

AM/FM RADIO AND HOME RENOVATIONS

AM/FM Radio Connects
with people that have
remodeled rooms or added
living space to their
homes



People that remodeled or added space to their home in past 2 years

AM/FM Radio Listeners that remodeled or added space to their home in past 2 years

In the past week, AM/FM Radio reached **84%** of 18+ Canadians who remodeled or added space to their home in past 2 years

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 (18%).

Advertising on AM/FM Radio reaches these people



84% of A18+ that remodeled or added space to their home in past 2 years were reached by AM/FM Radio in the past week



Ads on AM/FM Radio are the least avoided

48% of them avoids ads on the AM/FM Radio vs. 76% of them avoid ads on the web, 74% on social media, and 63% of them avoid ads on streaming audio platforms



Hearing ads on AM/FM Radio drives online activity

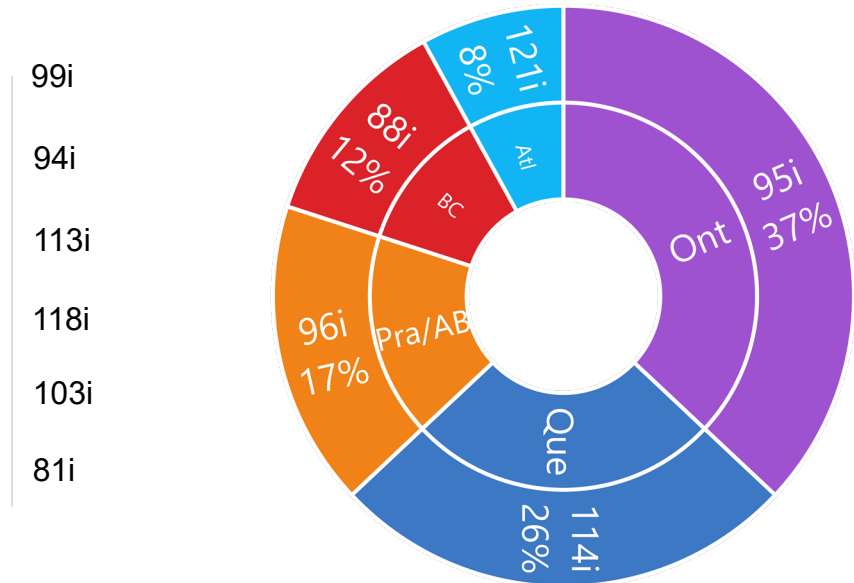
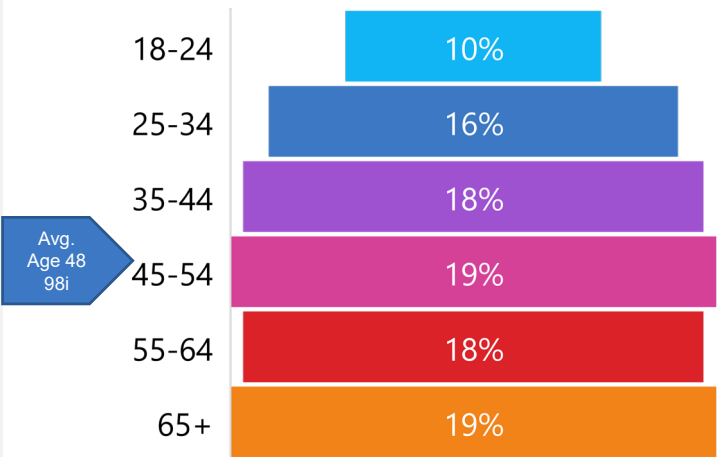
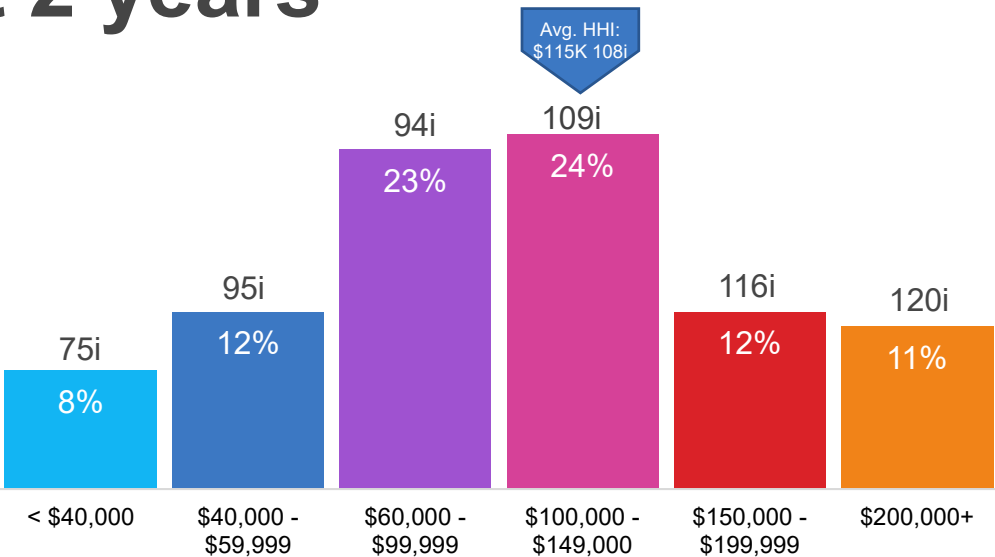
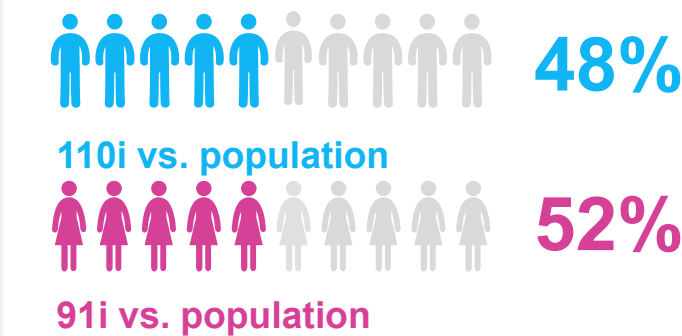
Do a general internet/online search later same day 117i, Visit a specific website later that day 127i, Hearing an on-air discussion motivated them to visit a store, later that day 160i

AM/FM Radio reaches 84% of those who remodeled or added space to their home in past 2 years

Based on the latest RTS data, Approximately 21% of 18+ Canadians reported that they remodeled or added space to their home in past 2 years.

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

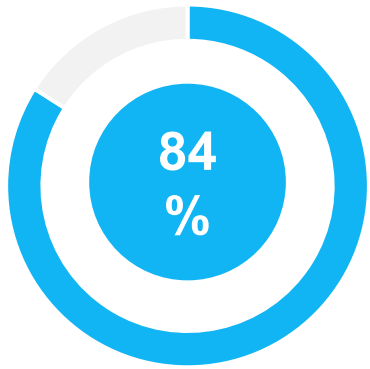
Who are they?



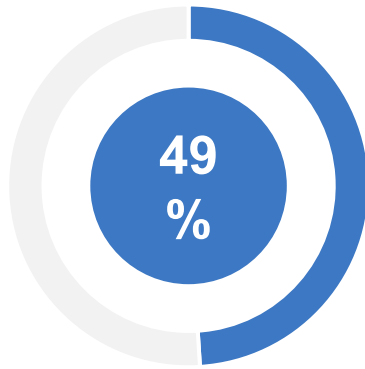
Radio vs. Digital Platform Reach

Canadians who remodeled or added space to their home in past 2 years – 7-day reach 18+

