

**RADIO  
CONNECTS**

**MOXIE'S**  
GRILL BAR

**ZARA**

IMAGINATION

**Indigo**

Books • Gifts • Life

# LIVE RADIO CONNECTS WITH CONSUMERS ON THE GO

2024

# LIVE RADIO REACHES CANADIANS WHEN THEY ARE ON THE MOVE, AND ACTIVELY SPENDING

**67%**

of Canadians used their vehicle to engage in some form of shopping activity yesterday

**69%**

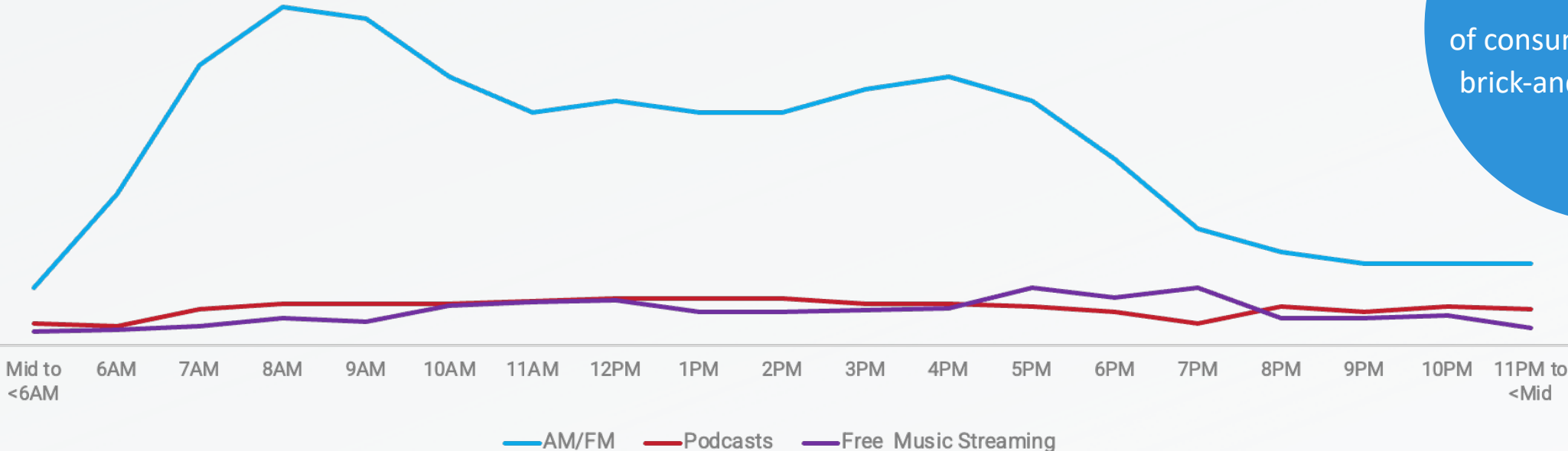
of these shoppers were reached by an advertising message because they were listening to Live Radio on their way



# LIVE RADIO HAS THE LARGEST BUYABLE AUDIENCES THROUGHOUT THE DAY

## When stores are open, Live Radio is on

18+ Usage Mon-Sun



**94%**  
of consumer spending is at brick-and mortar stores\*.

Source: Radio On The Move Fall 2023 | <https://www150.statcan.gc.ca>: On a seasonally adjusted basis, retail e-commerce sales were down 1.5% to \$3.9 billion in November 2023, accounting for 5.8% of total retail trade, compared with 5.9% in October.







