

AM/FM RADIO AND CAR BUYERS

AM/FM Radio Connects
with people that are
planning to buy a car in
the next 12 months



People that plan to buy a vehicle in the next 12 months

AM/FM Radio Listeners that plan to buy a vehicle in the next 12 months

In the past week, AM/FM Radio reached **86%** of 18+ Canadians who plan to buy a vehicle in the next 12 months

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 (17%).

Advertising on AM/FM Radio reaches these people



86% of A18+ that plan to buy a vehicle in the next 12 months were reached by AM/FM Radio in the past week



Ads on AM/FM Radio are the least avoided

47% of them avoids ads on the AM/FM Radio vs. 76% of them avoid ads on the web, 74% on social media, and 62% of them avoid ads on streaming audio platforms



Hearing ads on AM/FM Radio drives online activity

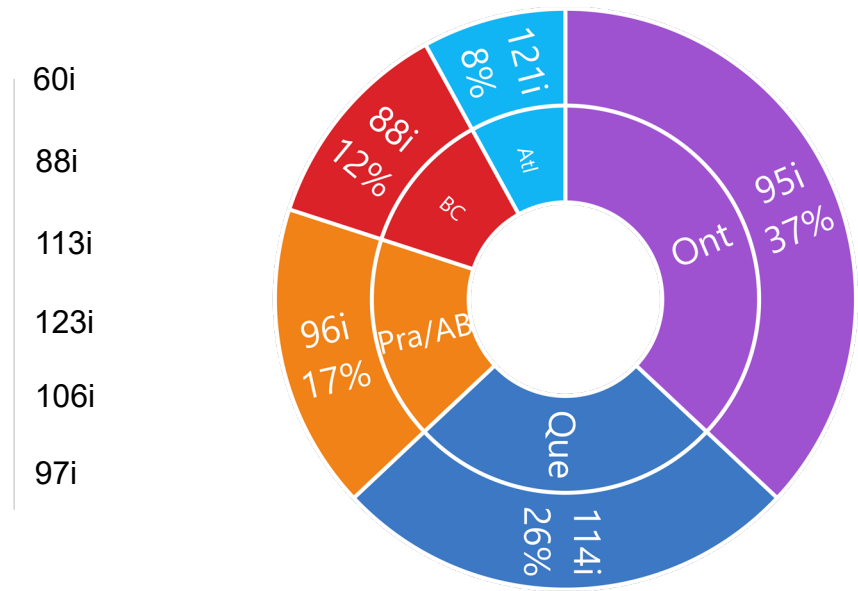
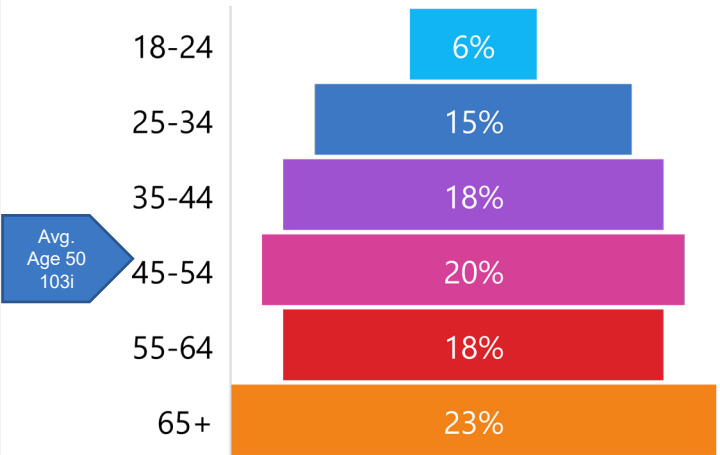
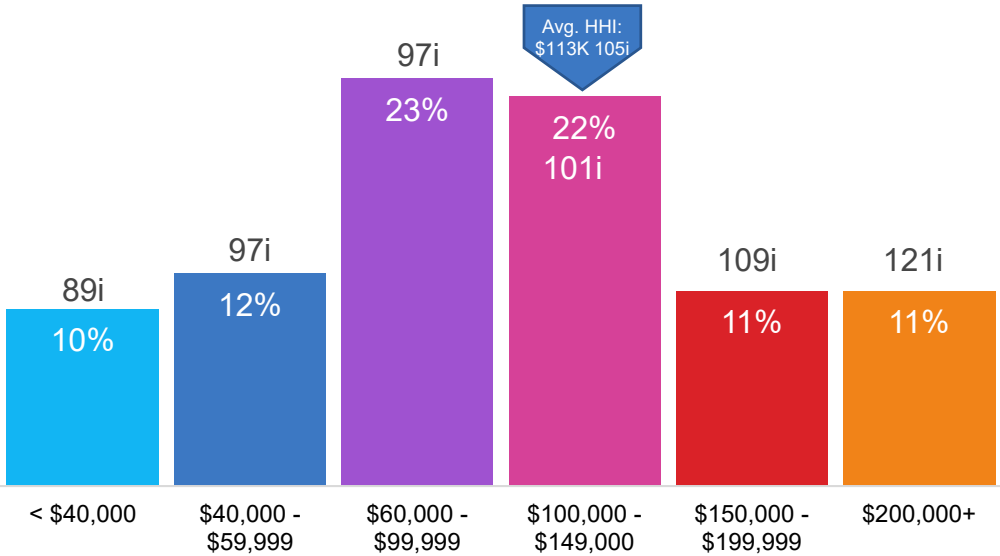
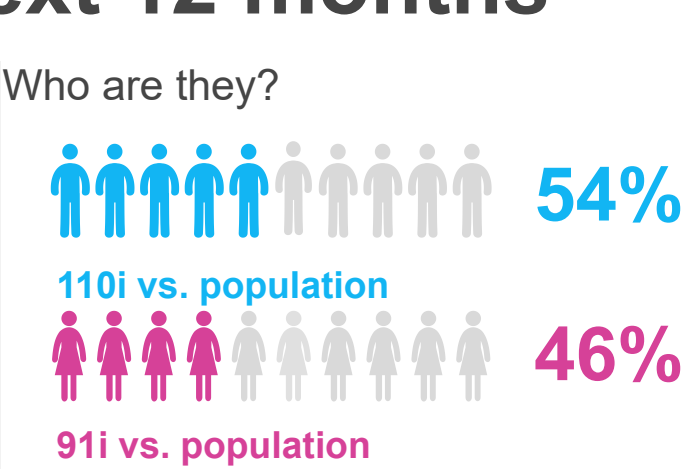
Do a general internet/online search later same day 120i, Visit a specific website later that day 119i, Hearing an on-air discussion motivated them to visit a store, later that day 139i

