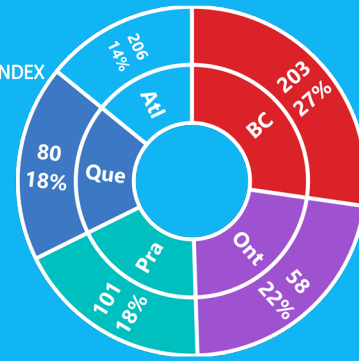
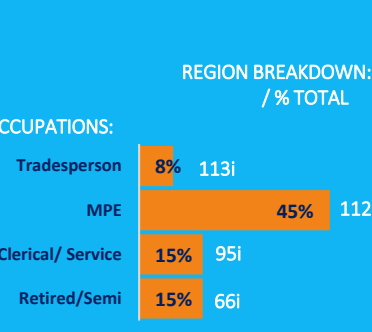
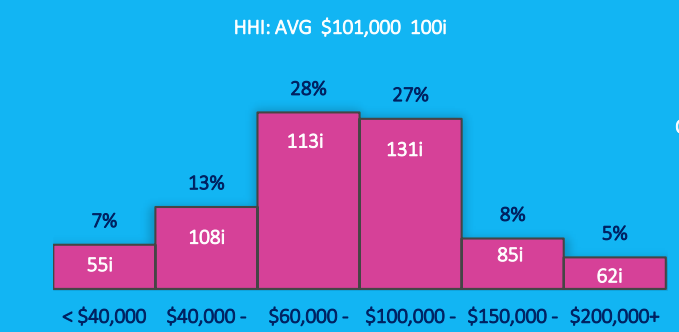
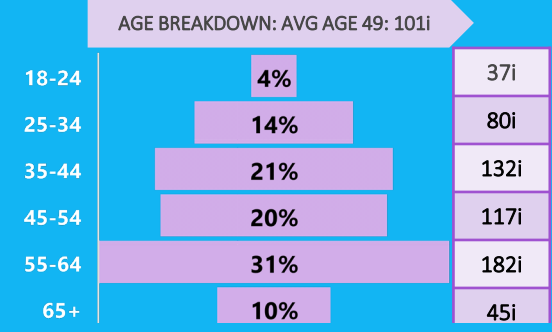
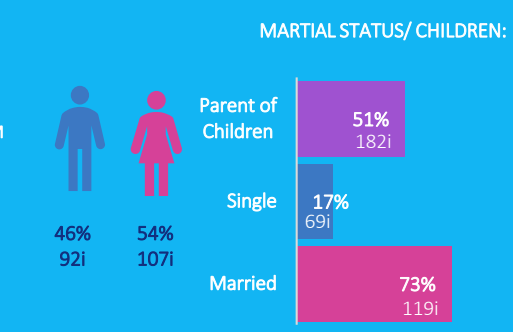


RADIO REACHES 87% WEEKLY: A18+ THAT PLAN TO PURCHASE A CAMPING TRAILER/ MOTORHOME/ RV IN NEXT 2 YEARS

CONSUMER PROFILE



APPROX 1% OF CANADIANS A18+ ARE PLANNING TO BUY A CAMPING TRAILER/ MOTORHOME/ RV IN THE NEXT 2 YRS

A18+ PLANNING TO PURCHASE CT/ MOTORHOME/ RV NEXT 2 YRS:

87% are REACHED WEEKLY by RADIO

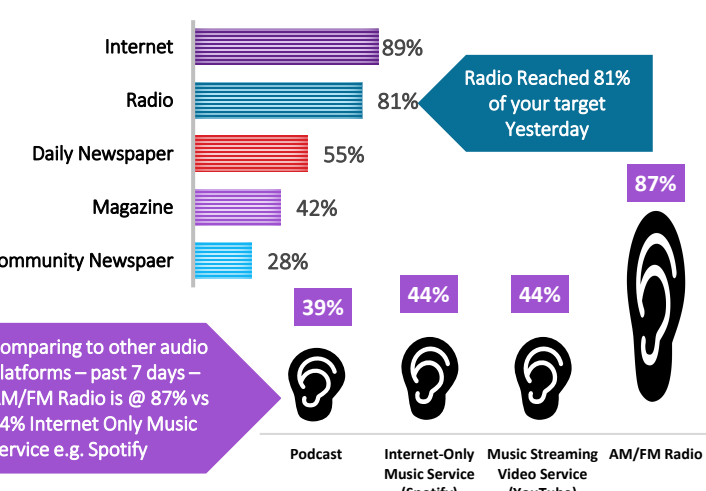
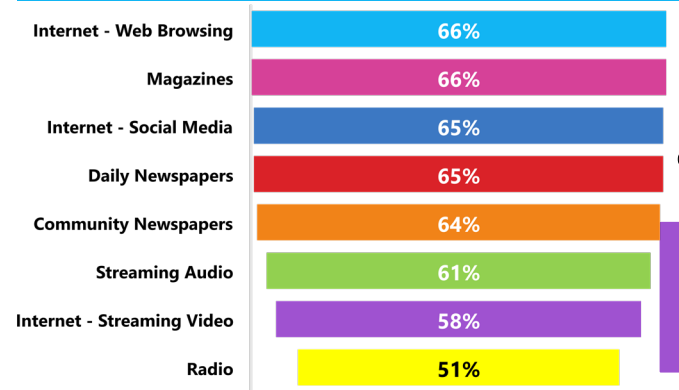
21% of their MEDIA TIME* is spent with RADIO

81% were EXPOSED to RADIO YESTERDAY

Radio delivers *87% weekly reach* against A18+ PLANNING TO BUY CT/ MOTORHOME/ RV – a *higher % than popular social media websites delivered in past 7 days*

RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!

66% of all A18+ PLANNING TO BUY CT/ MOTORHOME/ RV occasionally/ frequently AVOID ADS ON THE INTERNET WHEN BROWSING

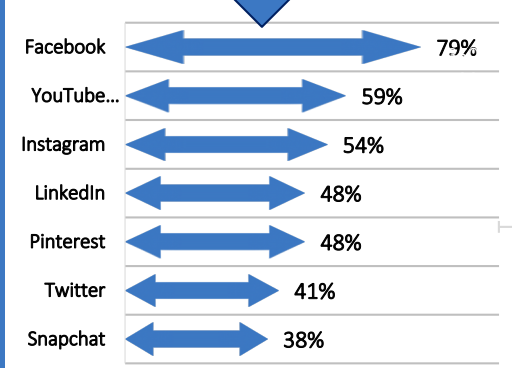
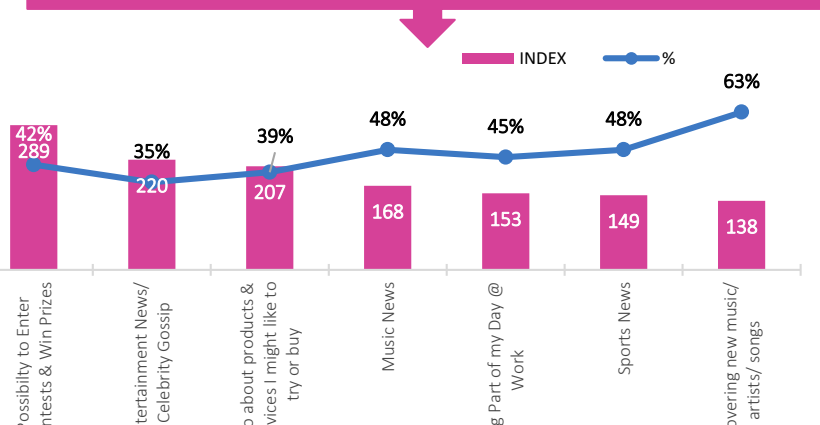


Comparing to other audio platforms – past 7 days – AM/FM Radio is @ 87% vs 44% Internet Only Music Service e.g. Spotify

Listen to Radio while living their lives



42% of A18+ that are planning to buy a ct/ motorhome/ rv find Contests & Prizes an important attribute -> 189% more likely



A18+ PLANNING TO BUY CT/ MOTORHOME/ RV NEXT 2 YRS;	Later that same day	Later that same week	More than a week later
<i>Radio Commercial motivation to do a general Internet/online search:</i>	335	364	536
<i>Radio Commercial motivation to visit a specific website:</i>	485	431	676
<i>Radio Commercial motivation to visit a store/business:</i>	472	306	411
<i>Radio Local-on-air radio discussion motivation to access a website:</i>	355	389	529
<i>Radio Local-on-air radio discussion motivation to attend an event:</i>	914	460	413
<i>Radio Local-on-air radio discussion motivation to visit a store/business:</i>	762	422	464
<i>Purchases Time exposed to media before purchase (< 30 mins): Radio Index 86</i>			
<i>Purchases Time exposed to media before purchase (30 mins+): Radio Index 278</i>			
<i>Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 148</i>			