

On the Go and
IN THE CAR
AUDIO LANDSCAPE

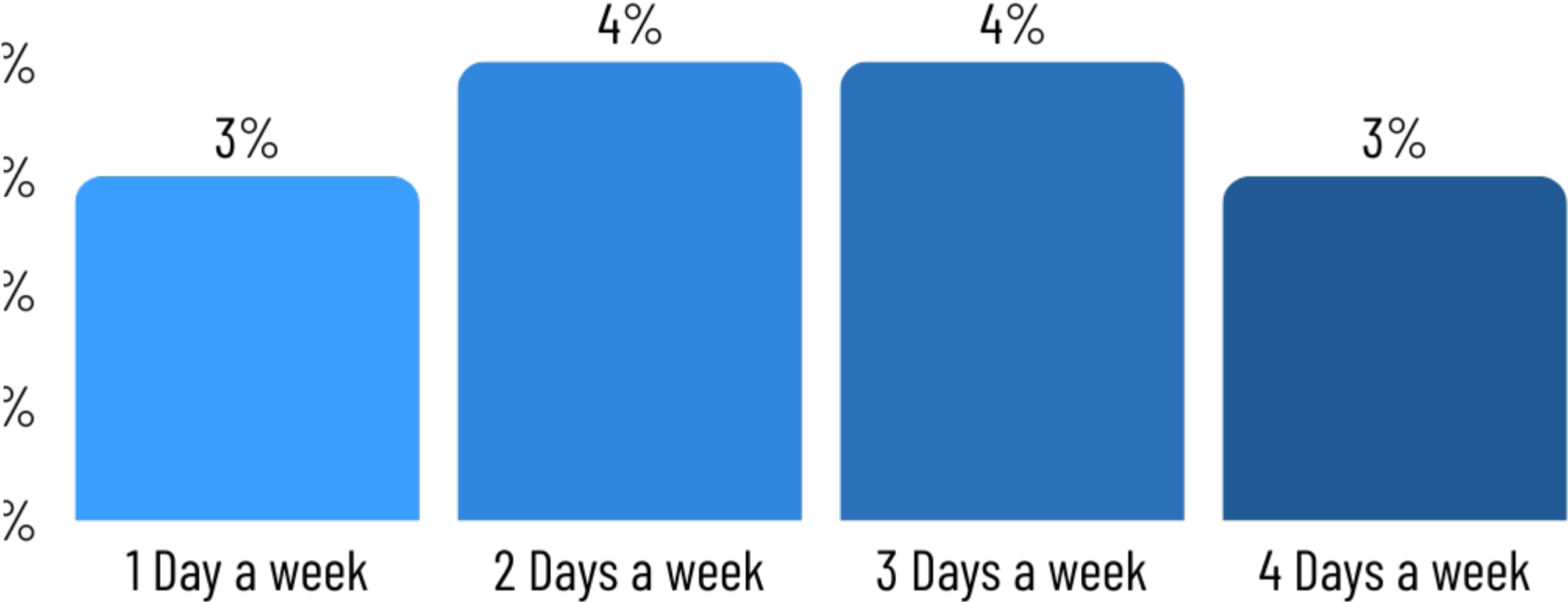
2025



Where Canadians are working



No. of days per week Canadians are working away from home

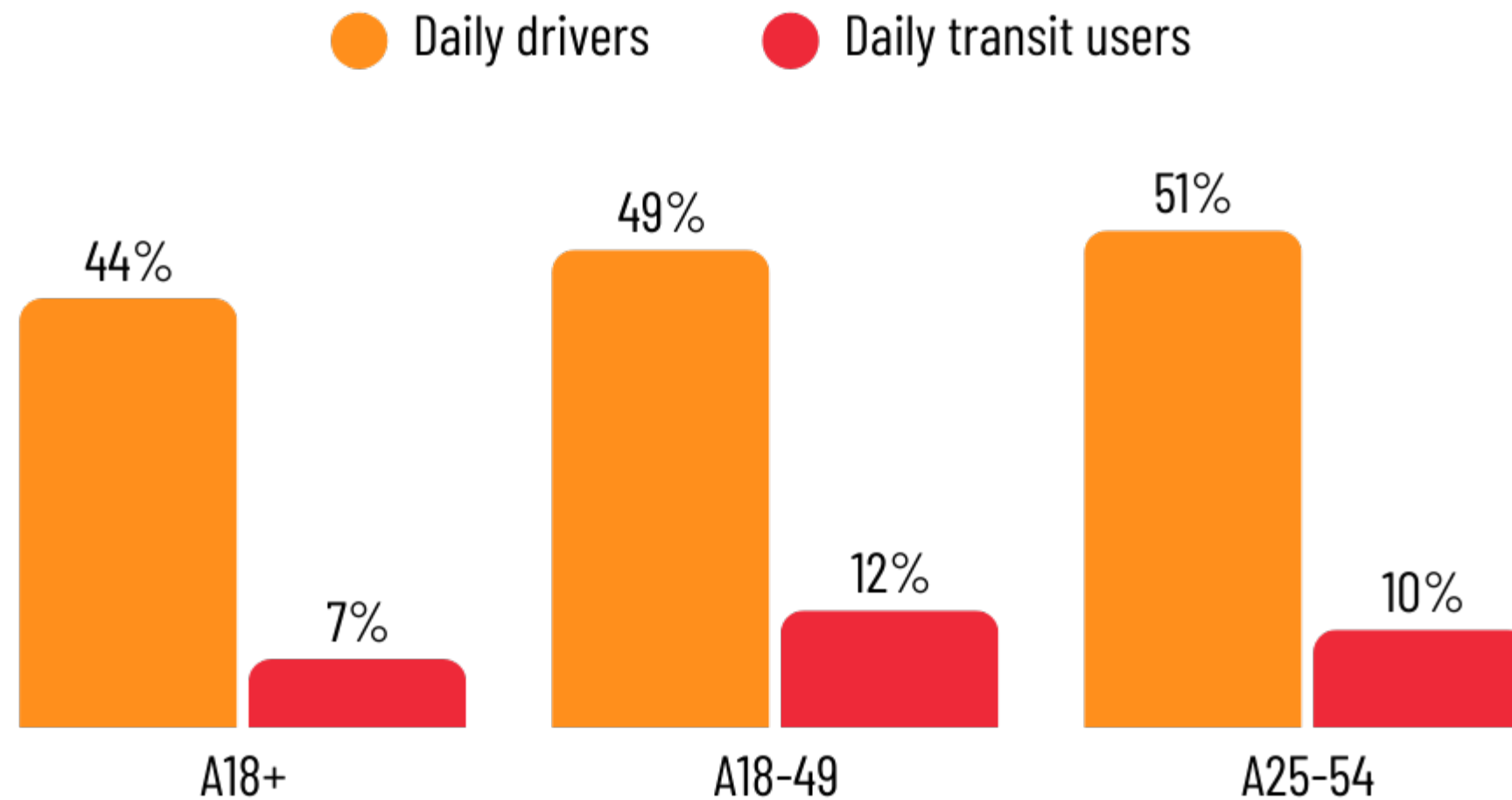


Although many white-collar professionals, like those in media and advertising, may continue to work at home, **Canadian workers on average are working 3.8 days away from their homes.**



