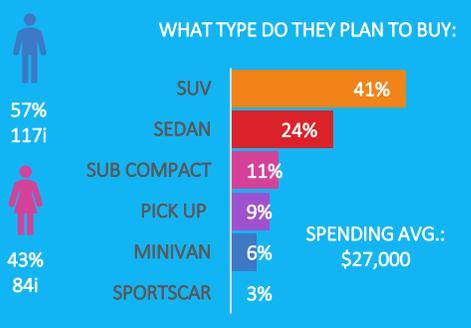
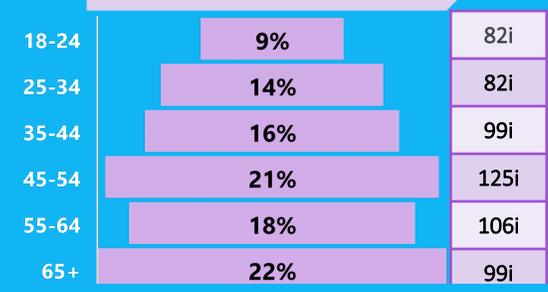


RADIO REACHES 90% WEEKLY: A18+ WHO PLANS TO BUY A VEHICLE IN THE NEXT 12 MONTHS

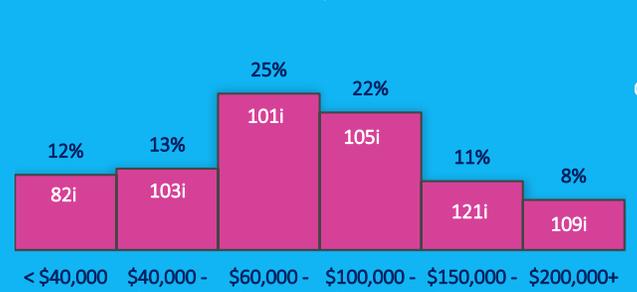
CONSUMER PROFILE



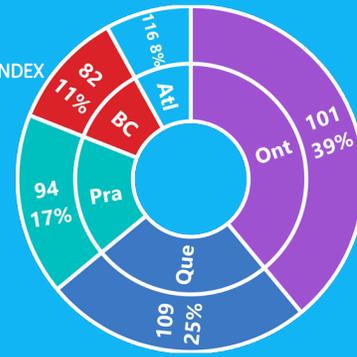
AGE BREAKDOWN: AVG AGE 49: 103i



HHI: AVG \$104,000 105i



REGION BREAKDOWN: INDEX / % TOTAL



APPROX 14% OF CANADIANS A18+ WHO ARE PLANNING TO BUY A VEHICLE IN THE NEXT 12 MONTHS

RADIO WORKS - YOUR TARGET LISTENS TO RADIO

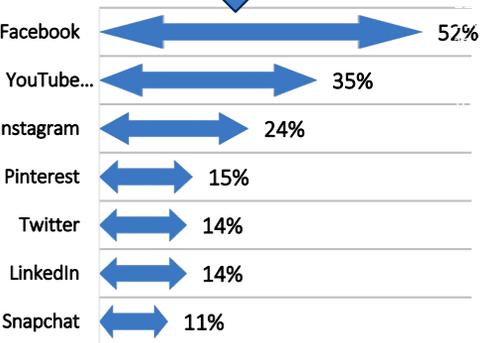
A18+ WHO ARE PLANNING TO BUY A VEHICLE IN THE NEXT 12 MONTHS:

90% are REACHED WEEKLY by RADIO

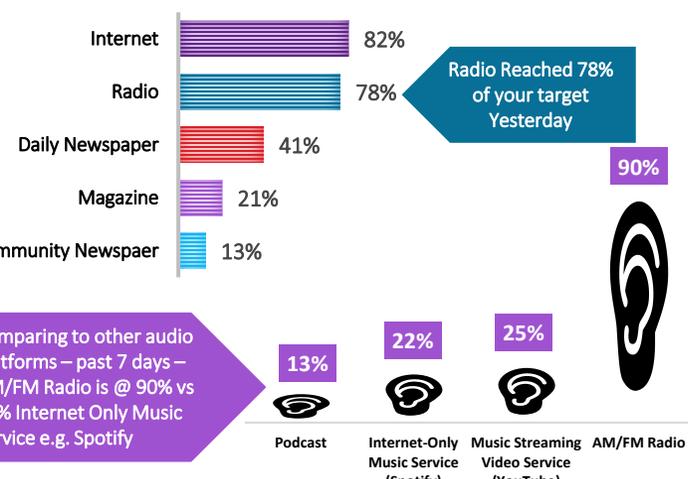
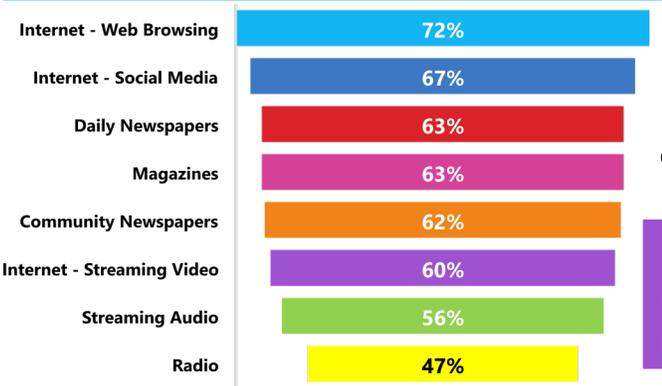
24% of their MEDIA TIME* is spent with RADIO

78% were EXPOSED to RADIO YESTERDAY

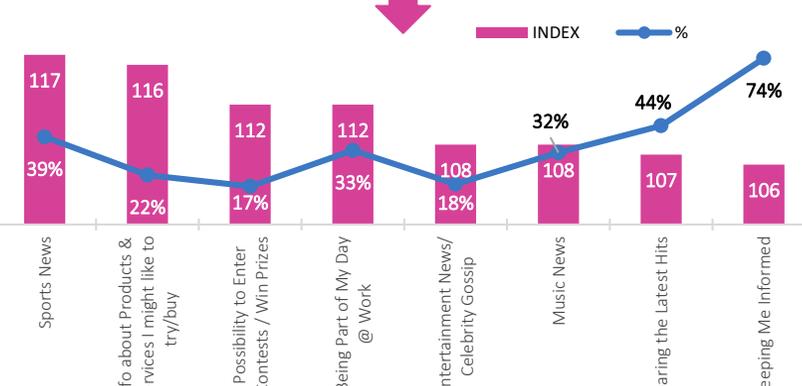
Radio delivers **90% weekly reach** against A18+ WHO ARE PLANNING TO BUY A VEHICLE IN THE NEXT 12 MONTHS – a higher % than popular social media websites delivered in past 7 days



RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!
72% of all A18+ WHO ARE PLANNING TO BUY A VEHICLE IN NEXT 12 MONTHS occasionally / frequently AVOID ADS ON THE INTERNET WHEN BROWSING



39% of A18+ WHO ARE PLANNING TO BUY A VEHICLE IN THE NEXT 12 MONTHS find Radio's SPORTS NEWS an important attribute -> 17% more likely



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
Radio Commercial motivation to do a general Internet/online search:	118	114	123
Radio Commercial motivation to visit a specific website:	111	128	135
Radio Commercial motivation to visit a store/business:	145	117	129
Radio Local-on-air radio discussion motivation to access a website:	108	128	133
Radio Local-on-air radio discussion motivation to attend an event:	155	124	126
Radio Local-on-air radio discussion motivation to visit a store/business:	137	118	120
Purchases Time exposed to media before purchase (< 30 mins): Radio Index 105			
Purchases Time exposed to media before purchase (30 mins+): Radio Index 124			
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- PLANS TO BUY A VEHICLE/NEXT 12 MONTHS/ LIKELY TO BUY/LEASE *MEDIA MIX RADIO/ TV/ DAILY NEWSPAPER/ COMMUNITY NEWSPAPER / MAGAZINE/ INTERNET

