

# Radio and Automotive

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AM/FM Radio connects with  
Canadians looking to buy a vehicle

November 2020



# *AM/FM Radio connects with Canadians looking for a vehicle.*

AM/FM Radio reaches 90% of Canadians A18+ who plan on buying a car in the next 12 months.

Radio's weekly reach against these consumers is higher than the reach of any of the social media platforms over the same time period.

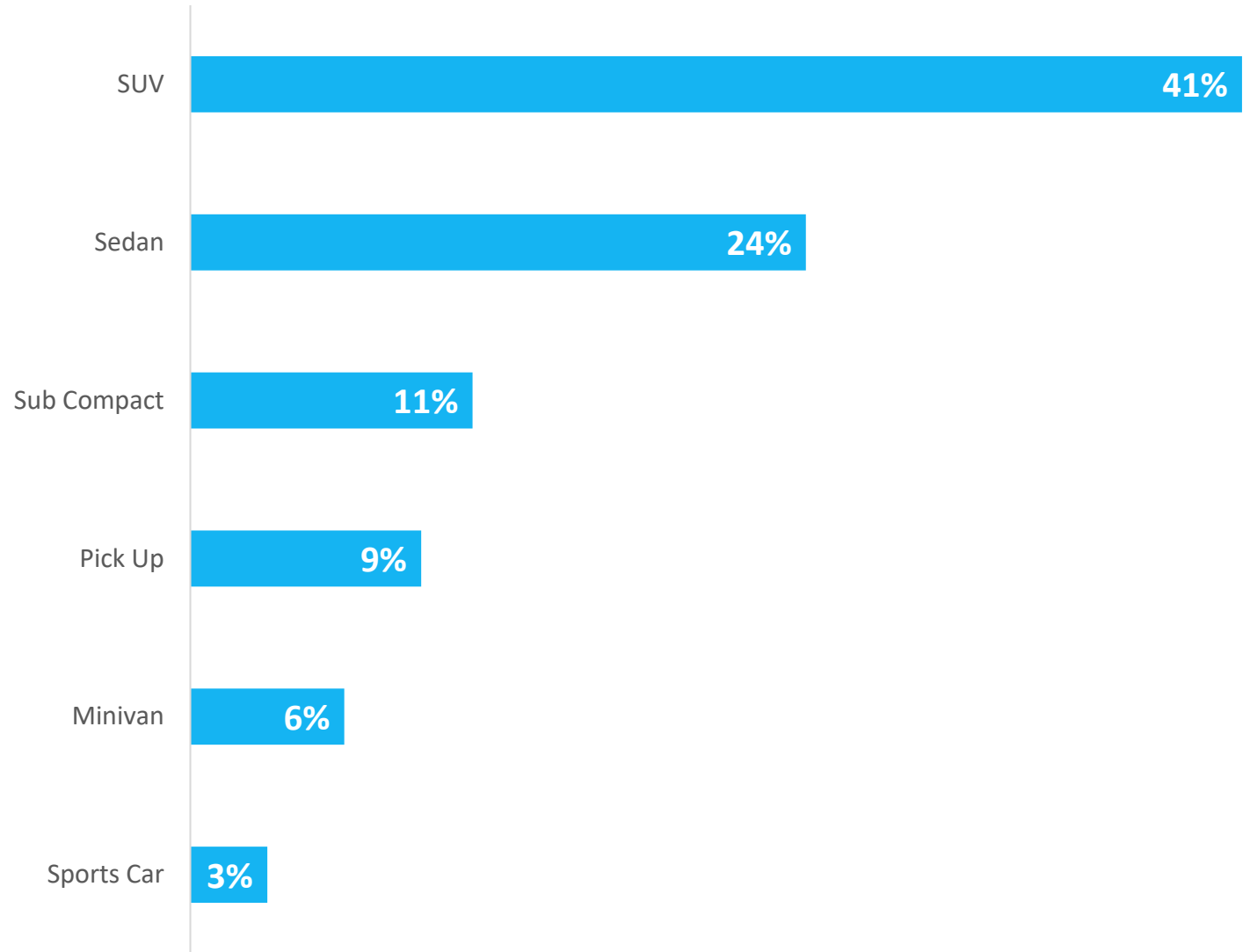
When when it comes to audio in general, Radio reaches this consumer more than any other audio platform.

Ads on Radio are the least avoided by this consumers vs. any other media platform; ads on the internet (72+%) and social media (67+%) are the most avoided.

These consumers take action after hearing ads on AM/FM Radio:

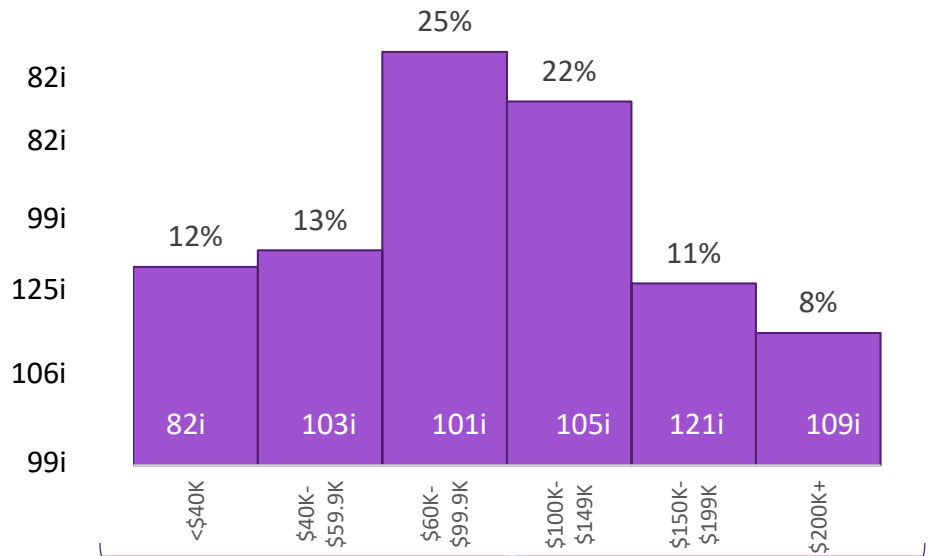
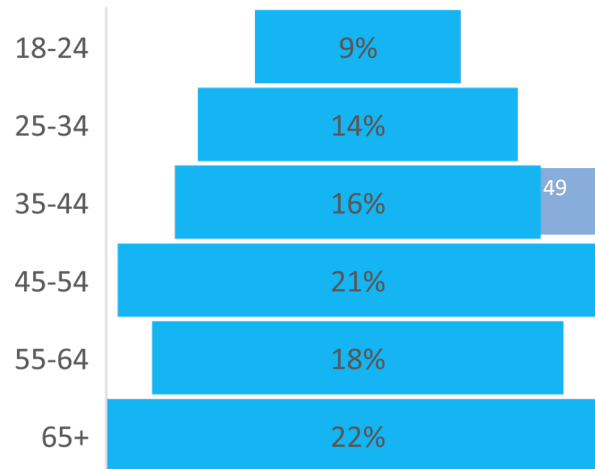
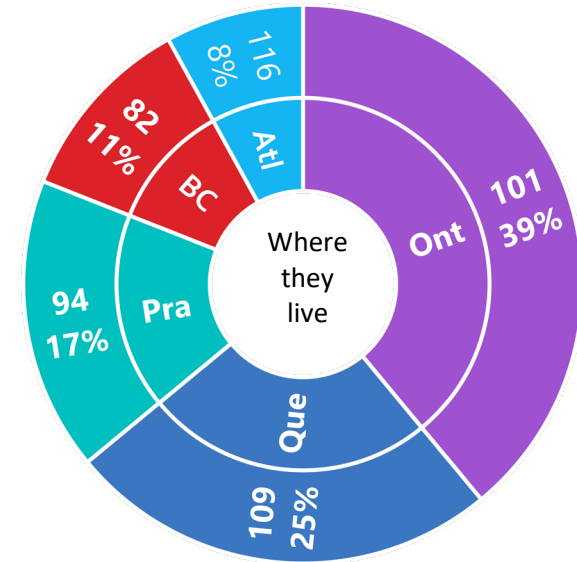
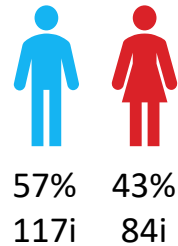
- Do a general internet/online search that day 118i, 7+ days 123i
- Visit a specific website: <7 days 128i, 7+ days 135i
- Motivated to visit a business same day 145i

AM/FM Radio  
reaches 90% of  
Canadians A18+  
who plan on buying  
some type of  
vehicle in the next  
12 months.



Canadians planning on buying a vehicle in the next 12 months are listening to AM/FM Radio.