## AFTER HEARING AN AD ON LIVE RADIO...

**41%**

of Canadians  
took some  
action

**26%**

went online to  
get more information  
about it

**21%**

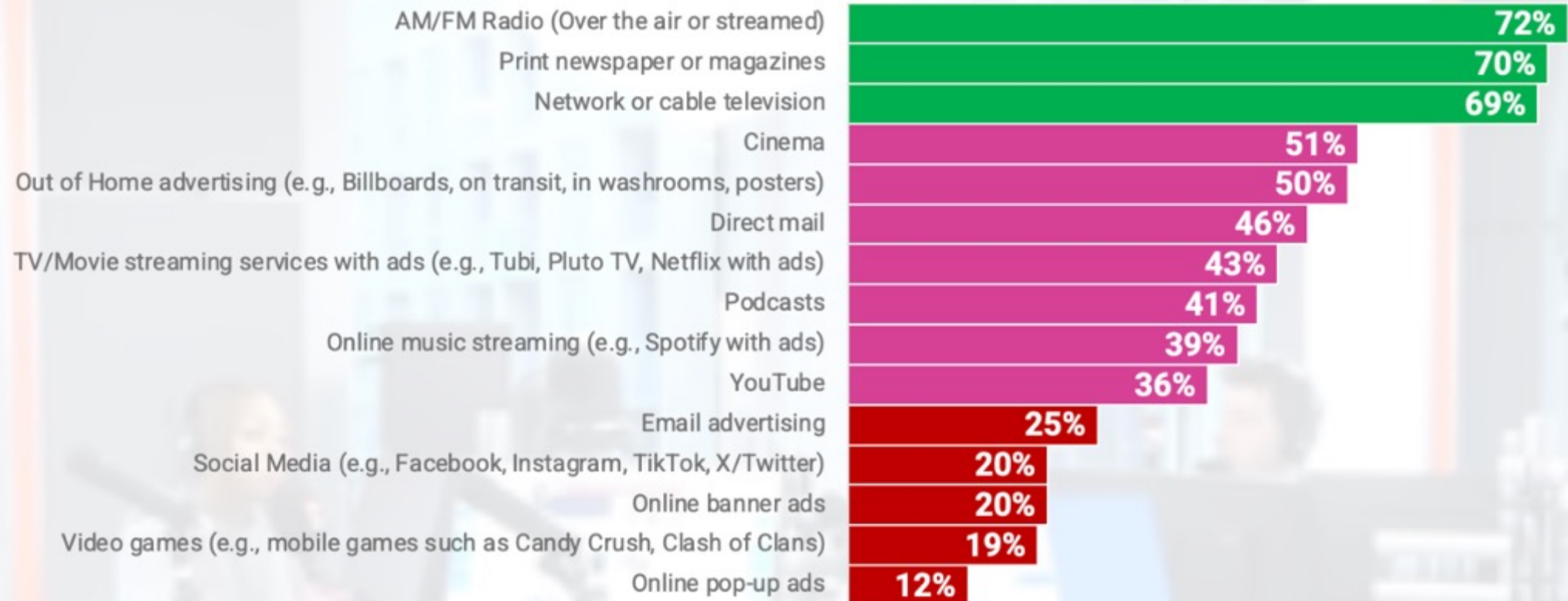
told someone  
else about it

**10%**

purchased  
a product or service  
they heard  
advertised

# RADIO ADS ARE TRUSTED BY CANADIANS

% of Canadians who would expect to find trustworthy ads on each media



Source: Radio On The Move Fall 2023

BADE



# BETWEEN THE INFORMATION AND THE ADVERTISEMENTS, CANADIANS KEEP INFORMED WITH LIVE RADIO

In the past couple of months, while listening to AM/FM Radio...

**45%** A18-49

Learned new information about community events, as well about new or familiar products

**32%** A25-54

Learned about an event happening in their areas (concert, festivals or community events)

**22%** A18-34

Learned about new product or service they were previously unaware of

# CANADIANS VALUE BEING KEPT UP TO DATE

**74%**

Canadians 18+ say they try to keep up with local news

**59%**

Canadians 18+ say they enjoy finding out about new restaurants and business in their area

**45%**

Canadians say they like to support local musicians and artists



# BRANDS THAT SUPPORT LOCAL BUSINESSES BY ADVERTISING ON LOCAL MEDIA ARE APPRECIATED BY CANADIAN CONSUMERS

**52%**

of Canadians 18+ appreciate when brands support local media with their advertising dollars





# LIVE RADIO CONNECTS WITH NATIONAL BRANDS

## NIELSEN CANADA CPG STUDY

### NIELSEN MMM NORMS

MMM Norms help  
advertisers predict  
ROI impacts

### 5 YEARS OF MMM NORMATIVE DATA

1,000+ observations of  
unique CDN CPG brand  
activities in TV, Radio, OOH,  
Online and Trade from 2015  
- 2020

### INVESTIGATE IMPACT OF RADIO ON THE MEDIA MIX

Nielsen evaluated CDN ROI  
norms to understand how Radio  
advertising impacted ROI and  
worked in synergy with other  
media to improve sales volumes

# ADDING LIVE RADIO TO CPG CAMPAIGNS IMPROVES OUTCOMES

**1.3X**

Radio ROI

Outperformed Total Media ROI 1.3 Times

**+2%**

When Radio Is Added

Total Media ROI improves by 2% when Live Radio is added to the media mix

**\$2.35**

Generated Sales

For every \$1 spent, Radio generated over twice the value in short term sales

**+1.06%**

Sales Volume Lift

Increase in sales volume lift when Live Radio runs in tandem with other media

Source: Nielsen Canada CPG Norms Database Analysis





# LIVE RADIO BOOSTS CPG SALES RESULTS

**2.4X**

Live Radio is more synergistic in supporting prioritized Trade Activity than any other medium

**2.6%**

Increase in sales volume lift when Live Radio runs in tandem with CPG Trade Activity

**28%**

Improvement to synergistic sales volume when Live Radio is added to other media tactics





# KEY TAKEAWAYS

## LIVE RADIO IS THE CENTERPIECE FOR AUDIO

Broadcast Radio represents a 75% share of the ad-supported audio landscape, which is 3 x greater than the combined share of podcasts and free music streaming

## BROADCAST RADIO DOMINATES IN-CAR TUNING

9 out of 10 minutes with ad-supported in-car audio is spent with Live Radio

## LIVE RADIO HAS MORE STREAMERS THAN FREE SPOTIFY

AM/FM Radio streaming is a growing percentage of Live Radio listening while fewer Spotify listeners are using the ad-supported version

## LIVE RADIO REACHES MORE CANADIANS THAN ANY SOCIAL MEDIA OR AUDIO PLATFORM

No other ad-supported audio platform can connect with more Canadian consumers than Live Radio

## LIVE RADIO REACHES “ON-THE-GO” AUDIENCES

2/3rds of Canadians in private vehicles yesterday were “out and about” spending money and MOST were listening to AM/FM Radio

# CONNECT FOR MORE INFORMATION



[radioconnects.ca](https://radioconnects.ca)



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