Source: Signal Hill Insights Fall 2024

More Canadians Drive Than Take Transit



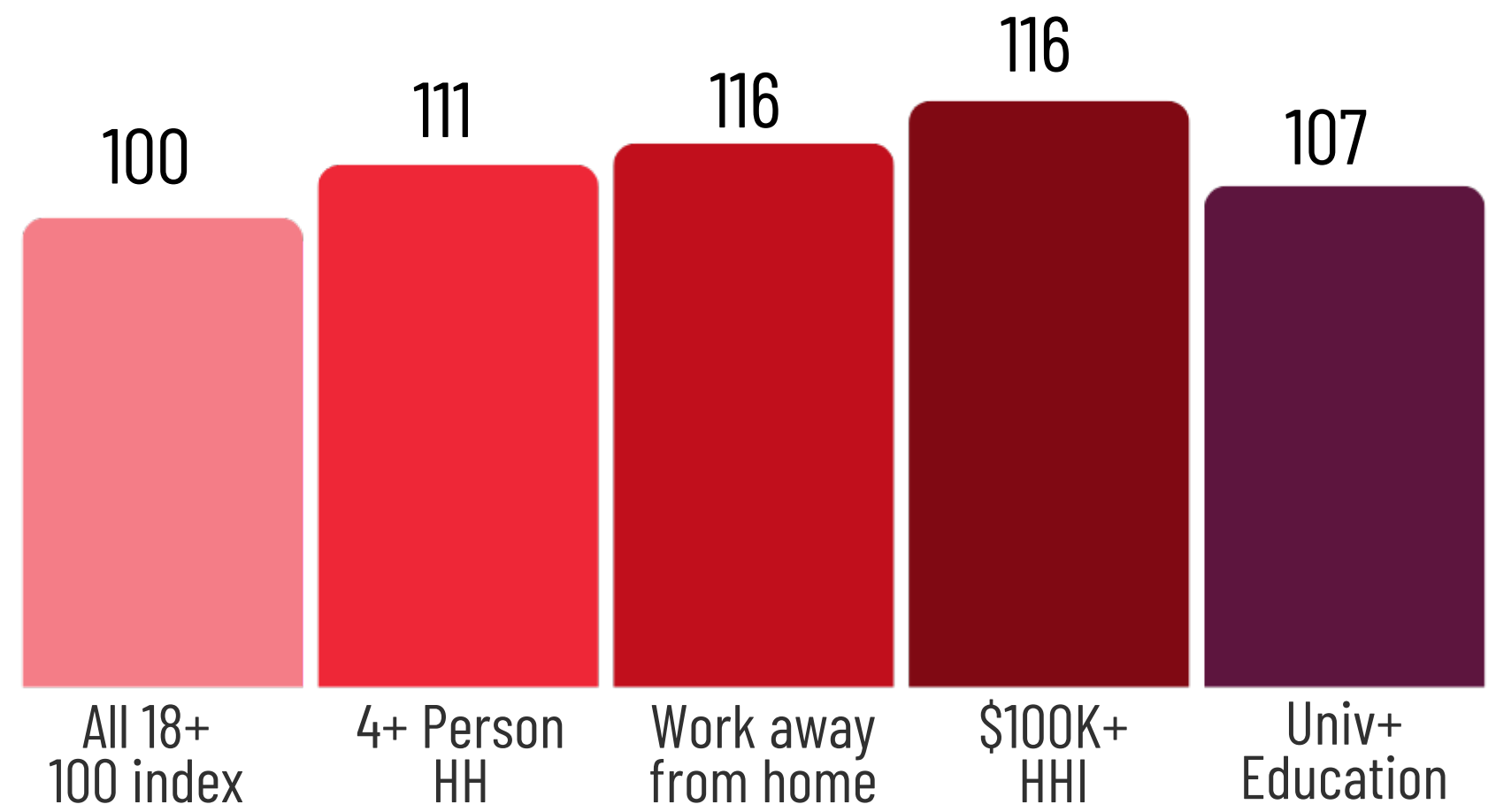
A18-49 are almost **4x more likely**, and A25-54 are **5x more likely** to be **in a car** vs. taking public transit.