AM/FM Radio reaches 86% of those who plan to buy a vehicle in the next 12 months

Based on the latest RTS data, Approximately 13% of 18+ Canadians reported that they plan to buy a vehicle in the next 12 months.

They are slightly older, then the average 18+ Canadian, at 50, male skew and HH Income is slightly above average.

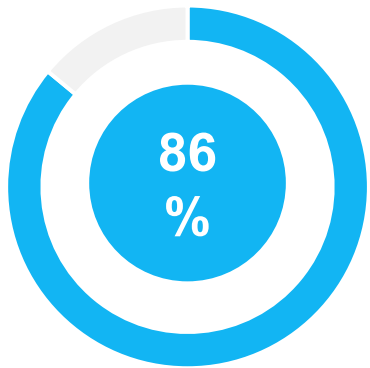
Who are they?



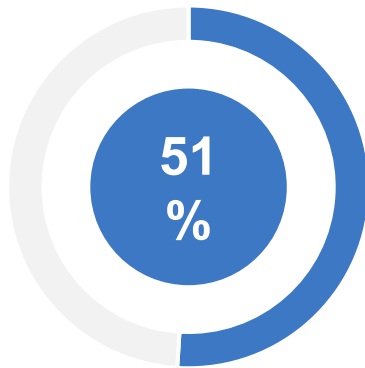
Radio vs. Digital Platform Reach

Canadians who plan to buy a vehicle in the next 12 months – 7-day reach 18+

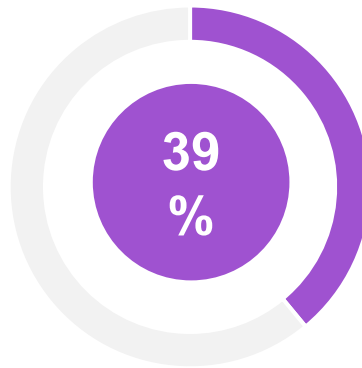
AM/FM Radio



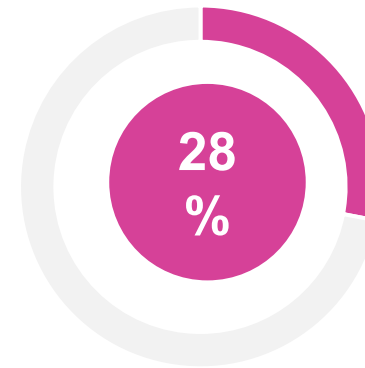
Facebook



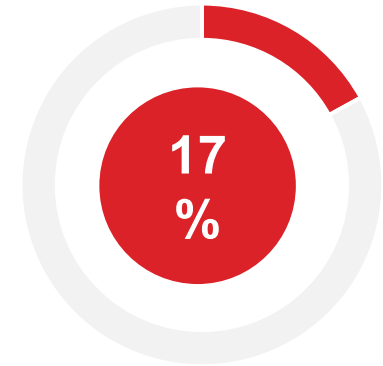
YouTube



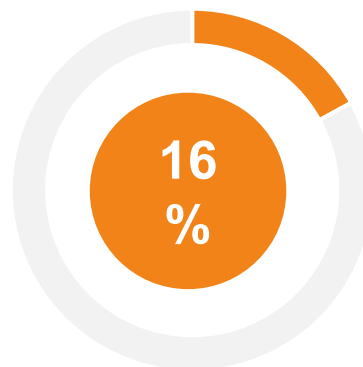
Instagram



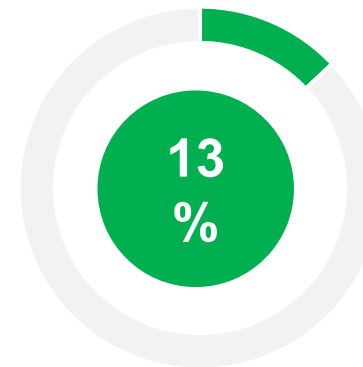
LinkedIn



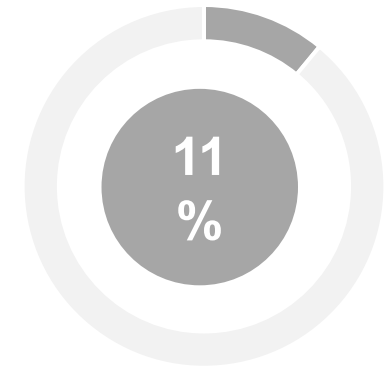
AM/FM Radio has the scale to reach more of these consumers in 7 days vs. any social media platform



