

## AM/FM Commercial Radio Stations in Canada:

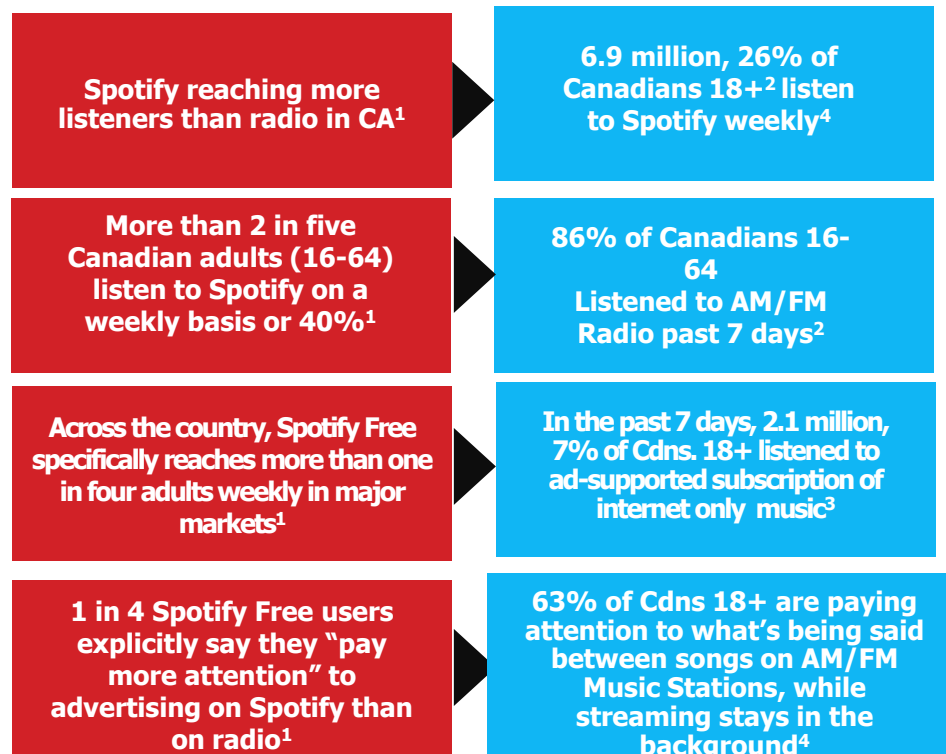
Total	English	French	Ethnic	AM	FM
716	592	97	27	119	597

Reach:	12+	18-34	18-49	25-54
Weekly:	85%	81%	83%	86%
Daily:	55%	46%	51%	55%

SOURCE: NUMERIS PPM / TOTAL METER CTRL / AW / BY 2020 / 2021

% Streaming:	12+	18-34	18-49	25-54
M-Sun 2a-2a	10%	14%	15%	14%
M-F 2a-2a	11%	15%	16%	15%
S/S 2a-2a	7%	12%	11%	10%

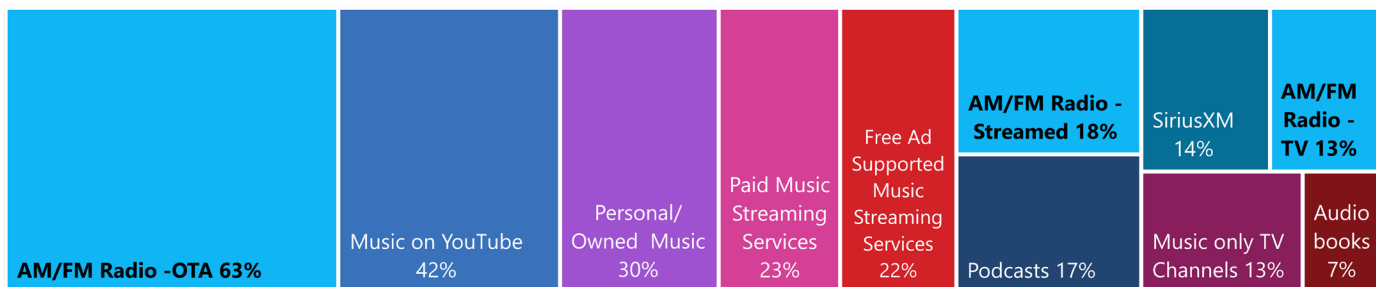
## Radio reaches people – and the ads on radio are heard & pay attention to:



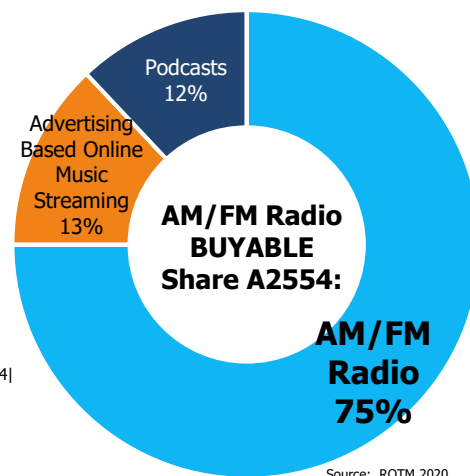
Source: 1. Spotify & Kantar: TNS Research, CA Age=16-64, 2020 | 2. Numeris Total Audiences to Stations in PPM Markets AW Fall 2020, A16-64 | 3. RTS Fall 2020 | 4. Radio On The Move 2021

## AM/FM Radio is the REACH machine for audio:

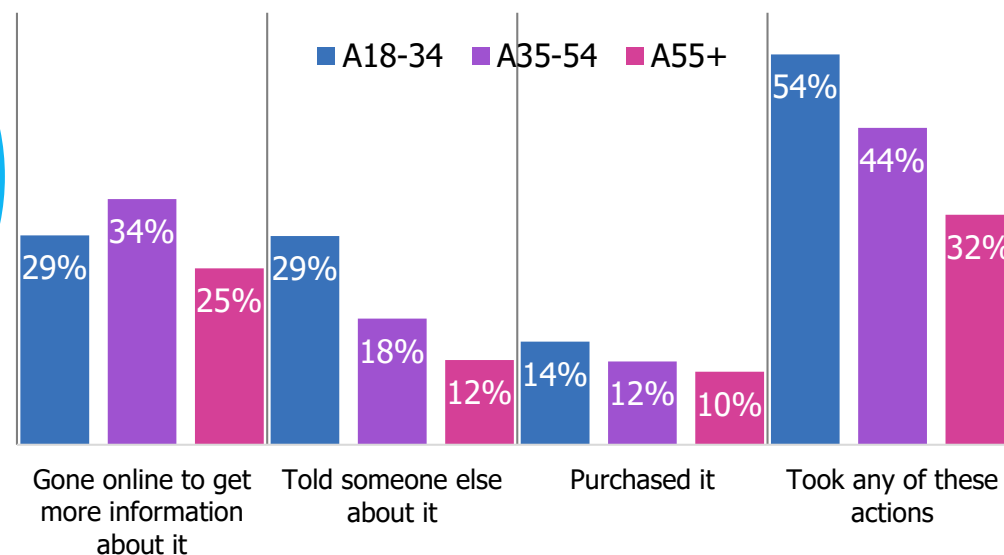
Listen in the past week A18+



Source: ROTM 2021



## Actions taken after hearing ad on AM/FM



Source: ROTM 2021 Ad1. Whether listening in the car or elsewhere, have you ever taken any of the following actions after hearing a brand, product or service advertised on AM/FM Radio? Base: Canadians 18-34 (n=586); 35-54 (n=781); 55+ (n=634)

## AM/FM Radio has the lowest ad avoidance:

