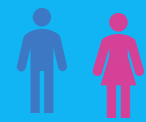


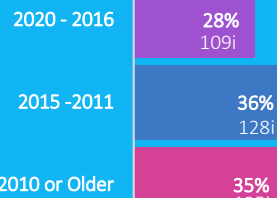
# RADIO REACHES 90% WEEKLY: A18+ THAT HAVE HAD THEIR MOST RECENT AUTO COLLISION REPAIR / BODY WORK DONE AT A SPECIALTY SHOP

CONSUMER PROFILE

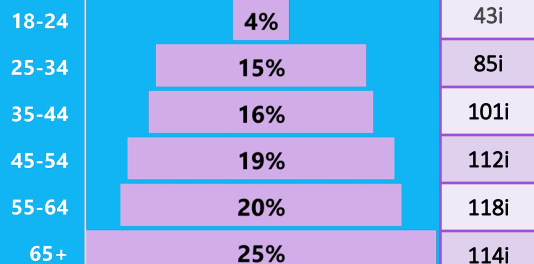


52% 106i  
48% 95i

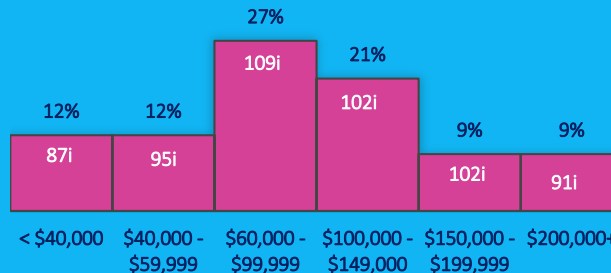
## HOW OLD IS VEHICLE:



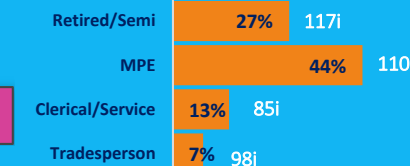
## AGE BREAKDOWN: AVG AGE 51: 107i



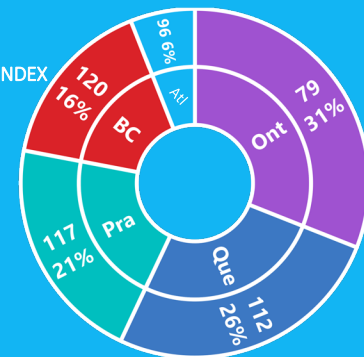
## HHI: AVG \$102,000 101i



## OCCUPATIONS:



## REGION BREAKDOWN: INDEX / % TOTAL



APPROX 17% OF CANADIANS A18+ HAVE HAD AUTO COLLISION REPAIR DONE AT A SPECIALTY SHOP RECENT

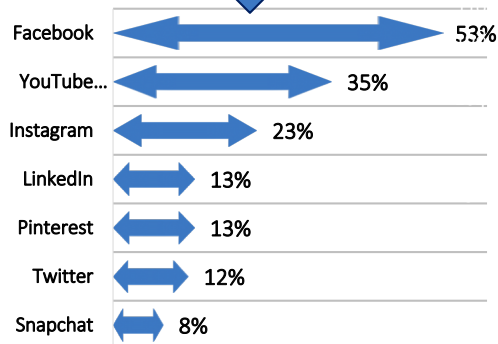
## A18+ THAT HAVE USED A SPECIALTY SHOP FOR COLLISION REPAIR:

90% are REACHED WEEKLY by RADIO

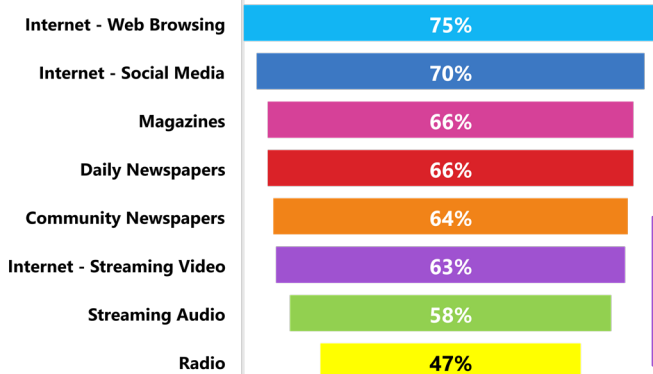
23% of their MEDIA TIME\* is spent with RADIO

74% were EXPOSED to RADIO YESTERDAY

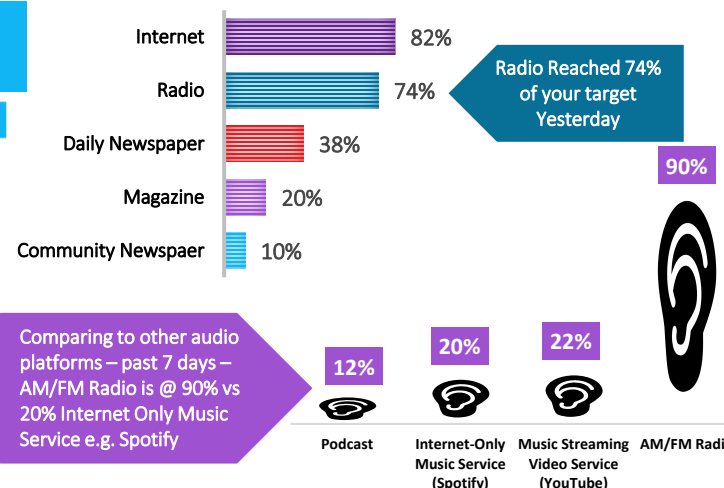
Radio delivers 90% weekly reach against A18+ THAT HAVE USED A SPECIALTY SHOP FOR COLLISION REPAIR – a higher % than popular social media websites delivered in past 7 days



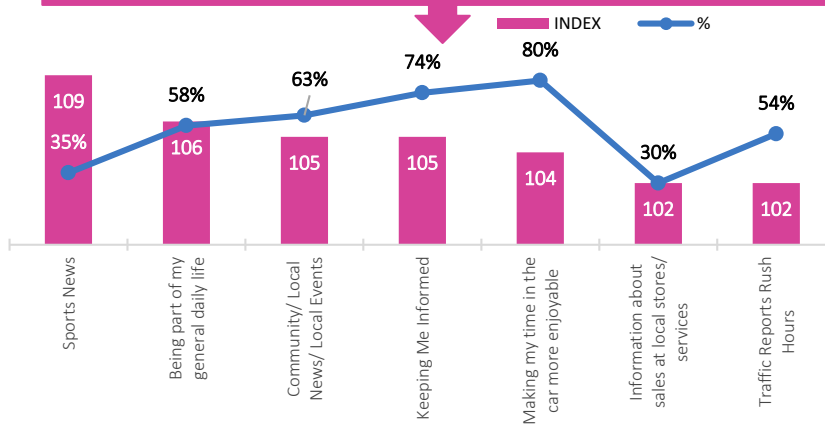
RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!  
75% of all A18+ THAT HAVE USED A SPECIALTY SHOP FOR COLLISION REPAIR occasionally / frequently AVOID ADS ON THE INTERNET WHEN BROWSING



Comparing to other audio platforms – past 7 days – AM/FM Radio is @ 90% vs 20% Internet Only Music Service e.g. Spotify



35% of A18+ that have used a specialty shop for collision repair find Sports News an important attribute -> 9% more likely



## A18+ THAT HAVE USED A SPECIALTY COLLISION REPAIR SHOP RECENT (INDEX):

Radio Commercial motivation to do a general Internet/online search:

Radio Commercial motivation to visit a specific website:

Radio Commercial motivation to visit a store/business:

Radio Local-on-air radio discussion motivation to access a website:

Radio Local-on-air radio discussion motivation to attend an event:

Radio Local-on-air radio discussion motivation to visit a store/business:

Purchases Time exposed to media before purchase (< 30 mins): Radio Index 113

Purchases Time exposed to media before purchase (30 mins+): Radio Index 110

Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 105

SOURCE: NUMERIS RTS CANADA FALL 2020/ A18+ / TOTAL CANADA/RECENT SERVICE DONE- COLLISION REPAIR/ BODY WORK SPECIALTY SHOP\* MEDIA MIX RADIO/ TV/ DAILY NEWSPAPER/ COMMUNITY NEWSPAPER/ MAGAZINE/ INTERNET

RADIO CONNECTS