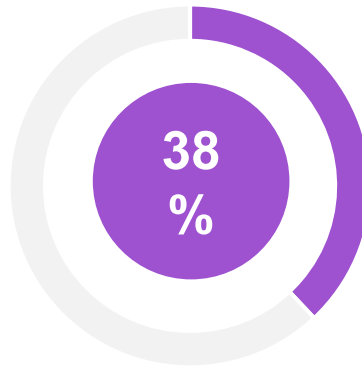
AM/FM Radio



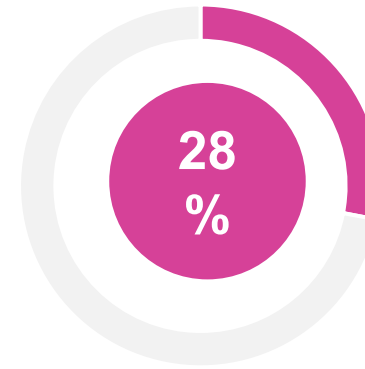
Facebook



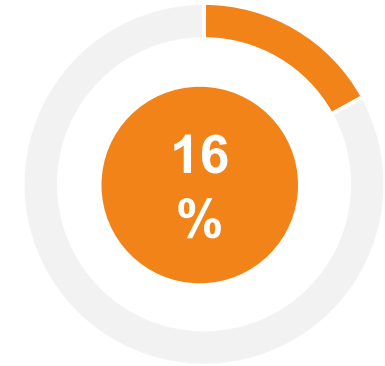
YouTube



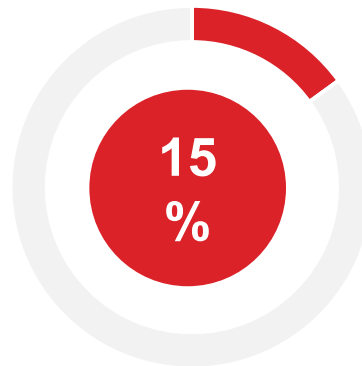
Instagram



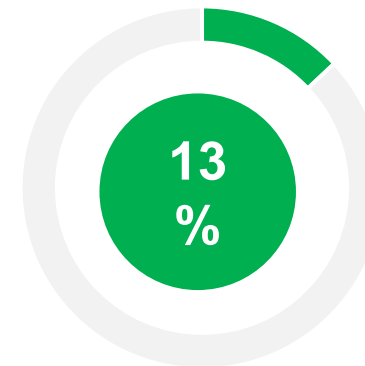
Twitter



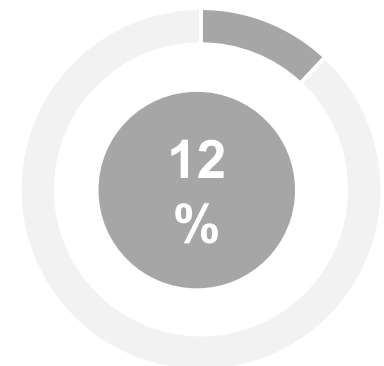
LinkedIn



Pinterest



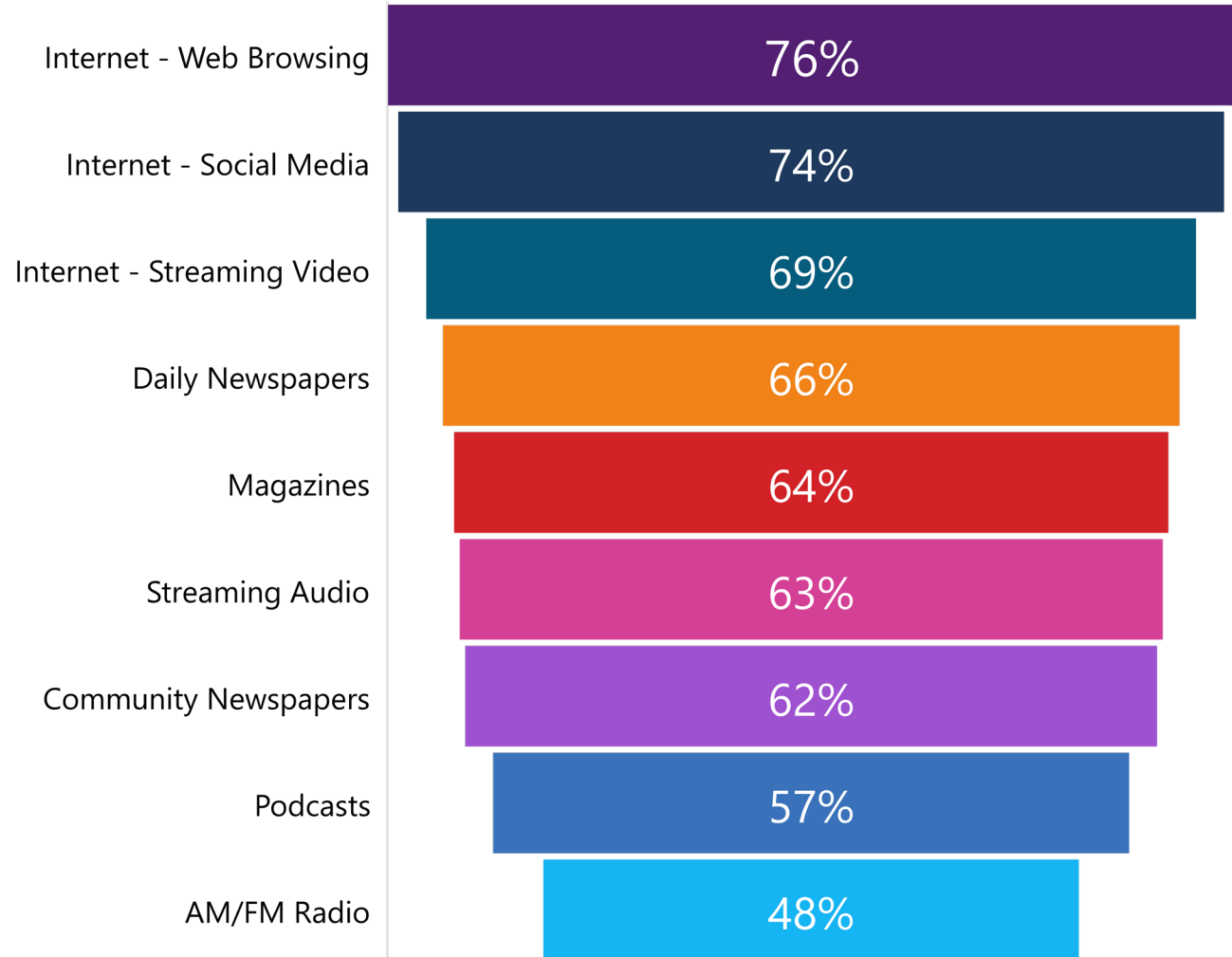
Tik Tok



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

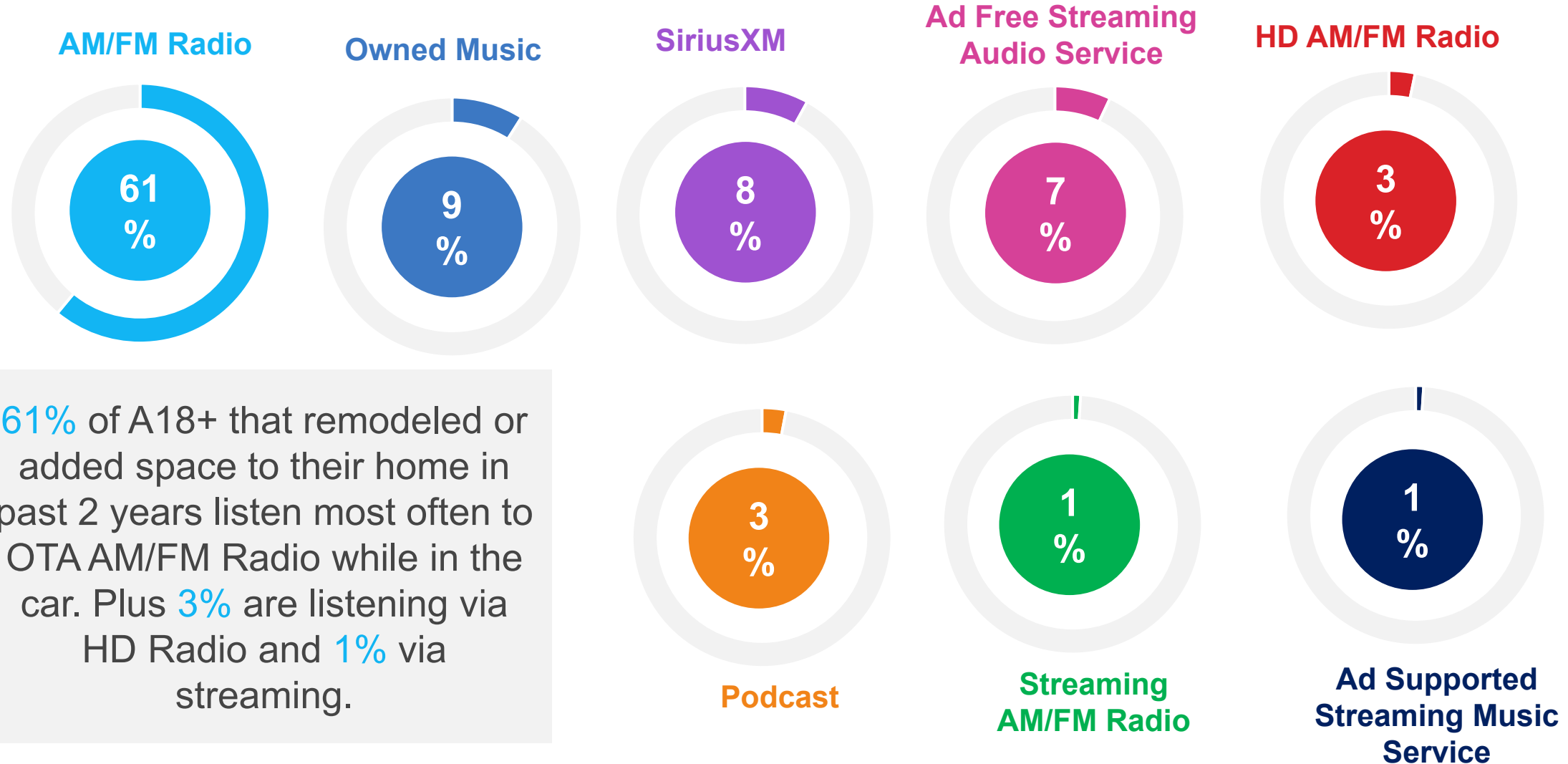
76% of A18+ that remodeled or added space to their home in past 2 years avoid ads on the web

When it comes to ad avoidance, ads on AM/FM Radio are least avoided by A18+ that remodeled or added space to their home in past 2 years. Ads they hear on internet streaming audio services are avoided 31% more than ads on AM/FM Radio



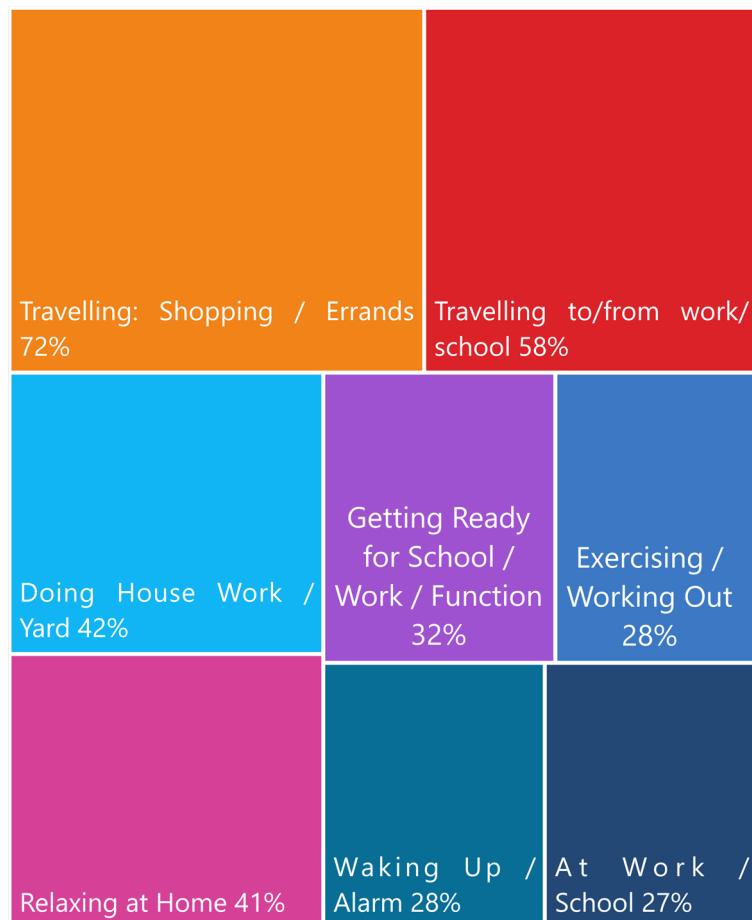
AM/FM Radio dominates in car tuning

Canadians who remodeled or added space to their home in past 2 years choose AM/FM Radio in the car
– past month

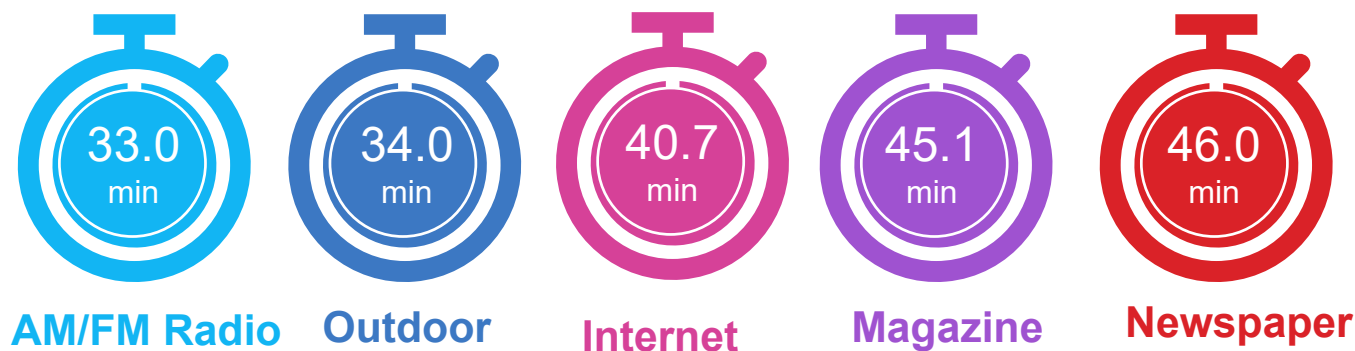


They are active AM/FM Radio listeners

72% of A18+ that remodeled or added space to their home in past 2 years listen to AM/FM Radio when they are “out and about” and engaged in different activities



A18+ that remodeled or added space to their home in past 2 years spend 18% 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 remodeled or added space to their home in past 2 years pay attention to ads on AM/FM Radio

A18+ that remodeled or added space to their home in past 2 years 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 remodeled or added space to their home in past 2 years in the 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	124i	142i
To make a purchase	172i	144i	136i
To tell someone about it	129i	127i	142i
Visit a specific website	127i	132i	149i
Visit a store/ business	152i	136i	132i

Canadians 18+ that remodeled or added space to their home in past 2 years in the past year 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	119i	126i	141i
Attend an Event	182i	143i	126i
Visit a store/ business	160i	132i	144i