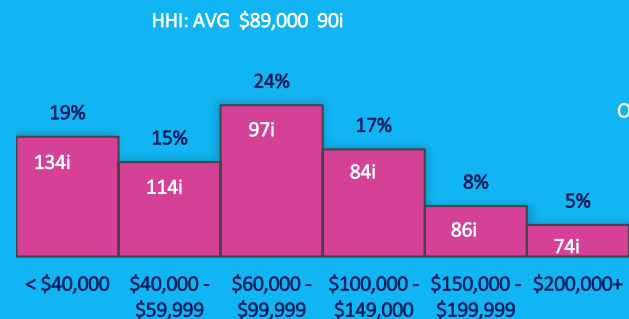
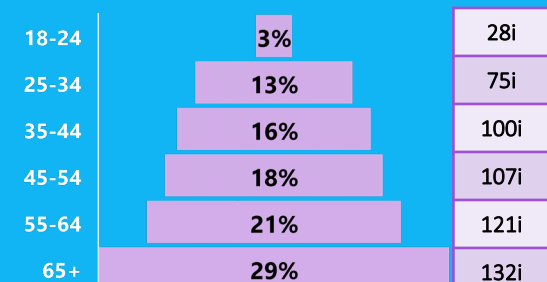
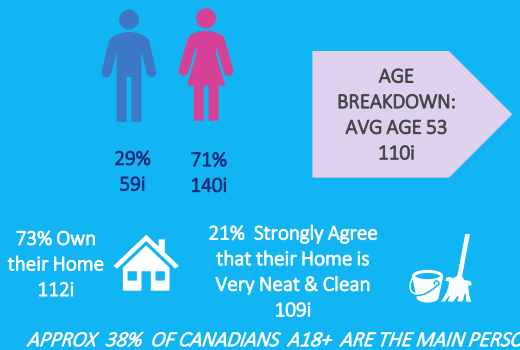
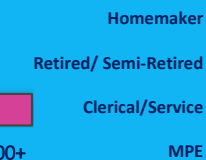


RADIO REACHES 89% WEEKLY: A18+ THAT ARE THE DECISION MAKERS IN HHLD CLEANING PRODUCTS – BECAUSE THEY DO THE CLEANING!

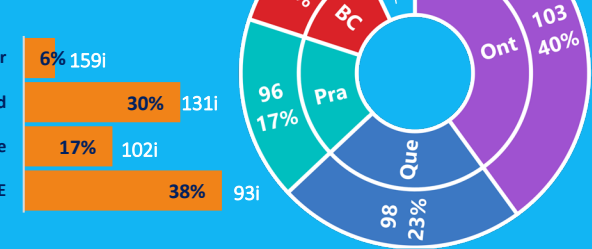
CONSUMER PROFILE



OCCUPATIONS:



REGION BREAKDOWN: INDEX / % TOTAL



RADIO WORKS YOUR TARGET LISTENS TO RADIO

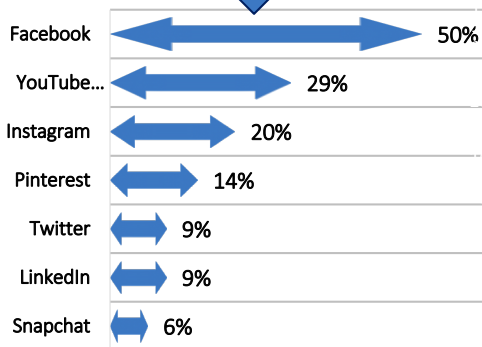
A18+ THAT ARE THE MAIN PERSON CLEANING THEIR HOME:

89% are REACHED WEEKLY by RADIO

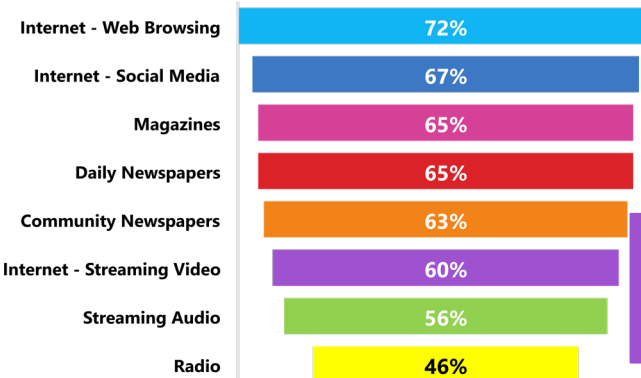
24% of their MEDIA TIME* is spent with RADIO

