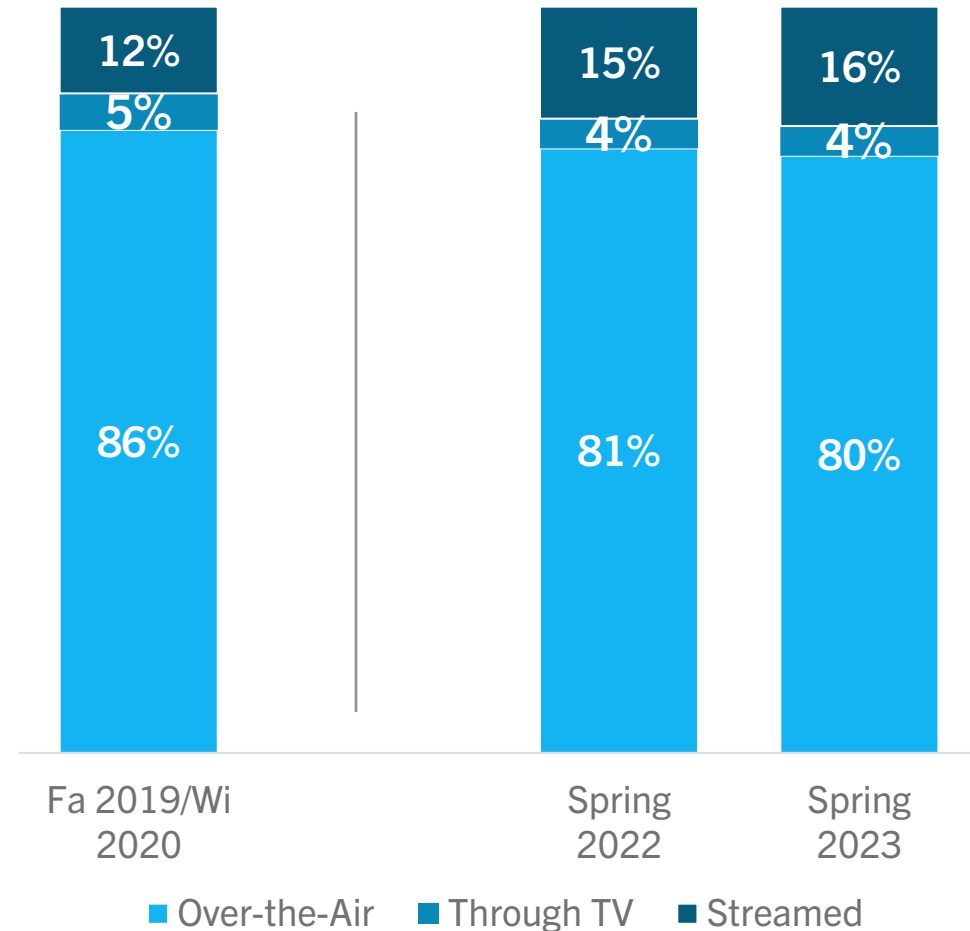
Weekday usage 18+



# RADIO IS CONNECTED, AND CANADIANS ARE STREAMING THEIR FAVOURITE STATIONS

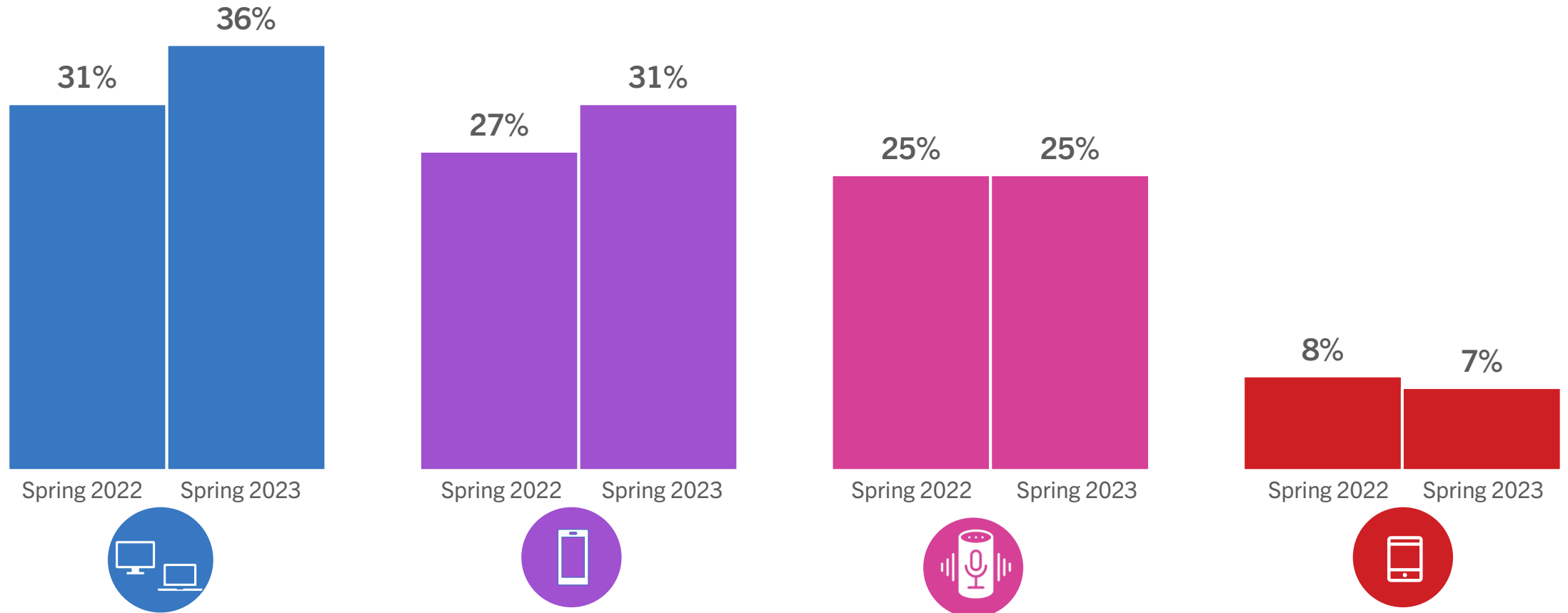
