



AM/FM Drives

CONSUMER ACTIONS

2025

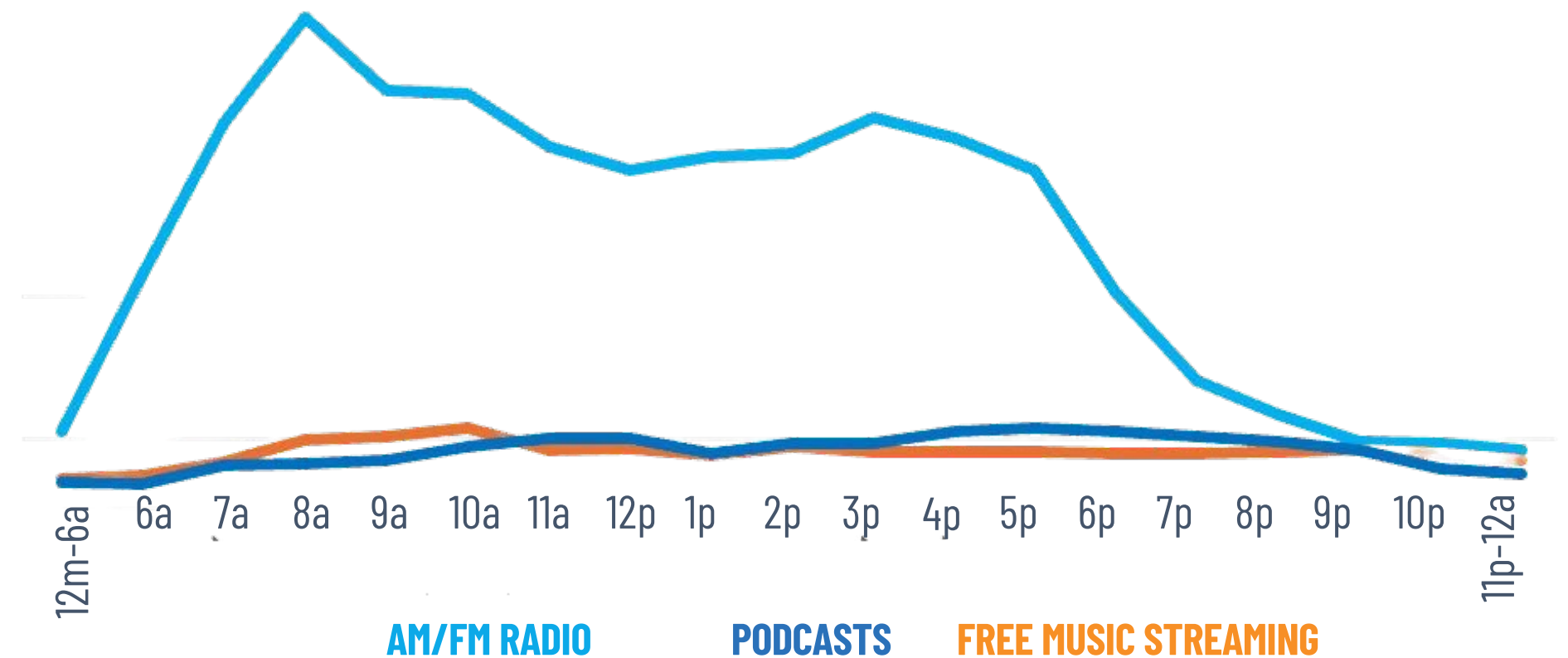


94%^{1.}

of Consumers Spending is happening
at brick-and-mortar stores

When Stores Are Open and Screens Are Off, Live Radio Has the Largest Buyable Audiences Throughout the Day

Usage 18+ Monday to Sunday



AM/FM Radio Reaches Online Shoppers

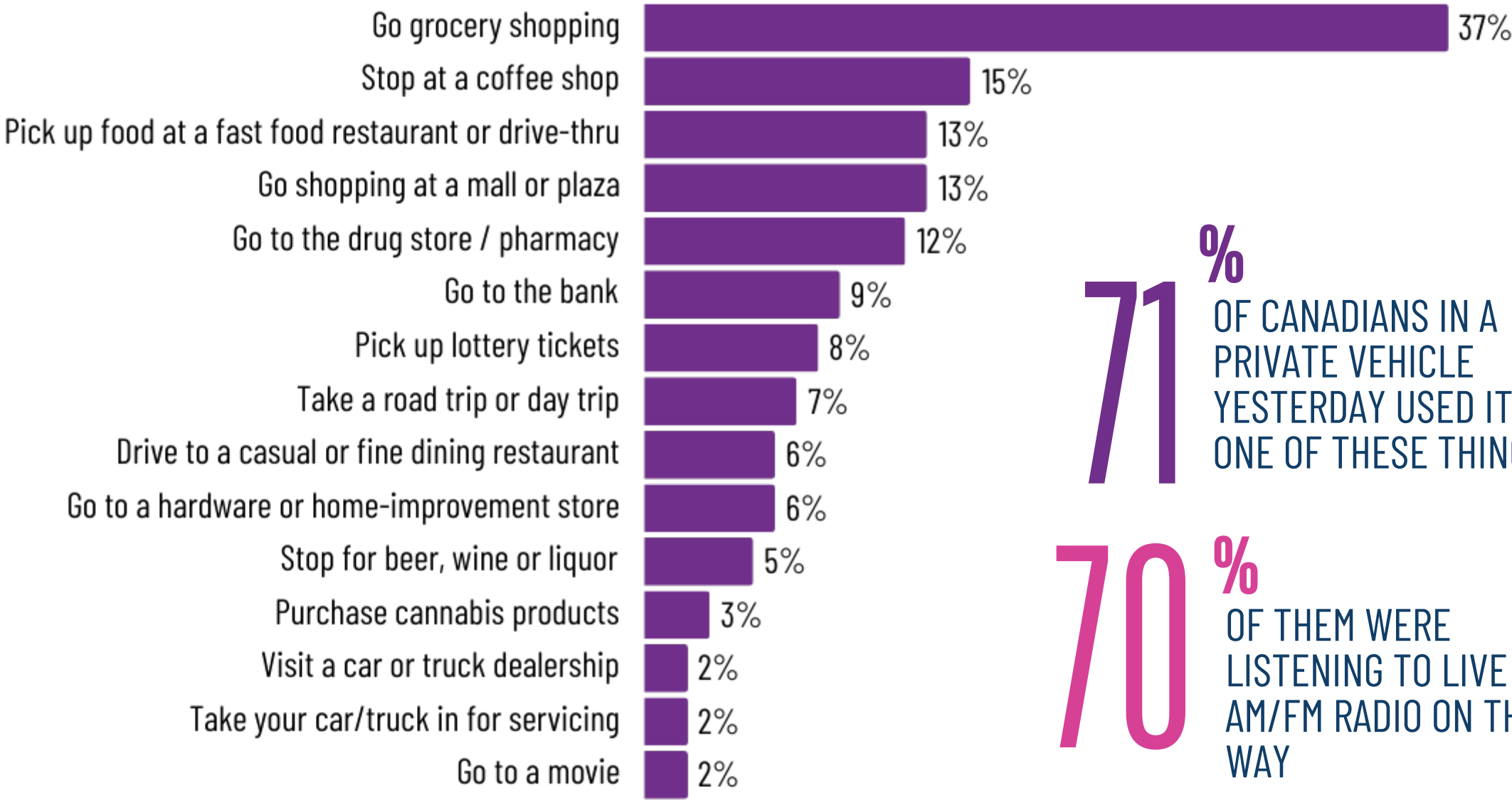
While most shopping is still **done at brick & mortar** stores, **Radio reaches** individuals **shopping online**.

68% of Canadians 18+ who have shopped online in the past week also listened to AM/FM Radio

Source: Signal Hill Insights Fall 2024

7 Out of 10 Canadians Aged 18+ Were in Their Vehicles Yesterday, Spending Money, and the Majority of Them Were Tuned Into AM/FM Radio During Their Journey

Share of time spent with in-car audio 18+



71% OF CANADIANS IN A PRIVATE VEHICLE YESTERDAY USED IT FOR ONE OF THESE THINGS

70% OF THEM WERE LISTENING TO LIVE AM/FM RADIO ON THE WAY

Source: Signal Hill Insights Fall 2024

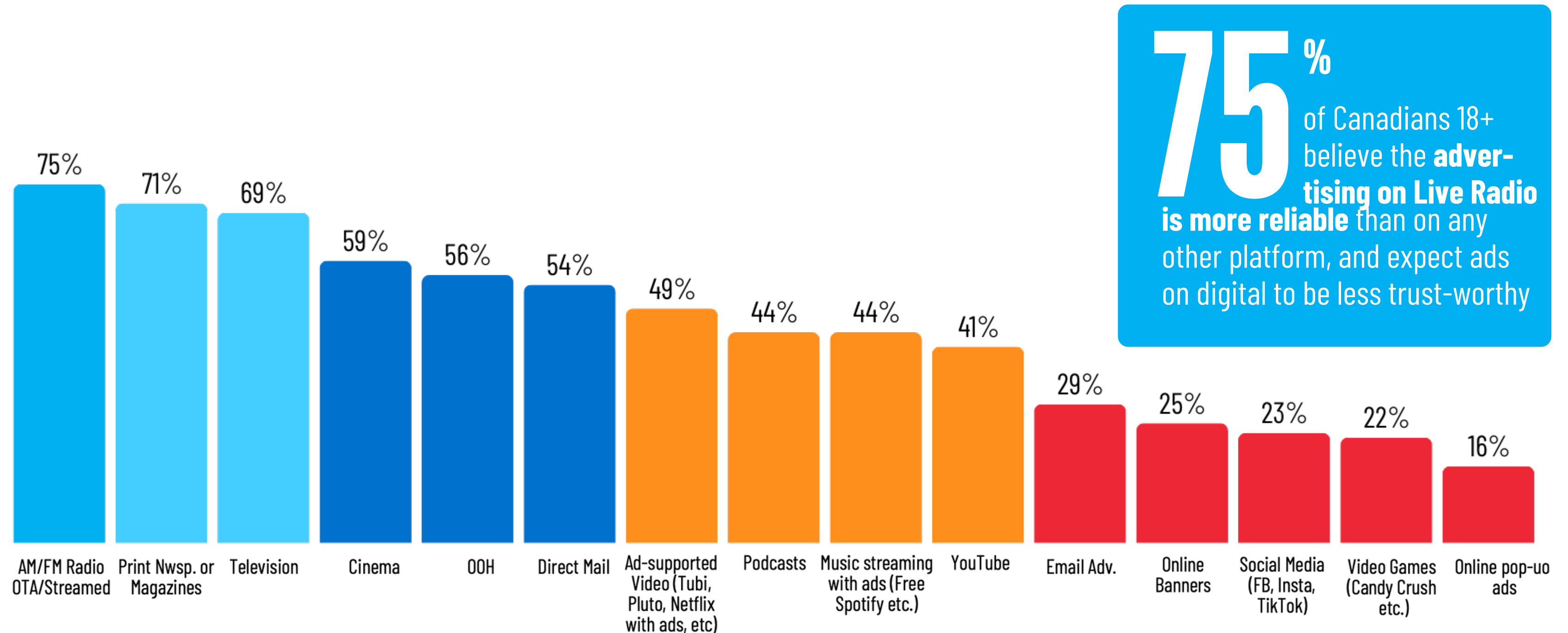
85%

OF GROCERY SHOPPERS LISTEN TO LIVE RADIO

Source: Numeris RTS Fall 2024

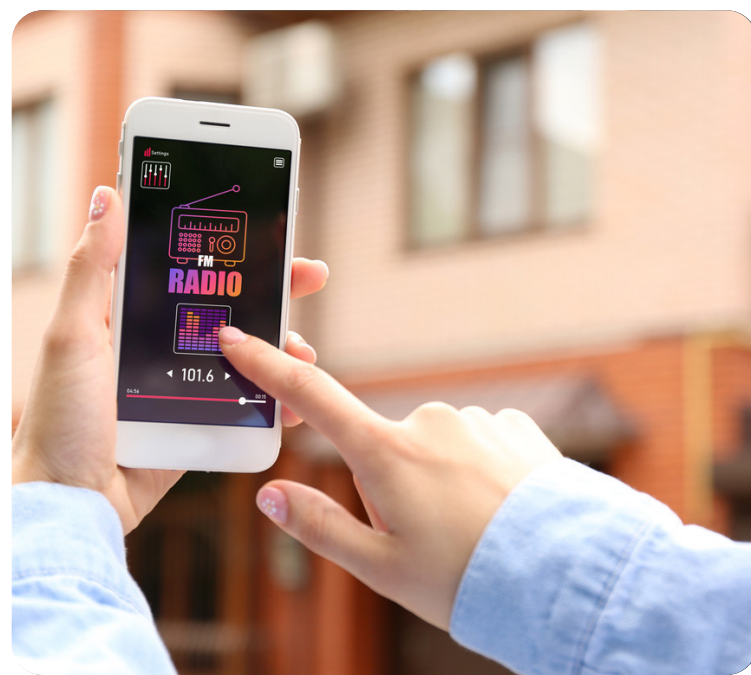


Radio Is the Place Where Canadians Expect to Hear Advertising They Can Trust



Source: Numeris RTS Fall 2024 Used social networks past 7 days:

Ads Heard on the Radio Inspire Listeners to Take Action



After hearing an ad on the Radio

45%

18+ were inspired to:

Take any of these actions



After hearing an ad on the Radio

29%

18+ were inspired to:

Go online to learn more about it



After hearing an ad on the Radio

23%

18+ were inspired to:

Tell someone else about it



After hearing an ad on the Radio

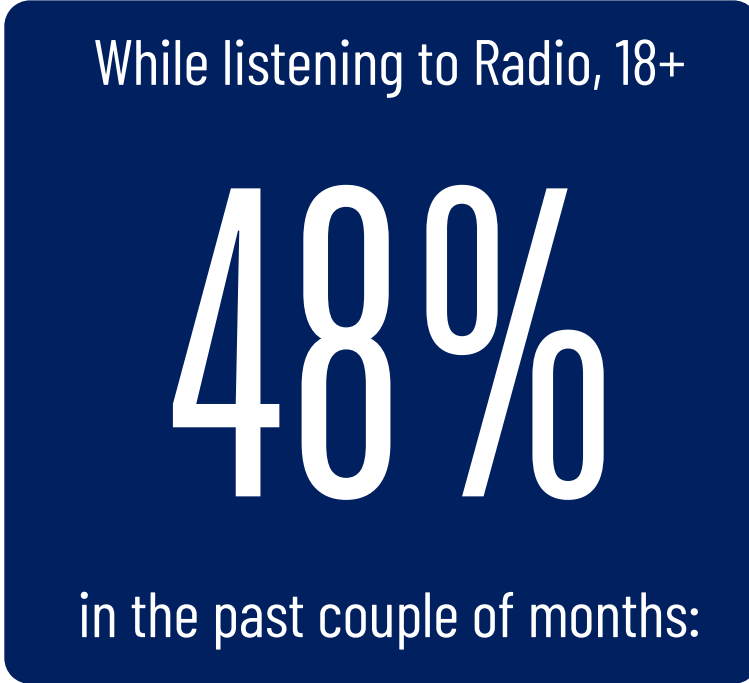
10%

18+ were inspired to:

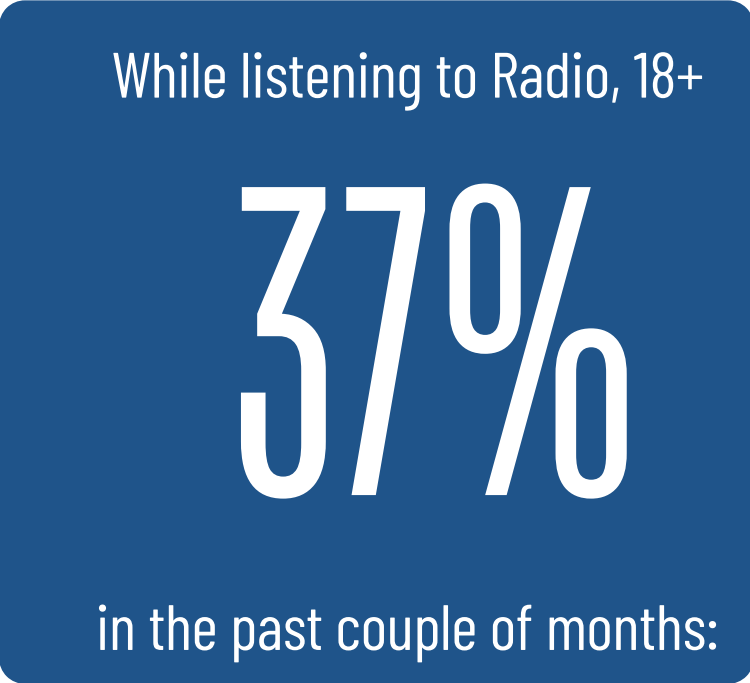
Purchase it

Source: Signal Hill Insights Fall 2024

Listeners Discover Local Events, Products, and Services by Listening to Live Radio



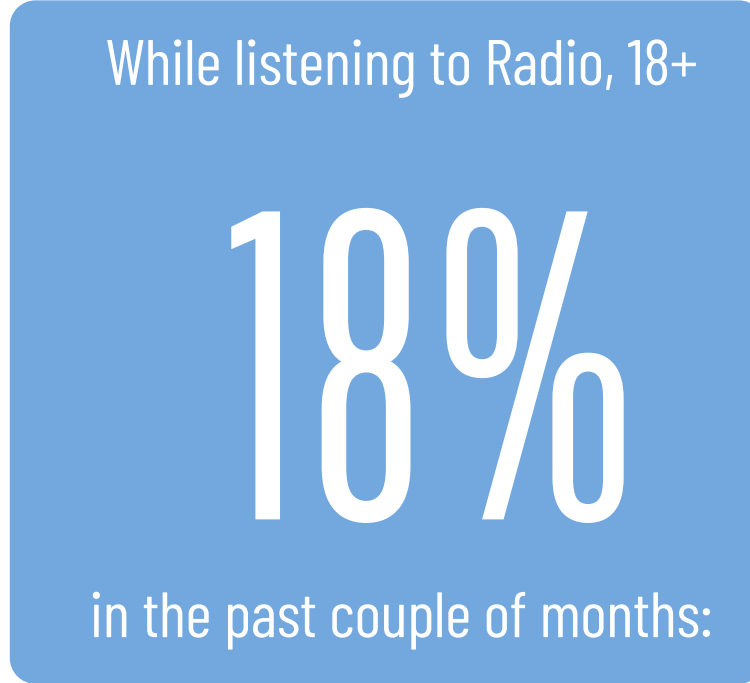
Experienced any of these actions



Learned about an event happening in my area



Learned about an already familiar product/service



Learned about a new unfamiliar product/service

Source: Signal Hill Insights Fall 2024

18-34s Are Even More Likely to Have Been Influenced by What They've Heard on Live Radio

18 to 34 year olds are
33%
more likely to hear about a new, unfamiliar product advertised on the Radio compared to the average Canadian aged 18 and older.

While listening to Radio, 18-34

55%

in the past couple of months:
Experienced any of these actions

115
index
18+

While listening to Radio, 18-34

28%

in the past couple of months:
Learned about an already familiar product/service

133
index
18+

While listening to Radio, 18-34

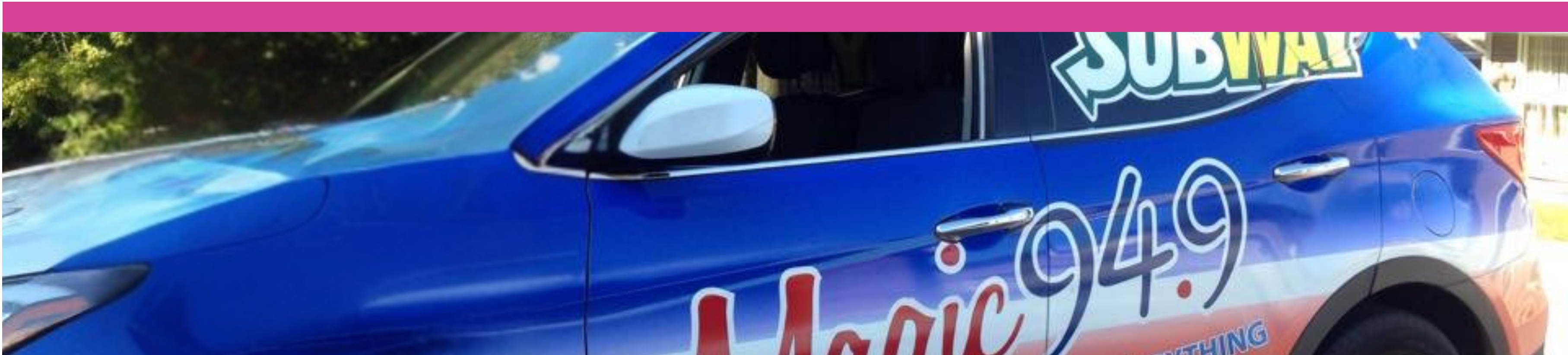
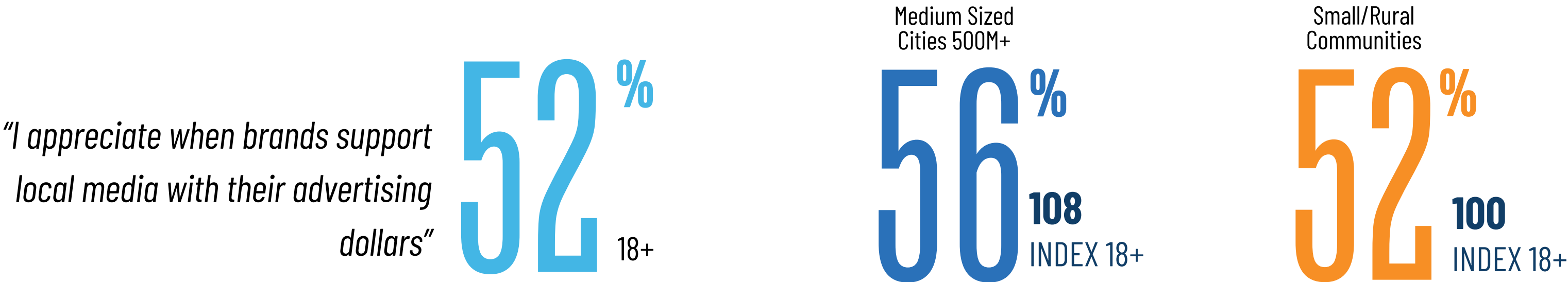
24%

in the past couple of months:
Learned about a new unfamiliar product/service

133
index
18+

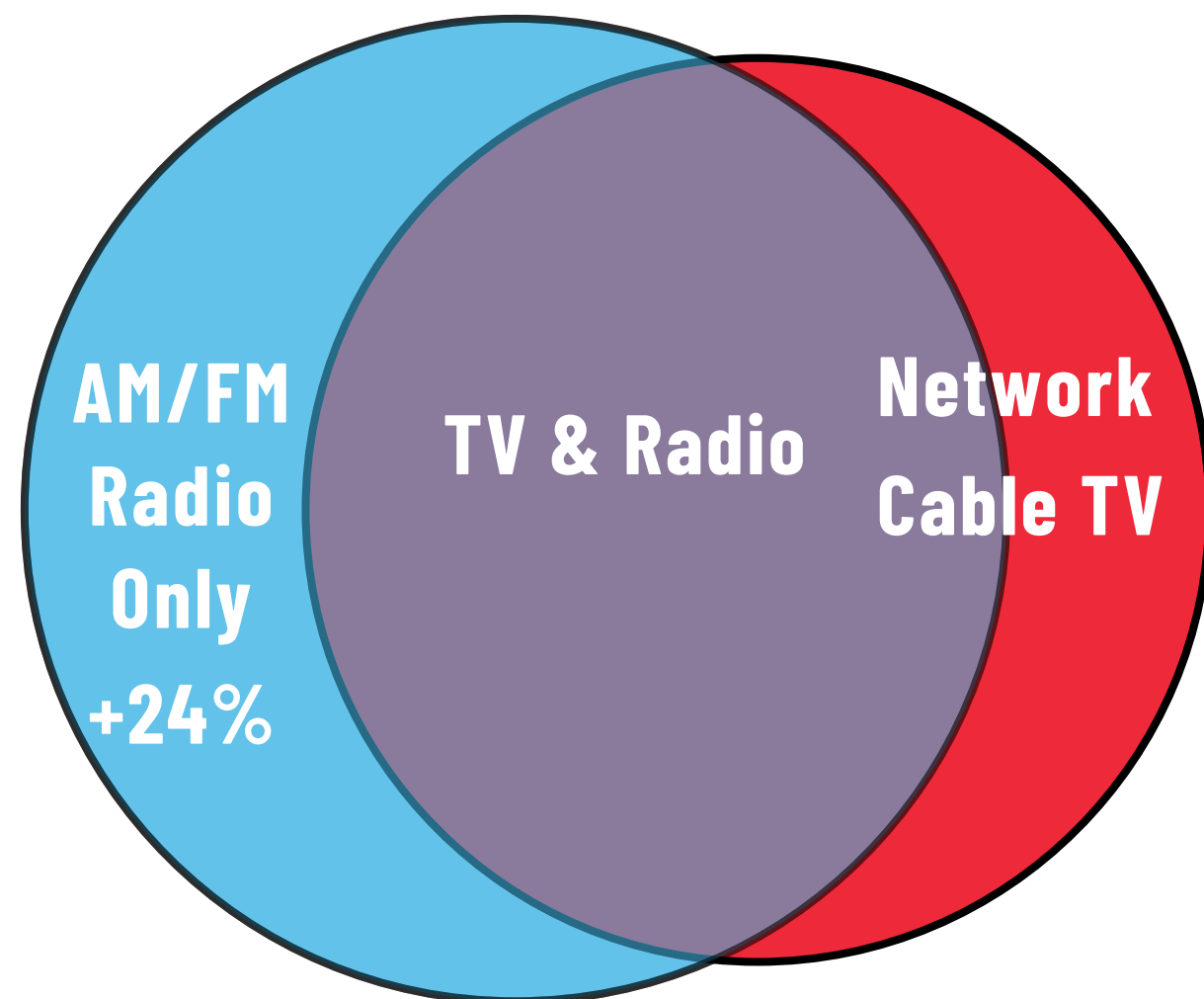


Over Half of Canadians value the Support That Brands Provide to Local Media Through Advertising



Source: Signal Hill Insights Fall 2024

Although there is **overlap** in the weekly **reach** of both **TV** and Radio, **each medium connects** with audiences **the other does not**.



24%

Adding Live Radio to a TV campaign adds an addition 24% reach against the 18+ population

LIVE RADIO IS A REACH EXTENDER FOR TV CAMPAIGNS

Source: Signal Hill Insights Fall 2024

Key Takeaways

SHOPPING IN PERSON



Stats Canada reports that shopping in **brick-and-mortar stores** makes up the **majority of retail spending** occurs. So when **stores are open, Live Radio is on.**

RADIO CONNECTS WITH SHOPPERS BEFORE THEY SPEND



71% of Canadians reported they were in their **cars yesterday** running errands and **spending money**, and **70% were listening to Radio** as they were on their way.

CANADIANS EXPECT TO HEAR ADS THEY TRUST ON THE RADIO



Tried, tested and trusted, Canadians have **faith** in the ads they **hear on AM/FM** over any other medium, demonstrating the **close connection** listeners have with their favourite stations.

WITH TRUST COMES ACTION



When Canadians **trust what they're hearing they take action**. Almost half of **Canadians** say they **respond** to ads on the **Radio**, which is **attribution Radio does not get credit for.**

SUPPORTING LOCAL MEDIA MEANS SOMETHING



Canadians in all community sizes **appreciate** the **brands** who **invest in their communities** by **advertising on local media.**

LIVE RADIO COMPLIMENTS TV CAMPAIGNS



Extending Reach and Frequency to **maximize advertising impact** across key demographics.



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