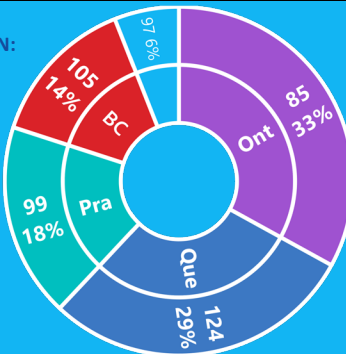
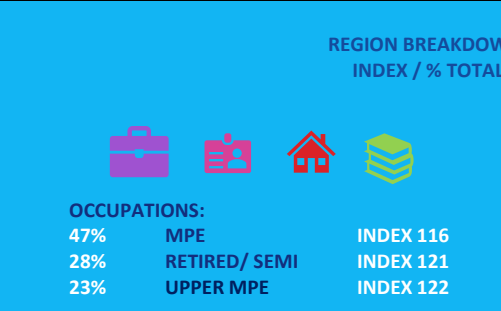
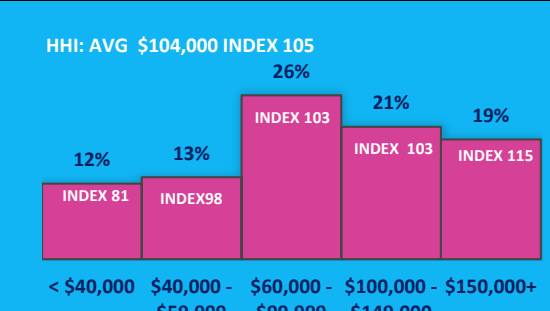
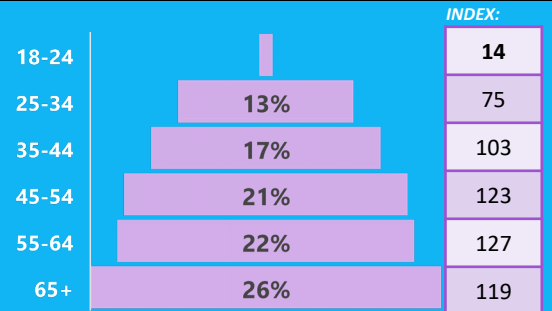
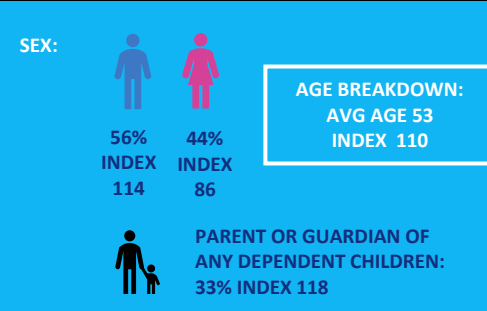


RADIO REACHES 91% WEEKLY: A18+ THAT HOLD A VISA OR MASTERCARD GOLD/PLATINUM CREDIT CARD

CONSUMER PROFILE YOUR TARGET LISTENS TO RADIO



APPROX 21% OF CANADIANS A18+ OWN A GOLD/PLATINUM VISA/MASTERCARD CREDIT CARD

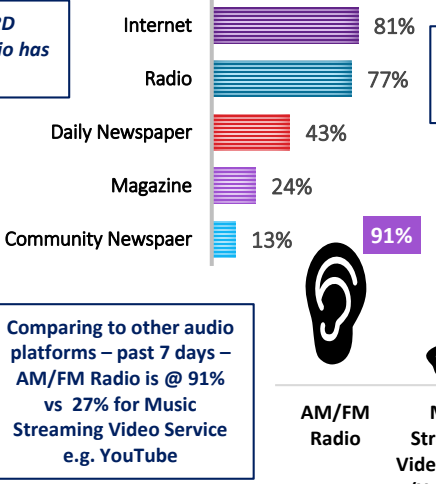
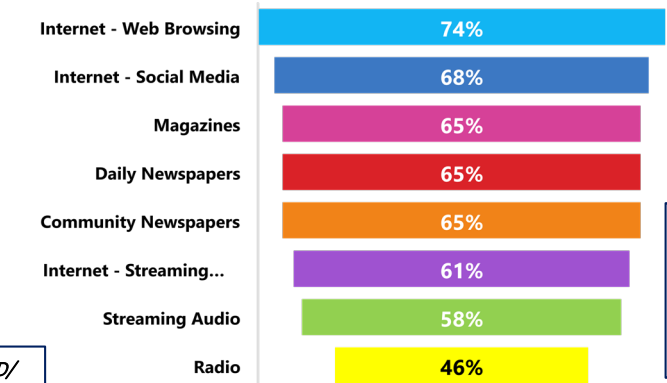
**A18+ WHO OWN A VISA OR MASTERCARD GOLD/ PLATINUM CREDIT CARD :**