16%

Of Adults 18+ listening to AM/FM Radio is now going to stations' digital streams

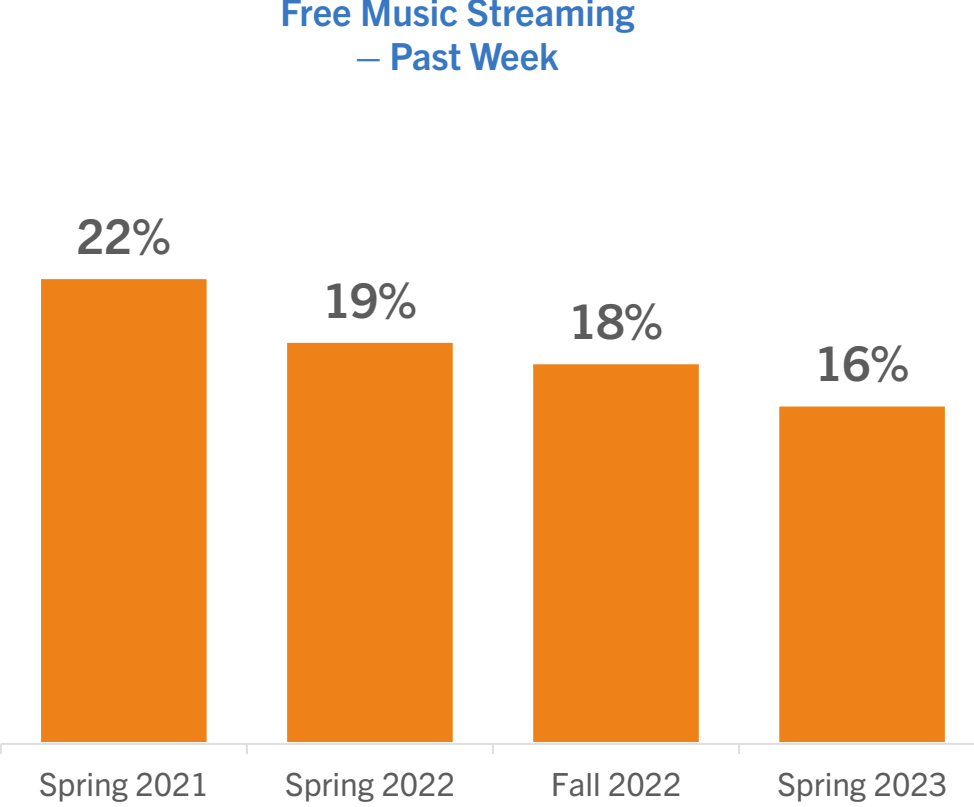
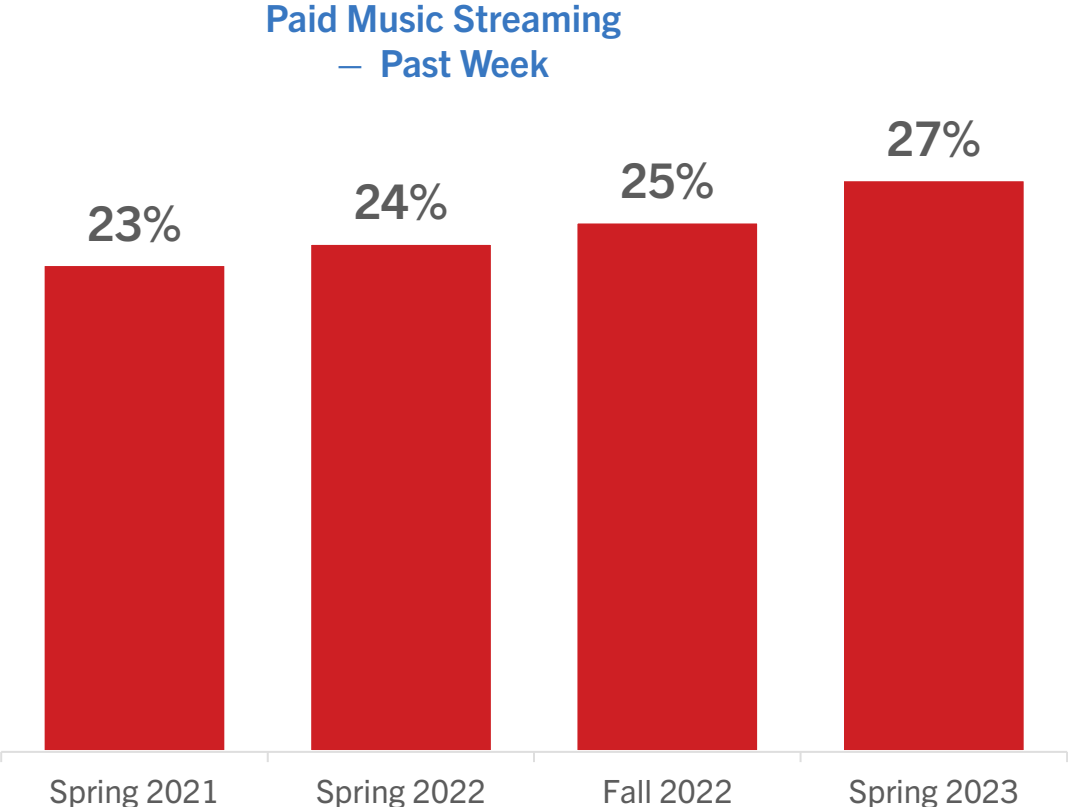


