

WANT TO REACH PEOPLE THAT ARE PLANNING TO BUY A CAR IN THE NEXT 12 MONTHS ? INVEST IN AM/FM RADIO

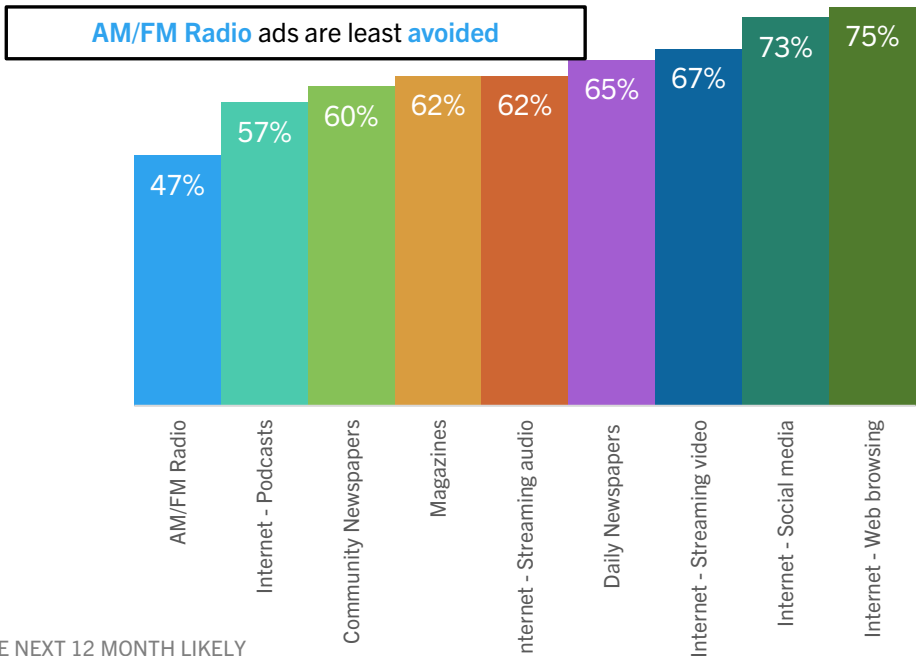
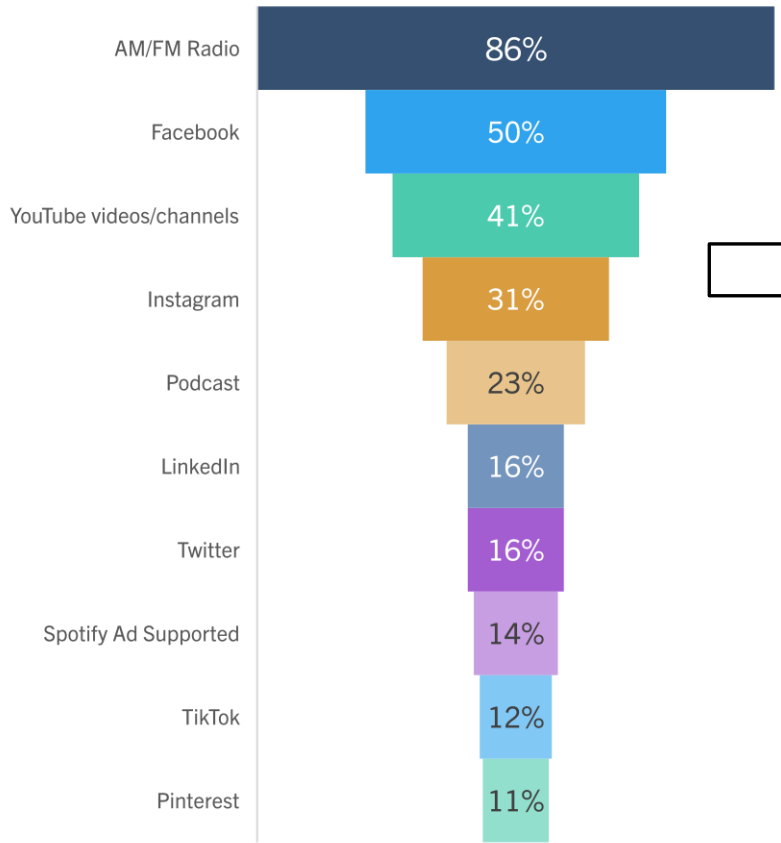
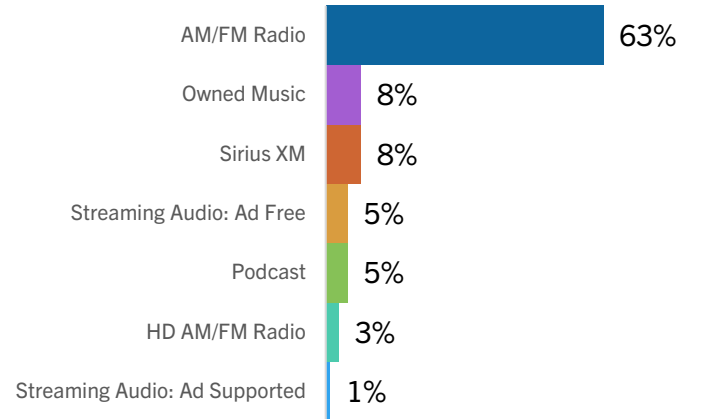
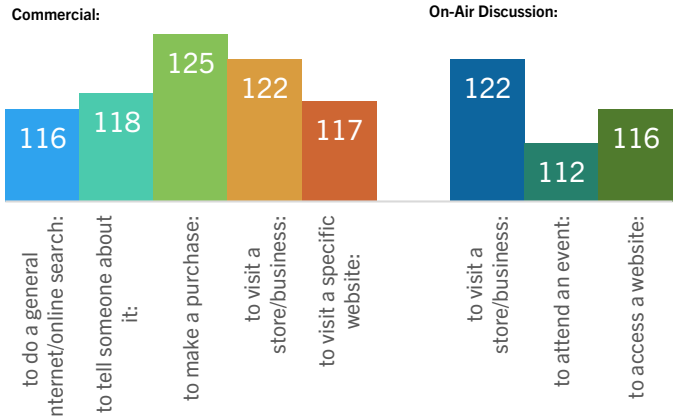
BASE: 18+ CANADIANS THAT ARE PLANNING TO BUY A VEHICLE NEXT 12 MONTHS (13%):

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

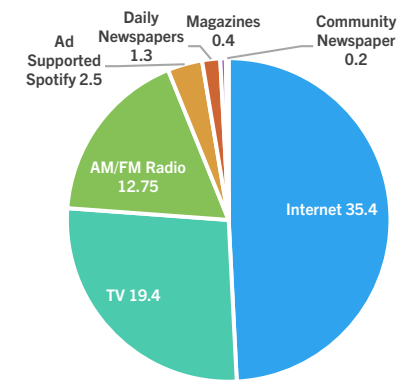
When they are **in their car** they are listening to **AM/FM Radio**

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

- +36% higher than Facebook
- +72% higher than Ad Supported Spotify



They spend **18%** of their media time weekly with **AM/FM Radio** : HOURS



SOURCE: RTS FALL 2023 18+ TOTAL CANADA / PLANS TO BUY A VEHICLE NEXT 12 MONTH LIKELY

