

RADIO REACHES 89% WEEKLY: A18+ THAT HAVE CONSUMED WINE IN PAST 30 DAYS

CONSUMER PROFILE

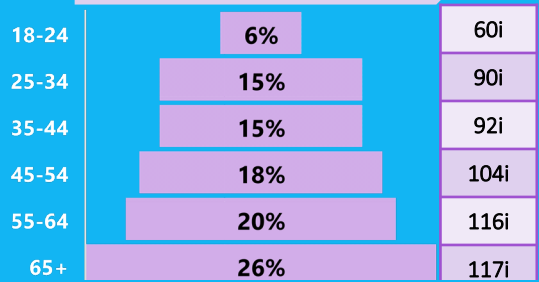


43% 88i
57% 112i

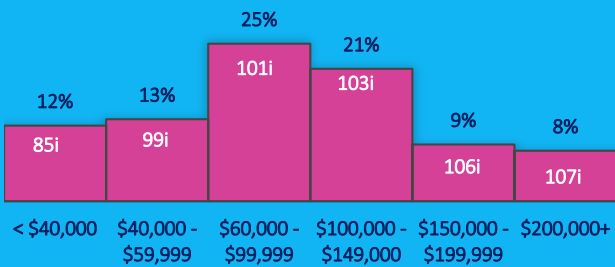
WHERE DID THEY PURCHASE WINE IN PAST MONTH:



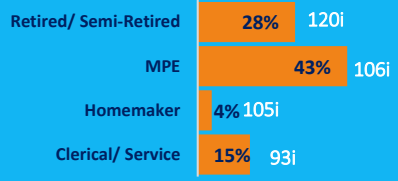
AGE BREAKDOWN: AVG AGE 51: 106i



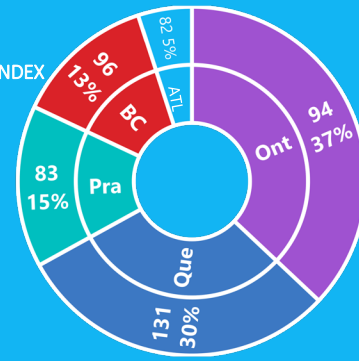
HHI: AVG \$102,000 103i



OCCUPATIONS:



REGION BREAKDOWN: INDEX / % TOTAL

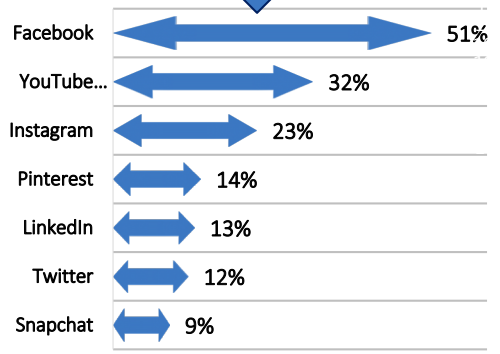


APPROX 49% OF CANADIANS A18+ HAVE CONSUMED WINE IN THE PAST 30 DAYS

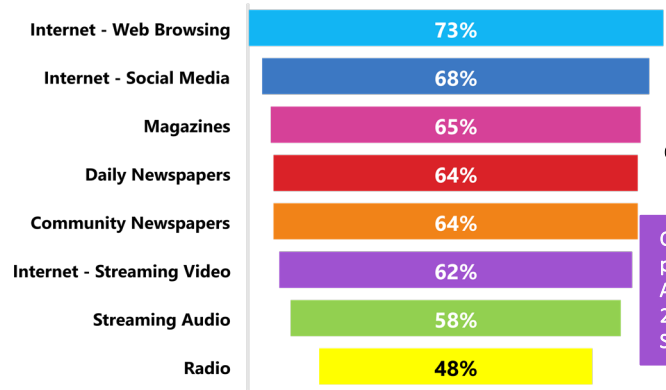
A18+ THAT HAVE CONSUMED WINE IN PAST 30 DAYS:

89% are REACHED WEEKLY by RADIO
24% of their MEDIA TIME* is spent with RADIO
77% were EXPOSED to RADIO YESTERDAY

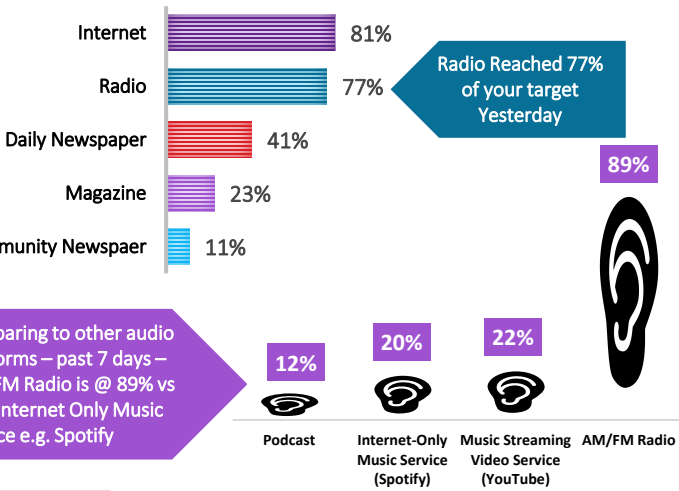
Radio delivers 89% weekly reach against A18+ THAT HAVE CONSUMED WINE IN THE PAST 30 DAYS – a higher % than popular social media websites delivered in past 7 days



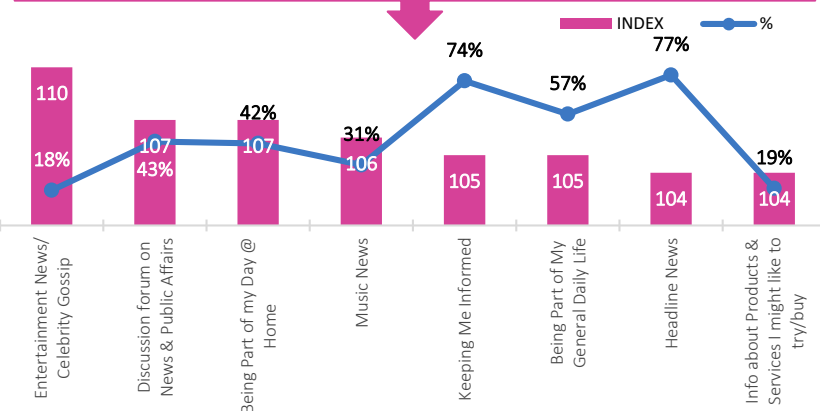
RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!
73% of all A18+ THAT HAVE CONSUMED WINE IN THE PAST 30 DAYS occasionally / frequently AVOID ADS ON THE INTERNET WHEN BROWSING



Comparing to other audio platforms – past 7 days – AM/FM Radio is @ 89% vs 20% Internet Only Music Service e.g. Spotify



18% of A18+ that have consumed wine in the past 30 days finds Radio's Entertainment News an important attribute -> 10% more likely



A18+ THAT HAVE CONSUMED WINE 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:	110	113	111
Radio Commercial motivation to visit a specific website:	104	111	114
Radio Commercial motivation to visit a store/business:	106	111	112
Radio Local-on-air radio discussion motivation to access a website:	115	116	111
Radio Local-on-air radio discussion motivation to attend an event:	124	120	121
Radio Local-on-air radio discussion motivation to visit a store/business:	108	114	111
Purchases Time exposed to media before purchase (< 30 mins): Radio Index 103			
Purchases Time exposed to media before purchase (30 mins+): Radio Index 113			
Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 104			

SOURCE: NUMERIS RTS CANADA SPRING 2020/ A18+ / TOTAL CANADA BEVERAGES-LIQUOR- CONSUMPTION/PAST MONTH / ANY(RED+ROSE+SPARKING/CHAMPAGNE+WHITE)*MEDIA MIX RADIO/ TV/ DAILY NEWSPAPER/ COMMUNITY NEWSPAPER / MAGAZINE/ INTERNET

