

AM/FM RADIO AND CANADIANS PLANNING TO BUY A VEHICLE

A close-up photograph of a hand in a dark blue suit sleeve holding a set of car keys. The keys consist of a black fob and a metal key. Below, another hand in a light-colored sleeve is reaching up towards the keys. The background is a blurred red car.

AM/FM RADIO CONNECTS
WITH CAR BUYERS

AM/FM RADIO CONNECTS WITH PEOPLE PLANNING TO BUY A VEHICLE

In the past week, AM/FM Radio reached **87%** of 18+ Canadians who are planning to buy a vehicle in the next 12 months.

AM/FM 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 it comes to audio in general, **AM/FM Radio reaches this consumer more than any other audio platform.**

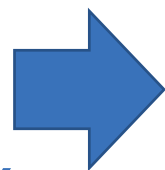
Ads on AM/FM Radio are the **least avoided**(48%) by this consumer group vs. any other media platform; ads on the web (75%), and social media (69%) are the most avoided, and ads on audio streaming platforms are avoided by 58% of these consumers.

People planning to buy a vehicle **take action** after hearing ads on AM/FM Radio:

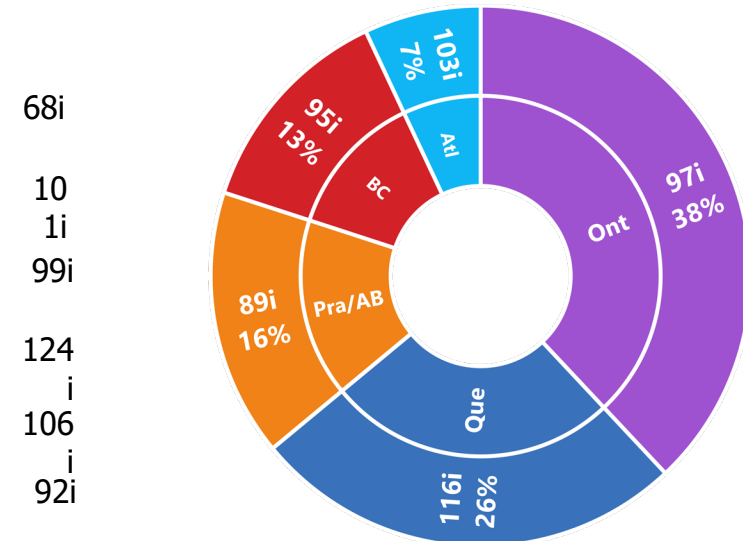
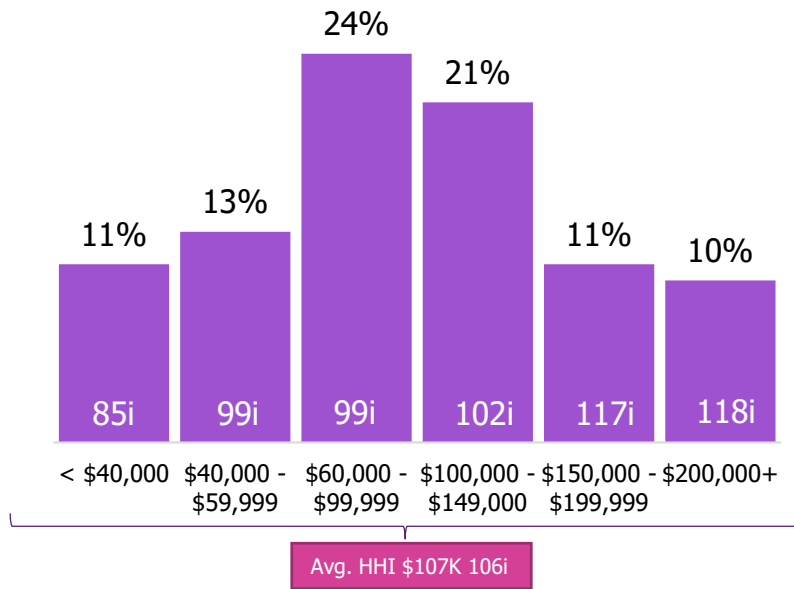
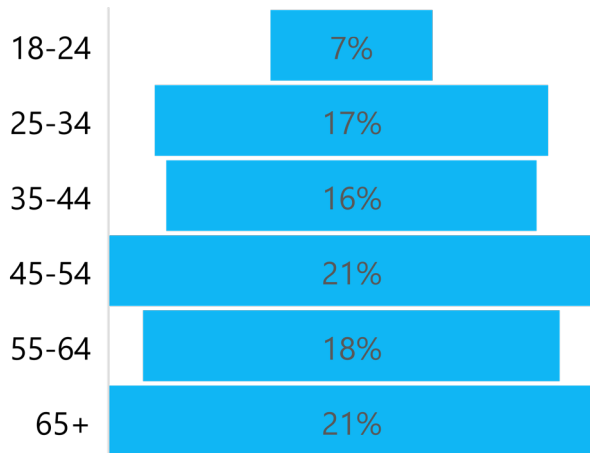
- Do a general internet/online search that day **113i**, later that week **133i**
- Visit a specific website later that same day **125i**, later that week **125i**
- Motivated to visit a business that same day **146i**, later that same week **124i**, even more than a week later **133i**

