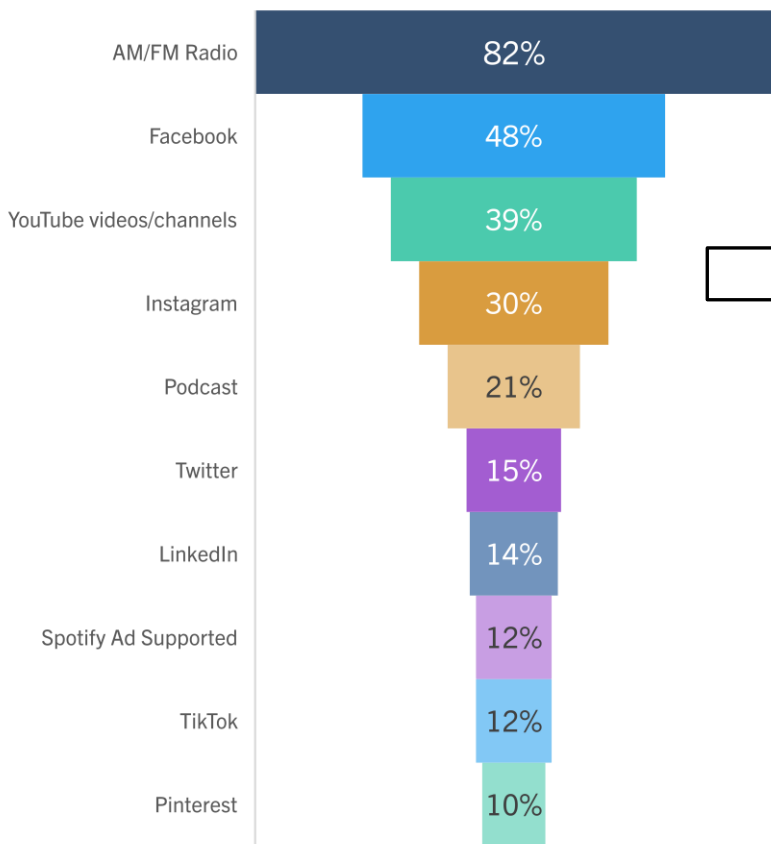


WANT TO REACH PEOPLE THAT VISIT FAST FOOD RESTAURANTS MONTHLY? INVEST IN AM/FM RADIO

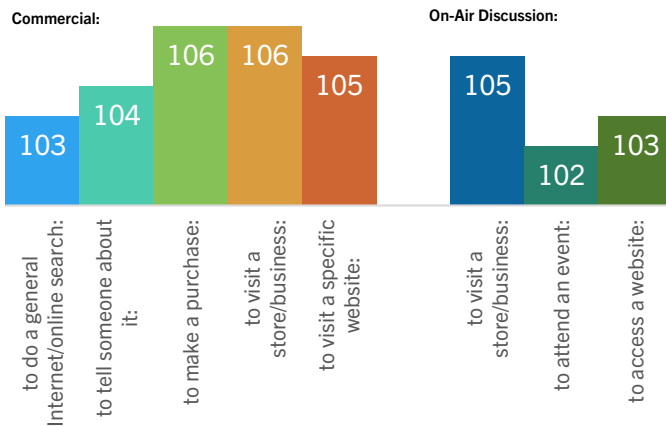
BASE: 18+ CANADIANS THAT HAVE VISITED/ORDERED PAST MONTH FROM A FAST-FOOD RESTAURANT (85%):

AM/FM Radio has higher **weekly reach** with them than any social media platform or ad supported Spotify:

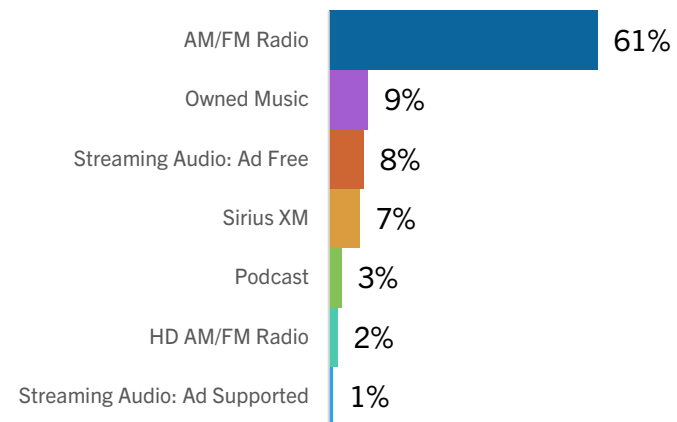
- +34% higher than Facebook
- +70% higher than Ad Supported Spotify



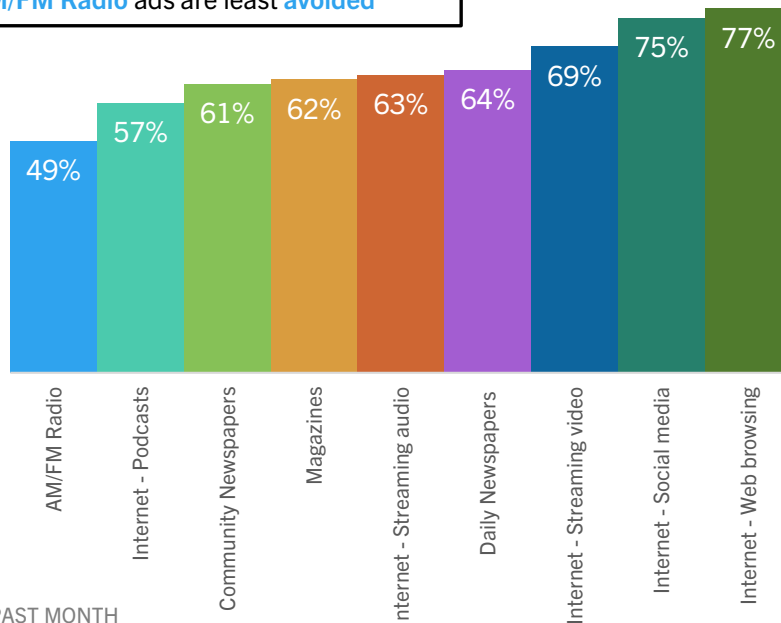
AM/FM Radio commercials and on-air discussions motivates consumers to **act** after hearing an ad : INDEX



When they are **in their car** they are listening to **AM/FM Radio**



AM/FM Radio ads are least **avoided**



They spend **16%** of their media time weekly with **AM/FM Radio** : HOURS