Twitter



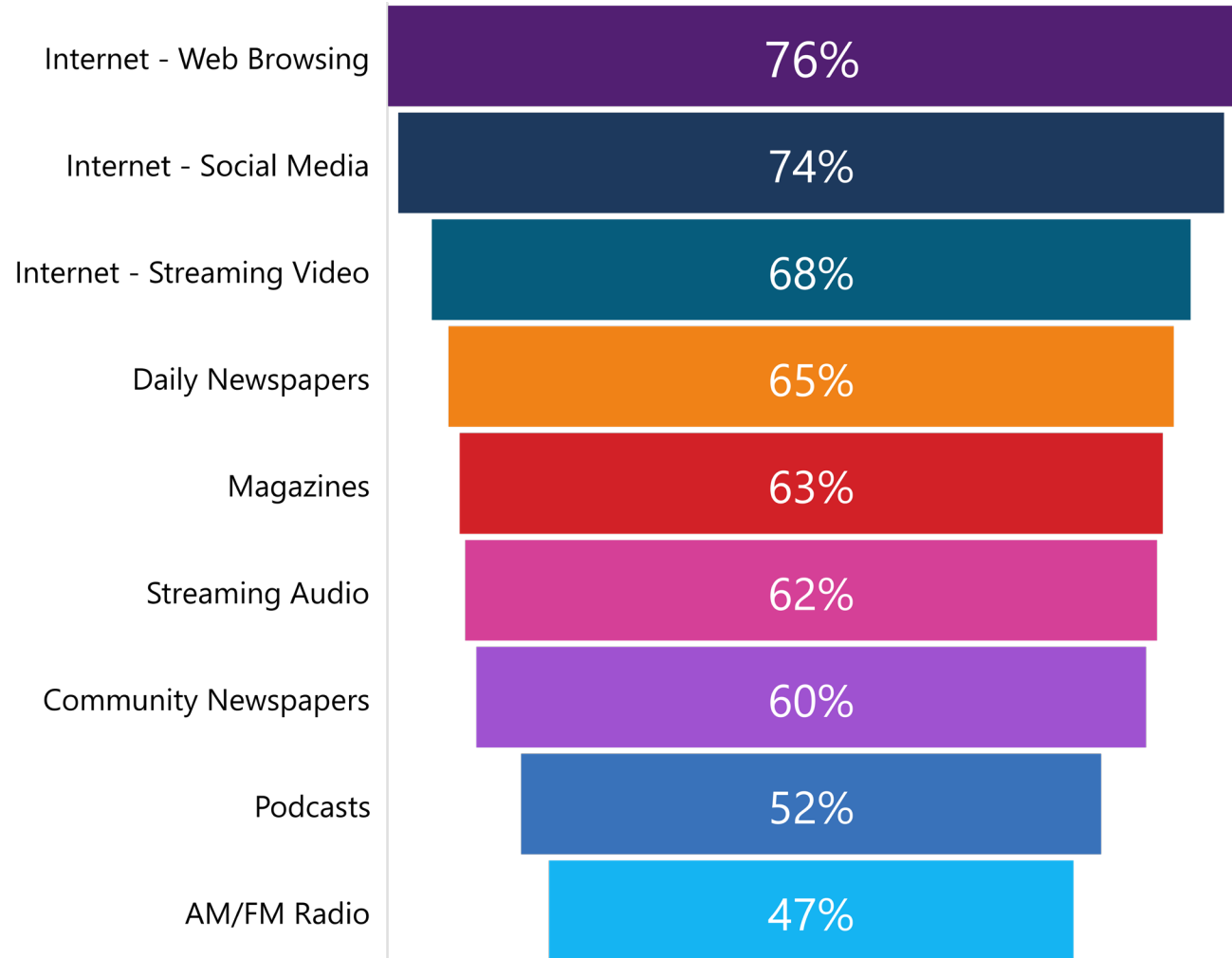
Pinterest



Tik Tok

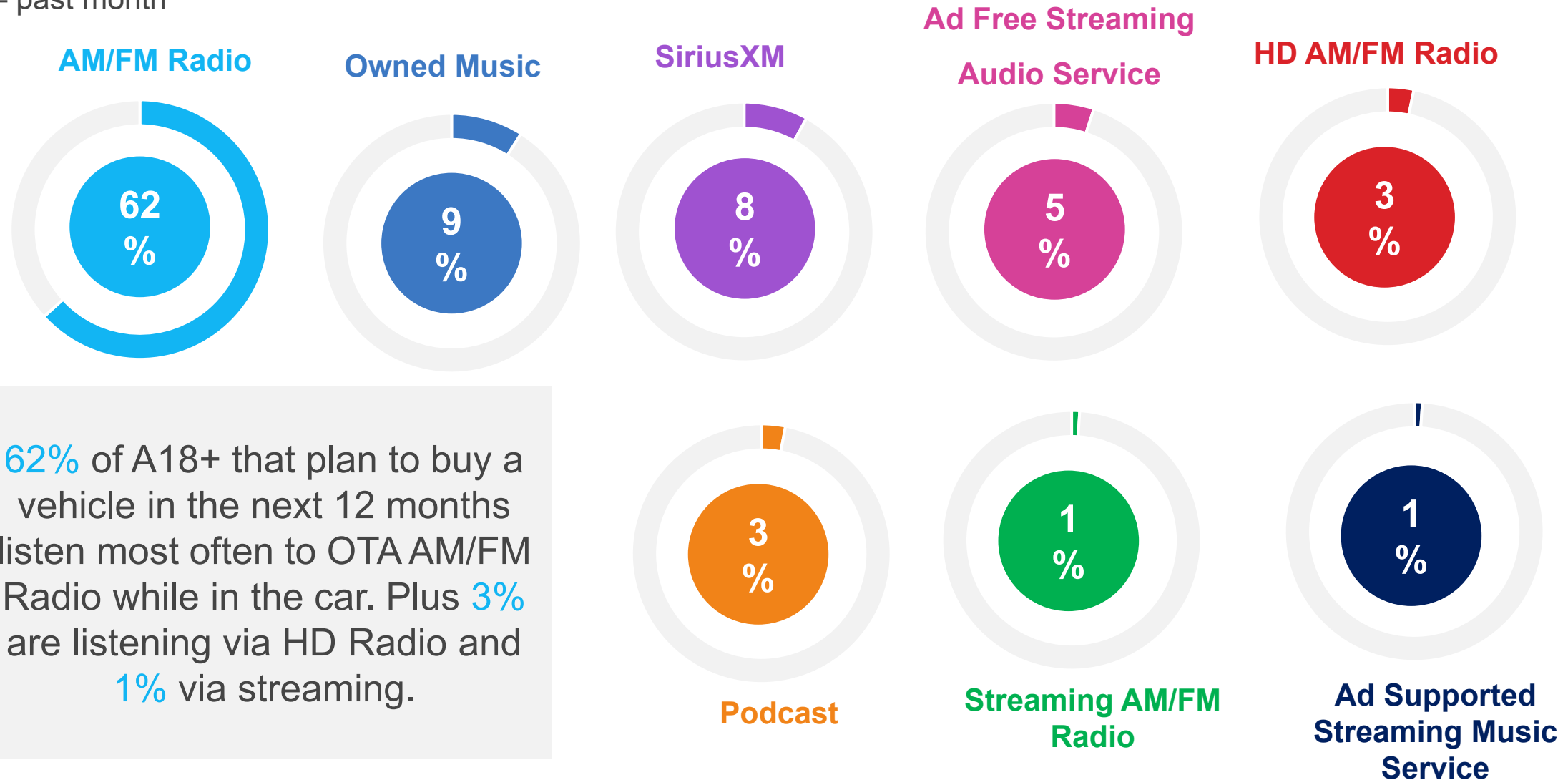
76% of A18+ that plan to buy a vehicle in the next 12 months avoid ads on the web