Source: Signal Hill Insights Fall 2024

Affluent, Educated Audiences are More Likely to Have Spent Time In-Car Yesterday Listening to Live Broadcast Radio

Listened to AM/FM Radio in the car yesterday - **Indexed to 18+**



Source: Signal Hill Insights Fall 2024

Listeners of in-car Radio typically live in larger households, possess higher education levels, earn greater incomes, and are more likely to work away from home. This makes them an ideal advertising target to engage while on the move.



11%

Live in **Bigger Households**

16%

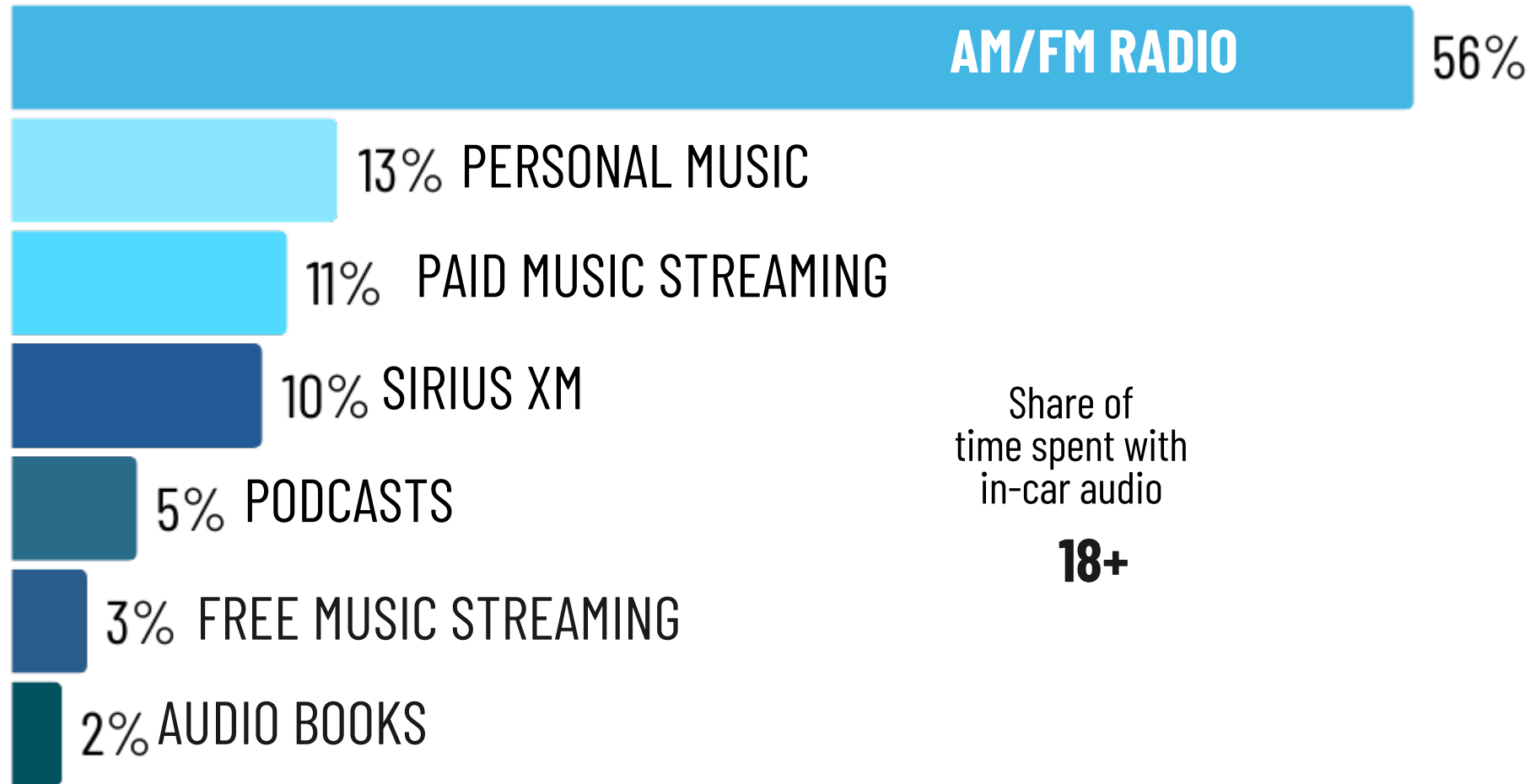
Are **Back in 'the Office'**

16%

Earn **Over 100K**

Broadcast Radio is in the Driver's Seat for In-Car Audio

Live Broadcast Radio is the **audio platform of choice** when Canadians are **on the go** - commuting, shopping, and running errands.



Source: Signal Hill Insights Fall 2024



Radio's share of time spent with audio in the car is:

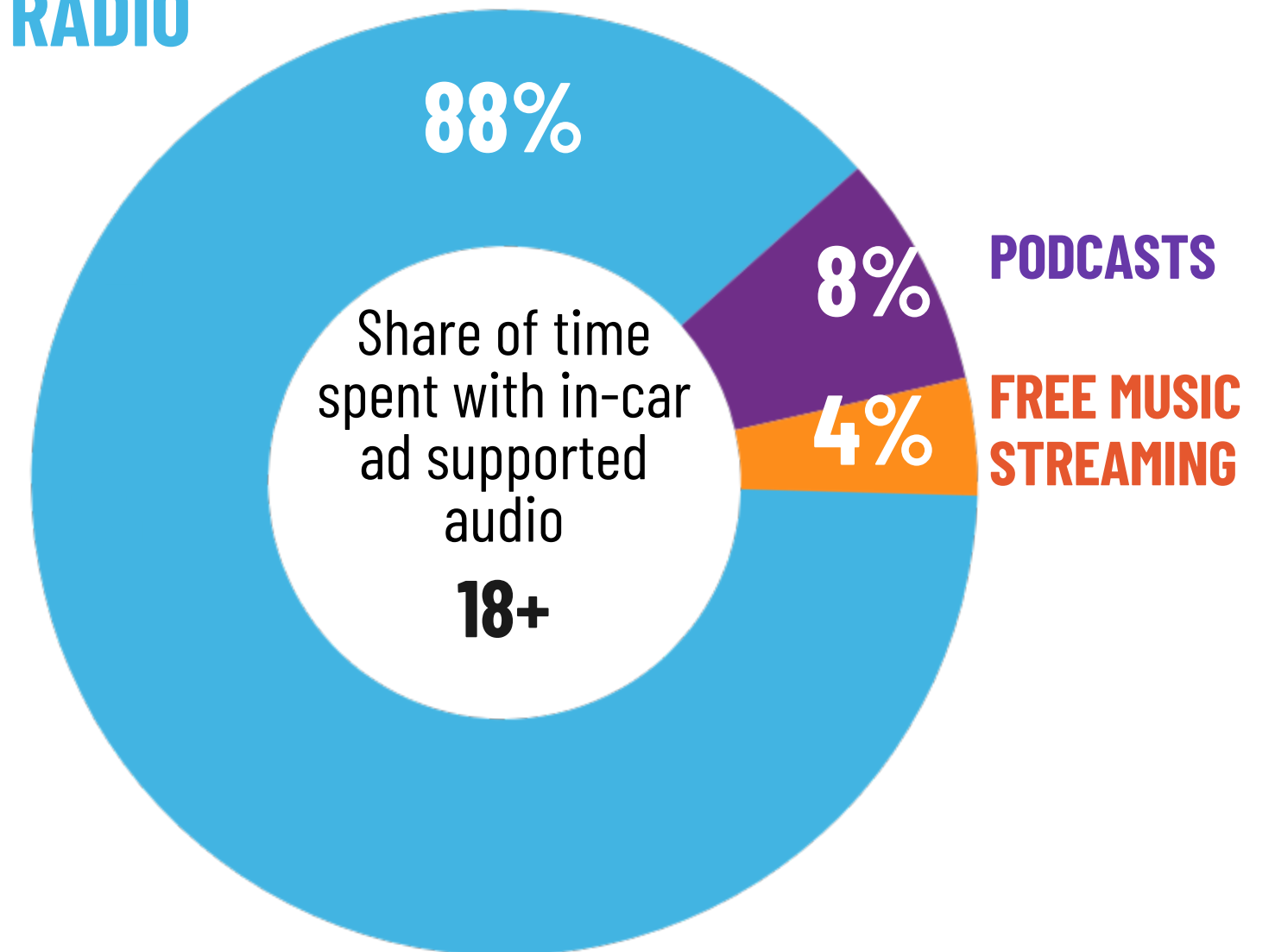
11x
More than
Podcasts

19x
More than
Free Music
Streaming

CANADIANS TURN TO LIVE RADIO WHEN THEY'RE IN THE CAR

