

AM/FM RADIO AND 18+ CANADIANS PLANNING TO BUY A CAR IN THE NEXT 12 MONTHS

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

Planning to purchase a car in the next 12 months

AM/FM Radio Listeners that are Planning to purchase a car in the next 12 months:

In the past week, AM/FM Radio reached **86%** of 18+ Canadians who are planning to purchase a car 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 (**19%**) in the past 7 days.

Advertising on AM/FM Radio reaches these people



86% of A18+ that are planning to purchase a car 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. 75% of them avoid ads on on the web, 73% on social media, and 62% of them avoid ads on streaming audio platforms



Hearing ads on AM/FM Radio drives activity

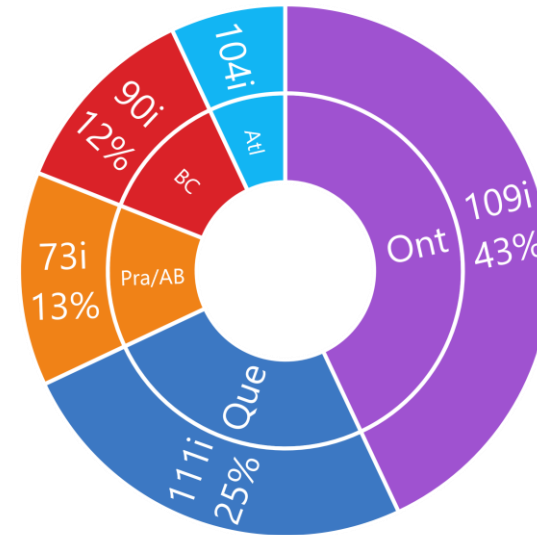
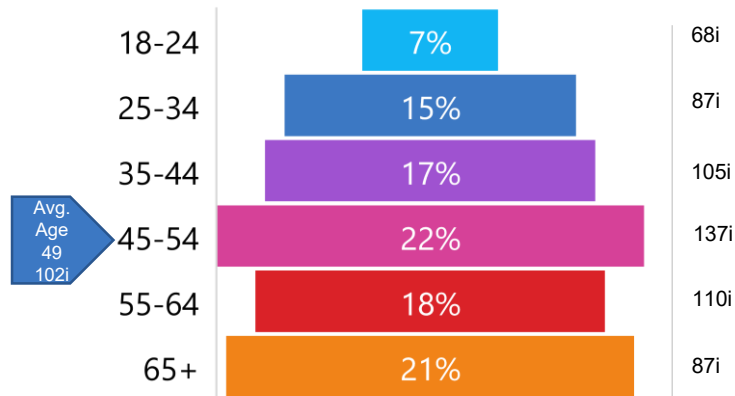
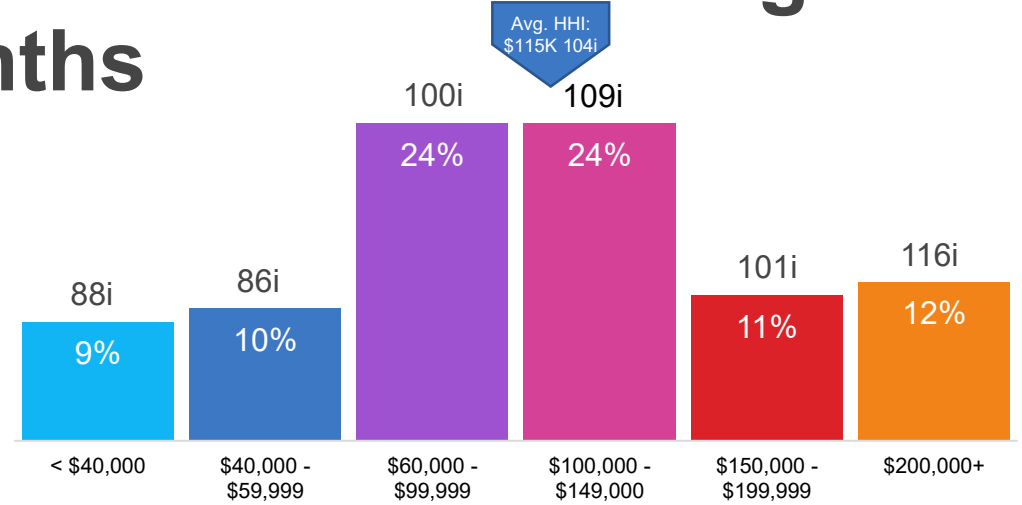
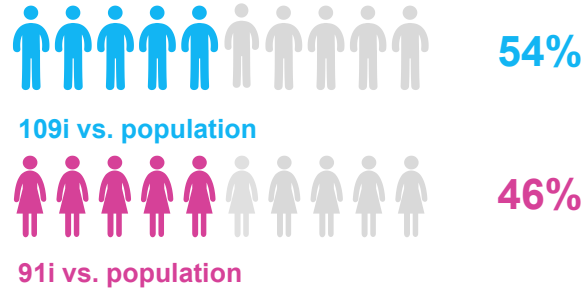
Visit a business later that week 129i, Visit a specific website later that day 128i, Hearing an on-air discussion motivated them to access a website, later that day 119i