# WITH MORE WORKERS IN THE OFFICE, STREAMING OF AM/FM RADIO VIA SMARTPHONE AND PC'S HAS INCREASED

Past week listening to AM/FM streaming, by device  
(Among 18+ who streamed AM/FM in the past week)



# THE REACH OF PAID STREAMING CONTINUES TO GROW WHILE REACH OF FREE STREAMING IS DECLINING



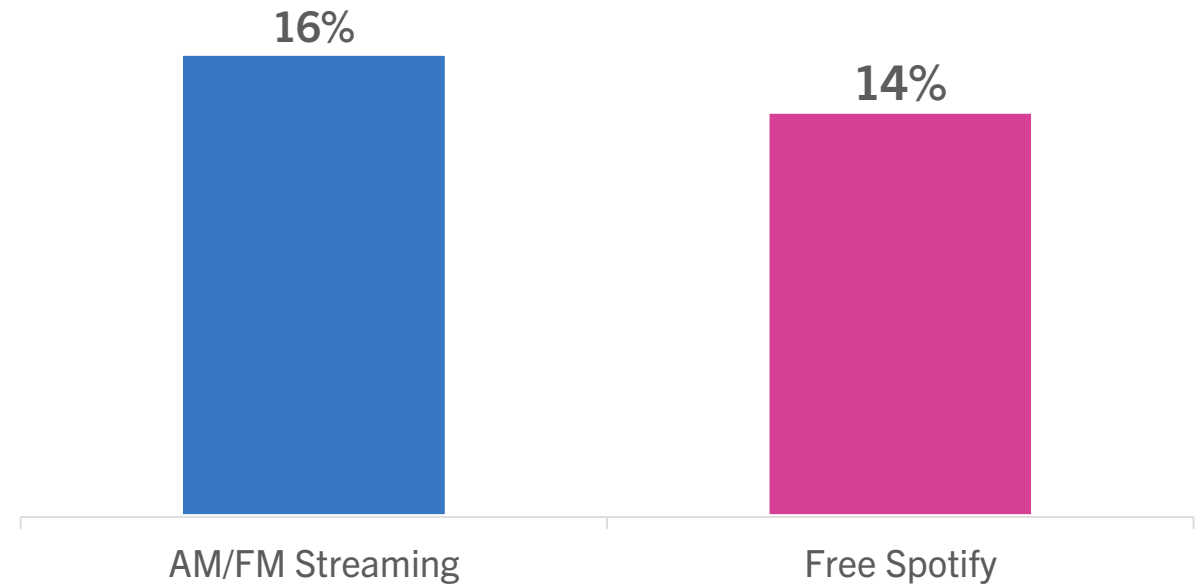
B3B. When is the most recent time, if ever, you listened to the following types of audio on ANY DEVICE?  
Base: Canadians 18+ Sp 2021 (n= 2,001); Sp 2022 (n=4,171); Fall 2022 (n=3,114); Sp 2023(n=3000)

# AM/FM STREAMS NOW LEAD FREE SPOTIFY FOR REACH AMONG ADDRESSABLE DIGITAL AUDIO LISTENERS

**16%**

For advertisers looking to reach streamers, AM/FM Radio streaming delivers more listeners than ad-supported Spotify.

