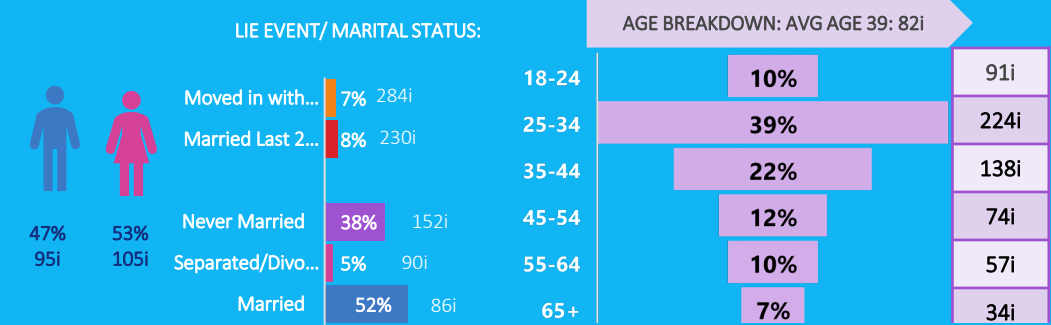
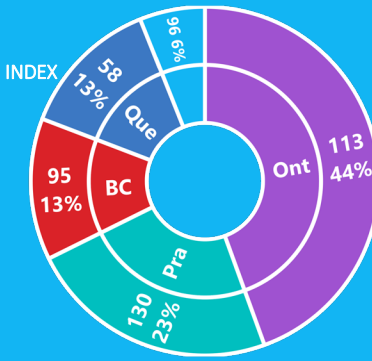
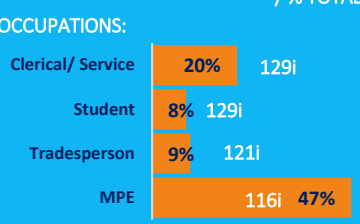
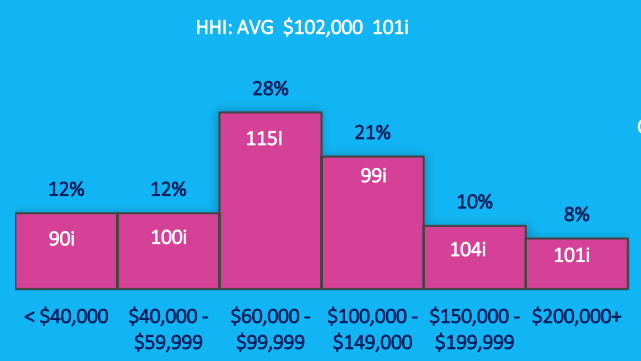


RADIO REACHES 82% WEEKLY: A18+ THAT PLAN TO PURCHASE A NEW HOME IN THE NEXT 2 YEARS

CONSUMER PROFILE



APPROX 3% OF CANADIANS A18+ ARE PLANNING TO BUY A NEW HOME IN THE NEXT 2 YRS



A18+ PLANNING TO PURCHASE A NEW HOME IN THE NEXT 2 YRS:

82% are REACHED WEEKLY by RADIO

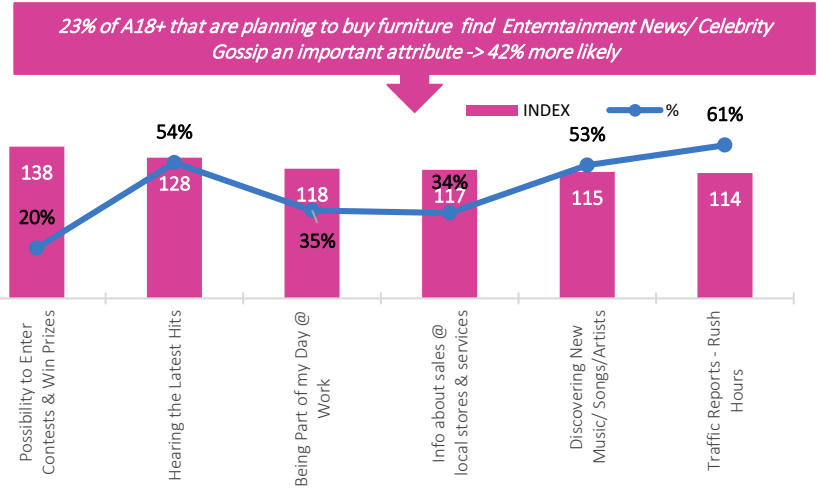
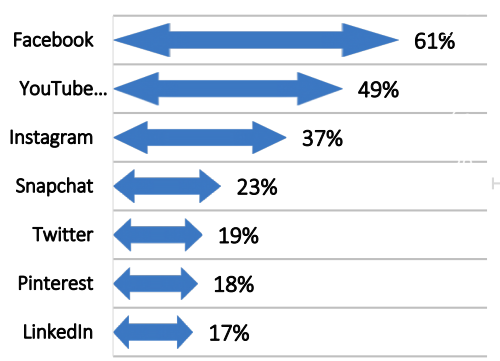
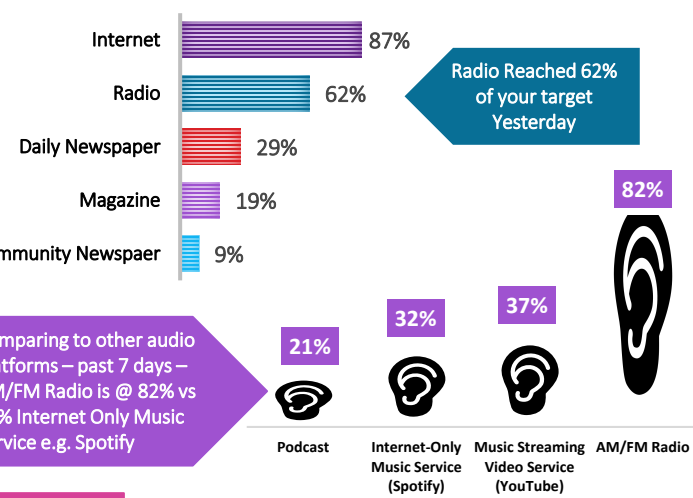
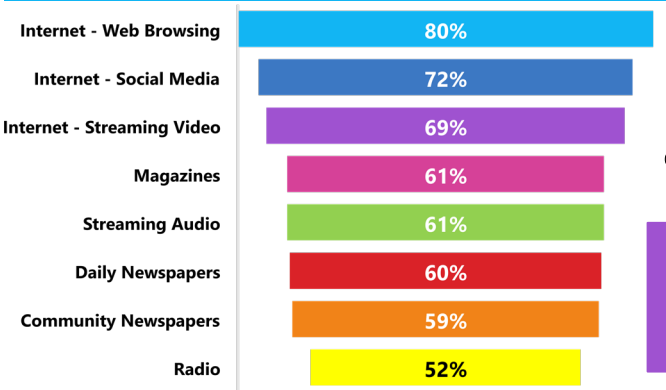
21% of their MEDIA TIME* is spent with RADIO

62% were EXPOSED to RADIO YESTERDAY

Radio delivers 82% weekly reach against A18+ PLANNING TO BUY A NEW HOME – a higher % than popular social media websites delivered in past 7 days

RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!

80% of all A18+ PLANNING TO BY A NEW HOME occasionally / frequently AVOID ADS ON THE INTERNET WHEN BROWSING



A18+ PLANNING TO BUY A NEW HOME NEXT 2 YRS;	Later that same day	Later that same week	More than a week later
Radio Commercial motivation to do a general Internet/online search:	124	127	164
Radio Commercial motivation to visit a specific website:	121	150	156
Radio Commercial motivation to visit a store/business:	140	113	144
Radio Local-on-air radio discussion motivation to access a website:	121	122	134
Radio Local-on-air radio discussion motivation to attend an event:	138	105	100
Radio Local-on-air radio discussion motivation to visit a store/business:	153	118	135
Purchases Time exposed to media before purchase (< 30 mins): Radio Index 105			
Purchases Time exposed to media before purchase (30 mins+): Radio Index 116			
Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 111			