

Study demonstrates radio's effectiveness

In mid-January we published results from our latest Foundation Research Study; the fifth annual study commissioned by the RMB. As is customary we issued press releases, received good media coverage and had requests for interviews.

One interviewer asked, "Were there any surprises in the data?" Our answer was no, and that was a good thing! The results from this study have been consistent over the last five years. For example, in the 2010 survey respondents reported that they listened to two hours and 12 minutes of radio a day, equivalent to the results from the first study in January 2006.

That's the beauty of radio—consistent performance year after year. Radio is part of Canadians' daily routine, it reflects and adapts to their lifestyle. The results from another survey question bear this out. Since we started conducting the study we have asked participants, "Did your time with each medium (radio, TV, Internet, etc.) increase, decrease or remain the same over the past year?" Every year radio and Internet are the two media with the highest percentage of people indicating that their time had increased or remained the same at 85% and 86% respectively.

Radio's advantage is that it is not demanding of your time. Television, print media and the Internet all require the user to set aside time to consume; radio adapts to the listener's schedule.

Results from our 2010 study are a testament to radio's versatility; 75% of adults listen to radio while shopping and running errands, 72% tune in on the way to work and 38% listen at work. In fact, adult Canadians spend more time with radio during a typical workday than any other medium; an average of two hours and 14 minutes, 21 minutes more than with TV and 36 minutes more than the Internet.

Compatibility with the Internet is another advantage that radio offers. The Internet is a huge resource for information, allowing people to find what they want when they want it. Radio is a personal and emotional medium, providing entertainment and information anytime, anywhere. Each medium promotes a sense of community, the Internet fosters communities based on content and radio stations promote community both through content and geography. The complementary nature of radio and the Internet creates opportunities for advertisers to leverage each media's strength and deliver a campaign that creates awareness and generates a response.

This year's study indicates that 38% of adults listened to traditional or Internet radio some/most of the time while online; response increases to 40% for young adults, working Canadians and parents. Adults are most likely to be using radio and Internet simultaneously between 10 a.m. and 7 p.m. daily.



Radio listening has had a strong influence on Internet usage. For the past four years we have asked Canadians how radio affects their Internet surfing; our latest results are similar to the past three years with 45% indicating that a radio ad had prompted them to search the Internet for more information and 39% reporting that they had typed an address into their browser after hearing it on radio.

The next time someone questions radio's ability to create awareness and motivate consumers tell them that 12.2 million adults were impelled to visit the Internet after hearing a radio ad and 10.6 million had visited a website when the address was mentioned on air.

Far from competing, the Internet gives radio a new dimension. Radio station brands translate well to the interactive world, giving them a new platform to engage listeners. Over 10.6 million adults (39%) have visited a radio station website and 30% have streamed audio online. For those adults listening to radio stations on the web, 58% indicated that the stations streamed were local.

This is just some of the information available from the most recent Foundation Research Study. The study demonstrates radio's continued relevance in a complex and evolving media market. The results provide compelling evidence to support radio as an integral component in any client's marketing efforts. RMB members can learn more and access exclusive content by logging on to the members' website. Advertisers and agencies can contact the RMB directly for further information.

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An advertisement for Ross Video's openGear audio multiplexers. The central image shows a green printed circuit board (PCB) with various electronic components, including a large silver heat sink. Two blue fiber optic cables are plugged into the board. The background is dark with the 'openGear' logo in white. Text on the left describes the MUX-6258-A AES/EBU Audio Multiplexer with Fiber Optic Output, highlighting it as the ideal solution for multiplexing 8 AES streams into an HD/SD SDI signal with optical output. Text on the right describes the DMX-6259-A AES/EBU Audio De-Multiplexer with Fiber Optic Input, highlighting it as the ideal solution for de-multiplexing 8 AES streams from an HD/SD SDI signal with optical input. At the bottom, it states 'In/Out selectable between standard BNC and Fiber' and includes the website 'www.rossvideo.com' and the Ross Video logo with the tagline 'Live Production Technology™'.