

RADIO REACHES 88% WEEKLY: A18+ THAT HAVE USED SEASONAL USAGE OF ALLERGY/ SINUS MEDICATION IN PAST 30 DAYS

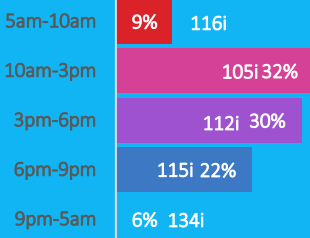
CONSUMER PROFILE



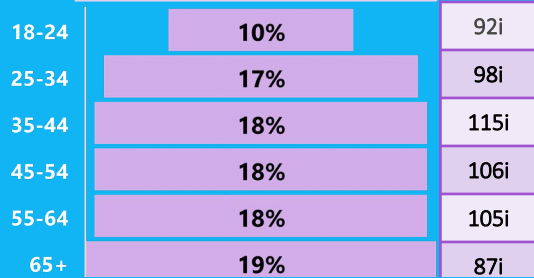
45% 92i

55% 108i

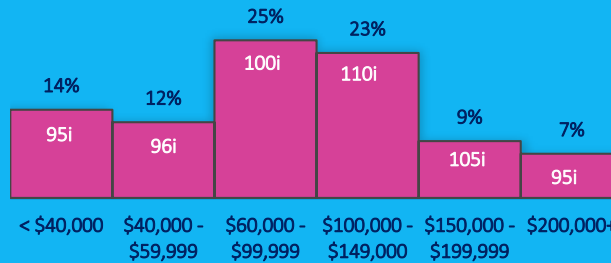
WHAT DAYPART DO THEY SHOP @ DRUG STORES:



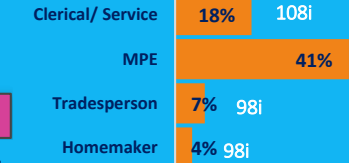
AGE BREAKDOWN: AVG AGE 48: 99i



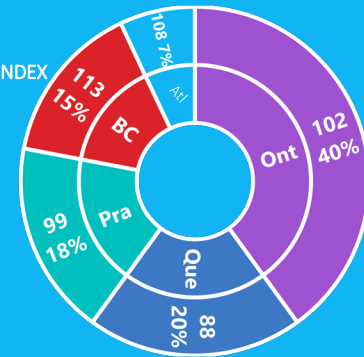
HHI: AVG \$100,000 101i



OCCUPATIONS:



REGION BREAKDOWN: INDEX / % TOTAL



APPROX 21% OF CANADIANS A18+ HAVE USED SEASONAL ALLERGY/SINUS MEDICATION IN PAST 30 DAYS

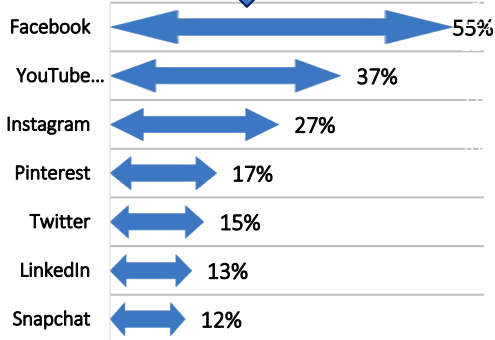
A18+ THAT HAVE USED SEASONAL ALLERGY/SINUS MEDICATION:

88% are REACHED WEEKLY by RADIO

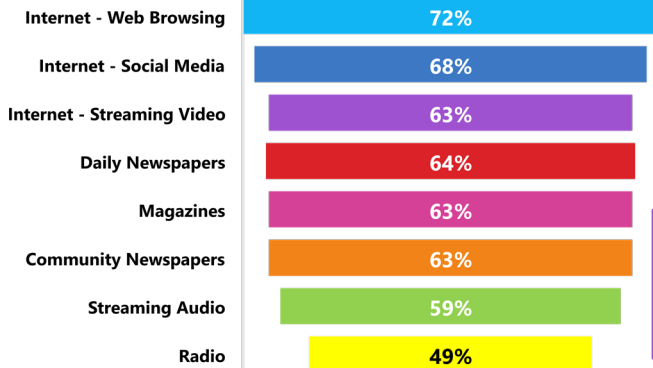
22% of their MEDIA TIME* is spent with RADIO

76% were EXPOSED to RADIO YESTERDAY

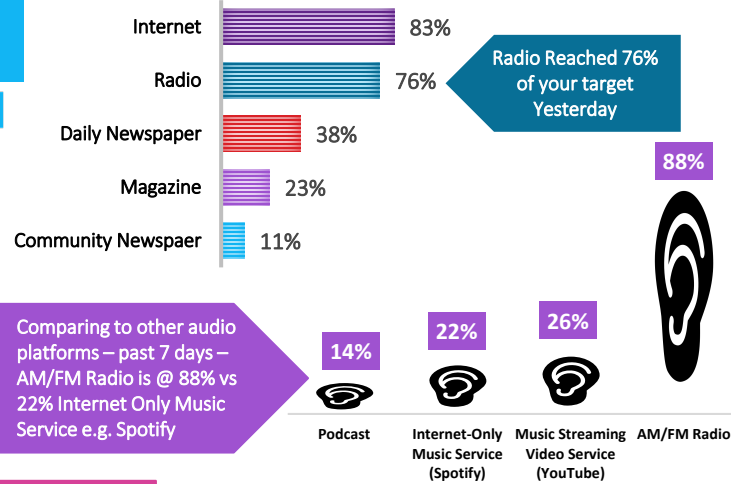
Radio delivers 88% weekly reach against A18+ THAT HAVE USED SEASONAL ALLERGY/SINUS MEDICATION – a higher % than popular social media websites delivered in past 7 days



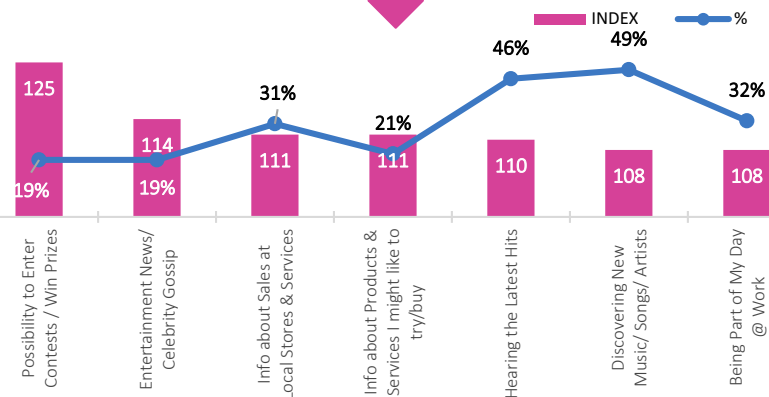
RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!
72% of all A18+ THAT HAVE USED SEASONAL ALLERGY/SINUS MEDICATION occasionally / frequently AVOID ADS ON THE INTERNET WHEN BROWSING



Comparing to other audio platforms – past 7 days – AM/FM Radio is @ 88% vs 22% Internet Only Music Service e.g. Spotify



19% of A18+ that HAVE USED SEASONAL ALLERGY/SINUS MEDICATION Radio's Sports News an important attribute -> 25% more likely



A18+ THAT HAVE USED SEASONAL USAGE OF ALLERGY/ SINUS MEDICATION IN PAST 30 DAYS (INDEX):	Later that same day	Later that same week	More than a week later
Radio Commercial motivation to do a general Internet/online search:	120	130	143
Radio Commercial motivation to visit a specific website:	136	137	155
Radio Commercial motivation to visit a store/business:	140	129	136
Radio Local-on-air radio discussion motivation to access a website:	128	130	142
Radio Local-on-air radio discussion motivation to attend an event:	162	130	129
Radio Local-on-air radio discussion motivation to visit a store/business:	156	142	140
Purchases Time exposed to media before purchase (< 30 mins): Radio Index 111			
Purchases Time exposed to media before purchase (30 mins+): Radio Index 111			
Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 105			

SOURCE: NUMERIS RTS CANADA SPRING 2020/ A18+ / TOTAL CANADA / PERSONAL CARE ITEMS USED/ PAST 30 DAYS SEASONALUSAGE OF ALLERGY/ SINUS MEICATION *MEDIA MIX RADIO/ TV/ DAILY NEWSPAPER/ COMMUNITY NEWSPAPER / MAGAZINE/ INTERNET