AM/FM Radio reaches 86% of those who are Planning to purchase a car in the next 12 months

Based on the latest RTS data, Approximately 13% of 18+ Canadians reported that they are planning to purchase a car in the next 12 months.

They are slightly older, then the average 18+ Canadian, at 49, male skew and HH Income is slightly above average.

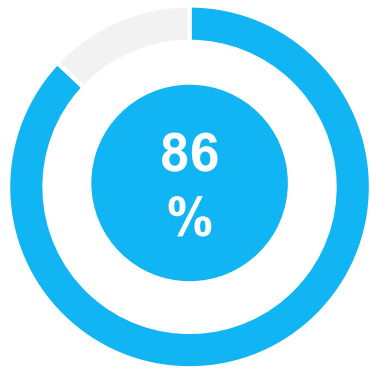
Who are they?



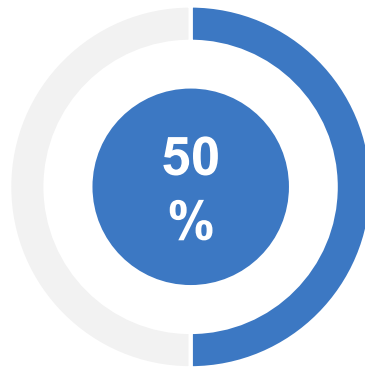
Radio vs. Digital Platform Reach

Canadians who are planning to purchase a car in the next 12 months– 7-day reach 18+

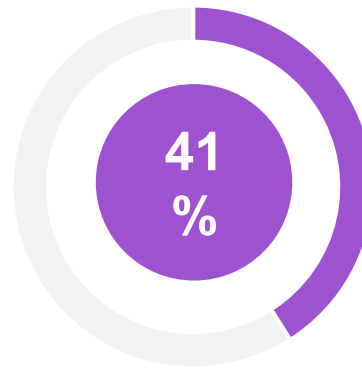
AM/FM Radio



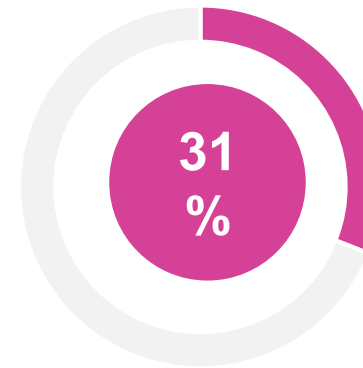
Facebook



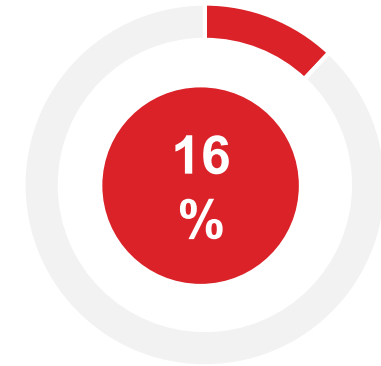
YouTube



Instagram

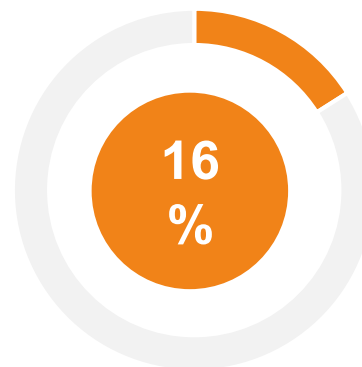


LinkedIn

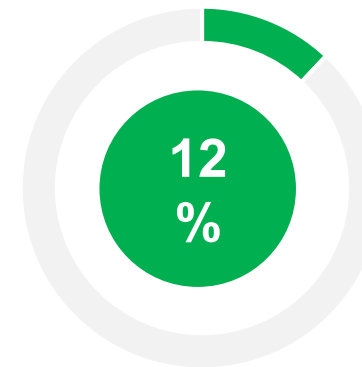


AM/FM Radio has the scale to reach more of these consumers in 7 days vs. any social media platform

