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Radio and the internet

Findings from Foundation Research - January 2009

Canadians continue to increase their time spent with internet, with adults logging an average of 1 hour and 33 minutes daily.

Research indicates that of the major media, radio and the internet have the highest percentage of adults reporting that their time spent is equal or greater than the previous year.

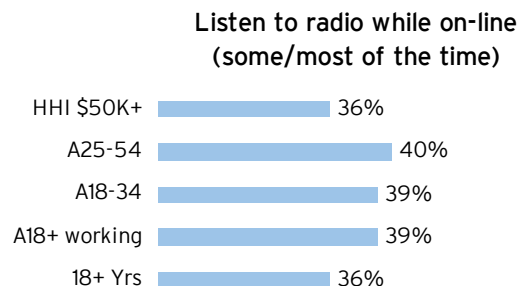
Adults 18+ Time spent with media		
Medium	Same/increased	Decreased
Internet	83%	17%
Radio	83%	17%
Newspaper	78%	22%
Magazine	76%	24%
TV	76%	24%

Radio and internet are complementary media

The combination of radio and the internet satisfies the rational and emotional needs of consumers. 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 companionship throughout the day. Both media connect the user with social communities.

Simultaneous usage

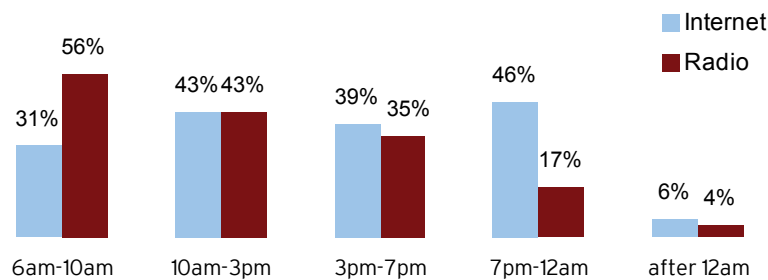
36% of Canadian adults listen to the radio while surfing the internet (some/most of the time); the percentage increases for younger audiences and working Canadians.



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Throughout the day there are many opportunities for simultaneous use of radio and internet. Radio listening peaks during morning and remains strong until 7pm; the majority of adult Canadians are on the internet between 10 am and midnight.

Weekly reach by daypart (% adults 18+)



Radio drives consumers to the web

Radio listening has a strong influence on internet usage; over 1/3 of Canadian adults have typed a website address into their browser after hearing it on the radio.

Agree/Strongly agree to statement	Adults 18+	Working adults	Adults w/ kids	A18 - 34	A25-54	HHI \$100K+
Radio ads prompted search the Internet	45%	45%	54%	45%	48%	50%
I have typed website address in my browser 'just after heard on radio	35%	35%	43%	35%	38%	35%

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62% of adults agree/strongly agree that radio influences their internet surfing. 62% of A18+ indicated that a radio ad had prompted them to visit a website in the past 6 months to learn more about the advertised product or service.

Radio Ad prompted me to visit a website in the past 6 months



Once the website destination was reached, Canadian adults were interested in learning more about the product or service.

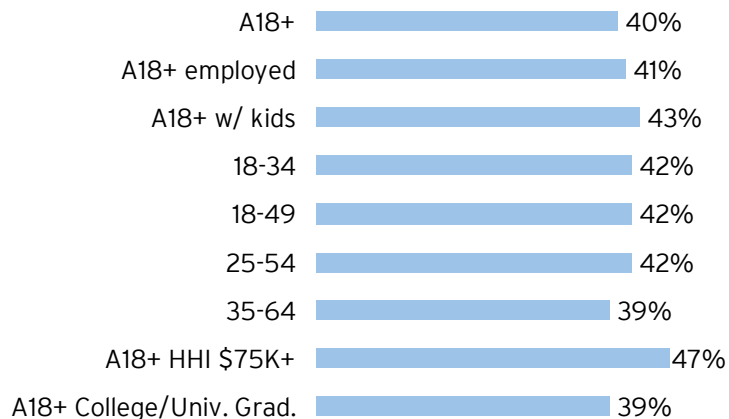
When you went to the internet site to learn more about the product or service, what specifically were you looking for?

	Adults 18+
General information	62%
Pricing information	38%
Product specifications	28%
Where to buy	22%

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Success Rate - 40% of adults visiting the websites to learn more purchased the product

Success Rate - 37% of adults visiting the websites to learn more actual purchased the product



Radio and internet case histories

Workopolis enjoys growth spikes with radio

A four-week radio campaign boosts brand awareness, drives traffic and increases job searches, leading to impressive results: more than 2500 entries, 24% increase in traffic and a 27% rise in job searches.

Bell.ca exceeds online objectives by 520%

To break out of the Christmas ad clutter, Bell.ca uses an innovative radio strategy to boost seasonal results.

Implications for Advertisers

- Combining radio and internet leads to a stronger emotional and rational connection between the brand and consumer
- Directing listeners to a website gets impressive results and an excellent return on the media investment