**91% of them are REACHED WEEKLY by RADIO**

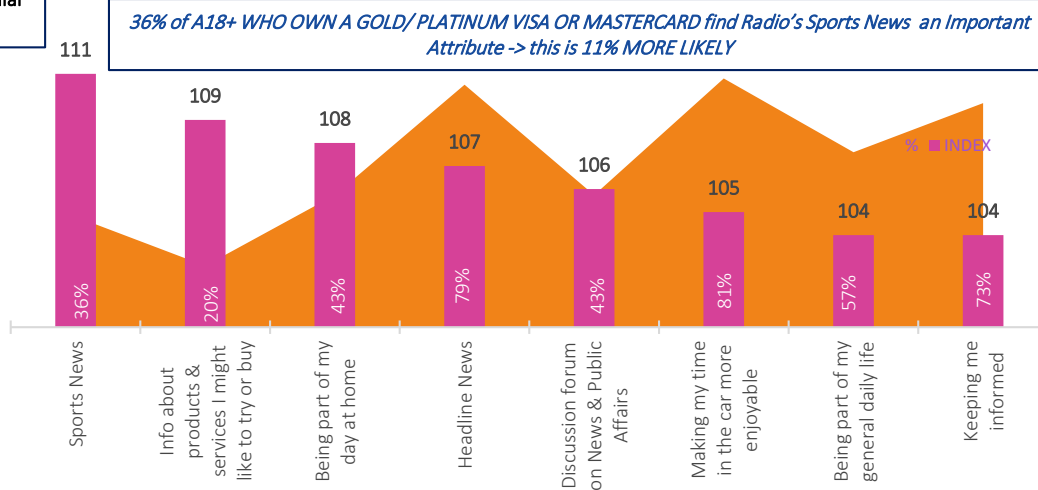
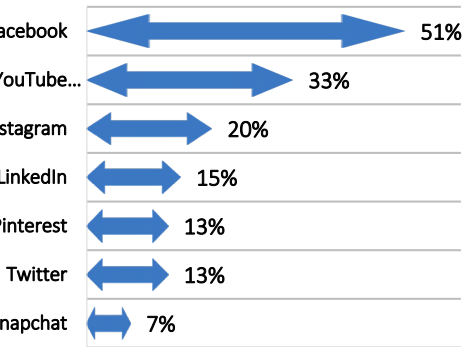
**24% of their MEDIA TIME\* is spent with RADIO**

**77% of them were EXPOSED to RADIO YESTERDAY**

**74% of all A18+ WHO OWN A GOLD/ PLATINUM VISA OR MASTERCARD occasionally / frequently avoids ads on the internet when browsing - Radio has the lowest level of ad avoidance!**



**RADIO delivers 91% WEEKLY of A18+ WHO OWN A GOLD/ PLATINUM VISA OR MASTERCARD – a higher % than popular Social Media websites deliver in past 7 days**



A18+ WHO OWN A GOLD/ PLATINUM VISA OR MASTERCARD:	Later that same day	Later that same week	More than a week later
Radio Commercial motivation to do a general Internet/online search:	118	128	130
Radio Commercial motivation to visit a specific website:	129	133	147
Radio Commercial motivation to visit a store/business:	115	128	129
Radio Local-on-air radio discussion motivation to access a website:	124	123	143
Radio Local-on-air radio discussion motivation to attend an event:	163	140	131
Radio Local-on-air radio discussion motivation to visit a store/business:	146	141	134
Purchases Time exposed to media before purchase (< 30 mins): Radio Index 104			
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 108			