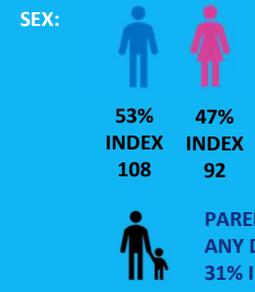
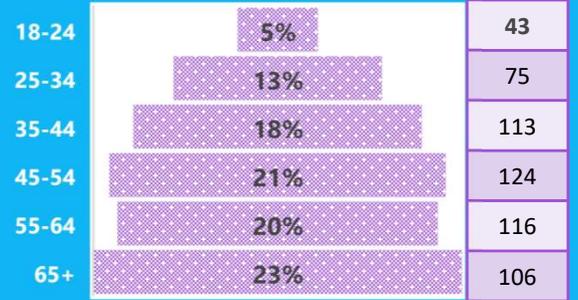


RADIO REACHES 90% WEEKLY: A18+ RECENTLY HAD TIRES REPLACED BY TIRE SPECIALTY SHOP

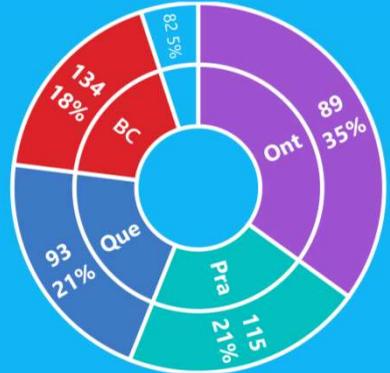
CONSUMER PROFILE
RADIO WORKS
YOUR TARGET LISTENS TO RADIO



AGE BREAKDOWN:
AVG AGE 51
INDEX 106



REGION BREAKDOWN:
INDEX / % TOTAL



OCCUPATIONS:

43% MPE INDEX 107
25% RETIRED INDEX 109
8% TRADSPERSON INDEX 117

APPROX 24% OF A18+ RECENTLY HAD TIRES REPLACED BY TIRE SPECIALTY SHOP

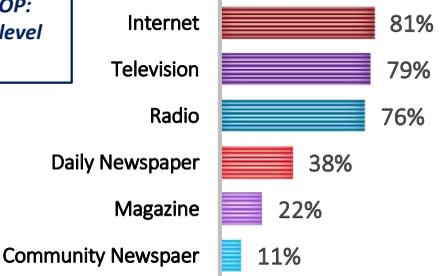
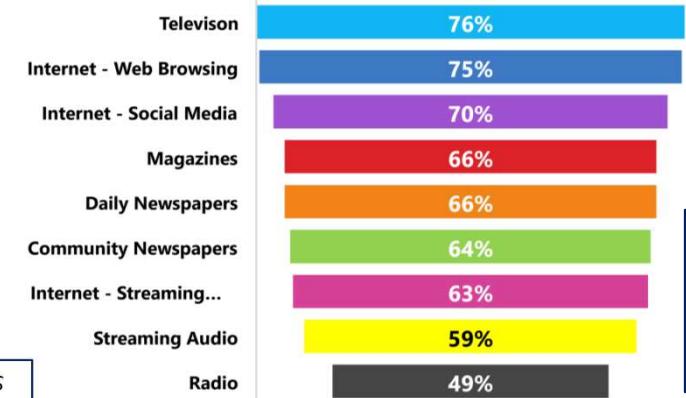
A18+ RECENTLY HAD TIRES REPLACED BY TIRE SPECIALTY SHOP:

90% of them are REACHED WEEKLY by RADIO

24% of their MEDIA TIME* is spent with RADIO

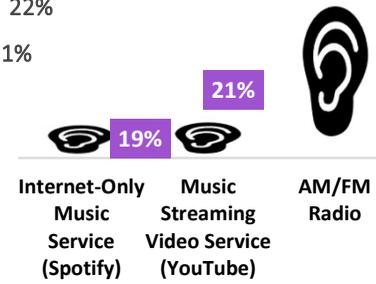
76% of them were EXPOSED to RADIO YESTERDAY

76% of all A18+ RECENTLY HAD TIRES REPLACED BY TIRE SPECIALTY SHOP: occasionally / frequently avoids ads on television - Radio has the lowest level of ad avoidance!

