

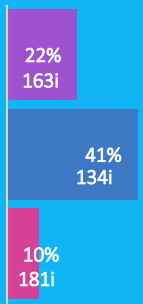
RADIO REACHES 90% WEEKLY: A18+ THAT DRIVE MOSTLY GMC MAKE VEHICLE

CONSUMER PROFILE

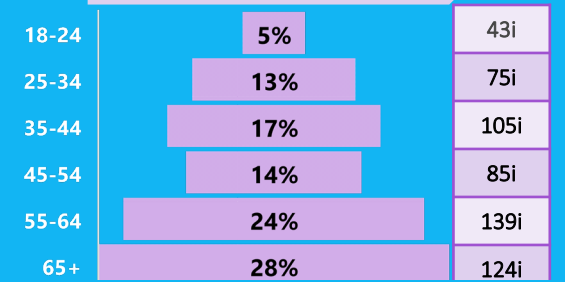


68% 138i
32% 63i

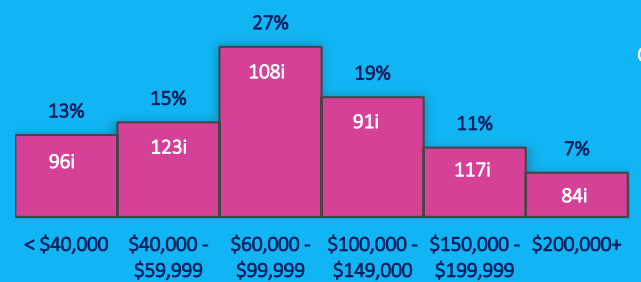
Plans to buy a vehicle next 12 monthsh
Made Decision to buy current vehicle alone
Type Plan to buy: SUV



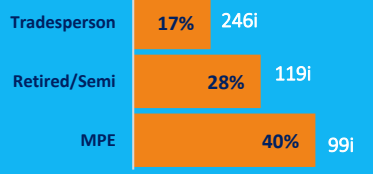
AGE BREAKDOWN: AVG AGE 52: 109i



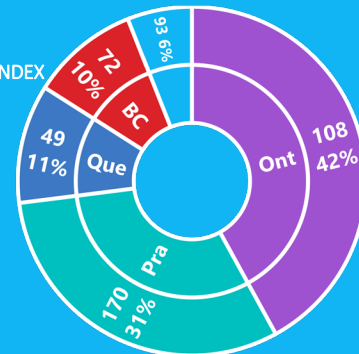
HHI: AVG \$99,000 97i



OCCUPATIONS:



REGION BREAKDOWN: INDEX / % TOTAL



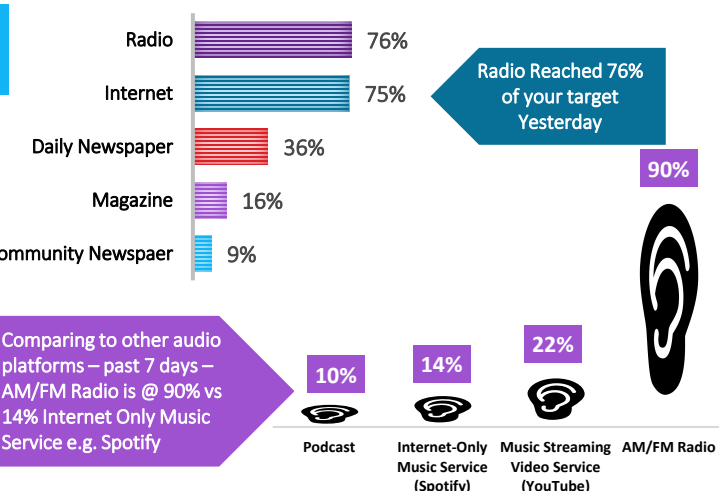
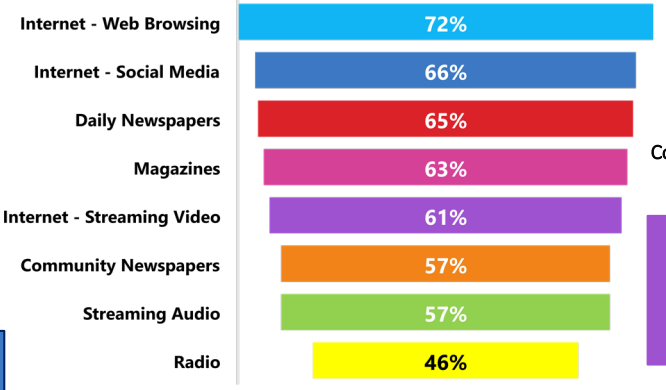
APPROX 2% OF CANADIANS A18+ DRIVE MOSTLY GMC MAKE VEHICLE