When it comes to ad avoidance, ads on AM/FM Radio are least avoided by A18+ that plan to buy a vehicle in the next 12 months. Ads they hear on internet streaming audio services are avoided 32% more than ads on AM/FM Radio



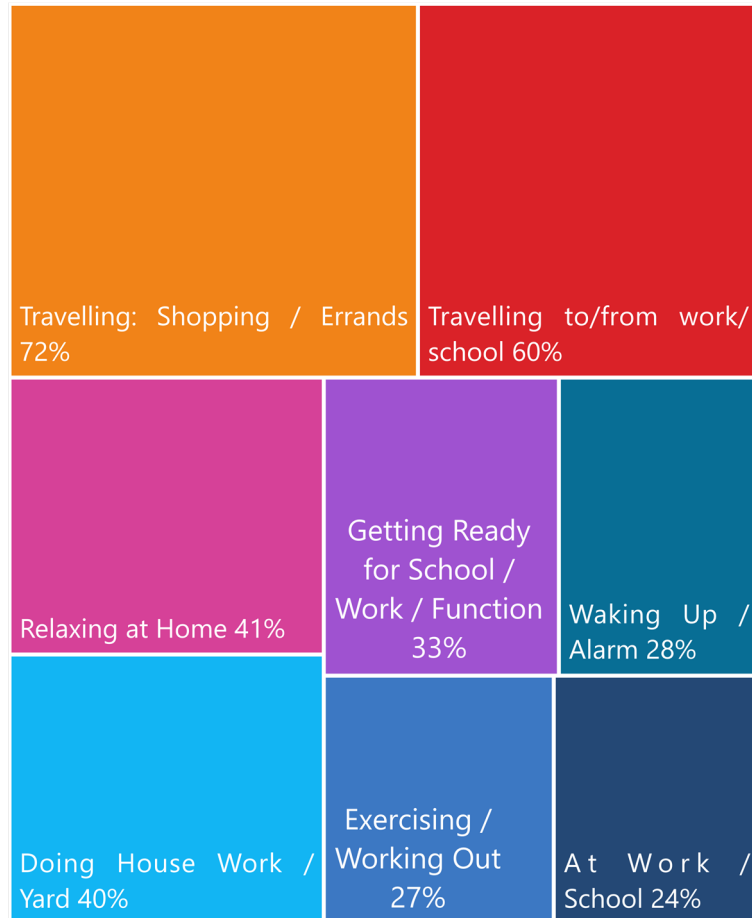
AM/FM Radio dominates in car tuning

Canadians who plan to buy a vehicle in the next 12 months choose AM/FM Radio in the car
– past month



They are active AM/FM Radio listeners

72% of A18+ that plan to buy a vehicle in the next 12 months listen to AM/FM Radio when they are “out and about” and engaged in different activities



A18+ that plan to buy a vehicle in the next 12 months 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 plan to buy a vehicle in the next 12 months pay attention to ads on AM/FM Radio

A18+ that plan to buy a vehicle in the next 12 months 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 plan to buy a vehicle in the next 12 months 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	136i	153i
To make a purchase	167i	149i	151i
To tell someone about it	119i	133i	139i
Visit a specific website	131i	141i	152i
Visit a store/ business	173i	136i	148i

Canadians 18+ that plan to buy a vehicle in the next 12 months 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	118i	119i	128i
Attend an Event	197i	130i	121i
Visit a store/ business	166i	142i	135i