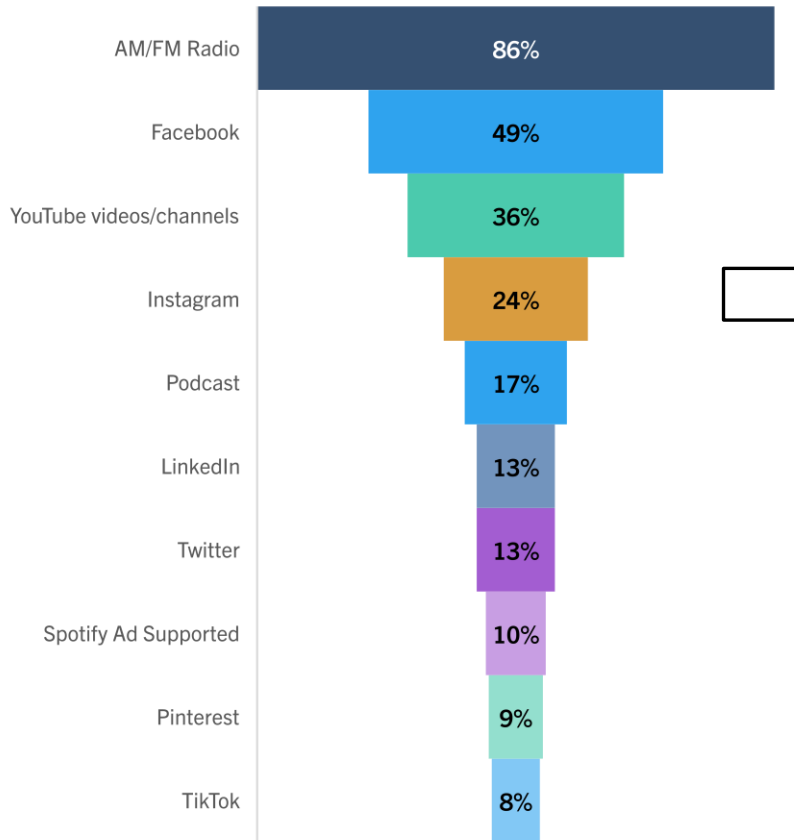


WANT TO REACH PEOPLE WHO MAKE DECISIONS ON MAJOR HH PURCHASES? INVEST IN AM/FM RADIO

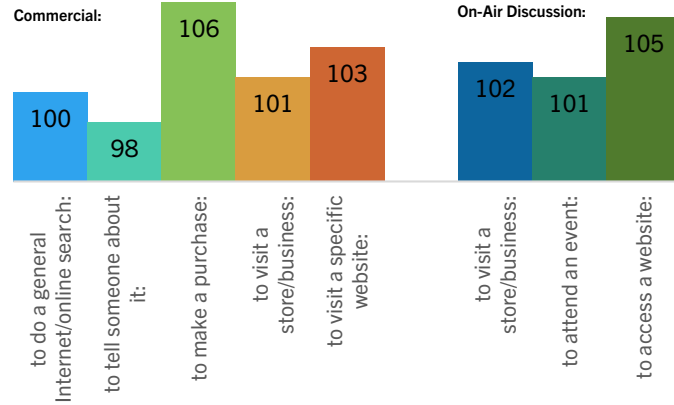
BASE 18+ CANADIANS MYSELF: MAKING DECISION ABOUT MAJOR HH PURCHASES(25%):

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

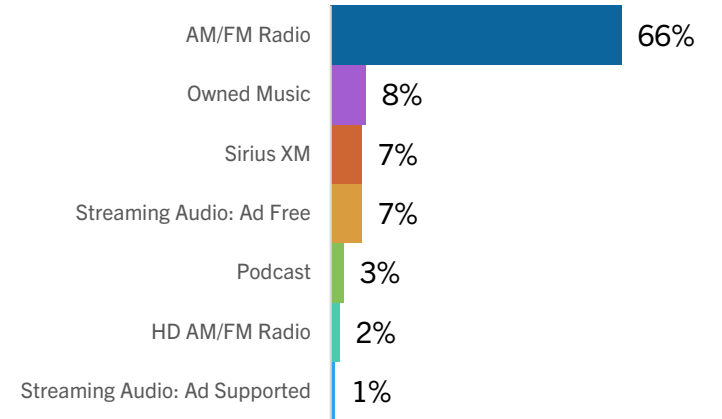
- +76% higher than Facebook
- +760% higher than Ad Supported Spotify



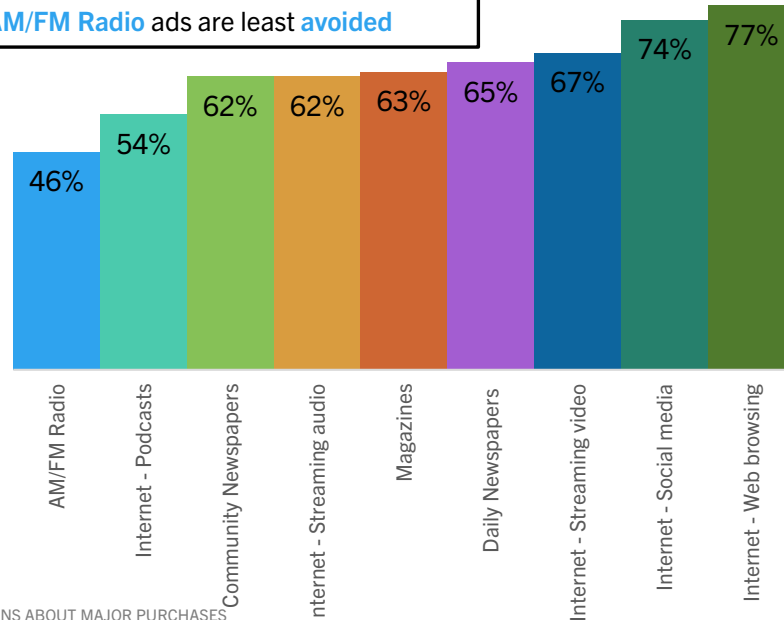
AM/FM Radio commercials and on-air discussions motivates consumers to **act** after hearing an ad : INDEX



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



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



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

