

AM/FM Drives

CONSUMER ACTIONS

2025



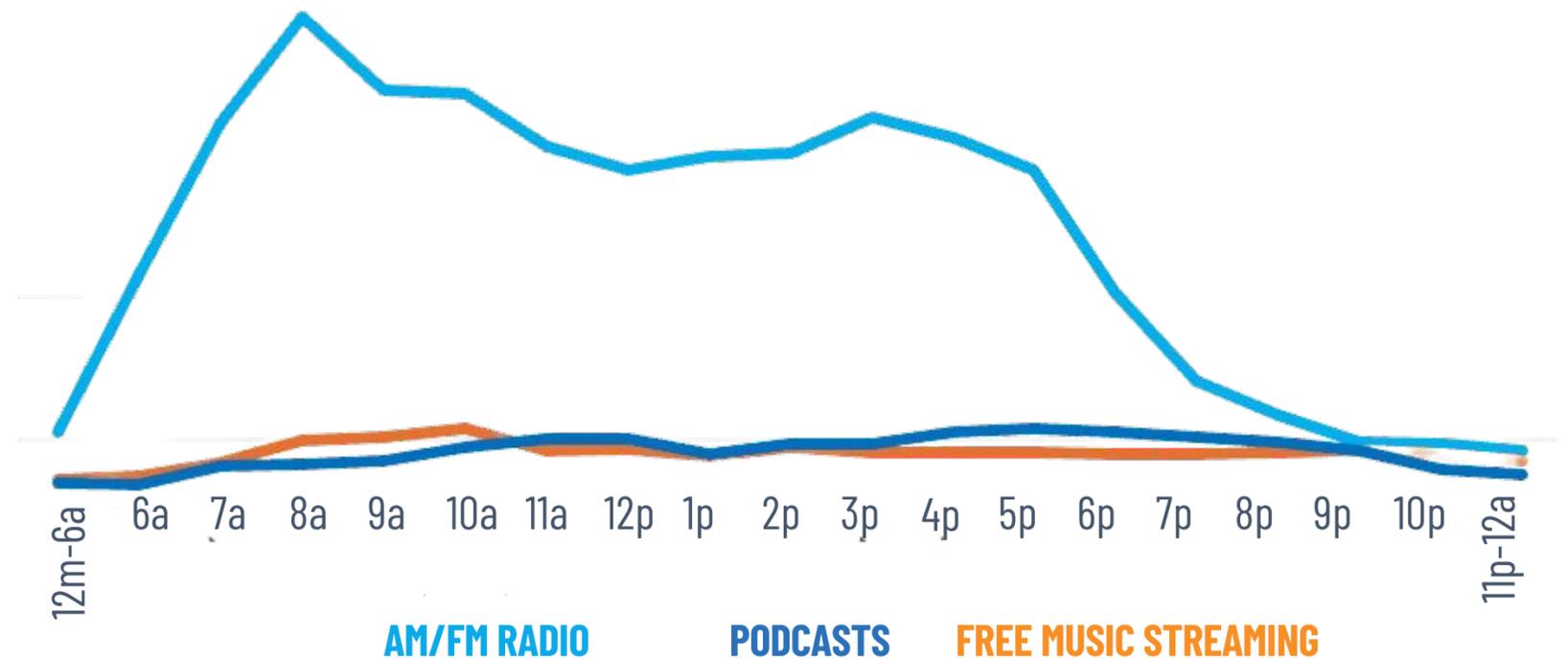


94%^{1.}

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



Source: 1 Signal Hill Insights Fall 2024 | 2. Statistics Canada. Table 20-10-0056-01. Monthly retail trade sales by province and territory (x1000). September 2024



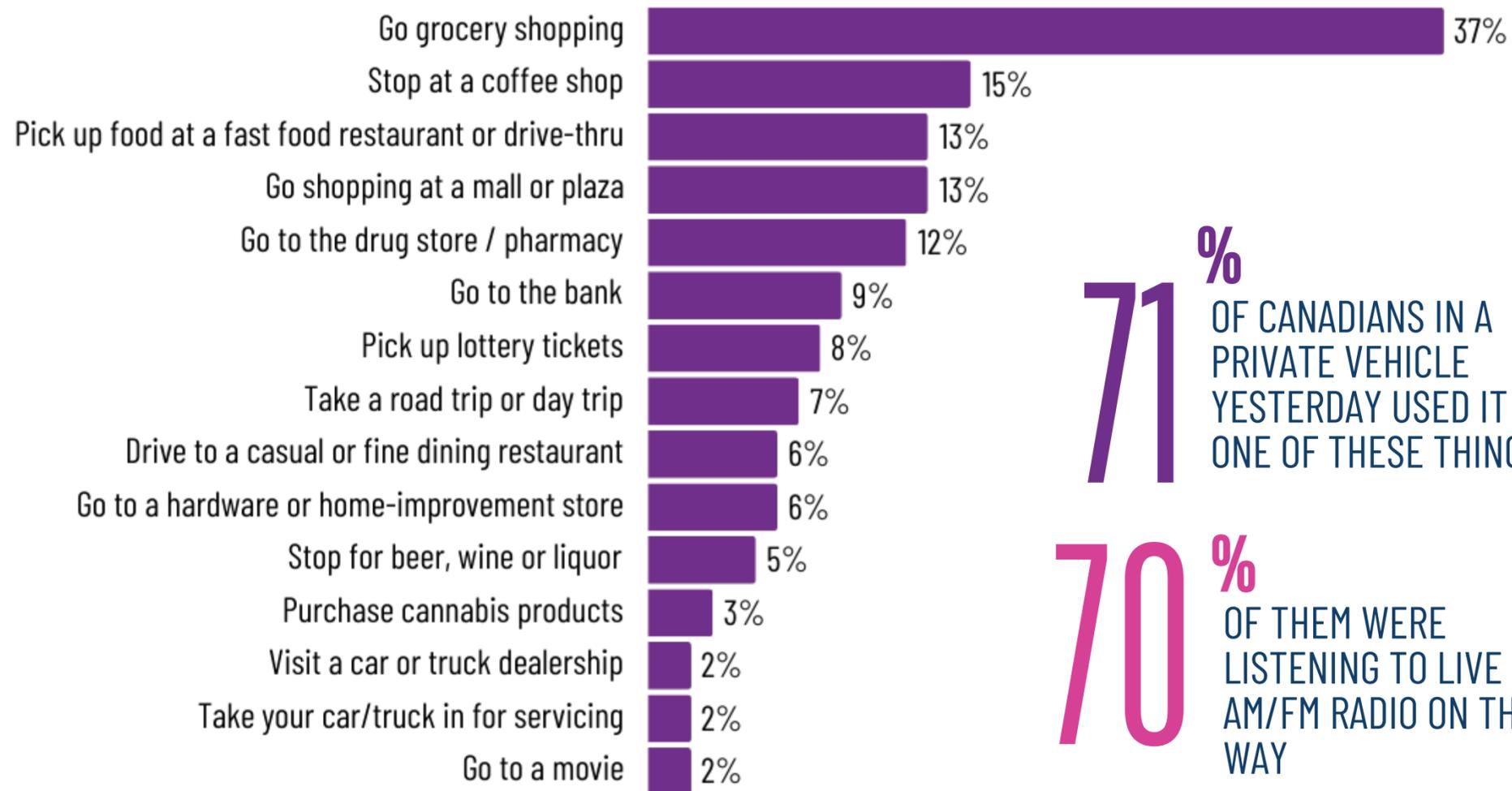
AM/FM Radio Reaches Online Shoppers

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

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

85%

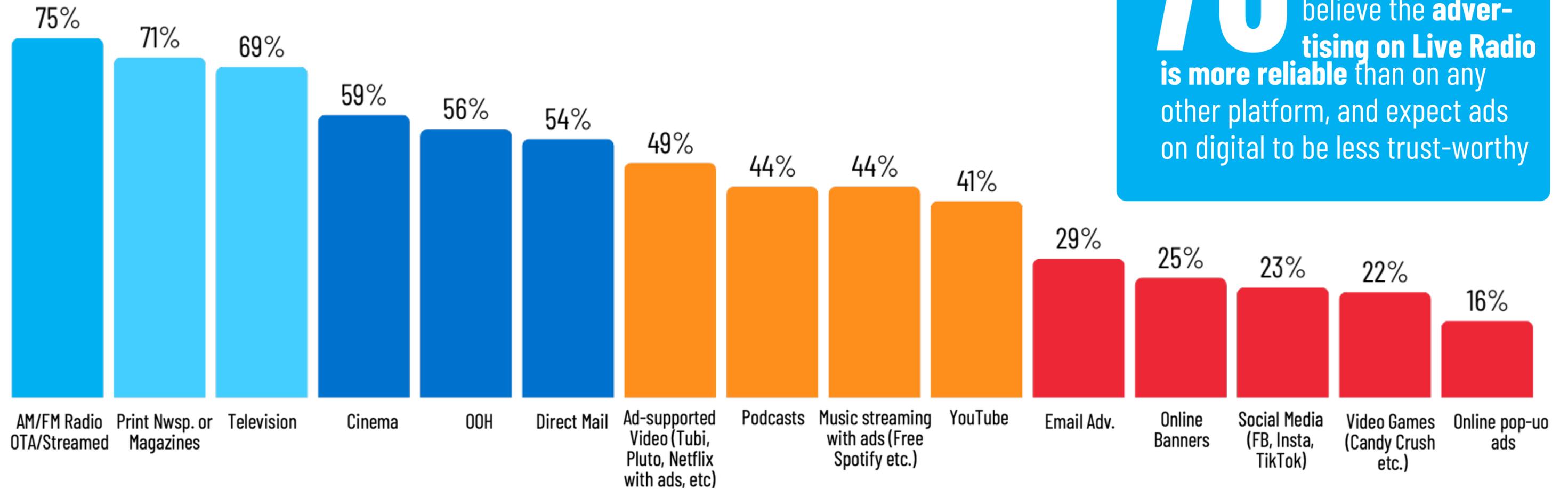
OF GROCERY SHOPPERS LISTEN TO LIVE RADIO

Source: Numeris RTS Fall 2024



Source: Signal Hill Insights Fall 2024

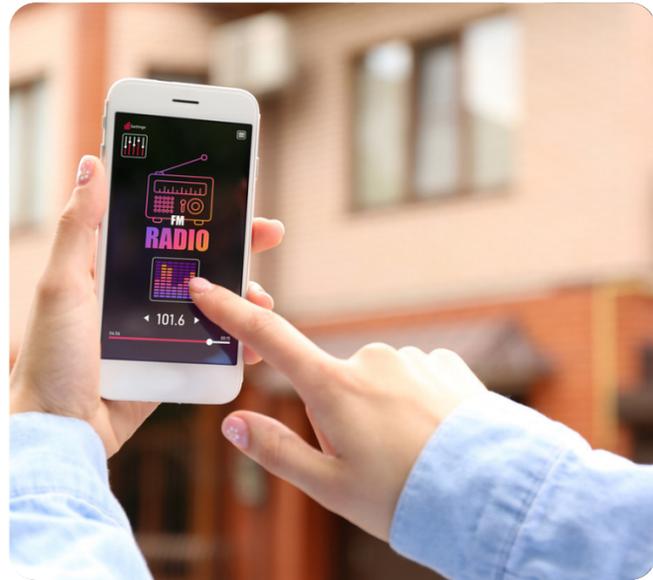
Radio Is the Place Where Canadians Expect to Hear Advertising They Can Trust



75% of Canadians 18+ believe the **advertising on Live Radio is more reliable** than on any other platform, and expect ads on digital to be less trust-worthy

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

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



While listening to Radio, 18+

48%

in the past couple of months:

Experienced any of these actions

While listening to Radio, 18+

37%

in the past couple of months:

Learned about an event happening in my area

While listening to Radio, 18+

21%

in the past couple of months:

Learned about an already familiar product/service

While listening to Radio, 18+

18%

in the past couple of months:

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

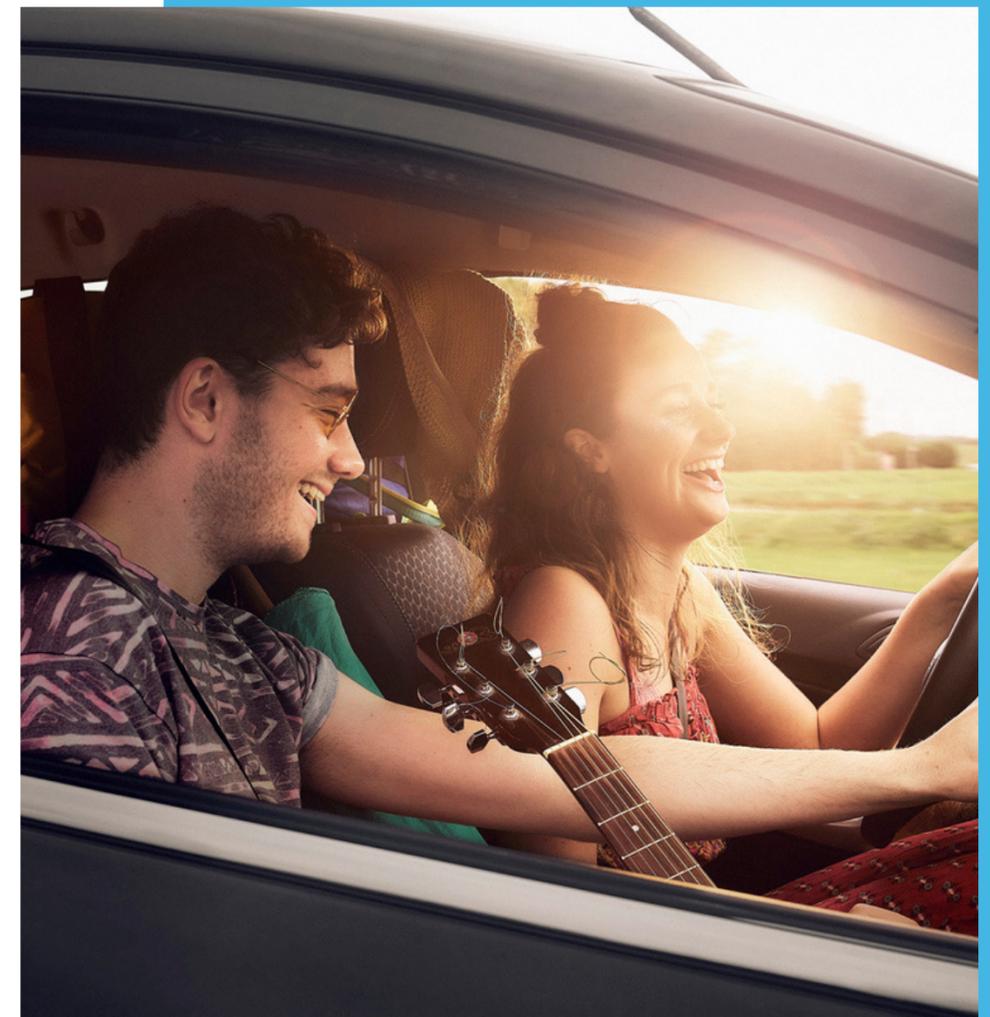
133
index
18+

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

"I appreciate when brands support local media with their advertising dollars"

