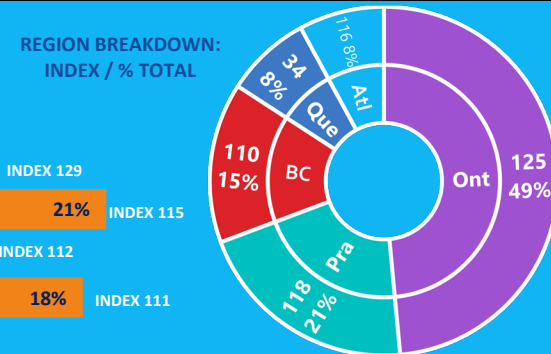
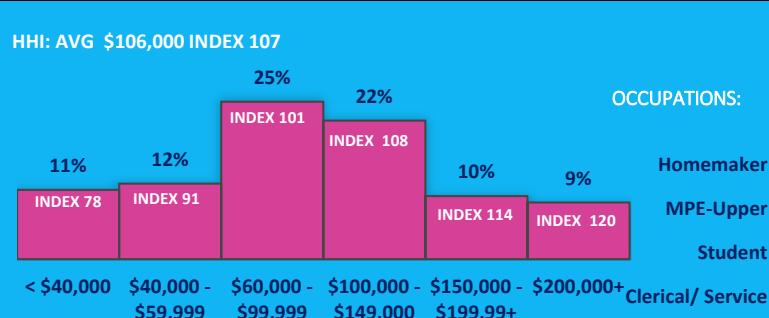
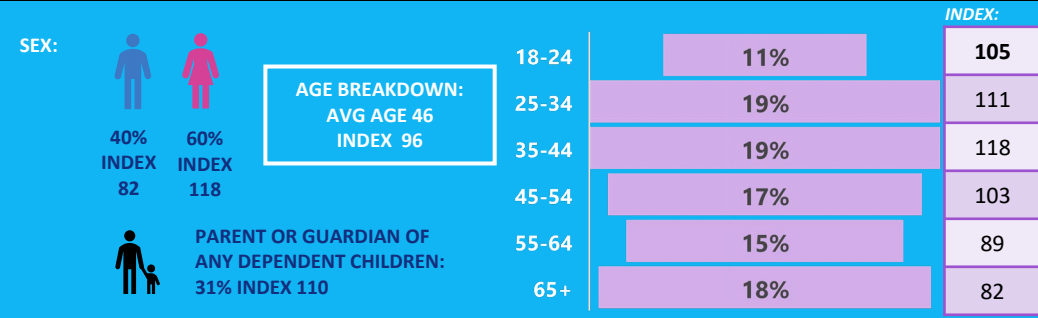


