



CONNECTS

In an update to the 2020 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 "AdNation" have radically different lifestyles and audio consumption habits compared to the general public, including a much larger consumption of digital media in general. The results of the study serves as a reminder for Marketing and Advertising professionals that when it comes to developing an audio strategy, it's important not to confuse our habits with those of the typical Canadian consumer.

Perception vs. Reality

What AdNation thinks Canadians are doing in the Audio space

Time Spent with Live Radio

Canadians spent **15% more time** with AM/FM Radio than the Industry thinks. Live Radio reaches over 55%* of Canadians every day in PPM markets alone, that's over 550 thousand* Canadians every minute.

Indexed to Canadians

*Numeris Spring 2023 Total PPM CTRL, 12+

Time spent on an average day 18+



AdNation

53



AdNation Perception

87



Canadians

100

Listen to Podcasts

53% of Canadians say they listened to **at least 1 podcast in the past year***, however, **Canadians don't spend as much time listening** to them as those in marketing do, and not as much as AdNation thinks.

Indexed to Canadians

*Canadian Podcasting Listener 2022

Time spent on an average day 18+



AdNation

160



AdNation Perception

260



Canadians

100

Used Spotify App

Canadians use Spotify **considerably less** than those in advertising and over **3X less than** AdNation thinks they do. The reality is that paid music streaming services are replacing personal music ownership, not Broadcast Radio

Indexed to Canadians

Used the app in the past month 18+



AdNation

284



AdNation Perception

303



Canadians

100

Listened to Streamed Music

In fact, Canadians spend **much less time listening to streamed** music compared to AdNation, and not nearly as much as AdNation thinks they do. AdNation believes Canadians spend more than 2X the amount of time streaming than they actually do.

Indexed to Canadians

Time spent on an average day 18+



AdNation

170



AdNation Perception

220



Canadians

100

Connect with us for more information on the Power of AM/FM Radio

