

AM/FM RADIO AND FAMILY/ CASUAL RESTAURANTS

AM/FM Radio Connects
with people that have
visited family / casual type
restaurants 2+ times in
the past year



People that have visited a casual/ family restaurant 2+ times in the past year

In the past week, AM/FM Radio reached **84%** of 18+ Canadians who have visited a casual/ family restaurant 2+ times in the past year

AM/FM Radio's weekly reach against these consumers is higher than the reach of any of the social media platforms over the same time period

When it comes to audio in general, AM/FM Radio reaches this consumer more than any other audio platform, and when it comes to streaming, these consumers streamed Radio Stations' broadcasts (16%).

Advertising on AM/FM Radio reaches these people



84% of A18+ that have visited a casual/ family restaurant 2+ X in past year were reached by AM/FM Radio in the past week



Ads on AM/FM Radio are the least avoided

50% of them avoids ads on the AM/FM Radio vs. 79% of them avoid ads on the web, 76% on social media, and 65% of them avoid ads on streaming audio platforms



Hearing ads on AM/FM Radio drives activity

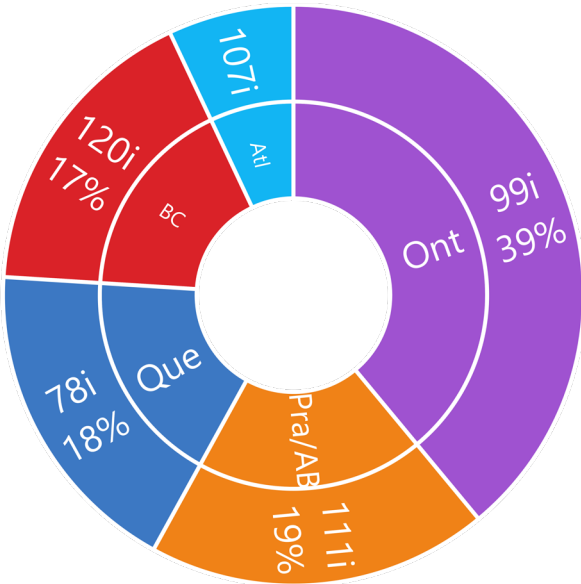
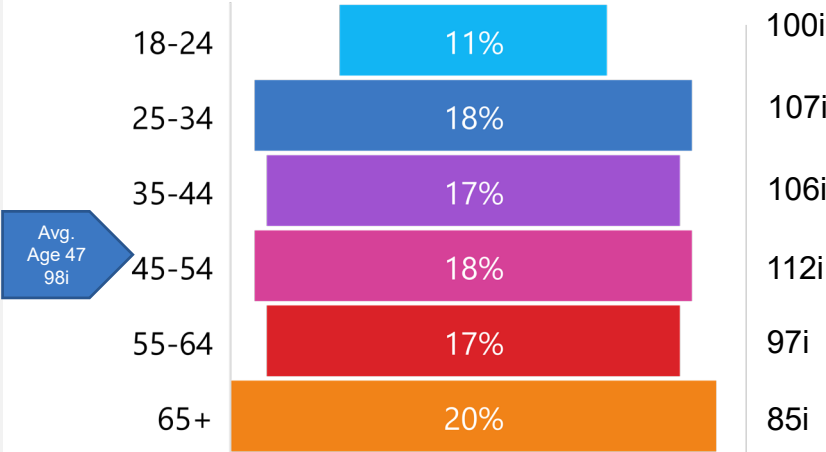
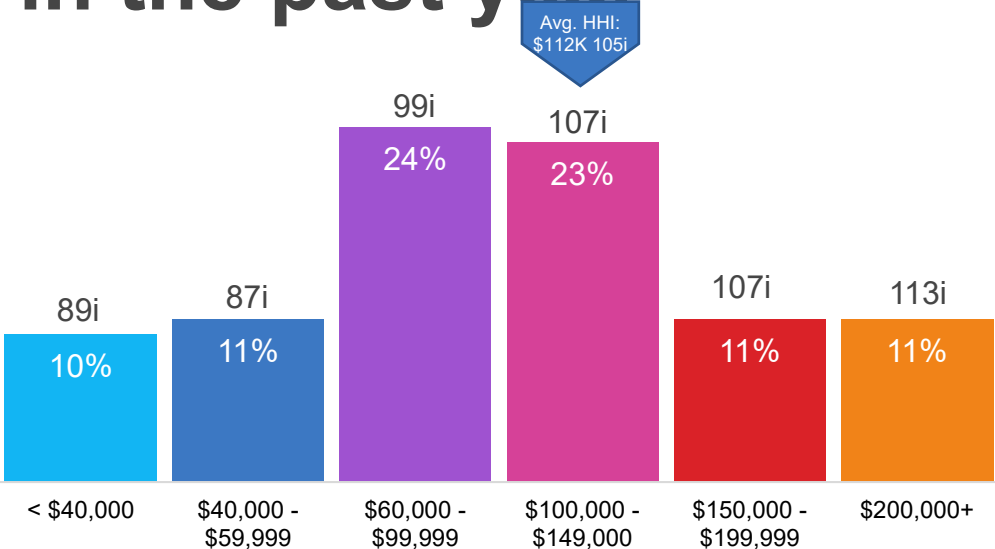
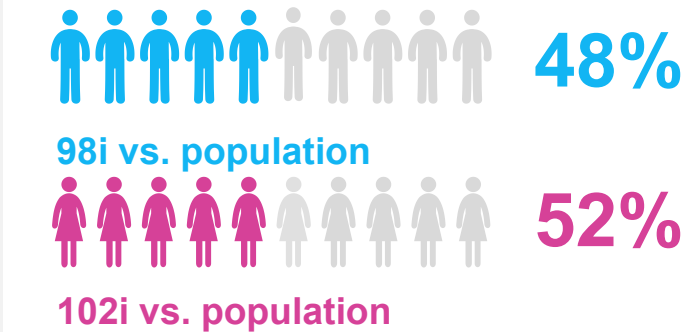
To make a purchase later same day 142i, Visit a specific website later that day 115i, Hearing an on-air discussion motivated them to visit a store, later that day 130i

AM/FM Radio reaches 84% of those who have visited a casual/ family restaurant 2+ times in the past year

Based on the latest RTS data, Approximately 37% of 18+ Canadians reported that they visited a casual/ family restaurant 2+X in past year.

They are slightly younger, then the average 18+ Canadian, at 48 with HH Income that is above average.

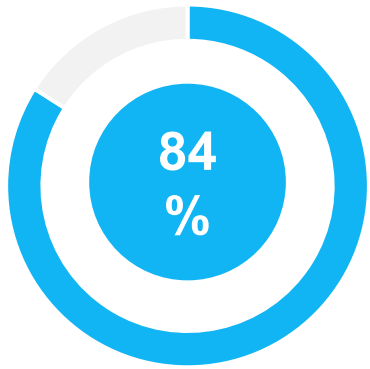
Who are they?



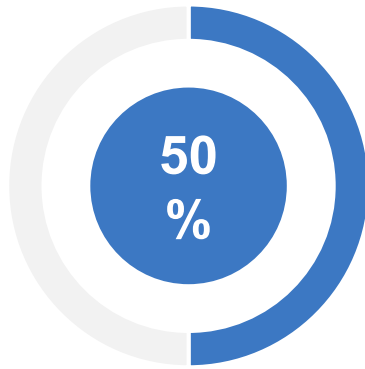
Radio vs. Digital Platform Reach

Canadians who have visited a casual/ family restaurant 2+ times in the past year – 7-day reach 18+

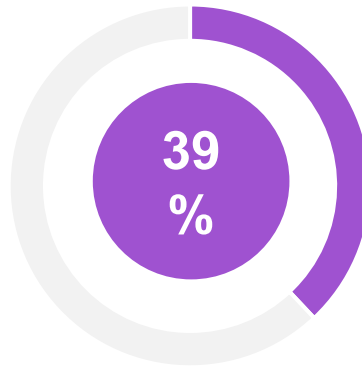
AM/FM Radio



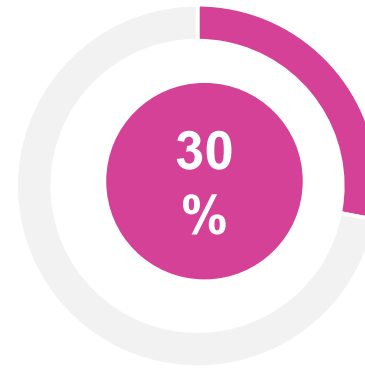
Facebook



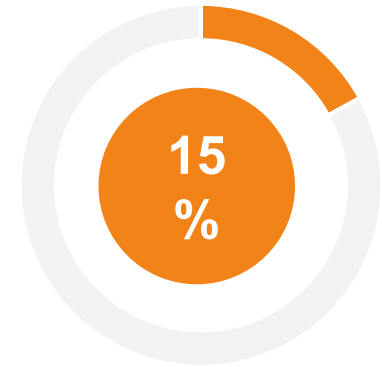
YouTube



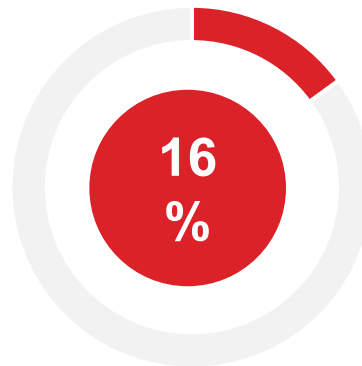
Instagram



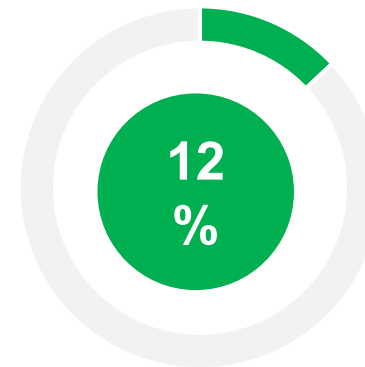
Twitter



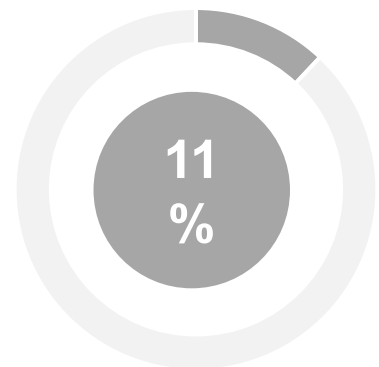
LinkedIn



Pinterest



Tik Tok

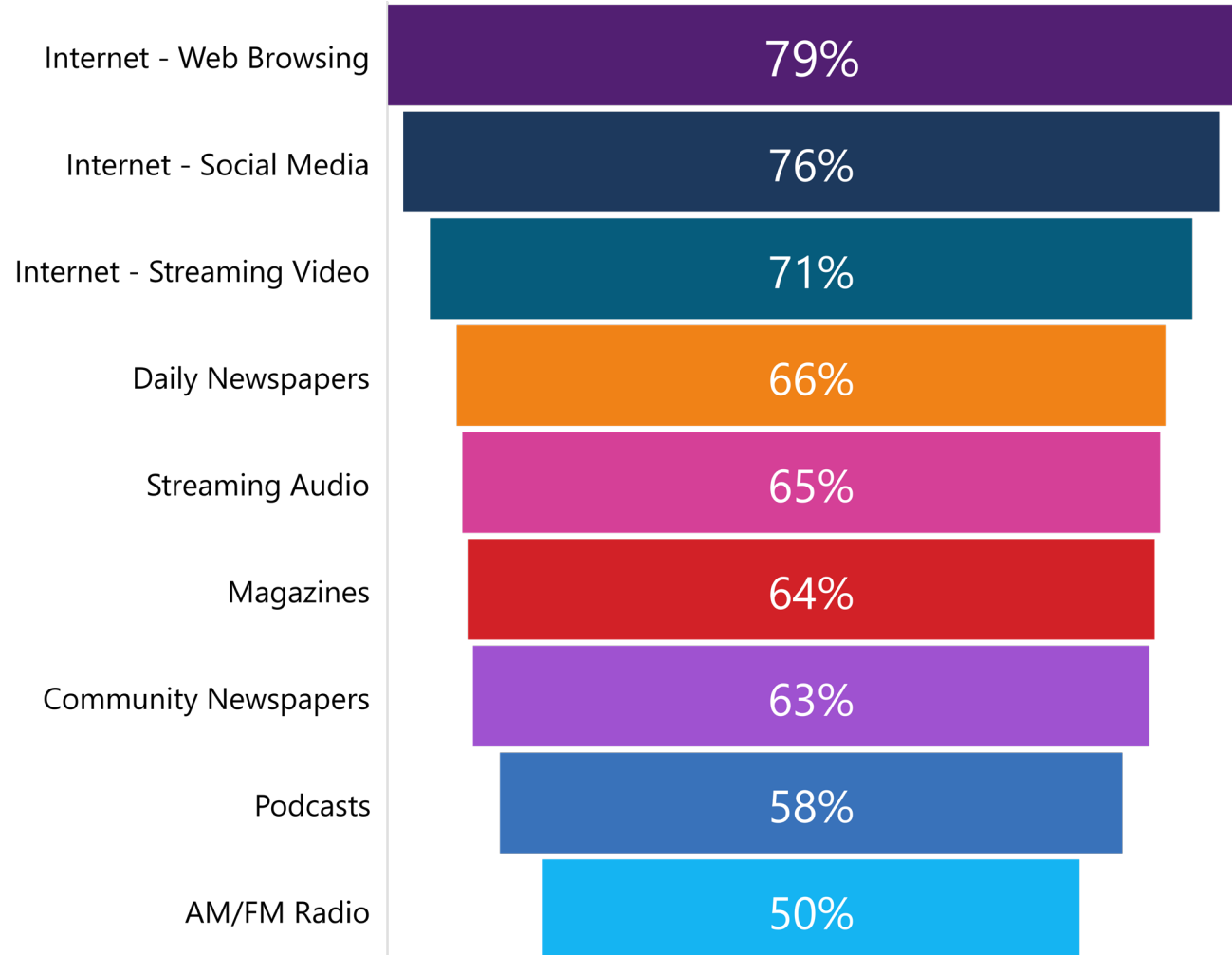


AM/FM Radio has the scale to reach more of these consumers in 7 days vs. any social media platform

79% of A18+ that have visited a casual/ family restaurant 2+ X in past year avoid ads on the web

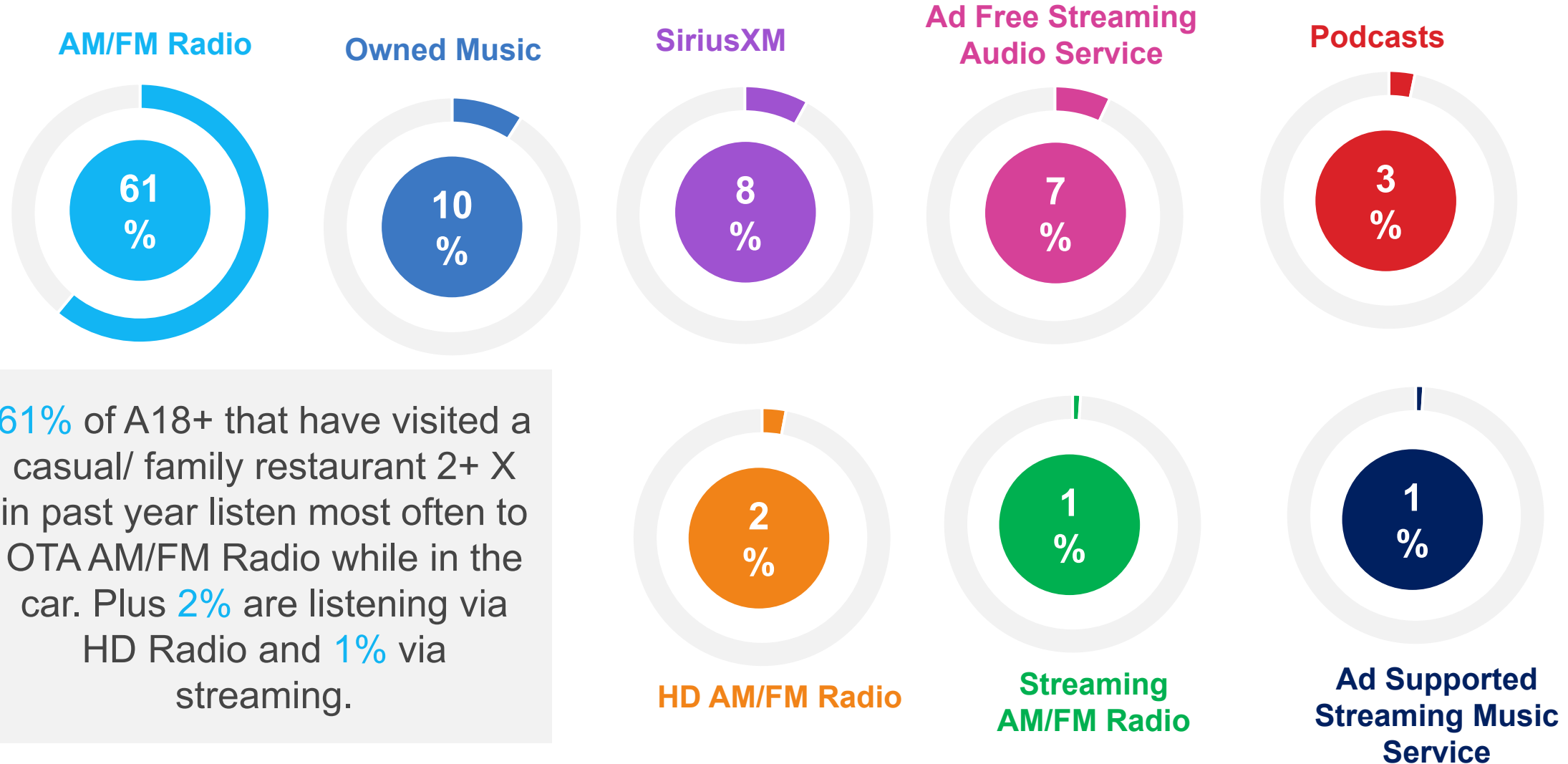
When it comes to ad avoidance, ads on AM/FM Radio are least avoided by A18+ that visited a casual/ family restaurant 2+X in past year.

Ads they hear on internet streaming audio services are avoided 30% more than ads on AM/FM Radio



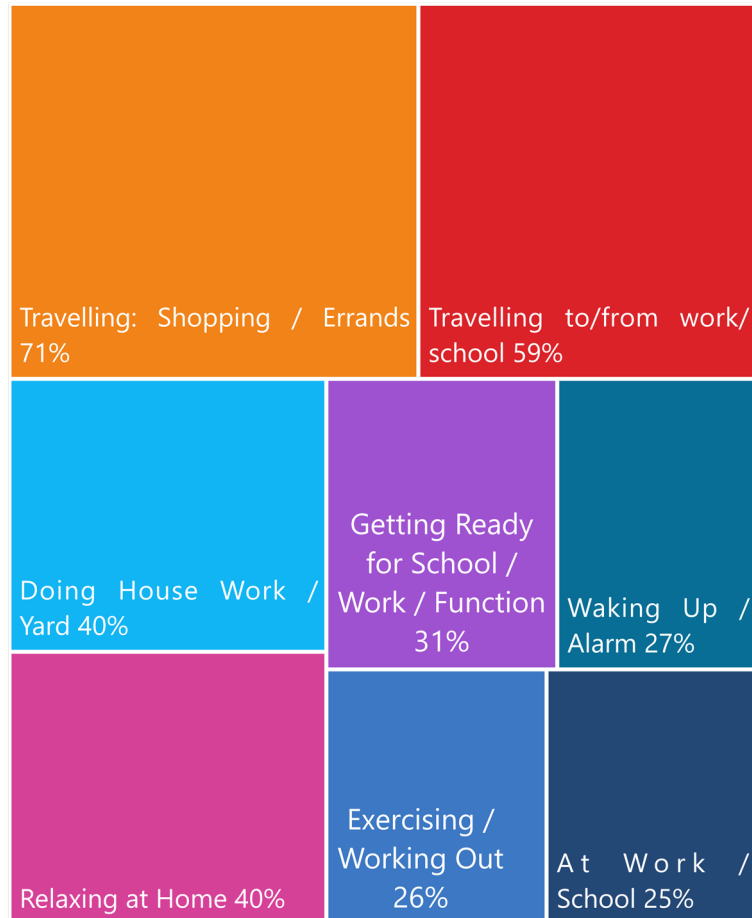
AM/FM Radio dominates in car tuning

Canadians who have visited a casual/ family restaurant 2+ times in the past year choose AM/FM Radio in the car – past month

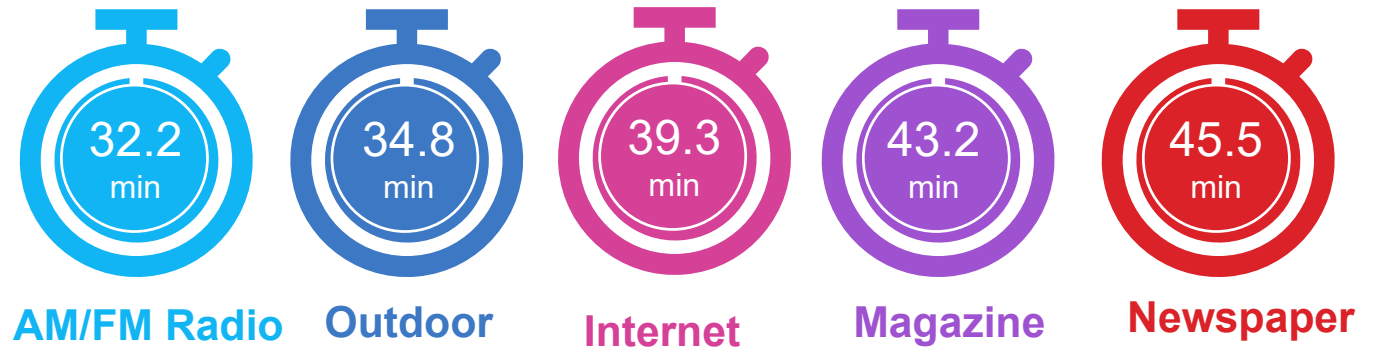


They are active AM/FM Radio listeners

71% of A18+ that have visited a casual/ family restaurant 2+ X in past year listen to AM/FM Radio when they are “out and about” and engaged in different activities



A18+ that have visited a casual/ family restaurant 2+ X in past year spend 17% of their media time* with AM/FM Radio, and when they are “out and about” they are engaged AM/FM Radio listeners



They hear ads on AM/FM Radio close to the time they are making a purchase – Recency Theory

Canadians who have visited a casual/ family restaurant 2+ times in the past year pay attention to ads on AM/FM Radio

A18+ that have visited a casual/ family restaurant 2+ X in past year are responsive to commercials and on-air hosts' chatter about products and services, over indexing vs. the general population when it comes to taking action. Even a week after hearing an ad they can be motivated to respond to an advertiser

Canadians 18+ that have visited a casual/ family restaurant 2+ X in past year who have heard an AM/FM Radio Commercial, are more likely motivated to...

	Later that same day	Later that same week	More than a week later
Do a general internet/ online search	117i	113i	123i
To make a purchase	142i	125i	129i
To tell someone about it	122i	116i	123i
Visit a specific website	115i	115i	128i
Visit a store/ business	134i	123i	127i

Canadians 18+ that have visited a casual/ family restaurant 2+ X in past who have heard a local on-air host discussion are more likely motivated to...

	Later that same day	Later that same week	More than a week later
Visit a specific website	116i	113i	120i
Attend an Event	157i	126i	124i
Visit a store/ business	130i	123i	117i