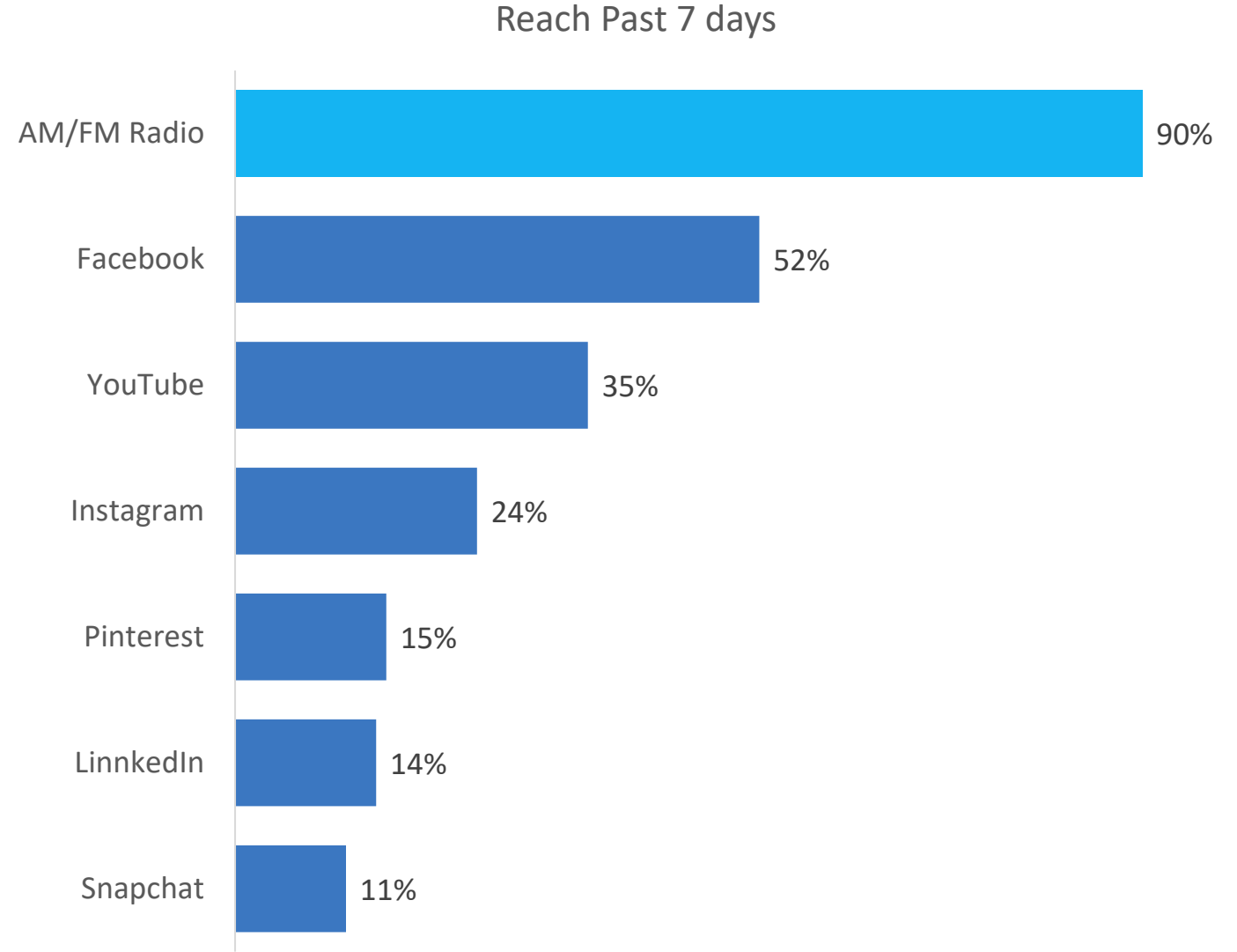
Canadians planning on buying a vehicle in the next 12 months



90% of Canadians who are looking to purchase or lease a vehicle in the next 12 months are reached weekly by AM/FM Radio.  
24% of their MEDIA TIME\* is spent with RADIO,  
and 78% were *exposed to Radio yesterday*