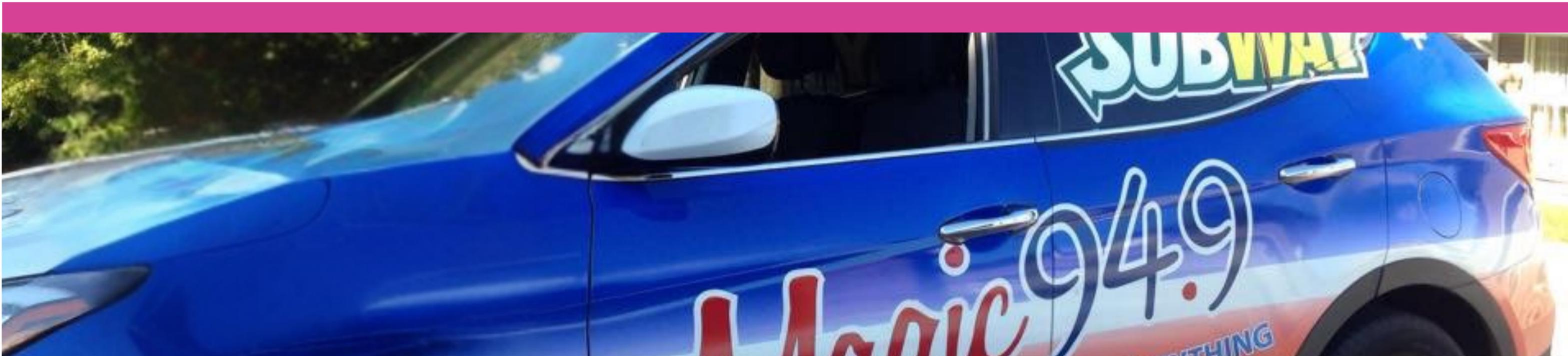
52%
18+

Medium Sized
Cities 500M+

56%
108
INDEX 18+

Small/Rural
Communities

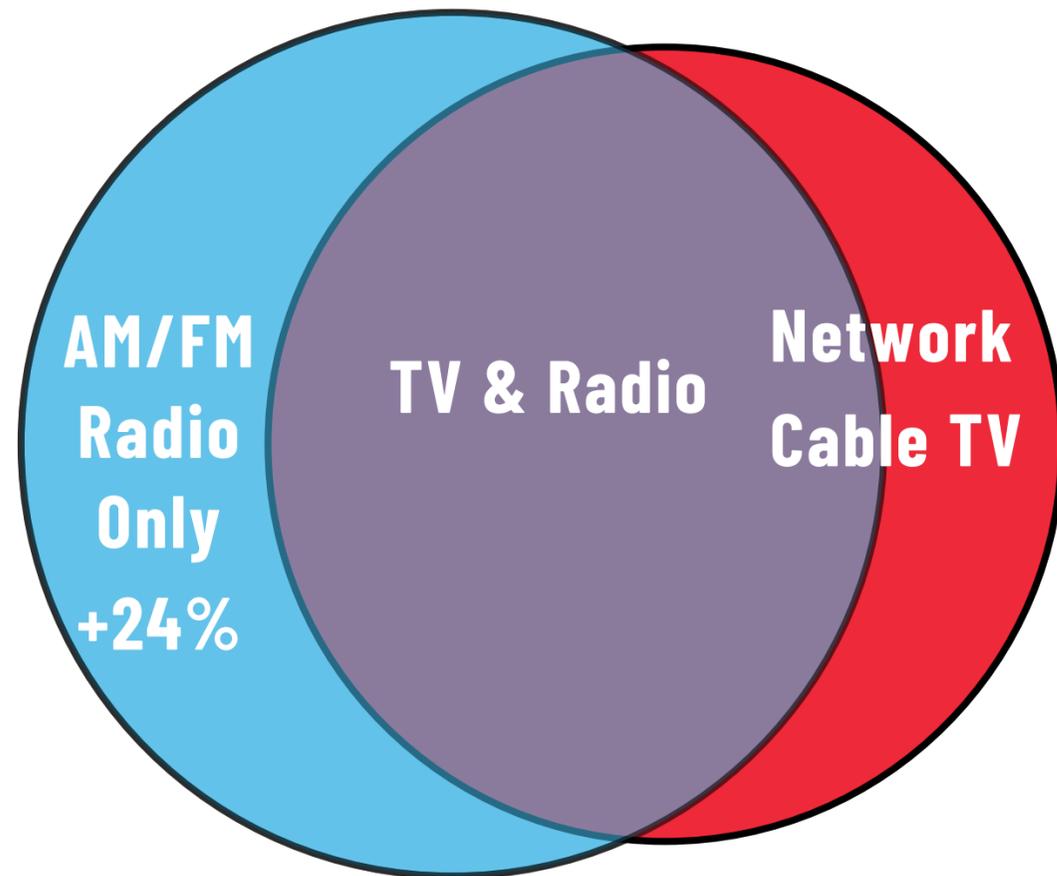
52%
100
INDEX 18+



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**.

LIVE RADIO IS A REACH EXTENDER FOR TV CAMPAIGNS



24%

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



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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