

# THE NEW POWER COUPLE: RADIO+SMARTPHONE

## 17.4 MILLION CANADIANS 18+ OWN A SMARTPHONE

89%

OF SMARTPHONE OWNERS LISTEN TO RADIO EACH WEEK

77%

OF SMARTPHONE OWNERS LISTEN TO RADIO IN A VEHICLE

74%

OF SMARTPHONE OWNERS LISTEN TO RADIO WHILE TRAVELLING TO THE GROCERY STORE OR TO DO OTHER SHOPPING

34% OF SMARTPHONE OWNERS WERE MOTIVATED BY A RADIO COMMERCIAL TO DO AN INTERNET SEARCH (INDEX: 117).

72%

OF ADULTS WHO LISTEN TO A RADIO STREAM OWN A SMARTPHONE

59%

OF ADULTS WHO LISTEN TO RADIO OWN A SMARTPHONE

A18-34 80% | A18-49 79% | A25-54 77%

### RADIO LISTENERS USE THEIR SMARTPHONE TO:

- SEARCH FOR BUSINESSES, SERVICES, PRODUCTS ONLINE
- COMPARE PRODUCTS/PRICES WHILE SHOPPING
- MAKE PURCHASES/TRANSACTIONS

ONE-THIRD OF ADULTS WHO LISTENED TO RADIO ON THEIR MOBILE/SMARTPHONE IN THE PAST 7 DAYS ALSO LISTENED TO RADIO VIA STREAMING ONLINE IN THE PAST 30 DAYS. THIS IS TRUE ACROSS ADULTS 18-34, 18-49 AND 25-54.

RADIO DELIVERS ROI FOR THE ADVERTISER ACROSS MANY CATEGORIES INCLUDING...



Mass Merchandiser  
16x



Auto Aftermarket  
22x



Home Improvement  
10x

Nielsen Catalina Solutions 2014-2016

ADVERTISERS ACHIEVED AN AVERAGE \$10 OF INCREMENTAL SALES FOR EVERY \$1 SPENT ON RADIO.

