

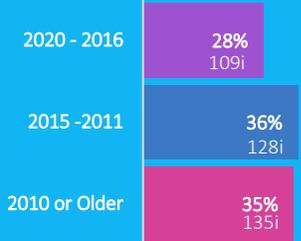
RADIO REACHES 90% WEEKLY: A18+ THAT HAVE HAD THEIR MOST RECENT AUTO COLLISION REPAIR / BODY WORK DONE AT A SPECIALTY SHOP

CONSUMER PROFILE

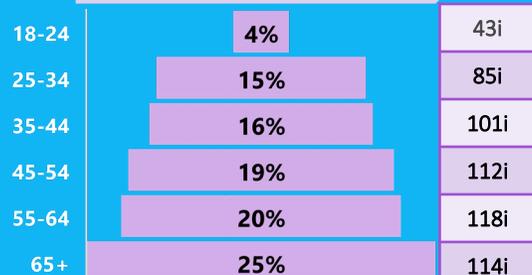


52% 106i
48% 95i

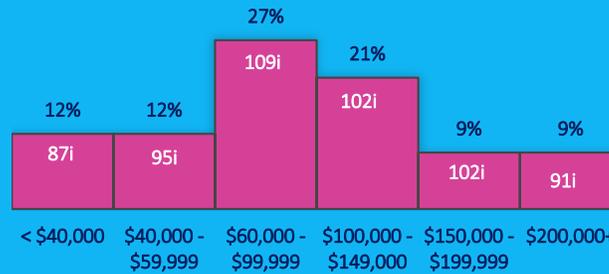
HOW OLD IS VEHICLE:



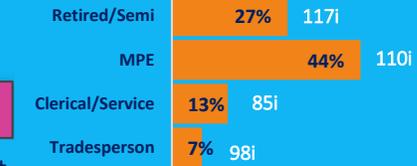
AGE BREAKDOWN: AVG AGE 51: 107i



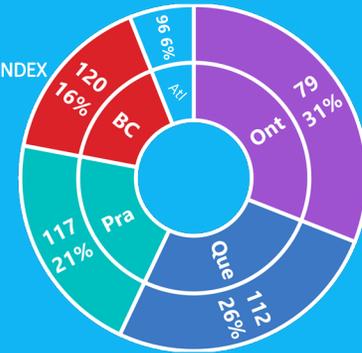
HHI: AVG \$102,000 101i



OCCUPATIONS:



REGION BREAKDOWN: INDEX / % TOTAL

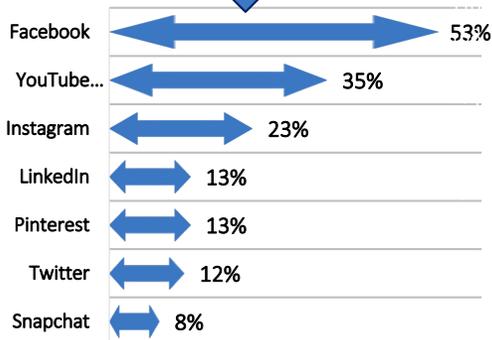


APPROX 17% OF CANADIANS A18+ HAVE HAD AUTO COLLISION REPAIR DONE AT A SPECIALTY SHOP RECENT

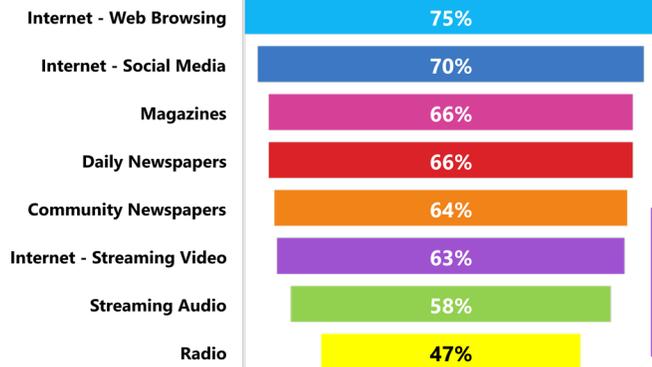
A18+ THAT HAVE USED A SPECIALTY SHOP FOR COLLISION REPAIR:

90% are REACHED WEEKLY by RADIO
23% of their MEDIA TIME* is spent with RADIO
74% were EXPOSED to RADIO YESTERDAY

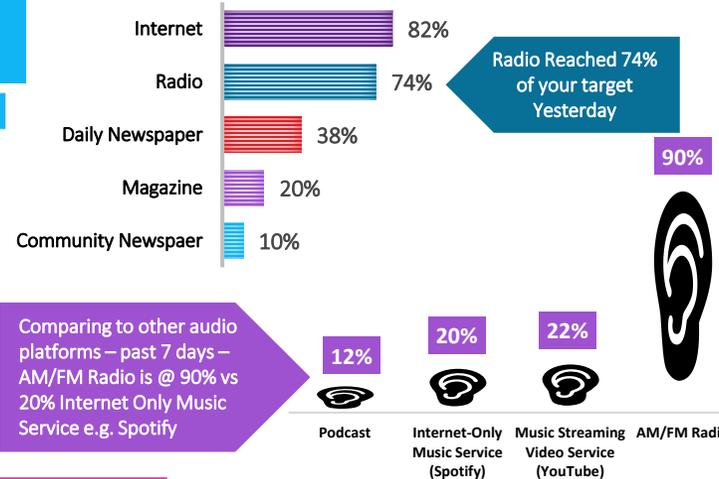
Radio delivers **90% weekly reach** against A18+ THAT HAVE USED A SPECIALTY SHOP FOR COLLISION REPAIR – a **higher % than popular social media websites delivered in past 7 days**



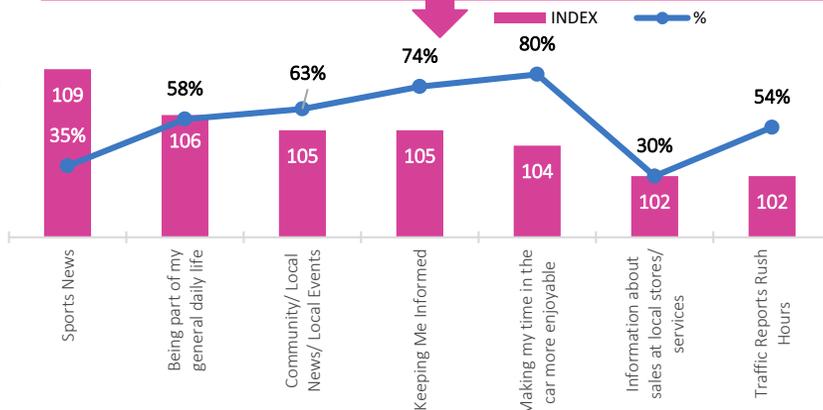
RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!
75% of all A18+ THAT HAVE USED A SPECIALTY SHOP FOR COLLISION REPAIR occasionally / frequently AVOID ADS ON THE INTERNET WHEN BROWSING



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):

| | Later that same day | Later that same week | More than a week later |
|--|---------------------|----------------------|------------------------|
| Radio Commercial motivation to do a general Internet/online search: | 101 | 112 | 107 |
| Radio Commercial motivation to visit a specific website: | 104 | 113 | 101 |
| Radio Commercial motivation to visit a store/business: | 102 | 112 | 107 |
| Radio Local-on-air radio discussion motivation to access a website: | 106 | 111 | 93 |
| Radio Local-on-air radio discussion motivation to attend an event: | 119 | 98 | 108 |
| Radio Local-on-air radio discussion motivation to visit a store/business: | 105 | 118 | 106 |
| 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 WORKS - YOUR TARGET LISTENS TO RADIO