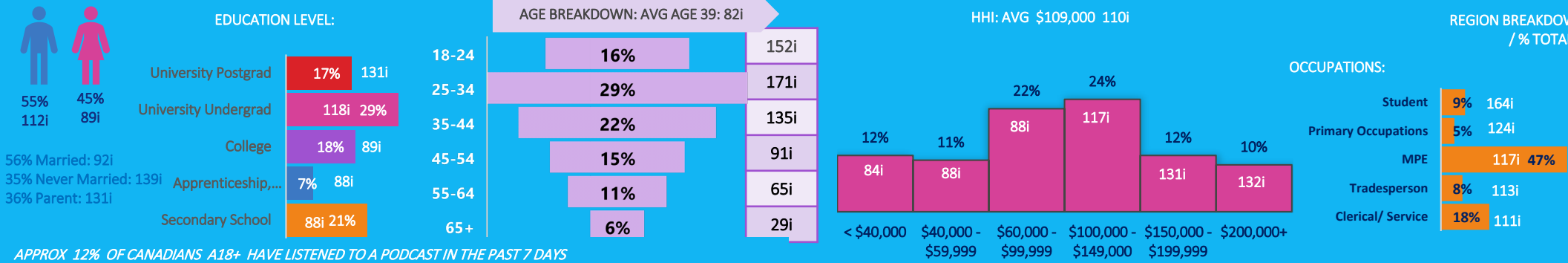


RADIO REACHES 85% WEEKLY: A18+ THAT HAVE LISTENED TO A PODCAST IN THE LAST 7 DAYS

CONSUMER PROFILE



APPROX 12% OF CANADIANS A18+ HAVE LISTENED TO A PODCAST IN THE PAST 7 DAYS

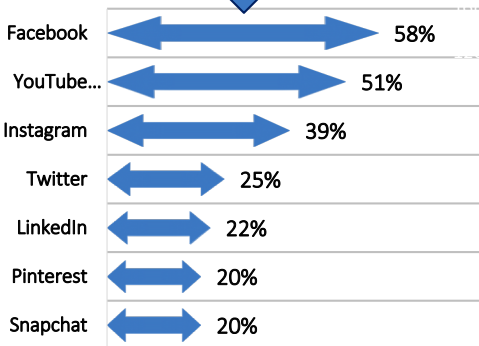
A18+ THAT HAVE LISTENED TO A PODCAST IN THE PAST 7 DAYS:

85% are REACHED WEEKLY by RADIO

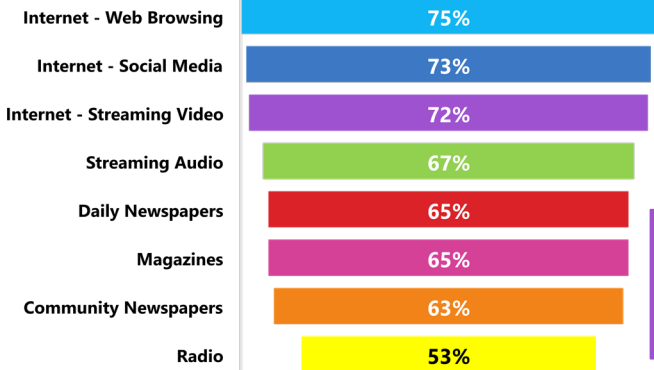
20% of their MEDIA TIME* is spent with RADIO

71% were EXPOSED to RADIO YESTERDAY

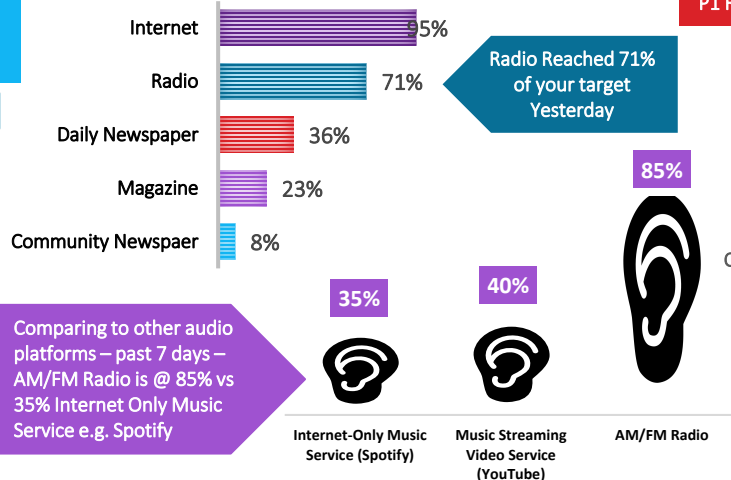
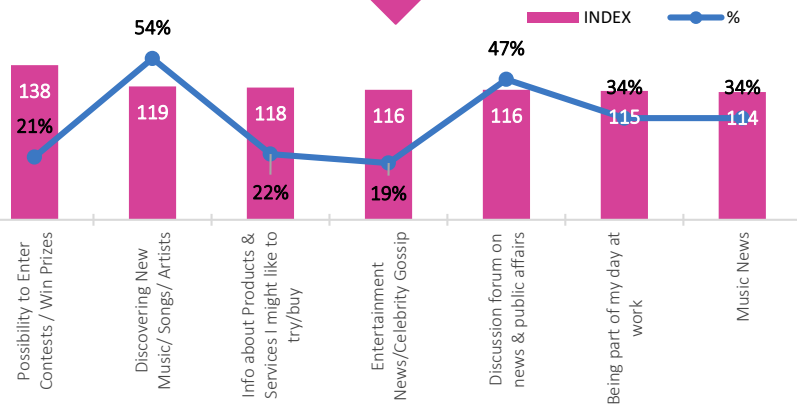
Radio delivers 85% weekly reach against A18+ THAT HAVE LISTENED TO A PODCAST IN THE LAST 7 DAYS – a higher % than popular social media websites delivered in past 7 days



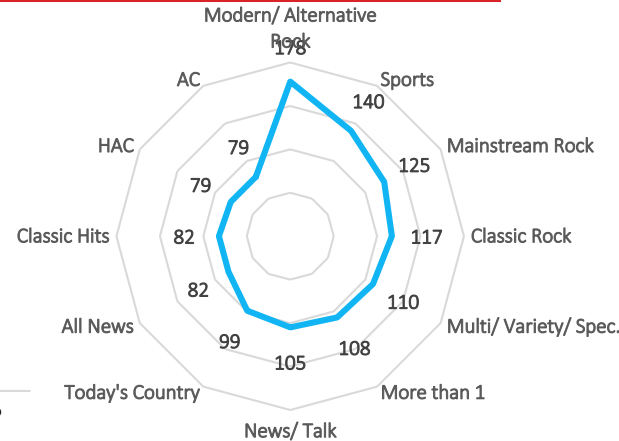
RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!
75% of all A18+ THAT HAVE LISTENED TO A PODCAST IN THE PAST 7 DAYS occasionally / frequently AVOID ADS ON THE INTERNET WHEN BROWSING



21% of A18+ that have listened to a podcast in the last 7 days finds Radio's Contests an important attribute -> 38% more likely



P1 Radio Format They are More Likely to listen to (index):



A18+ THAT HAVE LISTENED TO A PODCAST 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:	175	170	190
Radio Commercial motivation to visit a specific website:	181	175	231
Radio Commercial motivation to visit a store/business:	169	119	164
Radio Local-on-air radio discussion motivation to access a website:	172	171	194
Radio Local-on-air radio discussion motivation to attend an event:	229	170	172
Radio Local-on-air radio discussion motivation to visit a store/business:	206	147	165
Purchases Time exposed to media before purchase (< 30 mins): Radio Index 112			
Purchases Time exposed to media before purchase (30 mins+): Radio Index 124			
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/ INTERNET ACTIVITIES PAST 7 DAYS: LISTEN TO A PODCAST *MEDIA MIX RADIO/ TV/ DAILY NEWSPAPER/ COMMUNITY NEWSPAPER/ MAGAZINE/ INTERNET

RADIO CONNECTS