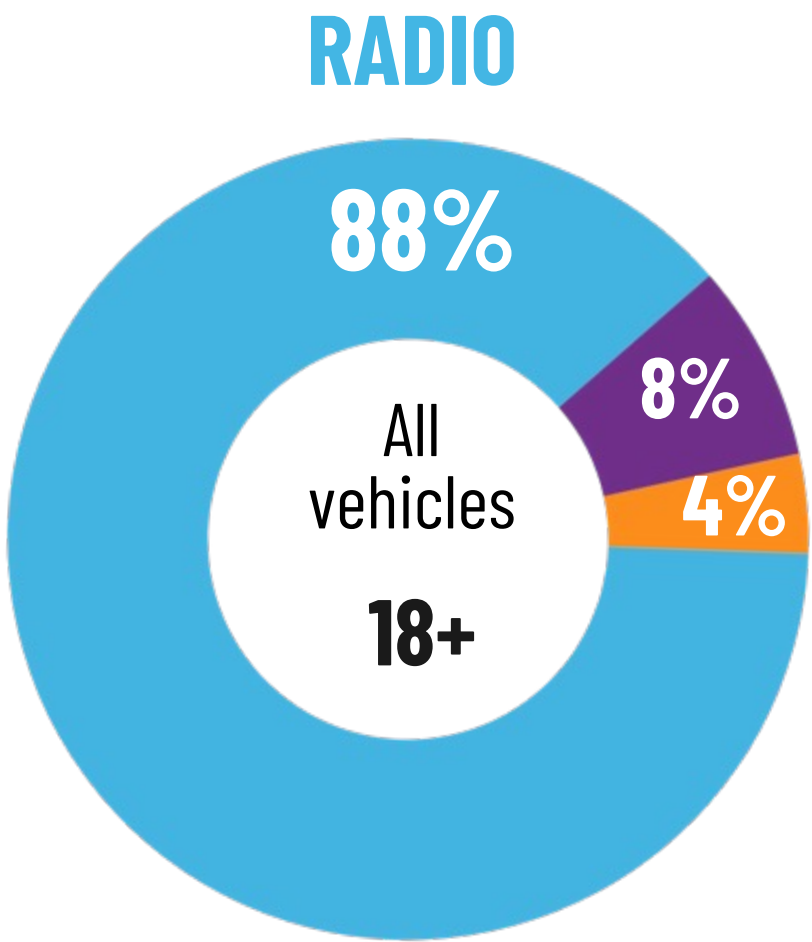
53 Minutes of Every Hour Spent
With **Ad-Supported Audio** in
the Car Is Spent With **Live**
Radio