ON A WEEKLY
AVERAGE,
AM/FM RADIO
REACHES 87%
OF CANADIANS
A18+ WHO ARE
PLANNING TO
BUY A VEHICLE
IN THE NEXT
12 MONTHS.

WHO ARE THEY

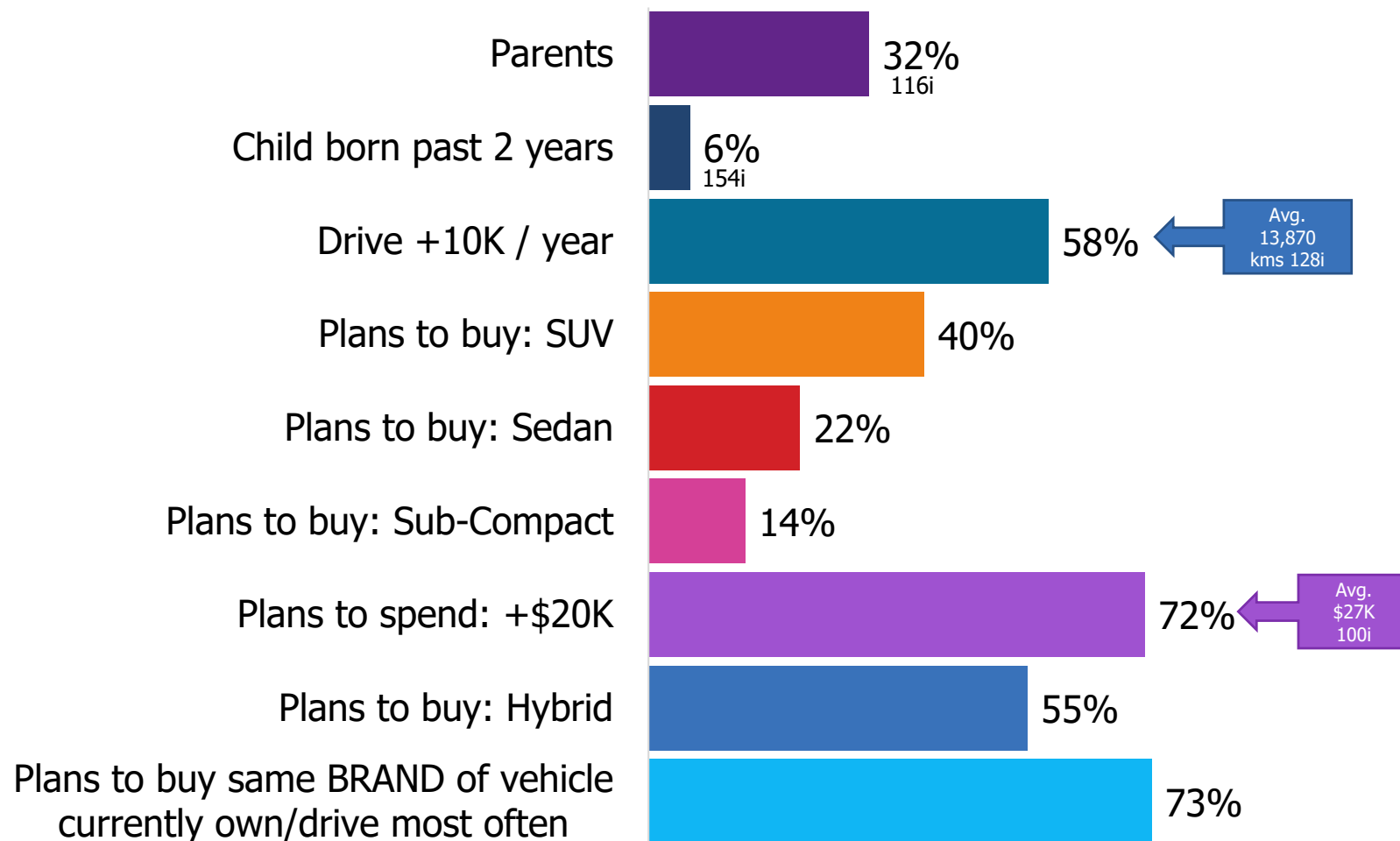


Avg.
Age 49
