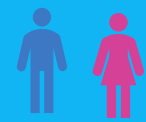


RADIO REACHES 86% WEEKLY: A18+ THAT PERSONALLY SPENT \$500+ ON POWER TOOLS IN THE PAST YEAR

CONSUMER PROFILE



MARTIAL STATUS/ OWN HOME:

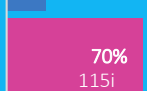
Own Home



Single



Married



80%
163i

20%
39i

APPROX 3% OF CANADIANS A18+ SPENT \$500+ ON POWER TOOLS PAST YEAR

AGE BREAKDOWN: AVG AGE 47: 97i

18-24

7%

68i

25-34

14%

81i

35-44

19%

118i

45-54

32%

191i

55-64

19%

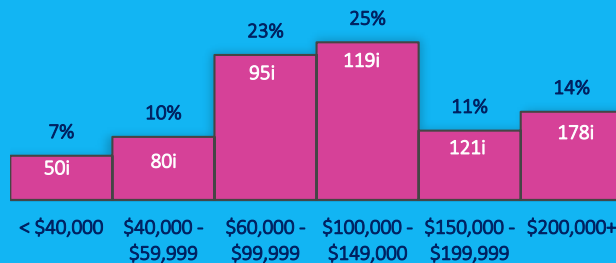
110i

65+

9%

41i

HHI: AVG \$121,000 120i



OCCUPATIONS:

Tradesperson

19% 264i

MPE

49% 120i

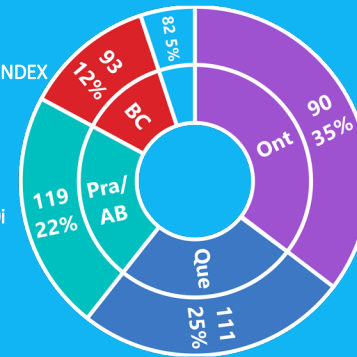
Primary Occ.

5% 114i

Retired/Semi

12% 52i

REGION BREAKDOWN: INDEX / % TOTAL



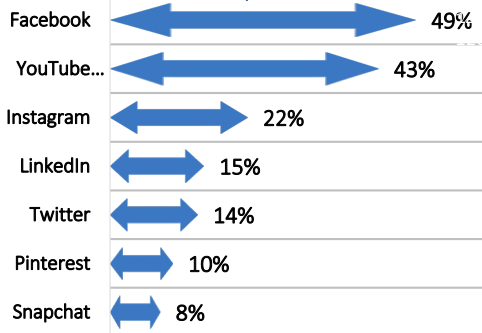
A18+ THAT SPENT \$500+ ON POWER TOOLS PAST YEAR:

86% are REACHED WEEKLY by RADIO

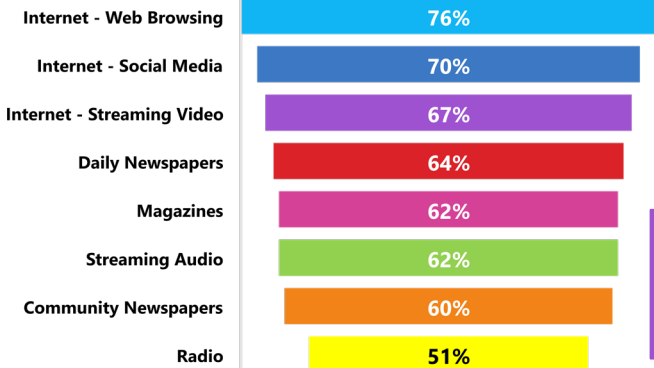
24% of their MEDIA TIME* is spent with RADIO

