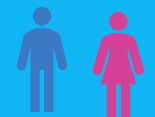


RADIO REACHES 90% WEEKLY: A18+ THAT DRIVE MOSTLY SUBARU MAKE VEHICLE

CONSUMER PROFILE

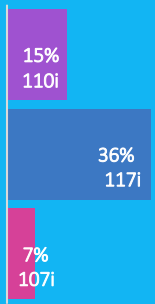


45% 91i
55% 109i

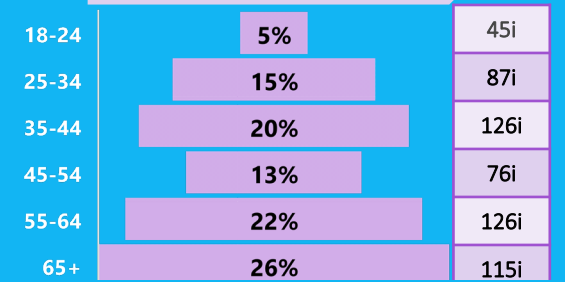
Plans to buy a vehicle next 12 monthsh

Made Decision to buy current vehicle alone

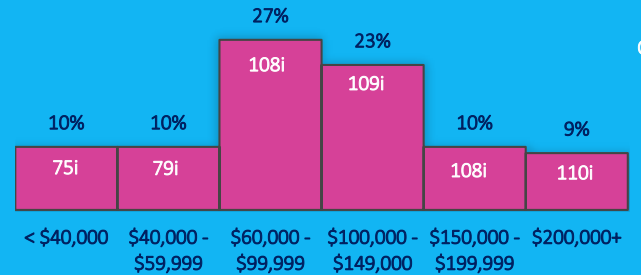
Type Plan to buy: SUV



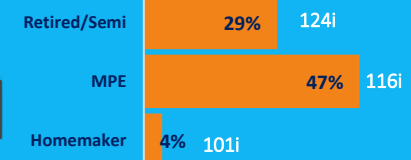
AGE BREAKDOWN: AVG AGE 51: 106i



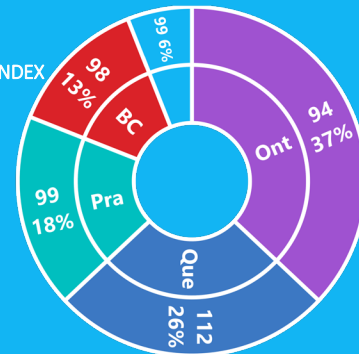
HHI: AVG \$108,000 106i



OCCUPATIONS:



REGION BREAKDOWN: INDEX / % TOTAL

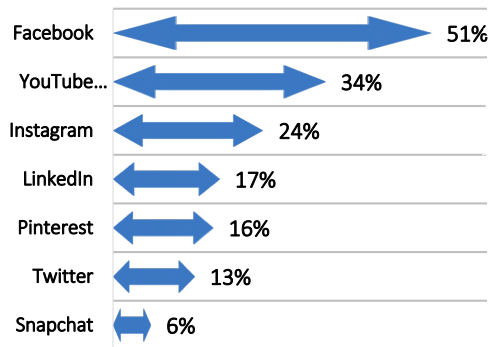


APPROX 3% OF CANADIANS A18+ DRIVE MOSTLY SUBARU MAKE VEHICLE

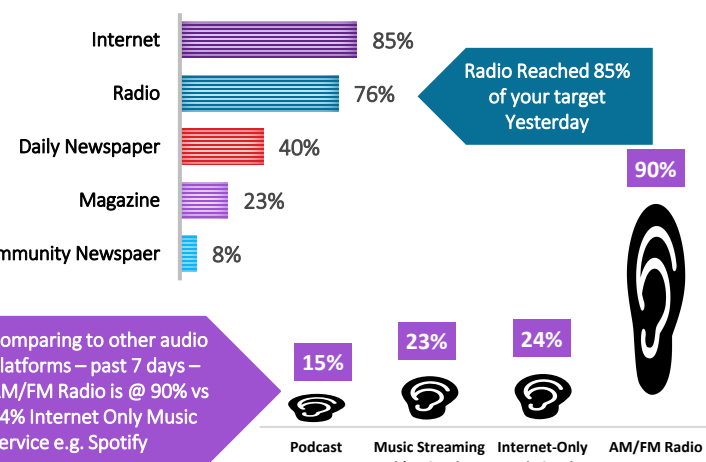
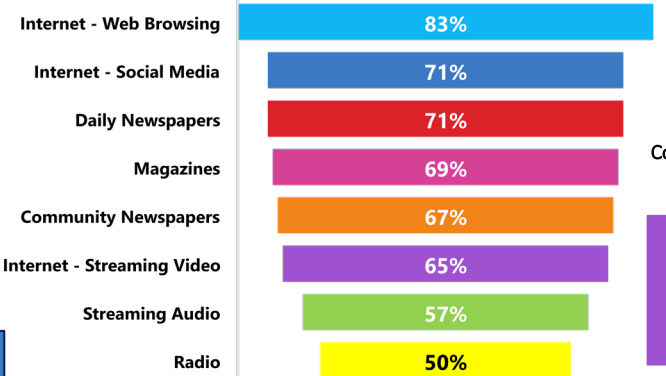
A18+ MAKE DRIVE MOSTLY SUBARU VEHICLE:

90% are REACHED WEEKLY by RADIO
25% of their MEDIA TIME* is spent with RADIO
76% were EXPOSED to RADIO YESTERDAY

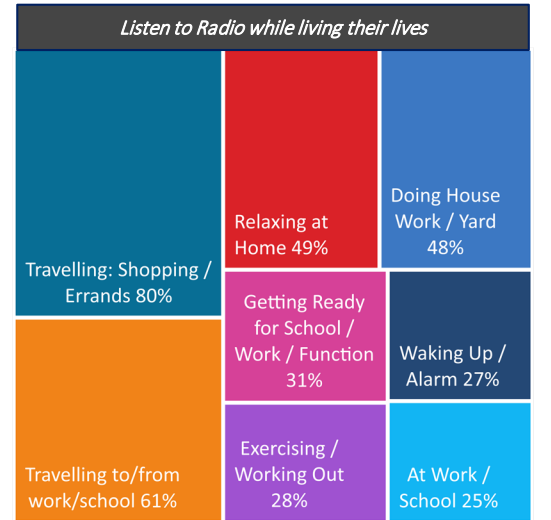
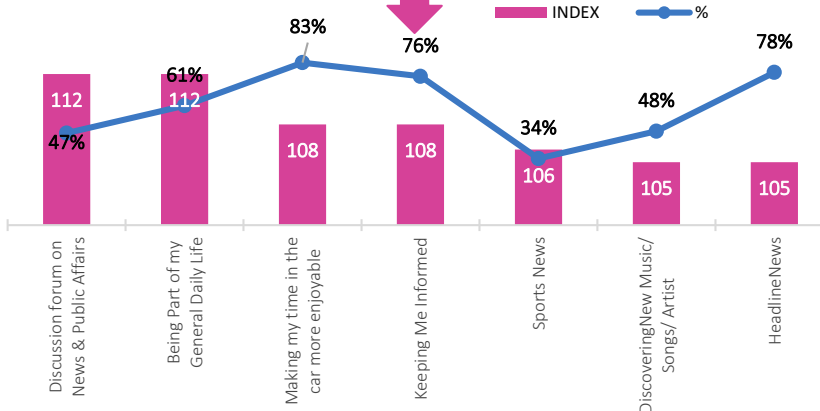
Radio delivers 90% weekly reach against A18+ THAT DRIVE MOSTLY SUBARU MAKE VEHICLE - a higher % than popular social media websites delivered in past 7 days



RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!
83% of all A18+ THAT DRIVE MOSTLY SUBARU MAKE VEHICLE occasionally / frequently AVOID ADS ON THE INTERNET WHEN BROWSING



47% of A18+ that mostly drive a SUBARU make car find Discussion from on News & Public Affairs an important radio attribute -> 12% more likely



| A18+ DRIVE MOSTLY SUBARU 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: | 87 | 106 | 109 |
| Radio Commercial motivation to visit a specific website: | 103 | 118 | 123 |
| Radio Commercial motivation to visit a store/business: | 77 | 113 | 115 |
| Radio Local-on-air radio discussion motivation to access a website: | 119 | 108 | 93 |
| Radio Local-on-air radio discussion motivation to attend an event: | 126 | 94 | 122 |
| Radio Local-on-air radio discussion motivation to visit a store/business: | 103 | 113 | 90 |
| Purchases Time exposed to media before purchase (< 30 mins): Radio Index 122 | | | |
| 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 119 | | | |

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