101i



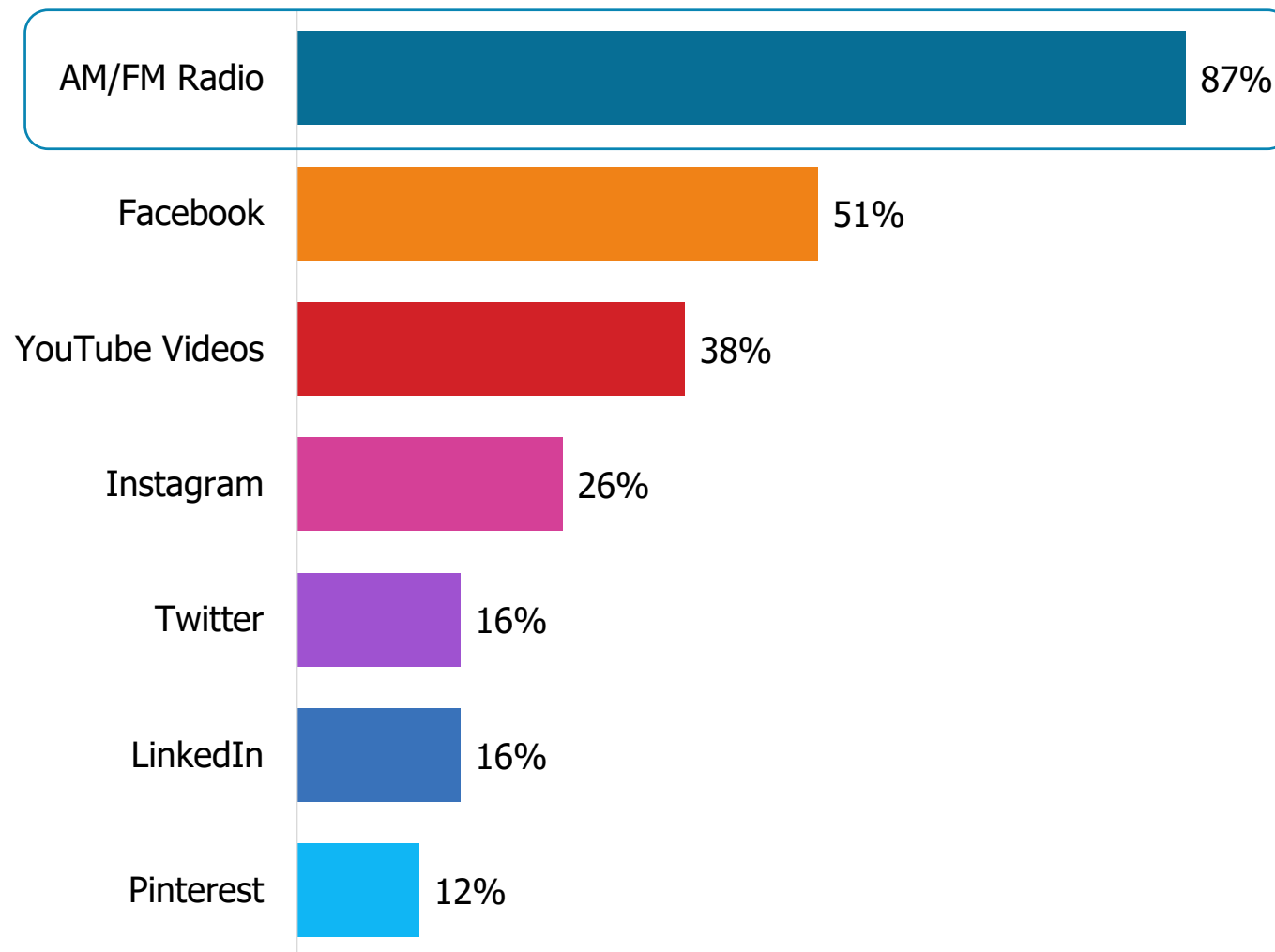
CANADIANS
PLANNING TO
BUY A VEHICLE
ARE MORE
LIKELY PARENTS,
DRIVE MORE,
BUY A SUV TYPE,
AND SAME
BRAND OF
VEHICLE THEY
CURRENTLY
OWN.

CDNS 18+ WHO PLAN TO BUY A VEHICLE IN THE NEXT 12 MONTHS



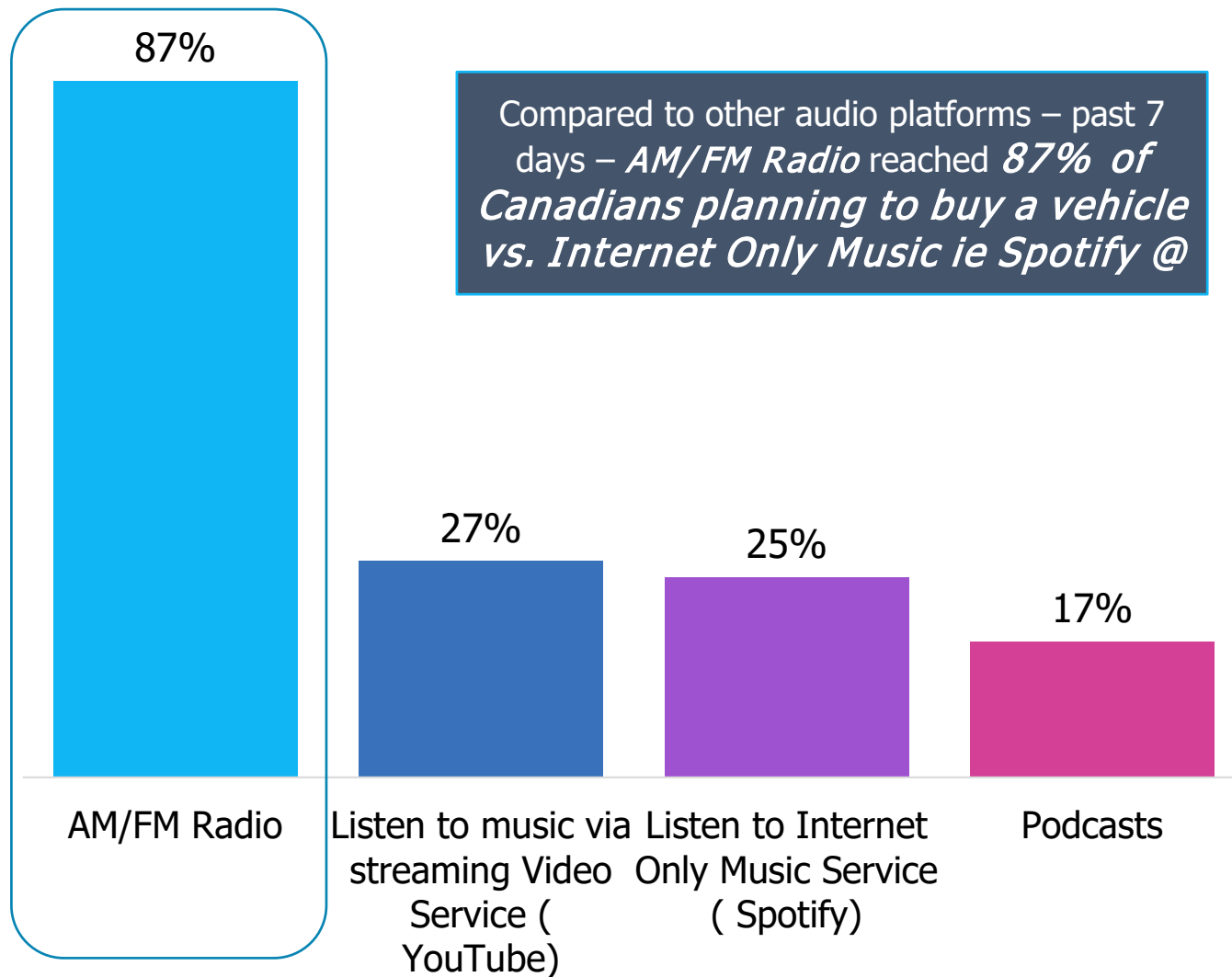
AM/FM RADIO
DELIVERS
MORE REACH
IN THE PAST 7
DAYS AGAINST
THESE
CONSUMERS
VS. ANY
SOCIAL MEDIA
PLATFORM.

Reach Past 7 days : PLANNING TO BUY A VEHICLE



WHEN IT COMES TO AUDIO, NO OTHER AUDIO PLATFORM CAN REACH THESE HIGH VALUE CONSUMERS LIKE AM/FM RADIO.

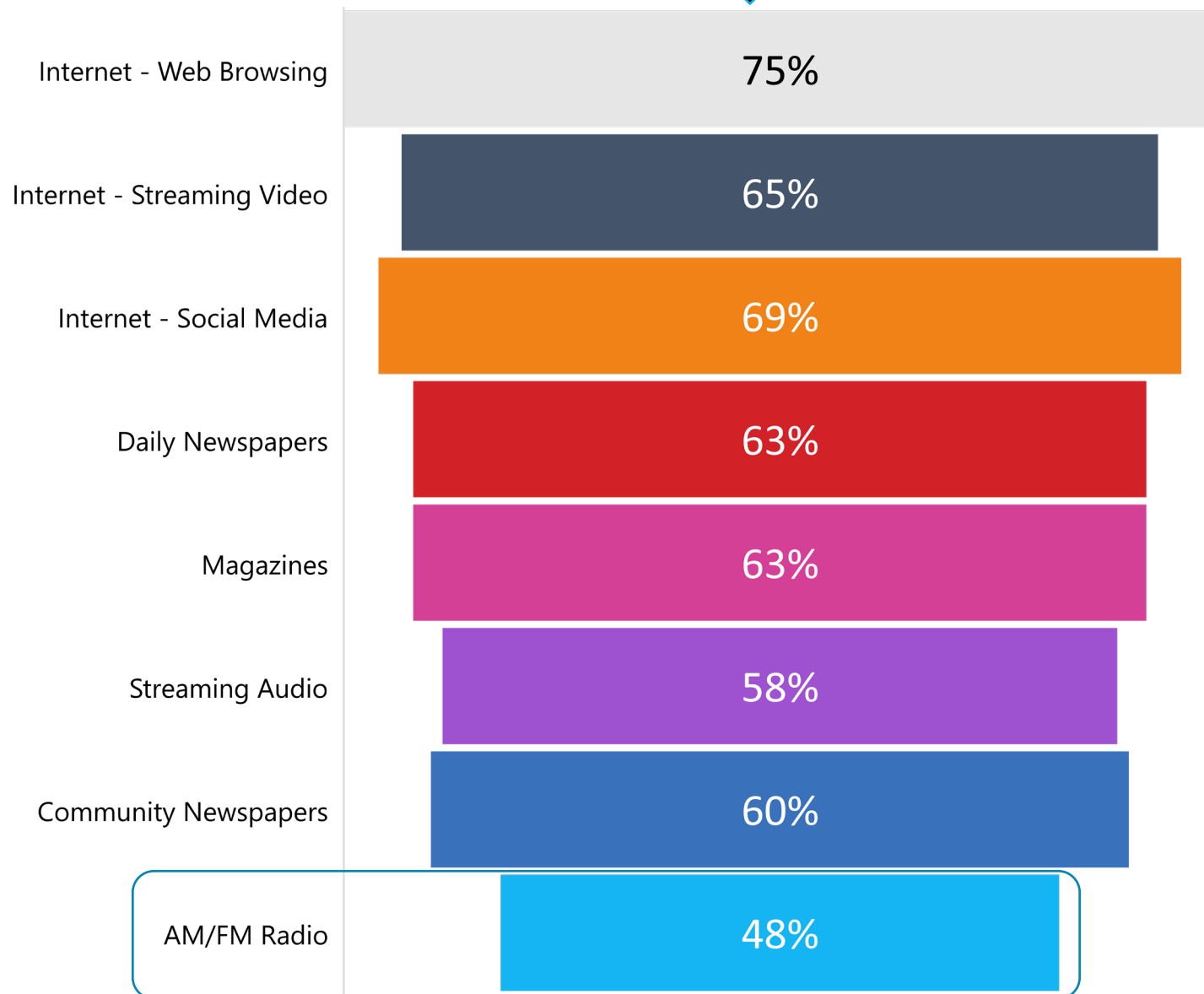
AM/FM RADIO ALSO FEELS MORE PERSONAL THAN OTHER MEDIA: 44%



WHEN IT COMES TO
AD AVOIDENCE, ADS
ON AM/FM RADIO
ARE THE LEAST
AVOIDED BY THESE
CONSUMERS.

ADS HEARD ON
INTERNET
STREAMING AUDIO
SERVICES ARE
AVOIDED 21% MORE
THAN ADS ON AM/FM
RADIO BY THESE
CONSUMERS.

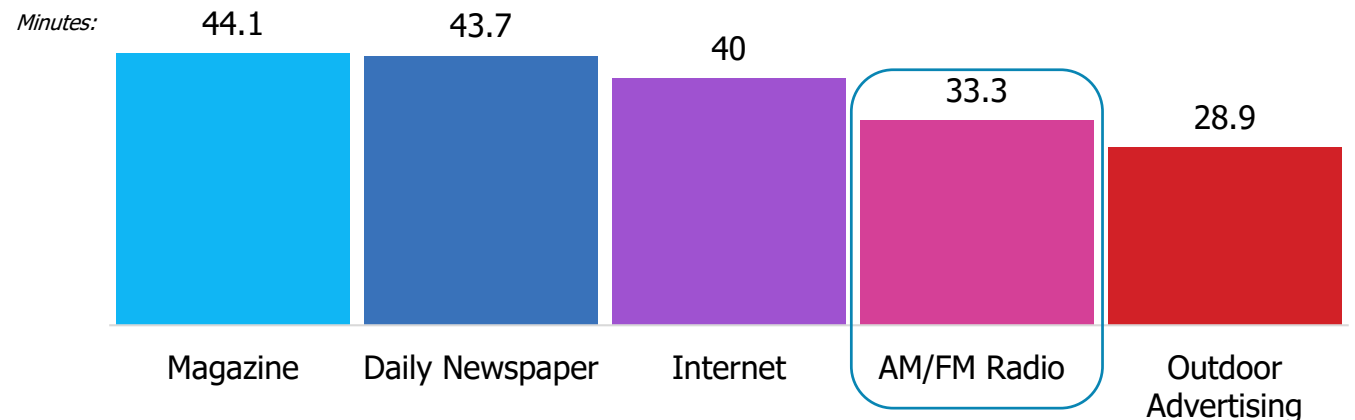
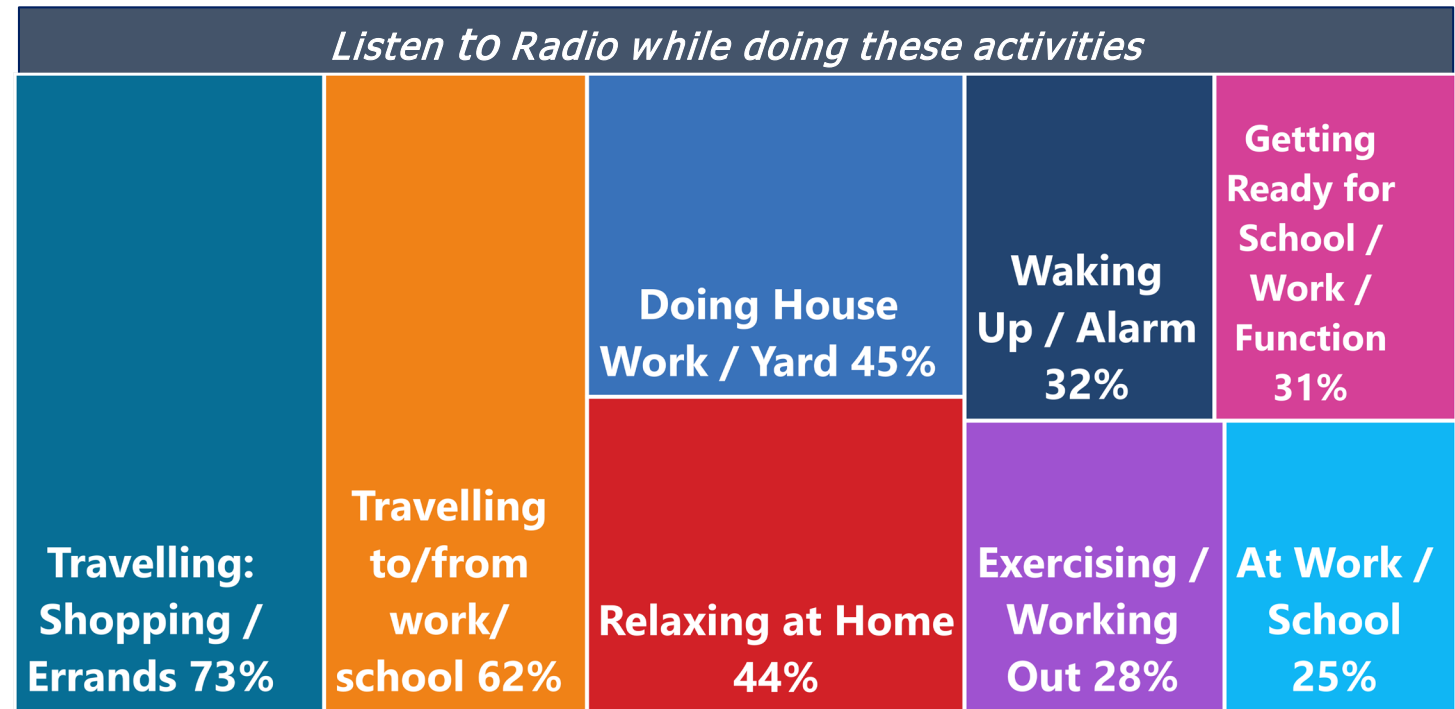
75% of Canadians planning to buy a vehicle - Avoid Ads on the Web



CANADIANS PLANNING TO BUY A VEHICLE SPEND 21% OF THEIR MEDIA TIME* WITH AM/FM RADIO.

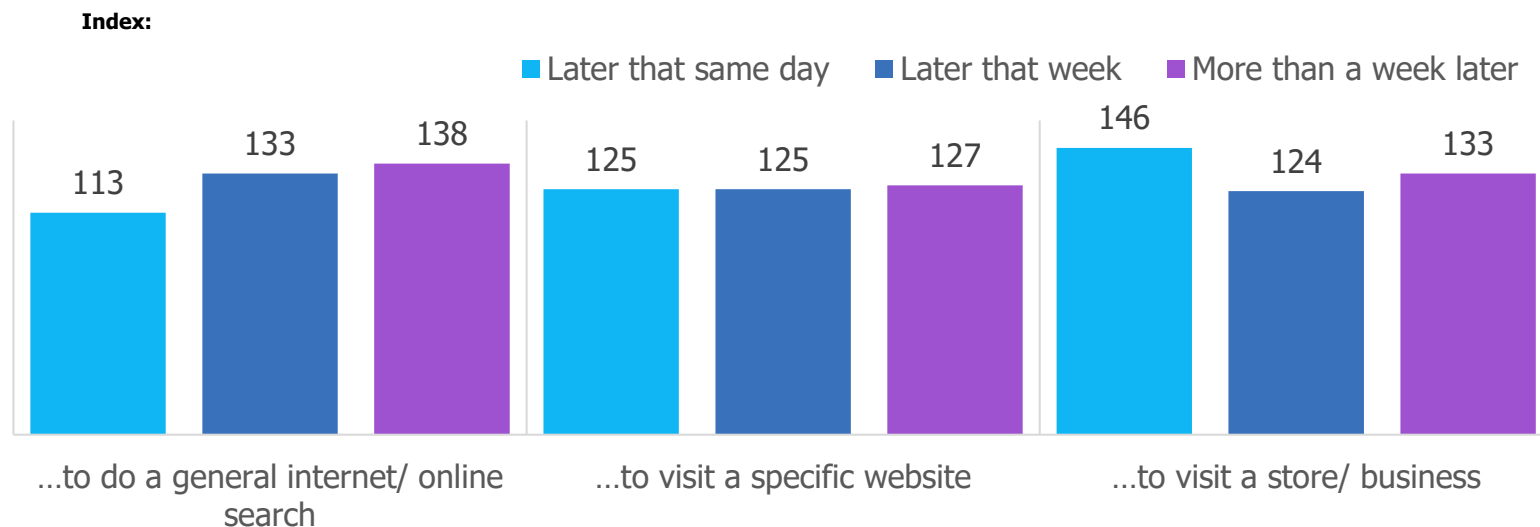
WHEN THEY ARE OUT AND ABOUT, THEY ARE ACTIVE AND ENGAGED AM/FM RADIO LISTENERS.

CONSUMERS ARE EXPOSED TO ADS ON AM/FM RADIO CLOSE TO WHEN THEY ARE MAKING A PURCHASE.



AFTER
HEARING AN
AD OR
DISCUSSION
ON AM/FM
RADIO,
THESE
CONSUMERS
ARE LIKELY TO
TAKE ACTION.

Canadians planning to buy a vehicle who have heard an AM/FM Radio Commercial are more likely motivated to...



Canadians planning to buy a vehicle who have heard a local on-air discussion on AM/FM Radio (On air personality) are more likely motivated to...

