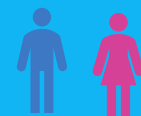


RADIO REACHES 86% WEEKLY: A18+ THAT HAVE CONSUMED COOLERS/ PRE-MIXED DRINKS IN THE PAST MONTH

CONSUMER PROFILE

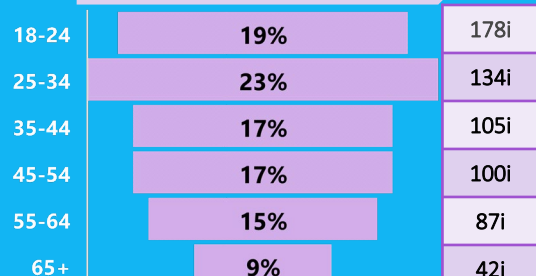


31% 63i  
69% 136i

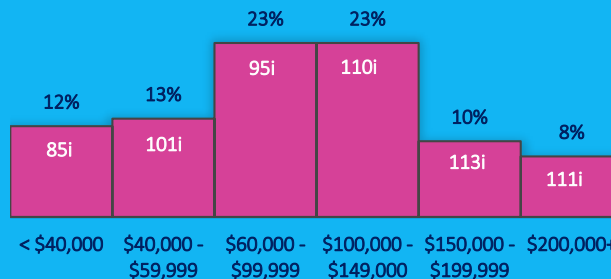
WHAT ELSE DID THEY CONSUME PAST MONTH:



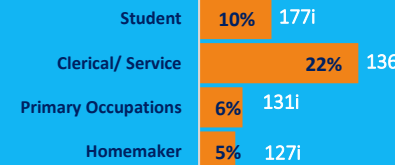
AGE BREAKDOWN: AVG AGE 41: 86i



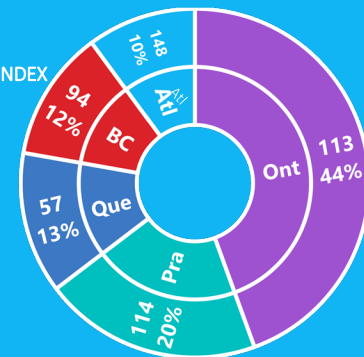
HHI: AVG \$104,000 105i



OCCUPATIONS:



REGION BREAKDOWN: INDEX / % TOTAL



APPROX 8% OF CANADIANS A18+ HAVE CONSUMED COOLERS/ PRE-MIXED DRINKS IN THE PAST MONTH

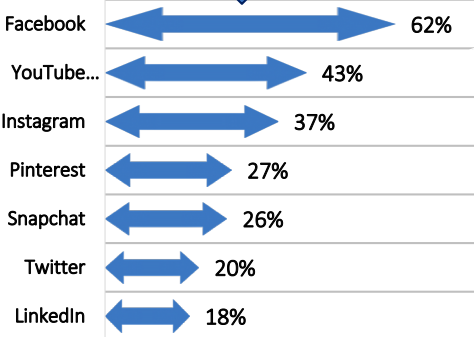
A18+ THAT HAVE CONSUMED COOLERS/ PRE-MIXED DRINKS IN THE PAST MONTH:

86% REACHED WEEKLY by RADIO

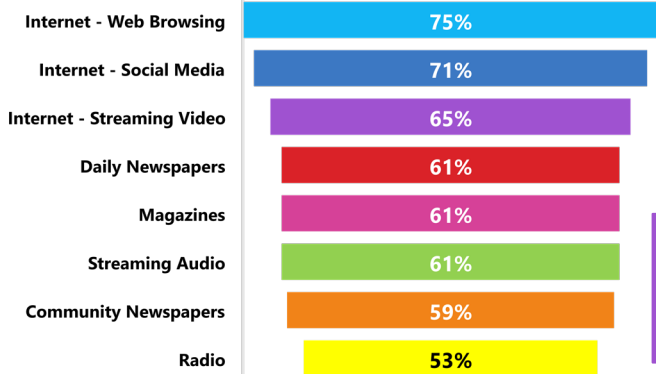
20% of their MEDIA TIME\* is spent with RADIO

74% were EXPOSED to RADIO YESTERDAY

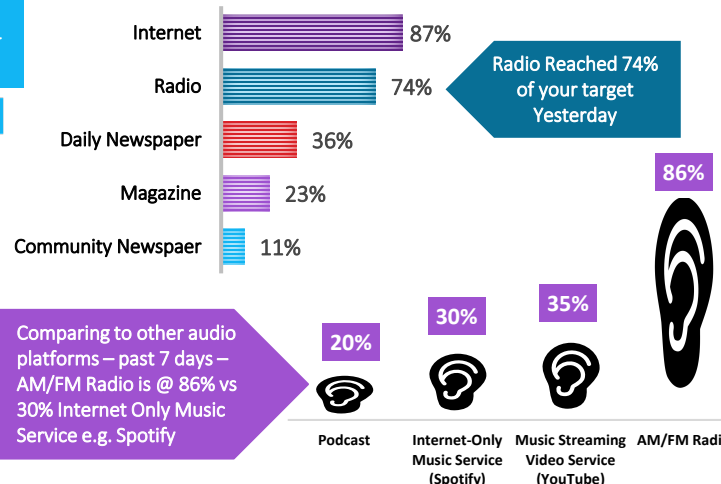
Radio delivers 86% weekly reach against A18+ THAT HAVE CONSUMED COOLERS/ PRE-MIXED DRINKS IN THE PAST MONTH— a higher % than popular social media websites delivered in past 7 days



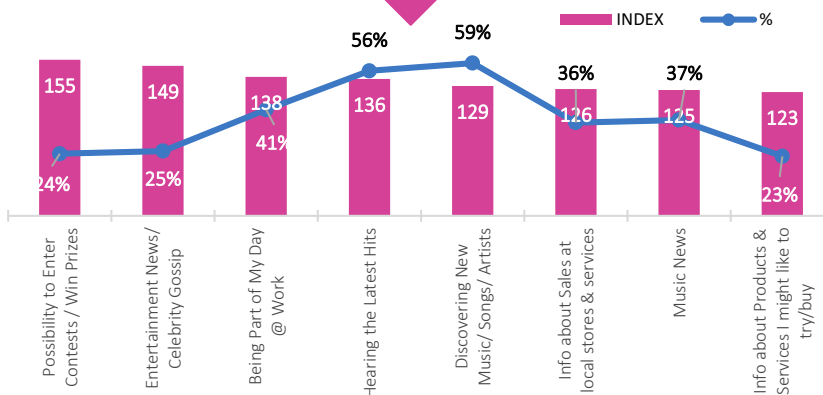
RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!  
75% of all A18+ THAT HAVE CONSUMED COOLERS/ PRE-MIXED DRINKS IN THE PAST MONTH occasionally / frequently AVOID ADS ON THE INTERNET WHEN BROWSING



Comparing to other audio platforms – past 7 days – AM/FM Radio is @ 86% vs 30% Internet Only Music Service e.g. Spotify



24% of A18+ that have consumed COOLERS/ PRE-MIXED DRINKS in the past month finds Radio's Contests & Winning Prizes an important attribute -> 55% more likely



Listen to Radio while living their lives



A18+ THAT HAVE CONSUMED COOLERS/ PRE-MIXED DRINKS IN THE 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:	181	173	258
Radio Commercial motivation to visit a specific website:	184	205	252
Radio Commercial motivation to visit a store/business:	197	145	181
Radio Local-on-air radio discussion motivation to access a website:	175	165	197
Radio Local-on-air radio discussion motivation to attend an event:	277	193	184
Radio Local-on-air radio discussion motivation to visit a store/business:	237	162	198
Purchases Time exposed to media before purchase (< 30 mins): Radio Index 112			
Purchases Time exposed to media before purchase (30 mins+): Radio Index 133			
Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 113			

SOURCE: NUMERIS RTS CANADA SPRING 2020/ A18+ / TOTAL CANADA BEVERAGES-LIQUOR-CONSUMPTION/PAST MONTH / COOLERS/ PRE-MIXED DRINKS)\*MEDIA MIX RADIO/ TV/ DAILY NEWSPAPER/ COMMUNITY NEWSPAPER / MAGAZINE/ INTERNET

RADIO CONNECTS