75% were EXPOSED to RADIO YESTERDAY

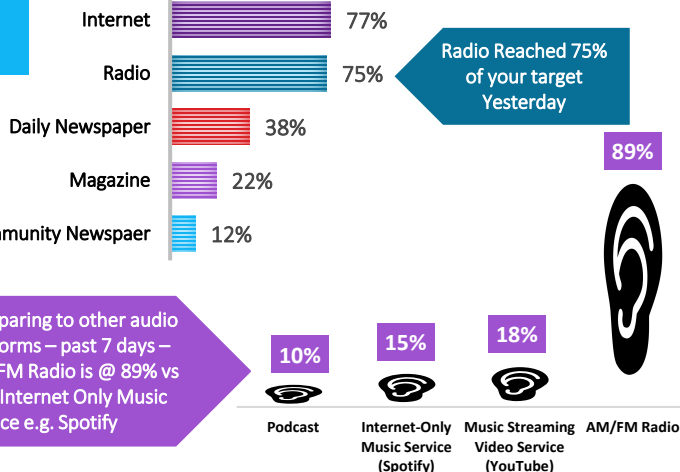
Radio delivers 89% weekly reach against A18+ that are the main person cleaning their home – a higher % than popular social media websites delivered in past 7 days



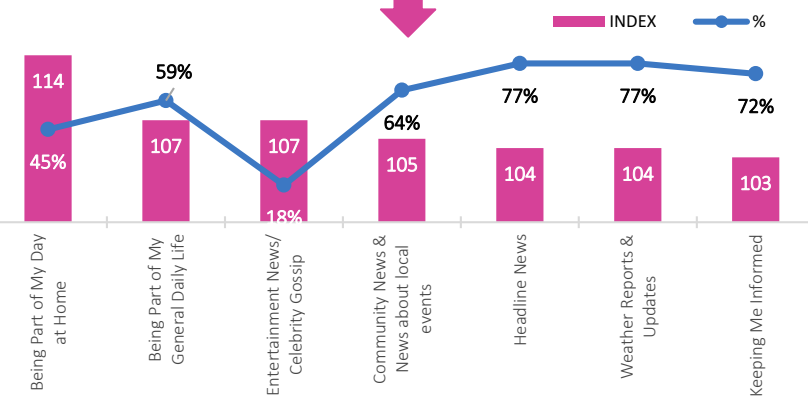
RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!
72% of all A18+ THAT ARE THE MAIN PERSON CLEANING THEIR HOME occasionally/frequently AVOID ADS ON THE INTERNET WHEN BROWSING



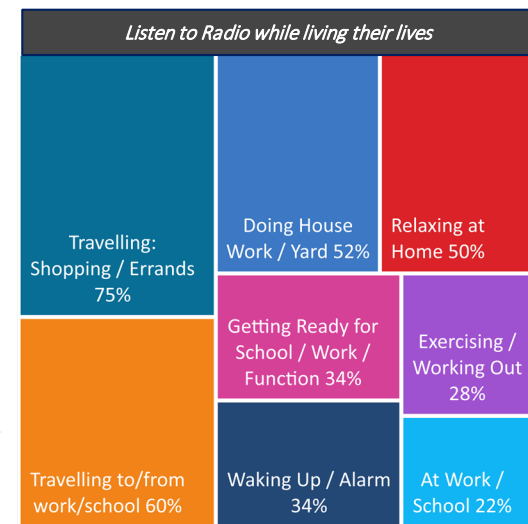
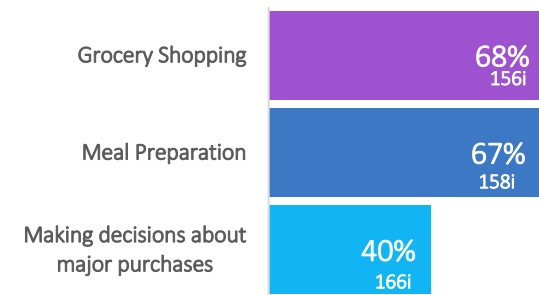
Comparing to other audio platforms – past 7 days – AM/FM Radio is @ 89% vs 15% Internet Only Music Service e.g. Spotify



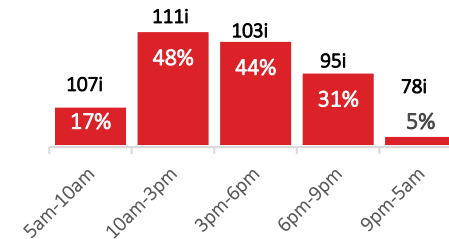
45% of A18+ that are the main person cleaning their home find Radio being part of their day at home an important attribute -> 14% more likely



What Else do they mainly do...



WHEN DO THEY SHOP AT GROCERY STORES BY DAYPART:

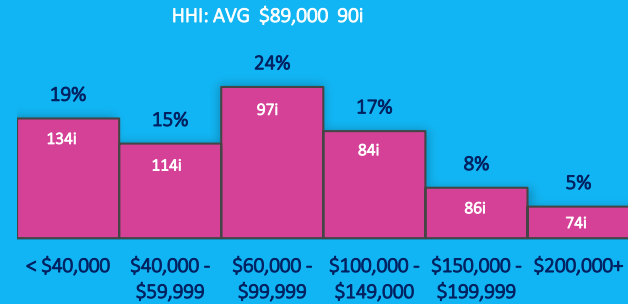
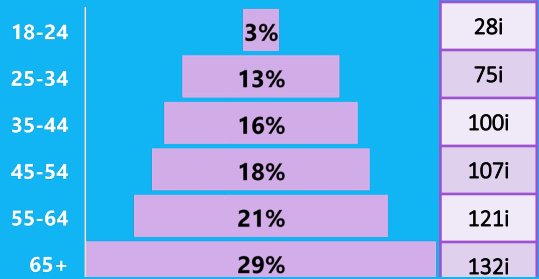
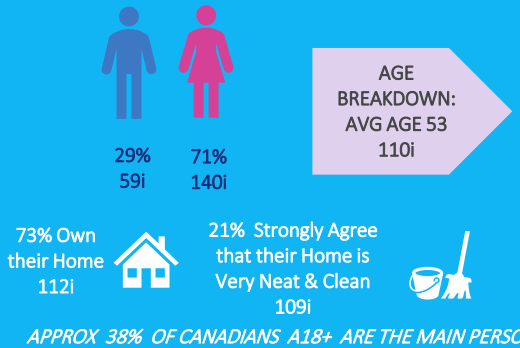


SOURCE: NUMERIS RTS CANADA SPRING 2020/ A18+ / TOTAL CANADA – HHLD PURCHASES/ CHORES PERSON RESPONSIBLE – HHLD CLEANING DUTIES: MYSELF MOST OF THE TIME/ ALWAYS *MEDIA MIX RADIO/ TV/ DAILY NEWSPAPER/ COMMUNITY NEWSPAPER / MAGAZINE/ INTERNET

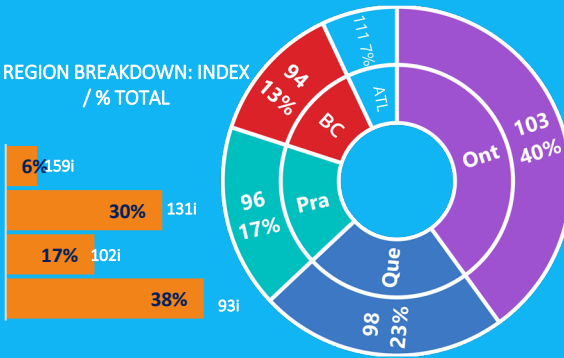
RADIO CONNECTS

RADIO REACHES 89% WEEKLY: A18+ THAT ARE THE DECISION MAKERS IN HHLD CLEANING PRODUCTS – BECAUSE THEY DO THE CLEANING!

CONSUMER PROFILE



OCCUPATIONS:



RADIO WORKS YOUR TARGET LISTENS TO RADIO

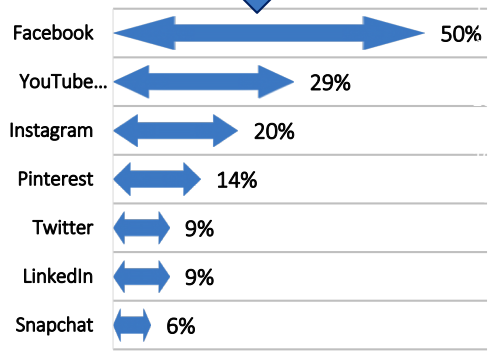
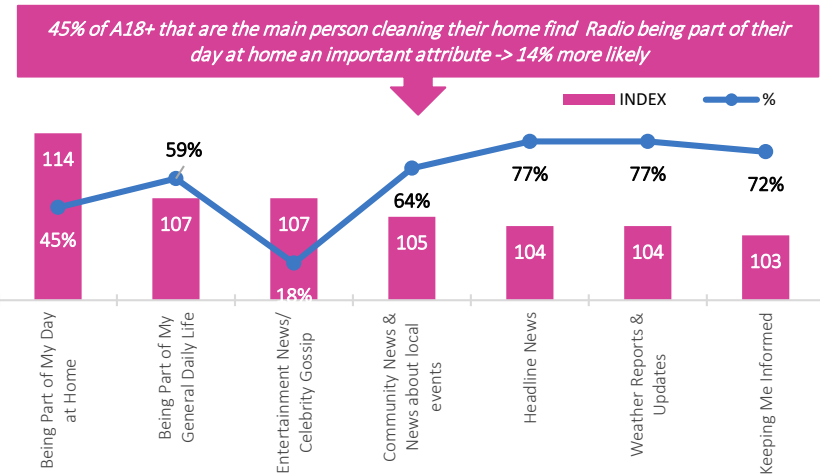
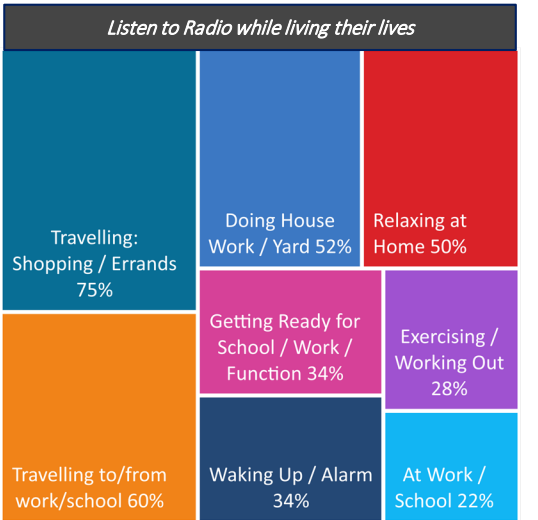
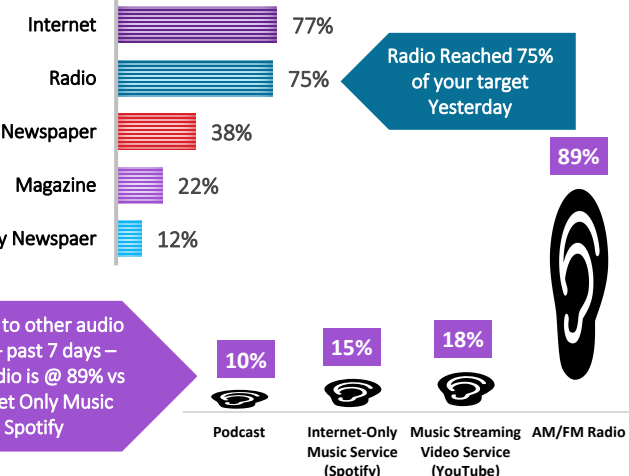
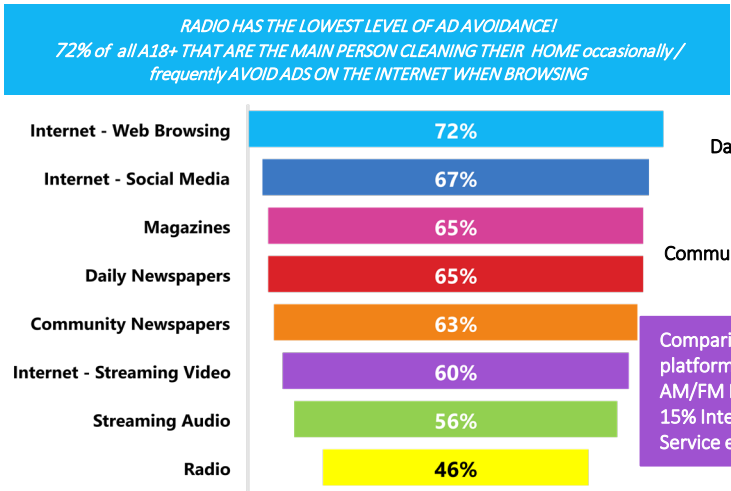
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Radio delivers **89% weekly reach** against A18+ that are the main person cleaning their home – **a higher % than popular social media websites delivered in past 7 days**



A18+ THAT ARE THE MAIN PERSON CLEANING THEIR HOME (INDEX):	Later that same day	Later that same week	More than a week later
Radio Commercial motivation to do a general Internet/online search:	86	95	88
Radio Commercial motivation to visit a specific website:	89	94	80
Radio Commercial motivation to visit a store/business:	92	102	96
Radio Local-on-air radio discussion motivation to access a website:	96	97	99
Radio Local-on-air radio discussion motivation to attend an event:	85	100	104
Radio Local-on-air radio discussion motivation to visit a store/business:	90	94	95
Purchases Time exposed to media before purchase (< 30 mins): Radio Index 101			
Purchases Time exposed to media before purchase (30 mins+): Radio Index 100			
Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 102			