RADIO REACHES 88% WEEKLY: A18+ THAT HAVE SHOPPED AT CHAPTERS/ INDIGO IN THE PAST YEAR

CONSUMER PROFILE
RADIO WORKS
YOUR TARGET LISTENS TO RADIO

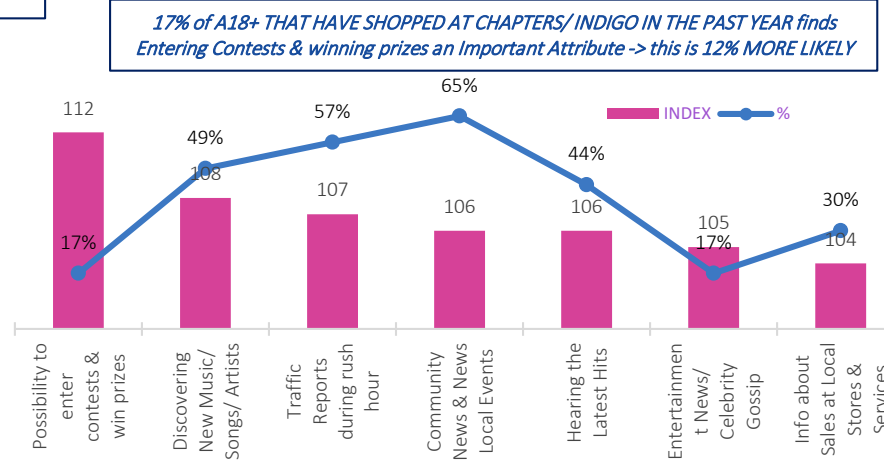
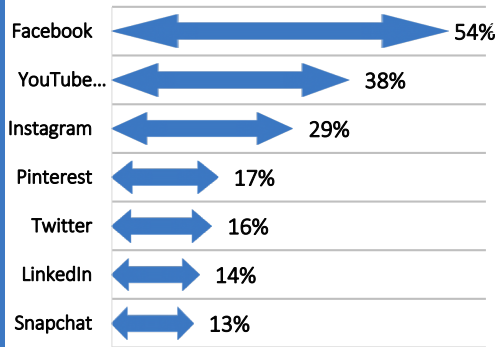
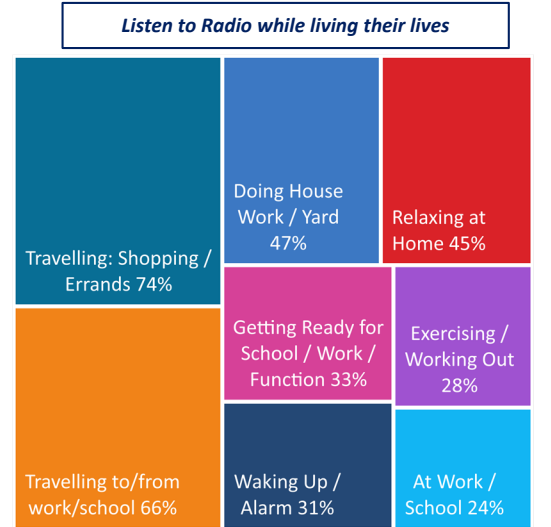
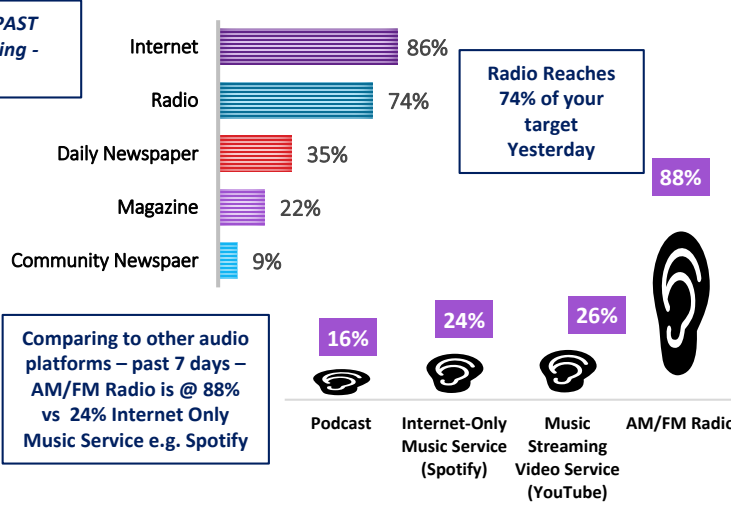
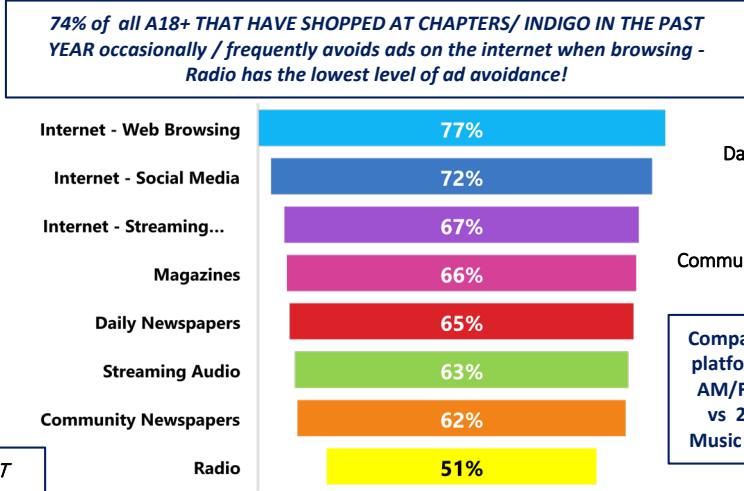


APPROX 44% OF CANADIANS A18+ HAVE SHOPPED AT CHAPTERS/ INDIGO IN THE PAST YEAR

A18+ THAT HAVE SHOPPED AT CHAPTERS/ INDIGO IN THE PAST YEAR:

- 88% of them are REACHED WEEKLY by RADIO
- 21% of their MEDIA TIME* is spent with RADIO
- 74% of them were EXPOSED to RADIO YESTERDAY

RADIO delivers 88% WEEKLY of A18+ HAVE SHOPPED AT CHAPTERS/INDIGO IN THE PAST YEAR—a higher % than popular Social Media websites deliver in past 7 days



A18+ THAT HAVE SHOPPED AT CHAPTERS/ INDIGO IN THE PAST YEAR (INDEX):	Later that same day	Later that same week	More than a week later
Radio Commercial motivation to do a general Internet/online search:	118	122	124
Radio Commercial motivation to visit a specific website:	119	120	122
Radio Commercial motivation to visit a store/business:	120	112	115
Radio Local-on-air radio discussion motivation to access a website:	121	121	127
Radio Local-on-air radio discussion motivation to attend an event:	132	127	127
Radio Local-on-air radio discussion motivation to visit a store/business:	125	111	124
Purchases Time exposed to media before purchase (< 30 mins): Radio Index 115			
Purchases Time exposed to media before purchase (30 mins+): Radio Index 109			
Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 110			

SOURCE: NUMERIS RTS CANADA SPRING 2020/ A18+ / TOTAL CANADA – RETAIL-BOOK STORES- SHOPPED INSTORE/ONLINE CHAPTERS/ INDIGO SHOPPED/ PAST YEAR*MEDIA MIX RADIO/ TV/ DAILY NEWSPAPER/ COMMUNITY NEWSPAPER / MAGAZINE/ INTERNET