A18+ DRIVE MOSTLY GMC MAKE VEHICLE:

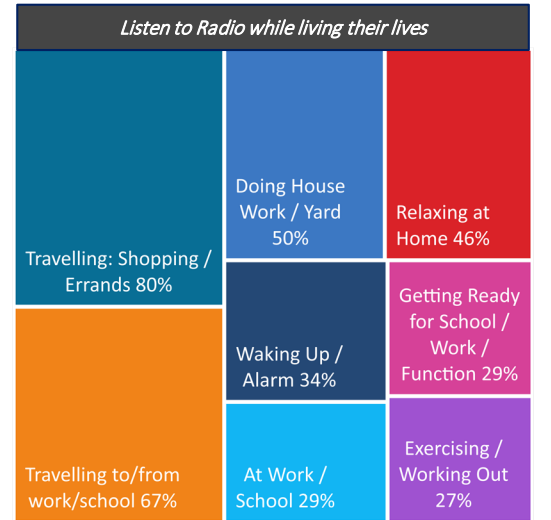
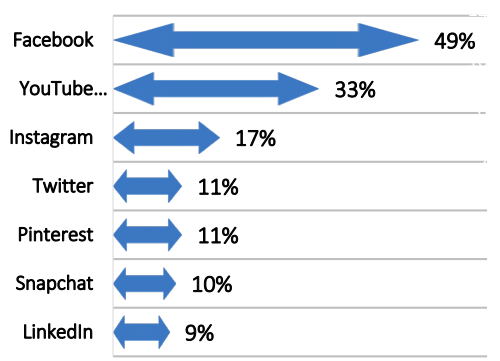
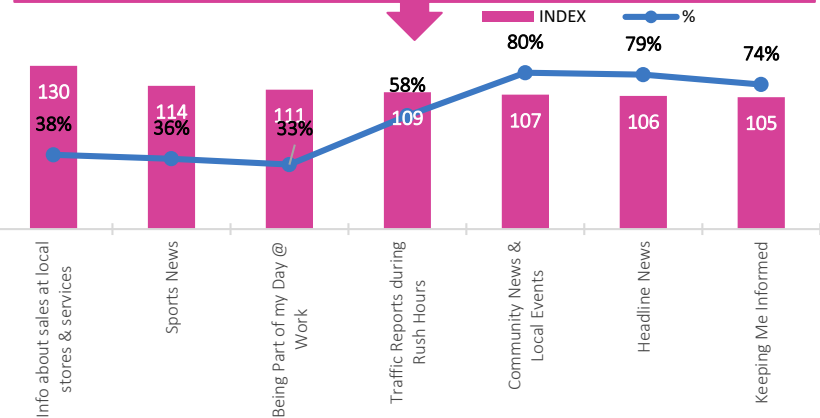
90% are REACHED WEEKLY by RADIO
23% of their MEDIA TIME* is spent with RADIO
76% were EXPOSED to RADIO YESTERDAY

Radio delivers *90% weekly reach* against A18+ THAT DRIVE MOSTLY GMC MAKE VEHICLE – a *higher % than popular social media websites delivered in past 7 days*

RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!
72% of all A18+ THAT DRIVE MOSTLY GMC MAKE VEHICLE occasionally / frequently AVOID ADS ON THE INTERNET WHEN BROWSING



38% of A18+ that mostly drive a GMC make car find info about sales at local stores & services an important radio attribute -> 30% more likely



A18+ DRIVE MOSTLY GMC MAKE VEHICLE:	Later that same day	Later that same week	More than a week later
Radio Commercial motivation to do a general Internet/online search:	104	99	96
Radio Commercial motivation to visit a specific website:	94	94	104
Radio Commercial motivation to visit a store/business:	72	99	116
Radio Local-on-air radio discussion motivation to access a website:	106	95	95
Radio Local-on-air radio discussion motivation to attend an event:	92	111	124
Radio Local-on-air radio discussion motivation to visit a store/business:	103	118	104
Purchases Time exposed to media before purchase (< 30 mins): Radio Index 122			
Purchases Time exposed to media before purchase (30 mins+): Radio Index 112			
Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 106			

SOURCE: NUMERIS RTS CANADA FALL 2020/ A18+ / TOTAL CANADA/ VEHICLE DRIVE MOST MAKE GMC
*MEDIA MIX RADIO/ TV/ DAILY NEWSPAPER/ COMMUNITY NEWSPAPER / MAGAZINE/ INTERNET