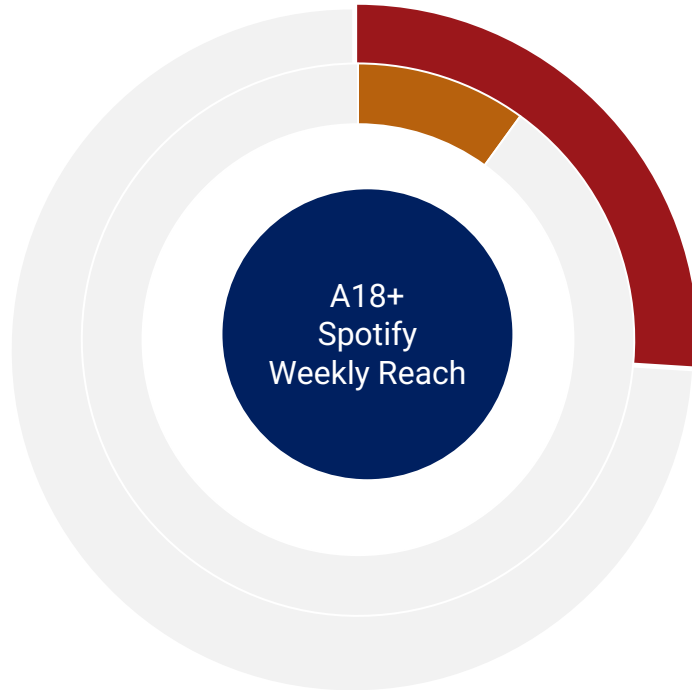
Past week usage A25-54



# REACH FOR AD-SUPPORTED SPOTIFY NOW A FRACTION OF SPOTIFY'S TOTAL AUDIENCE

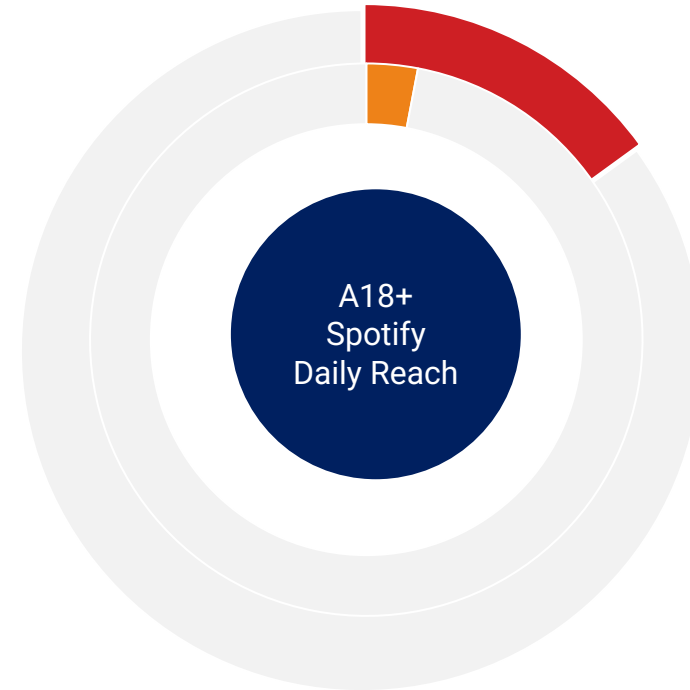
**Total Spotify**  
26% Weekly Reach

**Free Spotify**  
10% Weekly Reach



**Total Spotify**  
15% Daily Reach

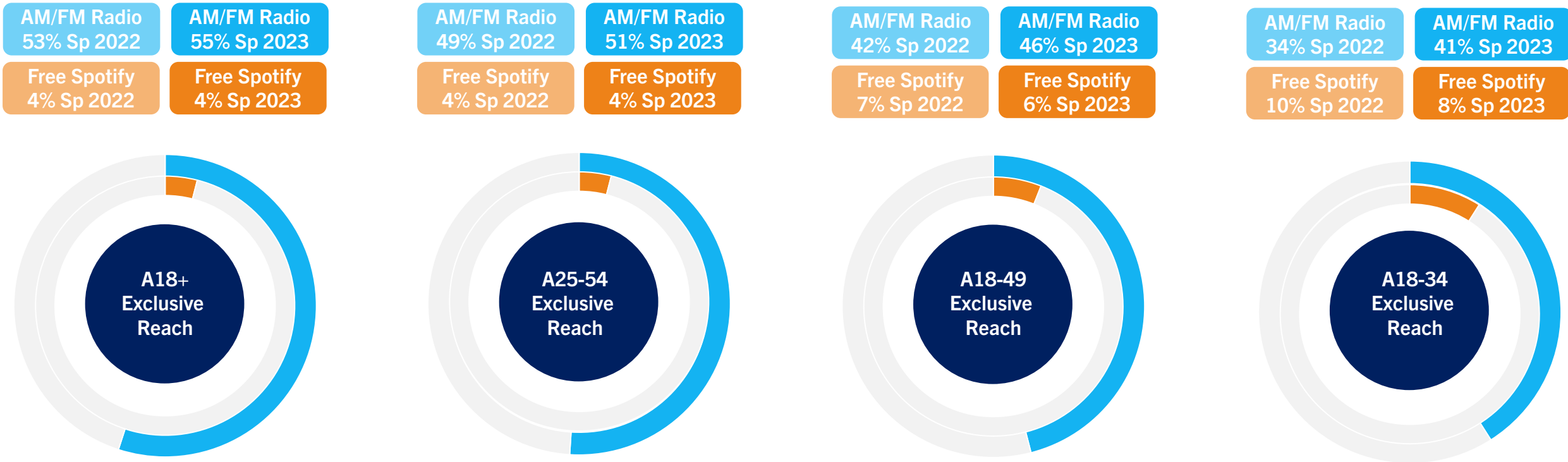
**Free Spotify**  
3% Daily Reach





# ACROSS ALL KEY DEMOS, AM/FM DELIVERS GREATER EXCLUSIVE WEEKLY REACH THAN FREE SPOTIFY

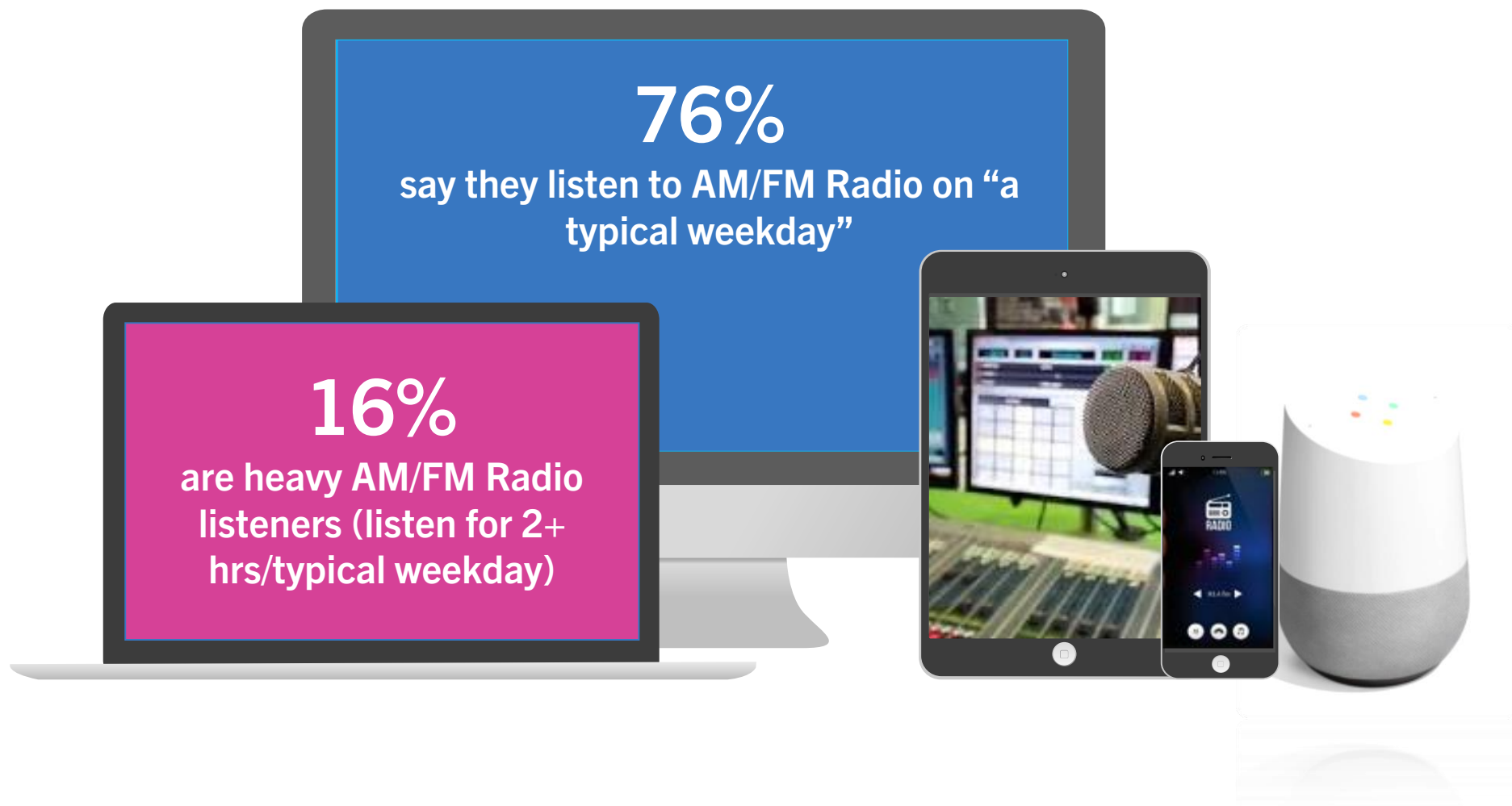
AM/FM Radio has seen an increase in exclusive reach across all major demos, while Spotify is flat or down.



B3e\_STREAMING\_2. You mentioned listening to free online music streaming in the past week. Which of the following FREE services did you listen to in the past week?  
 B3B. When is the most recent time, if ever, you listened to the following types of audio on ANY DEVICE? SUMMARY TABLE OF PAST WEEK  
 Base: Canadians 18+ (n=3,000); 18-34 (n=706); 18-49 (n=1,425); 25-54 (n=1,653)

# MUSIC STREAMERS ARE HEAVY RADIO LISTENERS

Among past week users of online music streaming services or YouTube for music:



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 18+ who listened to music streaming service/YouTube for Music in past week (n=1,681)