75% were EXPOSED to RADIO YESTERDAY

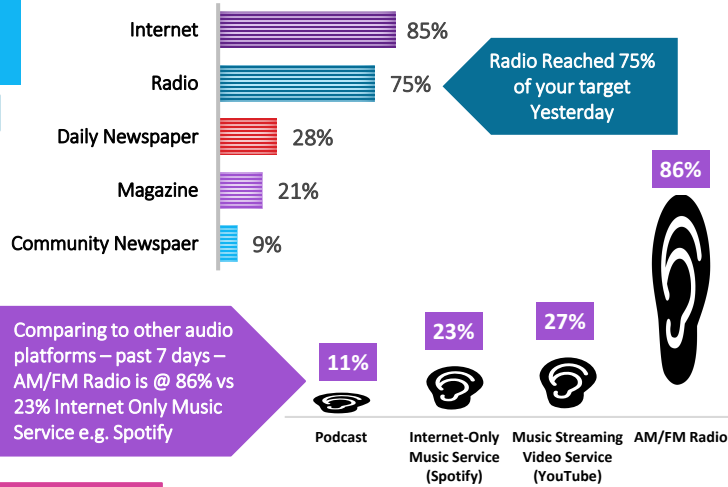
Radio delivers 86% weekly reach against A18+ THAT HAVE SPENT \$500+ ON POWER TOOLS PAST YEAR – a higher % than popular social media websites delivered in past 7 days



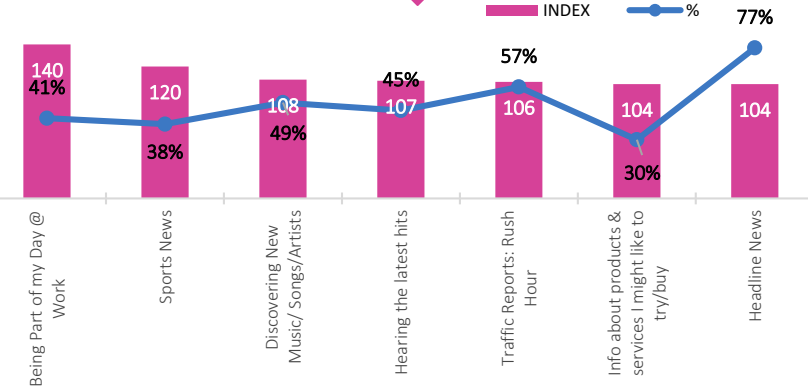
RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!
76% of all A18+ THAT SPENT \$500+ ON POWER TOOLS PAST YR occasionally / frequently AVOID ADS ON THE INTERNET WHEN BROWSING



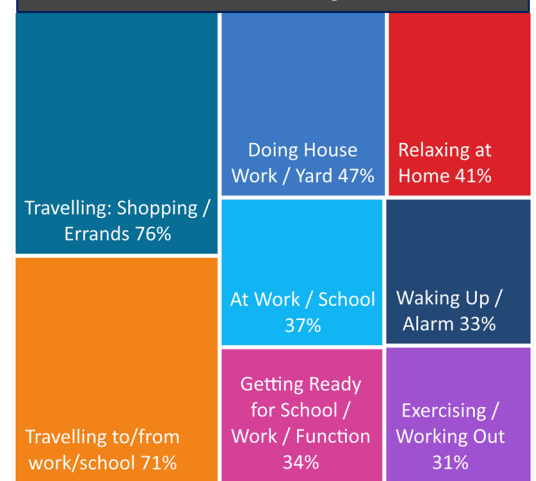
Comparing to other audio platforms – past 7 days – AM/FM Radio is @ 86% vs 23% Internet Only Music Service e.g. Spotify



41% of A18+ that spent \$500+ on power tools in the past year find Radio being part of their Day at Work an important attribute -> 40% more likely



Listen to Radio while living their lives



A18+ SPENT \$500+ ON POWER TOOLS PAST YEAR;

	Later that same day	Later that same week	More than a week later
Radio Commercial motivation to do a general Internet/online search:	148	132	172
Radio Commercial motivation to visit a specific website:	140	152	136
Radio Commercial motivation to visit a store/business:	156	123	144
Radio Local-on-air radio discussion motivation to access a website:	119	127	108
Radio Local-on-air radio discussion motivation to attend an event:	133	140	104
Radio Local-on-air radio discussion motivation to visit a store/business:	171	140	131
Purchases Time exposed to media before purchase (< 30 mins): Radio Index 125			
Purchases Time exposed to media before purchase (30 mins+): Radio Index 121			
Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 118			

SOURCE: NUMERIS RTS CANADA FALL 2020/ A18+ / TOTAL CANADA/ PERSONAL SPENDING INSTORE/ONLINE PAST YEAR POWER TOOLS \$500 OR MORE *MEDIA MIX RADIO/ TV/ DAILY NEWSPAPER/ COMMUNITY NEWSPAPER / MAGAZINE/ INTERNET