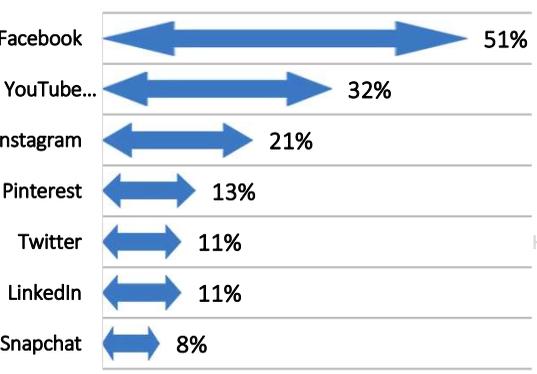


Radio Reaches 76% Yesterday of your Target

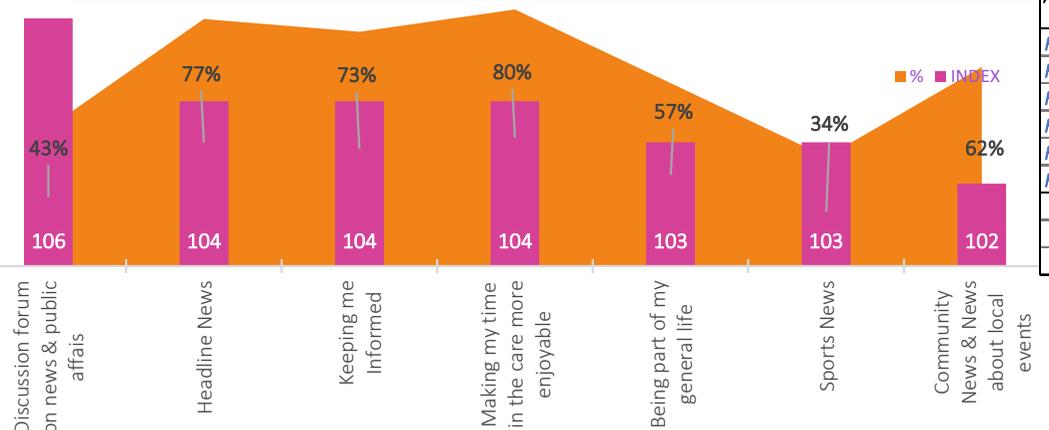
Comparing to other audio platforms – past 7 days – AM/FM Radio is @ 90% vs 28% for Music Streaming Video Service e.g. YouTube



RADIO delivers 90% WEEKLY of A18+ RECENTLY HAD TIRES REPLACED BY TIRE SPECIALTY SHOP – a higher % than popular Social Media websites deliver in past 7 days



43% of A18+ RECENTLY HAD TIRES REPLACED BY TIRE SPECIALTY SHOP find Radio's discussion forum on news & public affairs an Important Attribute -> this is 6% MORE LIKELY



Listen to Radio while living their lives

A18+ RECENTLY HAD TIRES REPLACED BY TIRE SPECIALTY SHOP:	Later that same day	Later that same week	More than a week later
Radio Commercial motivation to do a general Internet/online search:	101	114	103
Radio Commercial motivation to visit a specific website:	110	110	106
Radio Commercial motivation to visit a store/business:	99	113	105
Radio Local-on-air radio discussion motivation to access a website:	108	95	104
Radio Local-on-air radio discussion motivation to attend an event:	90	111	102
Radio Local-on-air radio discussion motivation to visit a store/business:	106	104	100
Purchases Time exposed to media before purchase (< 30 mins): Radio Index 105			
Purchases Time exposed to media before purchase (30 mins+): Radio Index 104			
Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 104			

SOURCE: NUMERIS RTS CANADA SPRING 2020/ A18+ / TOTAL CANADA – AUTOMOTIVE-RECENT-SERVICE-SERVICE DONE-REPLACE TIRES SPECIALTY SHOP