RADIO



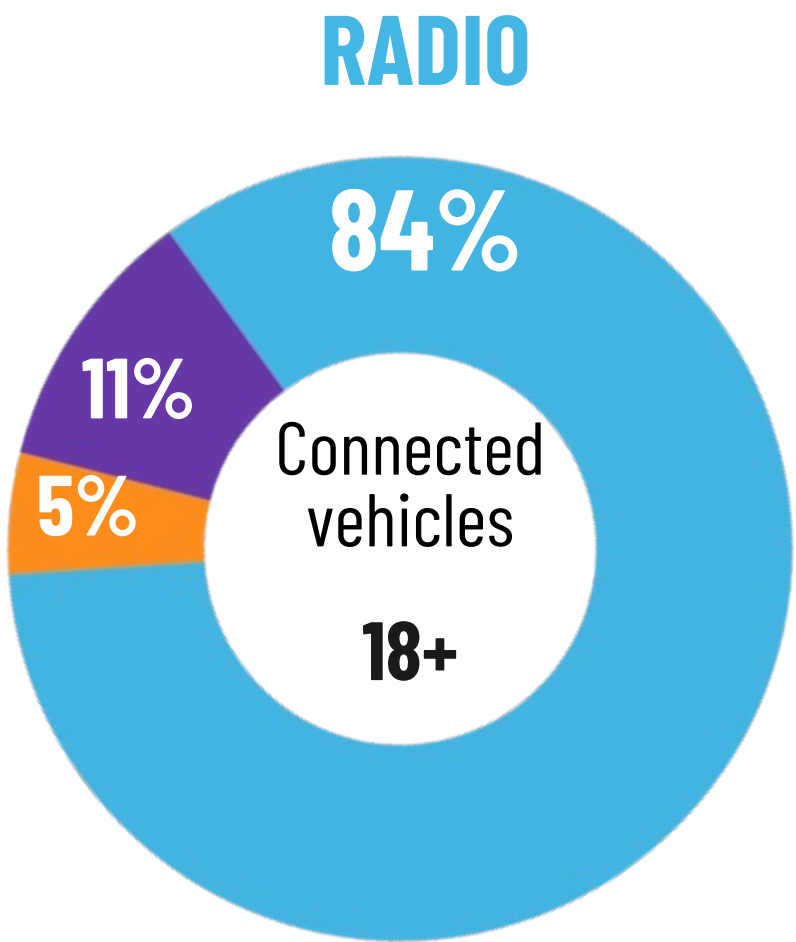
Source: Signal Hill Insights Fall 2024

In Vehicles Equipped with the **Latest Technologies**, Broadcast **Radio** Accounts for the **Majority of the Time** Dedicated to Ad-Supported Audio Content



Share of time
spent with in-car
ad supported
audio

PODCASTS
FREE MUSIC
STREAMING



AM/FM THE #1 AD-SUPPORTED MEDIA IN CONNECTED CARS



Source: Signal Hill Insights Fall 2024 | Connected vehicles equipped with Apple Car Play, Android Auto, WIFI, Bluetooth

Key Takeaways

ON THE ROAD AGAIN



Only 17% of employed workers are fully remote, while nearly 70% work exclusively away from home, and 14% follow a hybrid model.

MORE IN CARS VS. TAKING TRANSIT



More people claim to be in a vehicle yesterday versus taking public transit. These more affluent and higher educated people are also daily Radio listeners.

MORE AFFLUENT CONSUMERS ARE IN VEHICLES



People in cars tend to be more affluent, and have higher education and live in 4+ households. They are also daily listeners to Live Radio.

RADIO IS IN THE DRIVER'S SEAT



Among all the audio choices available in-car, from personal music to audio books, Live Radio claims more than half of the time spent listening to audio in the car.

LIVE RADIO CONNECTS WITH CONSUMERS IN-



Live Radio offers advertisers the greatest opportunity to connect with their customers in-car. 53 minutes of every hour spent with ad-supported audio is spent listening to Live Radio.

RADIO STAYS CONNECTED



Even in the latest model of cars with updated technology, Live Radio remains the audio of choice, garnering 84% of time spent with ad-supported audio.



For More Information

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