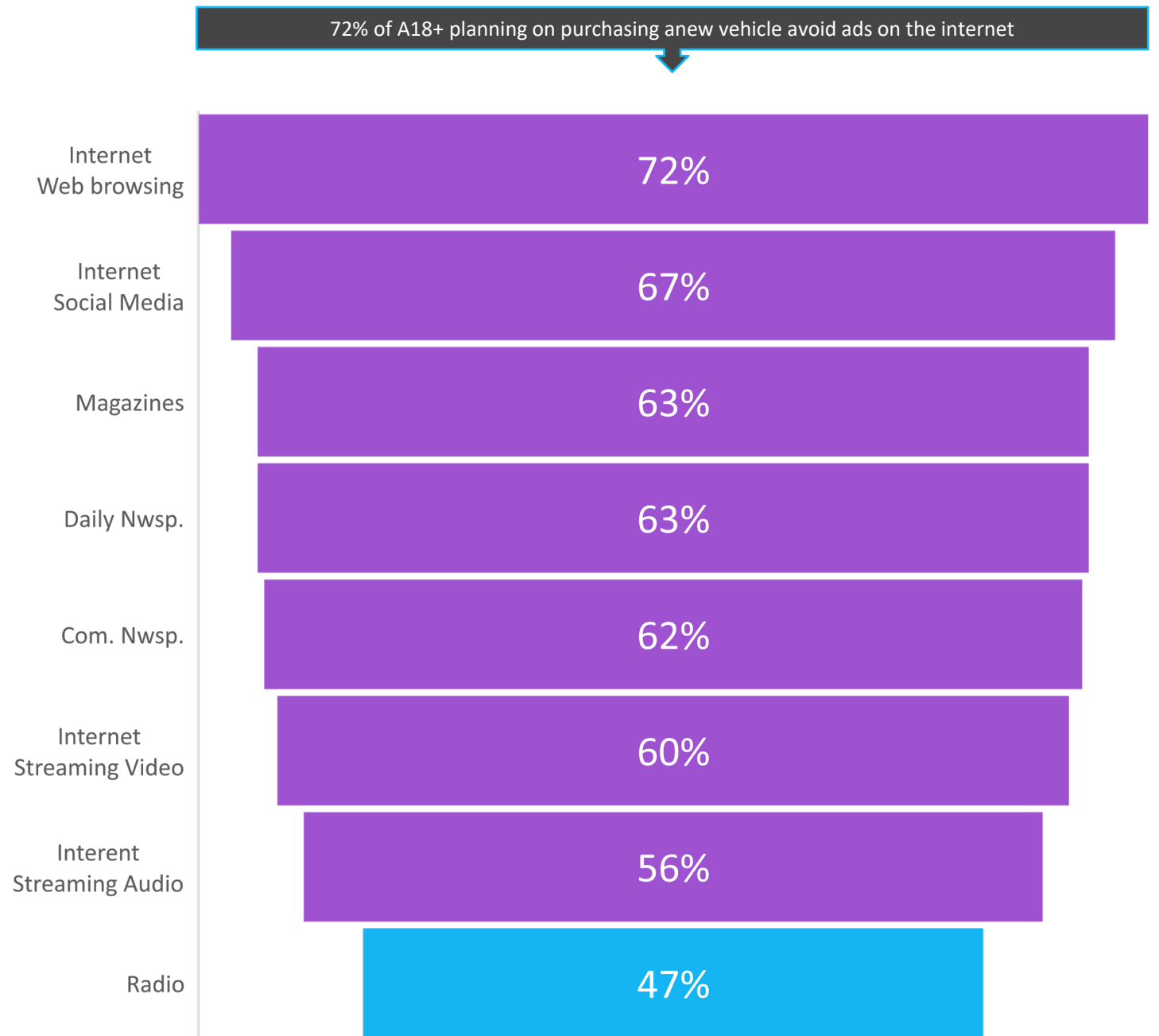


Radio delivers more reach than any popular social media websites against Canadians looking for a vehicle.