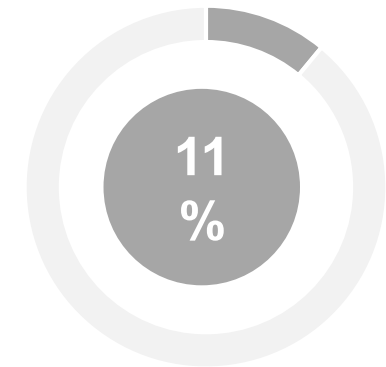
Twitter



Tik Tok



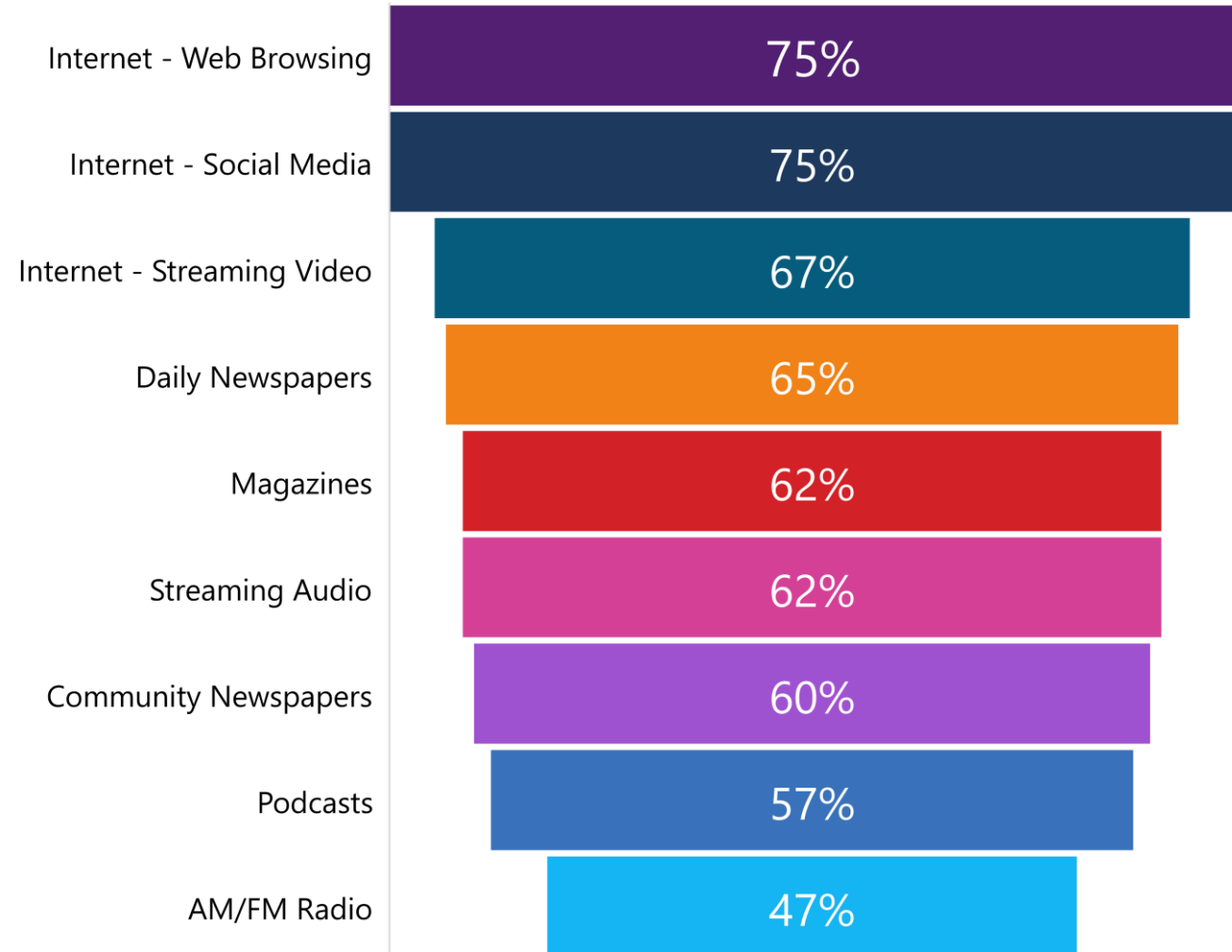
Pinterest



75% of A18+ that are planning to purchase a car in the next 12 months avoid ads on the web

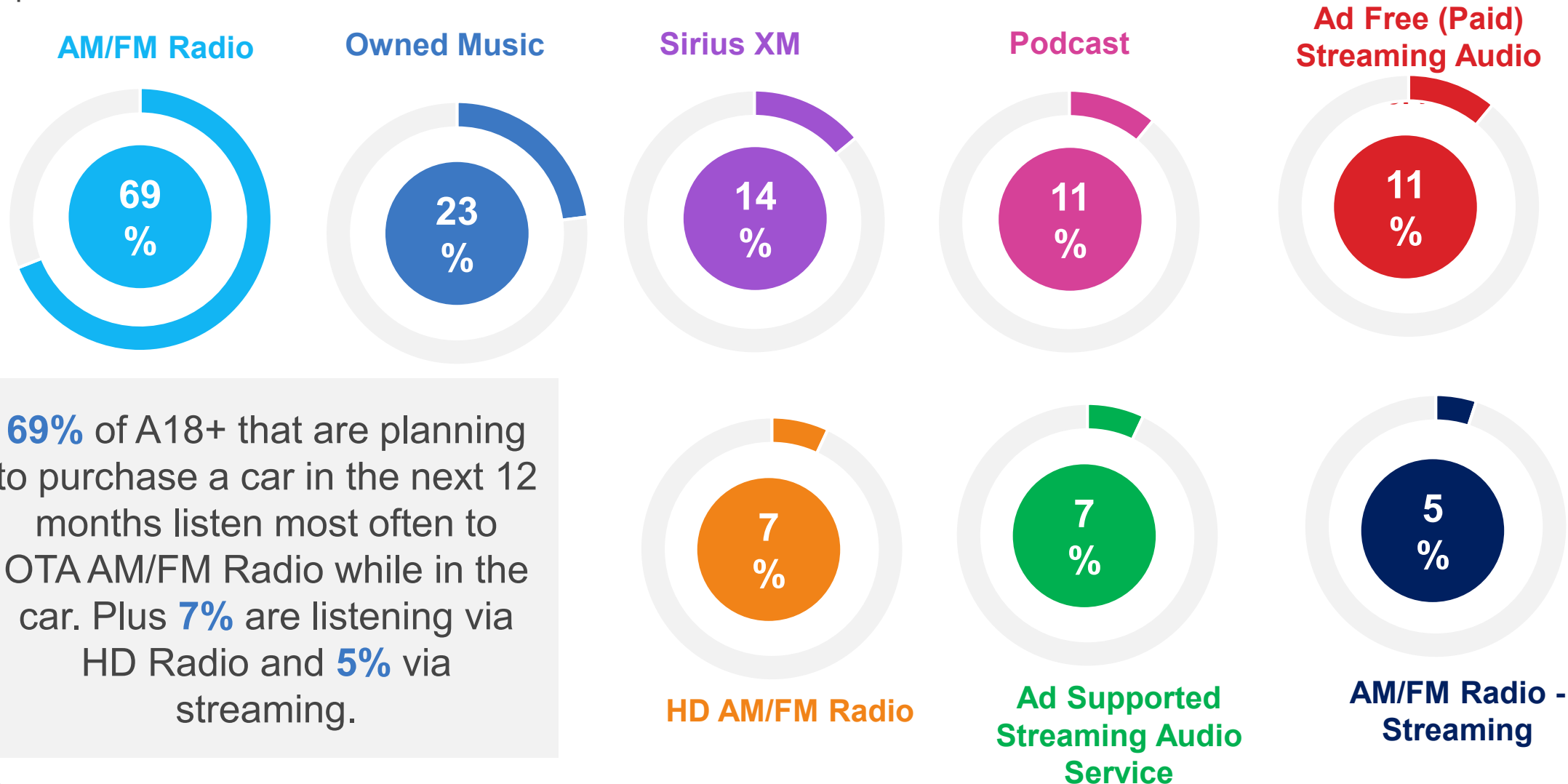
When it comes to ad avoidance, ads on AM/FM Radio are least avoided.

Ads they hear on internet streaming audio services are avoided 32% more than ads on AM/FM Radio



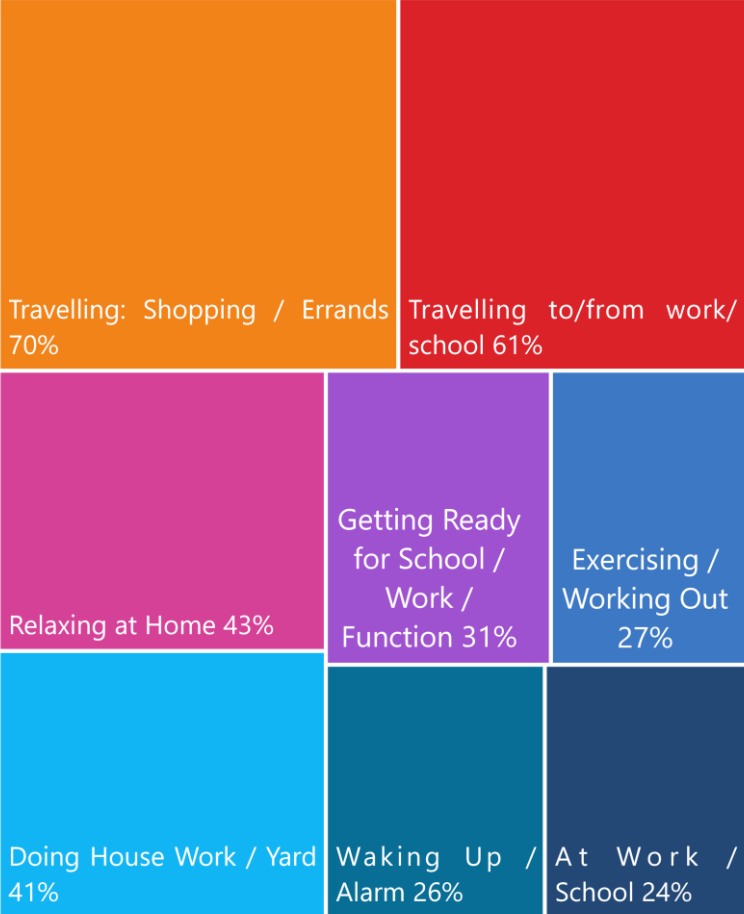
AM/FM Radio dominates in car tuning

Canadians who are planning to purchase a car in the next 12 months choose AM/FM Radio in the car – past month

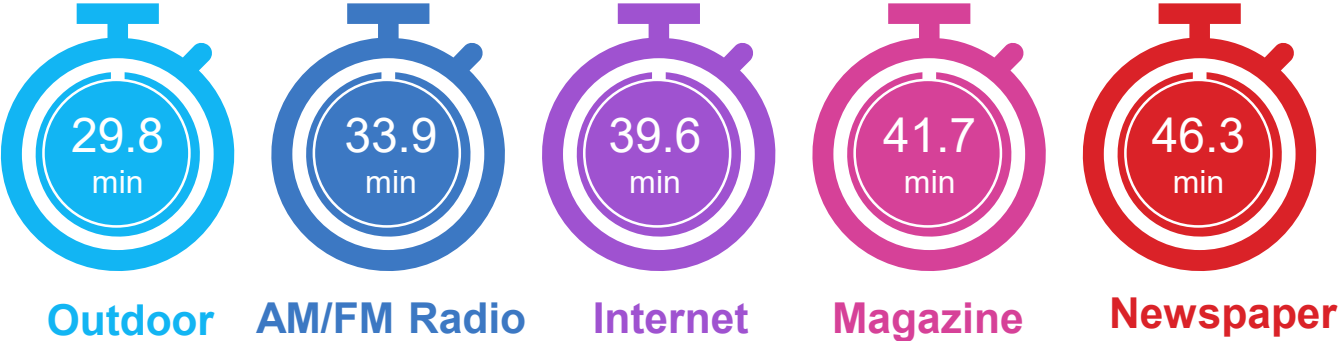


They are active AM/FM Radio listeners

70% of A18+ that are planning to purchase a car in the next 12 months listen to AM/FM Radio when they are “out and about” and shopping



A18+ that are planning to purchase a car 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

Canadians who are planning to purchase a car in the next 12 months pay attention to ads on AM/FM Radio

A18+ that are planning to purchase a car 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 are planning to purchase a car in the next 12 months 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	125i	127i	134i
To make a purchase	154i	147i	134i
To tell someone about it	129i	129i	146i
Visit a specific website	128i	118i	152i
Visit a store/ business	157i	129i	119i

Canadians 18+ that are planning to purchase a car in the next 12 months 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
Access a website	119i	127i	135i
Attend an Event	176i	113i	120i
Visit a store/ business	172i	127i	129i