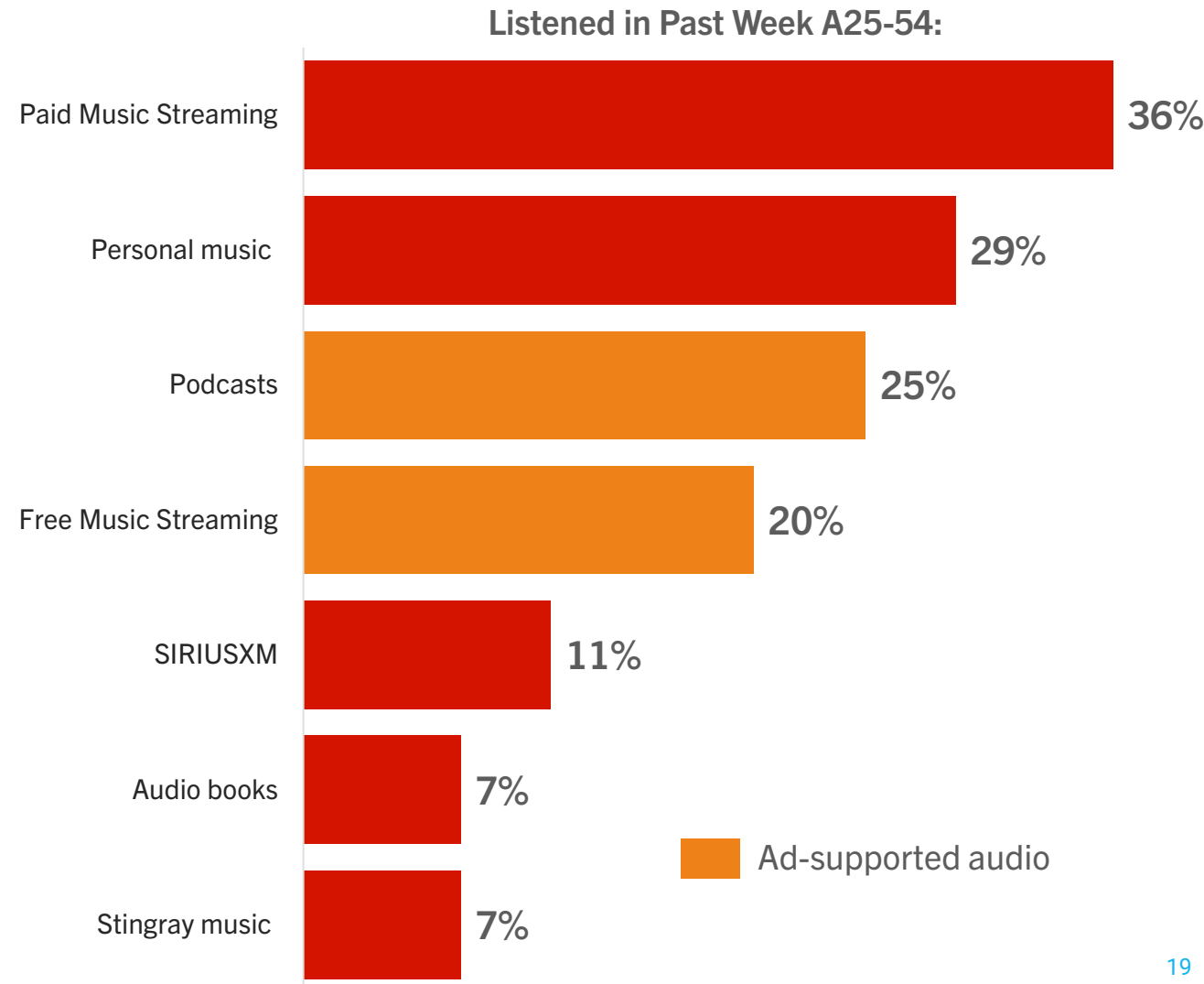
# COMPARED TO OTHER AUDIO, AM/FM IS THE REACH MACHINE FOR ADVERTISERS

**AM/FM Radio is the dominant audio platform for advertising**

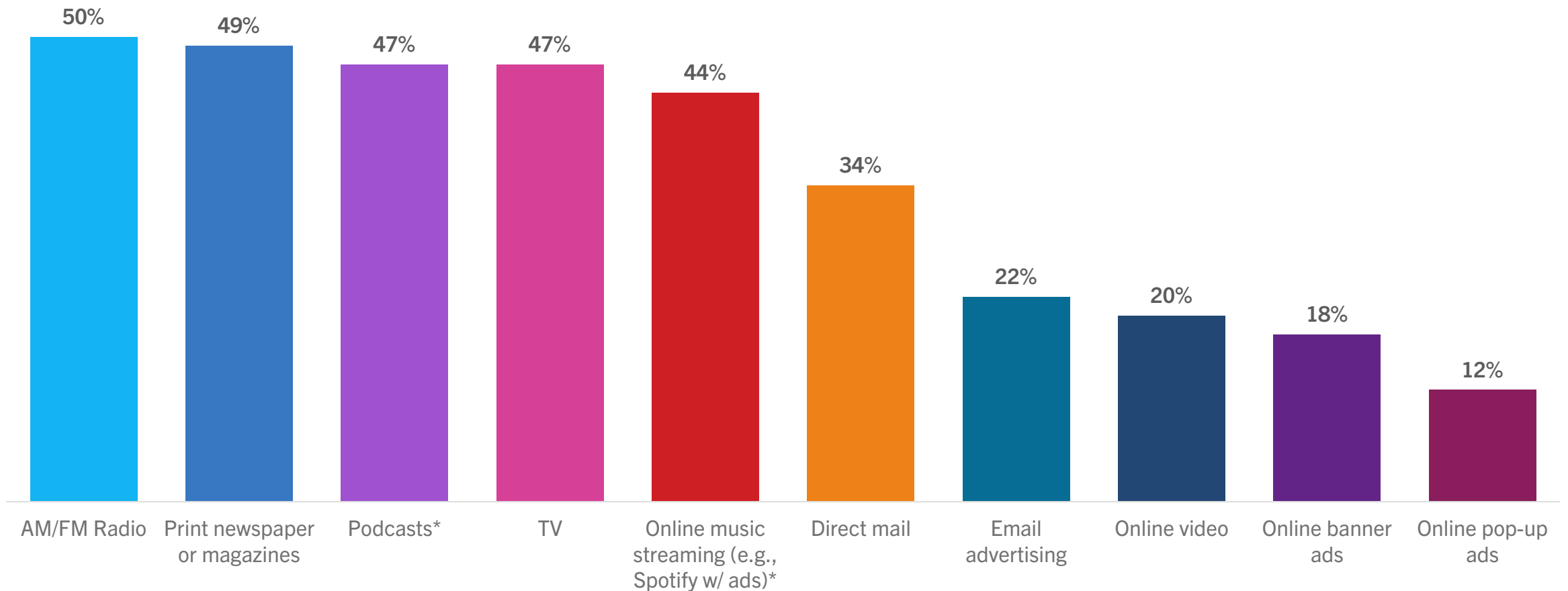
**86%\*** Average weekly reach against A2554 as measured by PPM

\* PPM FL 2022 Total Meter CTRL / AW / Weekly Reach %

B3b. When is the most recent time, if ever, you listened to the following types of audio on ANY DEVICE?  
Base: Canadians 25-54 (n=1,653)



# RADIO ADS ARE TRUSTED BY CANADIANS

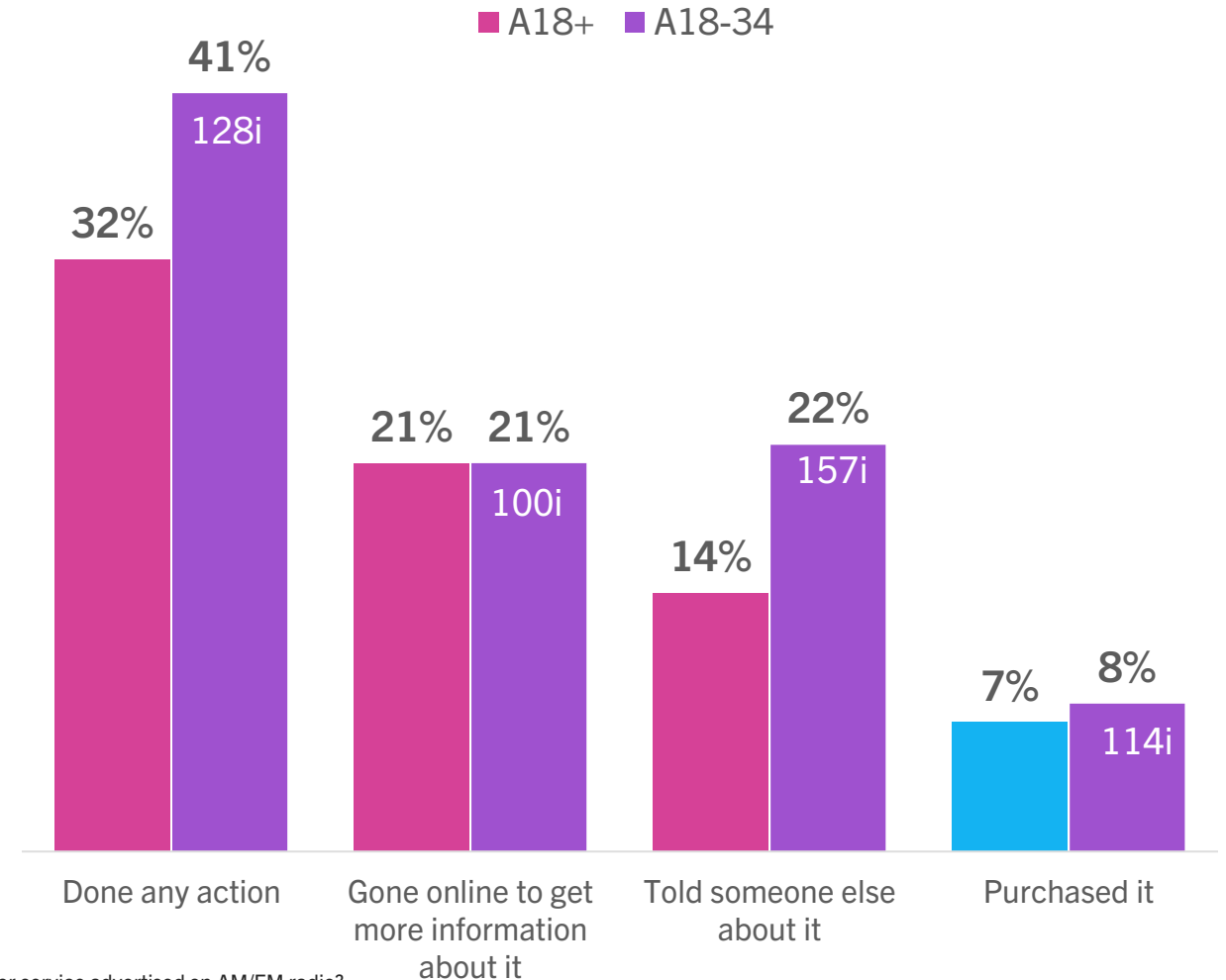


AD\_TRUST\_1. How trustworthy would you say the ads are that you may see or hear in each of the following places? SUMMARY TABLE OF TOP 2 BOX  
Base: Canadians 18+ (n= 3,000); \* reported listening to medium in past month: podcasts (n=979); free online music streaming (n= 755)

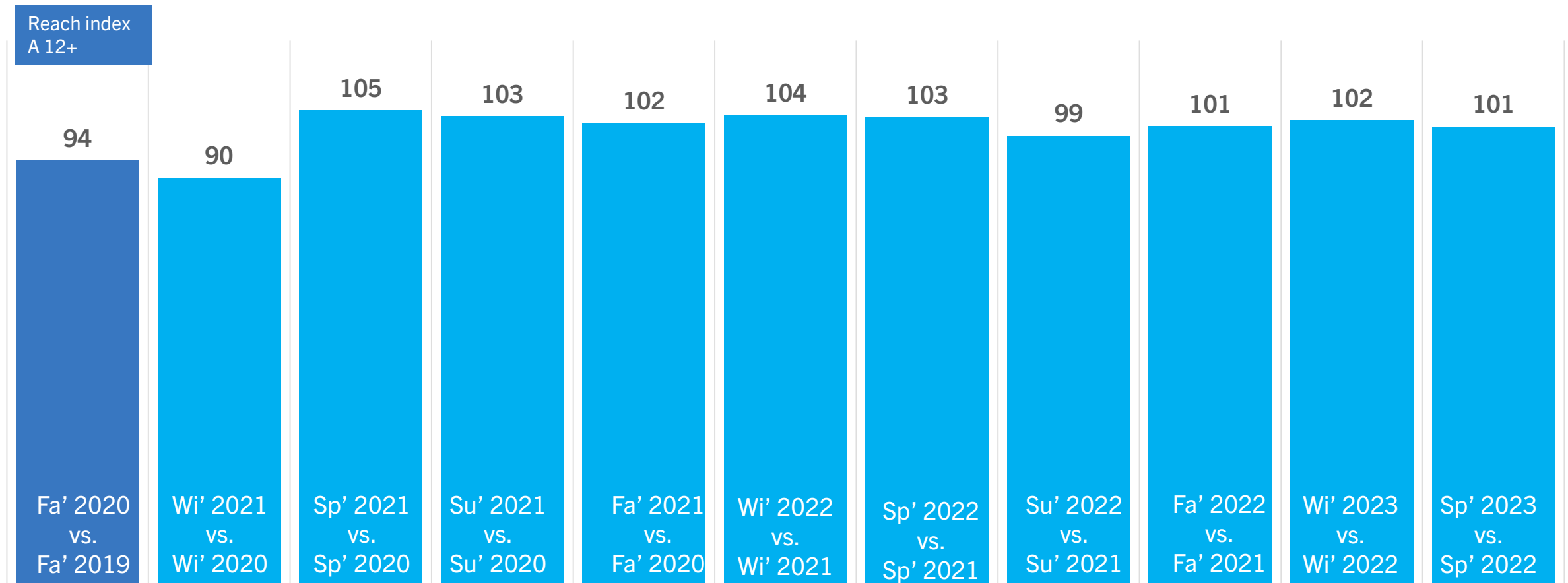
# ADS HEARD ON THE RADIO DRIVE ACTION

32%

Of Canadians 18+ who heard an ad on AM/FM Radio say they took some sort of action. Younger Canadians even more responsive to AM/FM Radio ads



# COMING OUT OF COVID, AM/FM RADIO CONSISTENTLY SHOWING YEAR-OVER-YEAR GAINS IN REACH



# KEY TAKEAWAYS



AM/FM Radio has the largest share of buyable audiences. With 74% share, AM/FM Radio has the scale advertisers need to reach Canadian consumers across all key demos

1

AM/FM is in the driver's seat with 94% of buyable share of in-car audio across key advertiser demos



Hearing an ad on the radio generates action. Almost 1/3 of Canadians report taking some sort of action after hearing about a product or service advertised on the radio



Growth in AM/FM streaming is making AM/FM a force in digital audio, with more past week streamers than ad-supported Spotify

An aerial photograph of a radio tower in a suburban area, with several concentric white circles radiating from the tower to represent signal waves. The background shows houses, roads, and a parking lot.

**AM/FM Radio is the most dominant audio platform Canadians choose to listen to.**

# For more information:

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