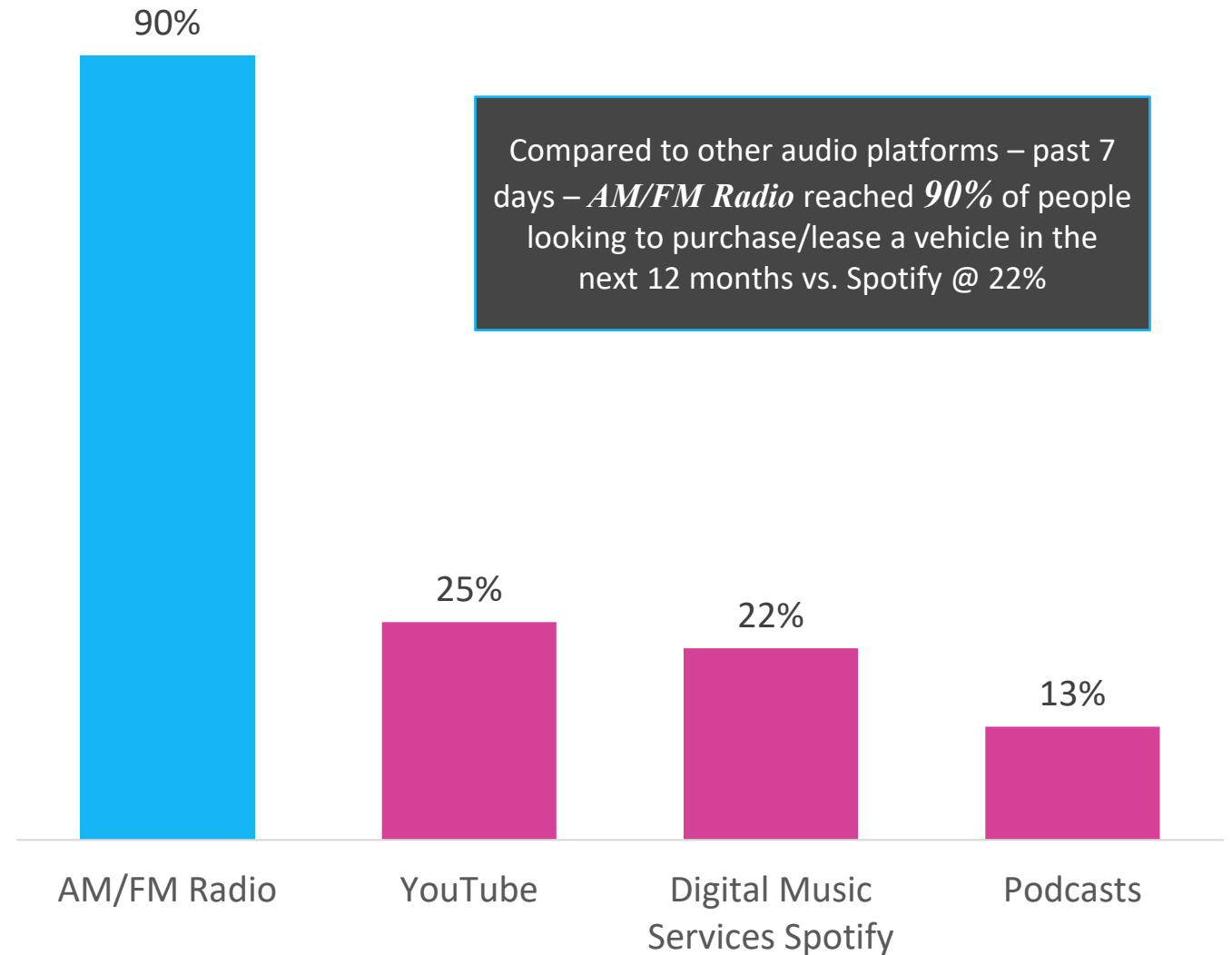




When it comes to ad avoidance, ads on AM/FM Radio are the *least avoided* by those who are planning on purchasing / leasing a vehicle in the next 12 months.



AM/FM Radio  
delivers more  
reach than any  
other audio  
platform.





Hearing an ad  
on AM/FM  
Radio motivates  
car shoppers to  
take action.

A18+ WHO PLANS TO BUY A VEHICLE IN THE NEXT 12 MONTHS (INDEX):	Later that same day	Later that same week	More than a week later
<i>Radio Commercial motivation to do a general Internet/online search:</i>	118	114	123
<i>Radio Commercial motivation to visit a specific website:</i>	111	128	135
<i>Radio Commercial motivation to visit a store/business:</i>	145	117	129
<i>Radio Local-on-air radio discussion motivation to access a website:</i>	108	128	133
<i>Radio Local-on-air radio discussion motivation to attend an event:</i>	155	124	126
<i>Radio Local-on-air radio discussion motivation to visit a store/business:</i>	137	118	120
<i>Purchases Time exposed to media before purchase (&lt; 30 mins): Radio Index 105</i>			
<i>Purchases Time exposed to media before purchase (30 mins+): Radio Index 124</i>			
<i>Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 104</i>			

Currently,  
AM/FM Radio is  
retaining reach  
vs. this time last  
year: 95i Van,  
94i Cal & Edm

## A25-54 Weekly Reach Monthly Trending:

Vancouver Oct 2020 vs Oct 2019: 95 Index

Calgary Oct 2020 vs Oct 2019: 94 Index

Edmonton Oct 2020 vs Oct 2019: 94 Index

Weekly Reach % A25-54:

