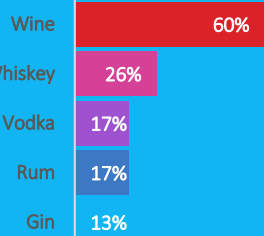


RADIO REACHES 88% WEEKLY: A18+ THAT HAVE CONSUMED 1-6 BEER PAST 7 DAYS

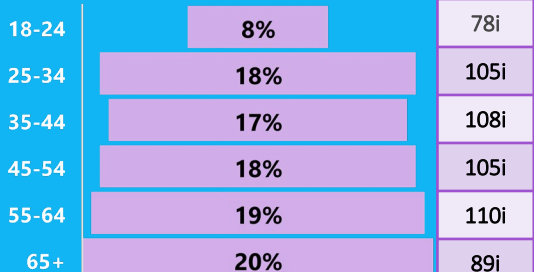
CONSUMER PROFILE



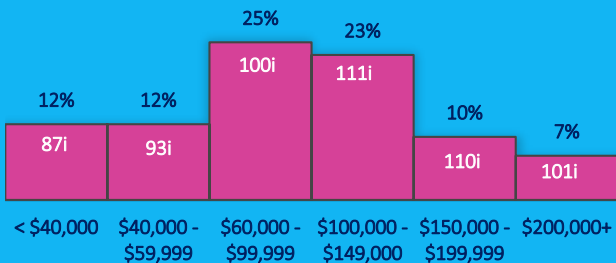
WHAT ELSE DID THEY CONSUME PAST MONTH:



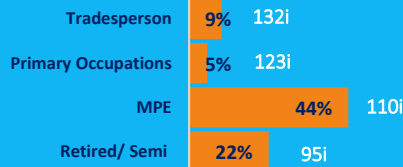
AGE BREAKDOWN: AVG AGE 48: 100i



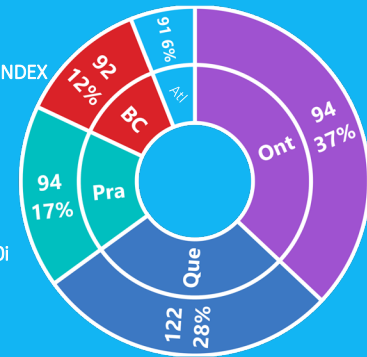
HHI: AVG \$103,000 104i



OCCUPATIONS:



REGION BREAKDOWN: INDEX / % TOTAL



APPROX 26% OF CANADIANS A18+ HAVE CONSUMED 1-6 BEERS IN PAST 7 DAYS

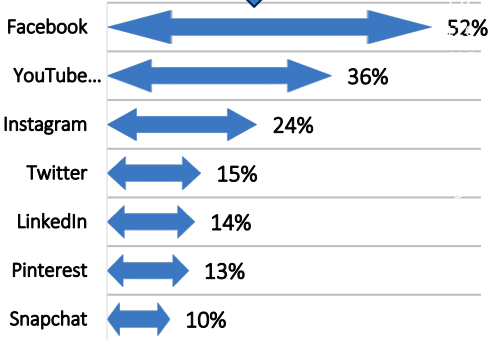
A18+ THAT HAVE CONSUMED 1-6 BEER PAST 7 DAYS :

88% are REACHED WEEKLY by RADIO

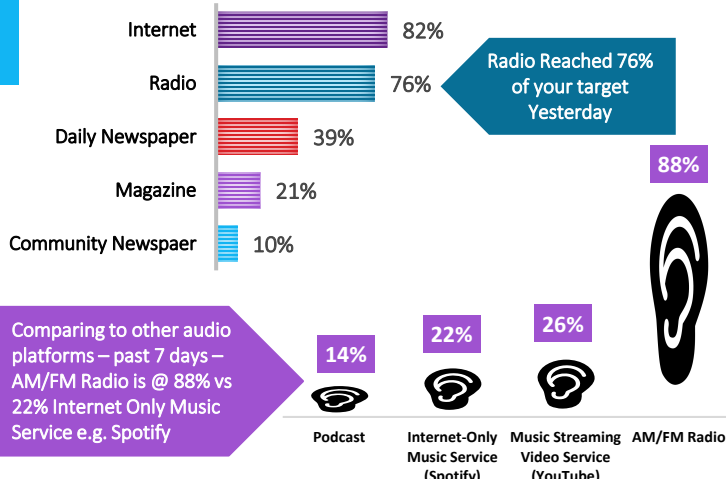
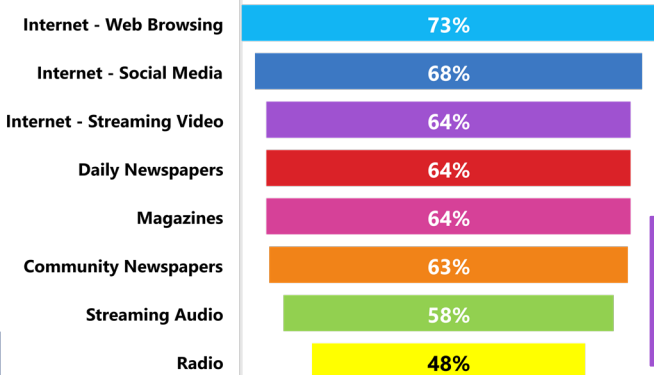
24% of their MEDIA TIME* is spent with RADIO

76% were EXPOSED to RADIO YESTERDAY

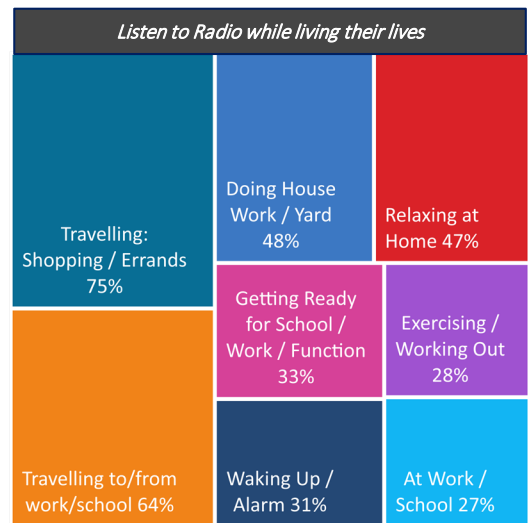
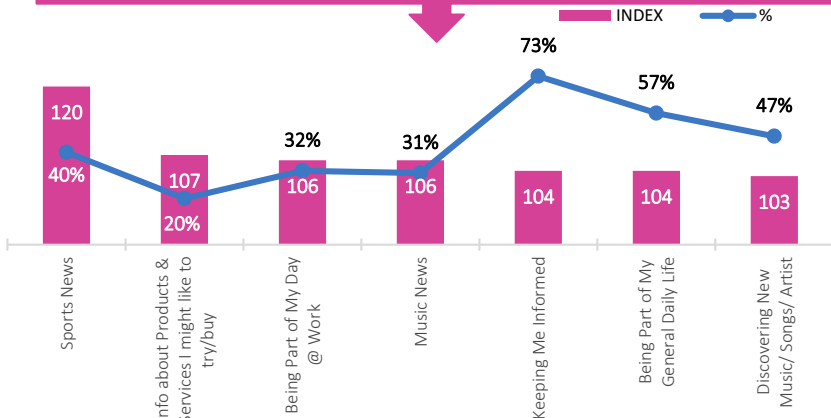
Radio delivers 88% weekly reach against A18+ THAT HAVE CONSUMED 1-6 BEER PAST 7 DAYS – a higher % than popular social media websites delivered in past 7 days



RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!
73% of all A18+ THAT HAVE CONSUMED 1-6 BEER PAST 7 DAYS occasionally / frequently AVOID ADS ON THE INTERNET WHEN BROWSING



40% of A18+ that have consumed 1-6 BEER PAST 7 DAYS finds Radio's Sports News an important attribute -> 20% more likely



A18+ THAT HAVE CONSUMED 1-6 BEERS IN THE PAST 7 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:	126	129	129
Radio Commercial motivation to visit a specific website:	125	133	145
Radio Commercial motivation to visit a store/business:	125	121	122
Radio Local-on-air radio discussion motivation to access a website:	129	127	128
Radio Local-on-air radio discussion motivation to attend an event:	144	130	115
Radio Local-on-air radio discussion motivation to visit a store/business:	126	121	124
Purchases Time exposed to media before purchase (< 30 mins): Radio Index 101			
Purchases Time exposed to media before purchase (30 mins+): Radio Index 110			
Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 102			

SOURCE: NUMERIS RTS CANADA SPRING 2020/ A18+ / TOTAL CANADA BEERAGES – BEER – AMOUNT CONSUMED/ PAST 7 DAYS ALL LOCATIONS ANY 1-6 *MEDIA MIX RADIO/ TV/ DAILY NEWSPAPER/ COMMUNITY NEWSPAPER / MAGAZINE/ INTERNET

RADIO CONNECTS