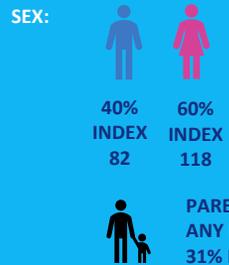
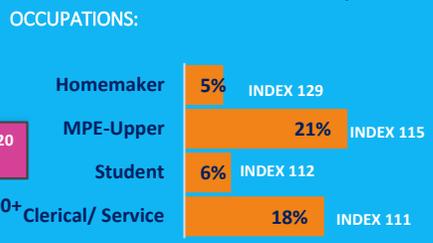
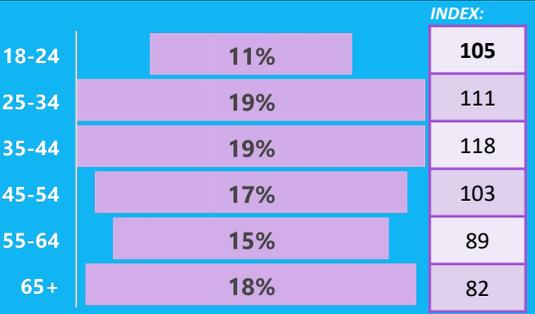


# RADIO REACHES 88% WEEKLY: A18+ THAT HAVE SHOPPED AT CHAPTERS/ INDIGO IN THE PAST YEAR

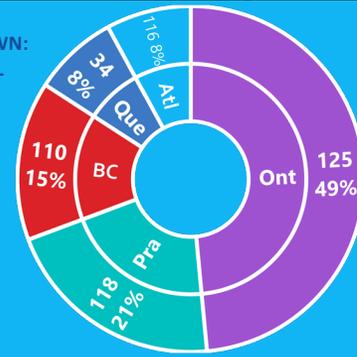
CONSUMER PROFILE RADIO WORKS YOUR TARGET LISTENS TO RADIO



**AGE BREAKDOWN:**  
AVG AGE 46  
INDEX 96



**REGION BREAKDOWN:**  
INDEX / % TOTAL

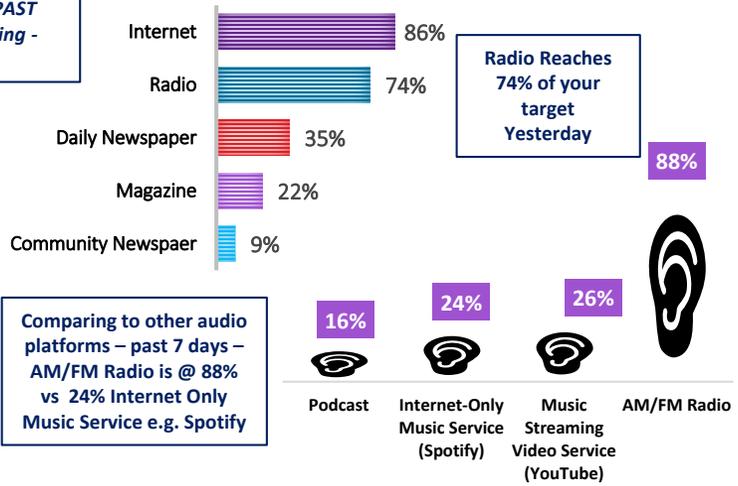
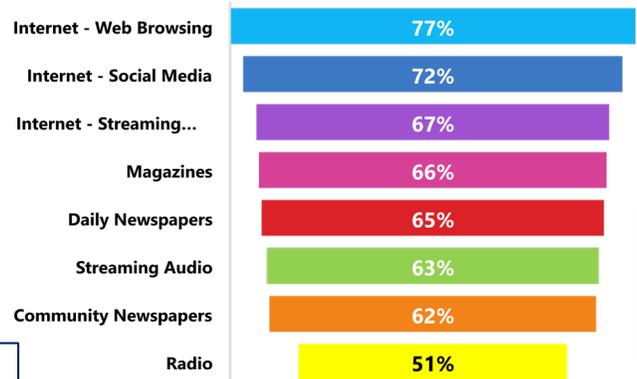


APPROX 44% OF CANADIANS A18+ HAVE SHOPPED AT CHAPTERS/ INDIGO IN THE PAST YEAR

**A18+ THAT HAVE SHOPPED AT CHAPTERS/ INDIGO IN THE PAST YEAR:**

- 88% of them are REACHED WEEKLY by RADIO
- 21% of their MEDIA TIME\* is spent with RADIO
- 74% of them were EXPOSED to RADIO YESTERDAY

74% of all A18+ THAT HAVE SHOPPED AT CHAPTERS/ INDIGO IN THE PAST YEAR occasionally / frequently avoids ads on the internet when browsing - Radio has the lowest level of ad avoidance!

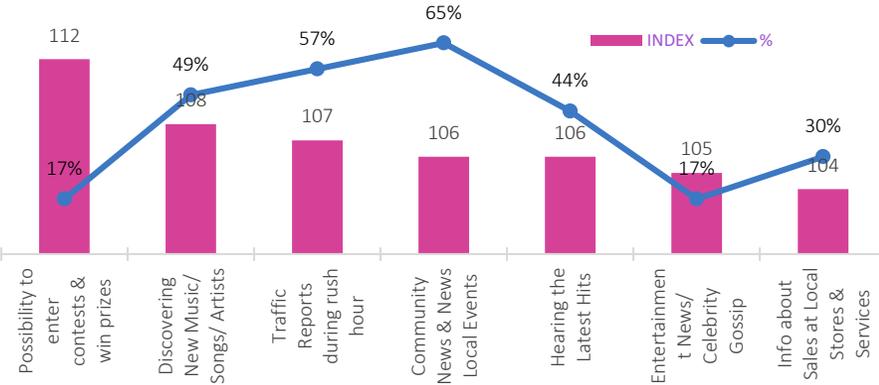
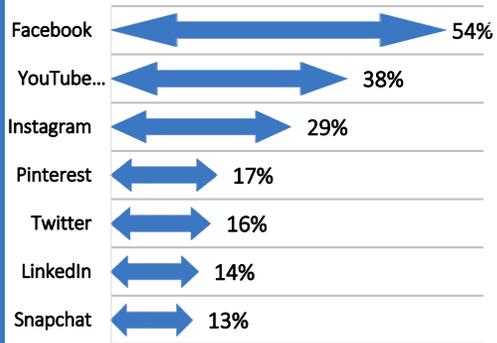


**Listen to Radio while living their lives**



**RADIO delivers 88% WEEKLY of A18+ HAVE SHOPPED AT CHAPTERS/INDIGO IN THE PAST YEAR—a higher % than popular Social Media websites deliver in past 7 days**

17% of A18+ THAT HAVE SHOPPED AT CHAPTERS/ INDIGO IN THE PAST YEAR finds Entering Contests & winning prizes an Important Attribute -> this is 12% MORE LIKELY



A18+ THAT HAVE SHOPPED AT CHAPTERS/ INDIGO IN THE PAST YEAR (INDEX):	Later that same day	Later that same week	More than a week later
Radio Commercial motivation to do a general Internet/online search:	118	122	124
Radio Commercial motivation to visit a specific website:	119	120	122
Radio Commercial motivation to visit a store/business:	120	112	115
Radio Local-on-air radio discussion motivation to access a website:	121	121	127
Radio Local-on-air radio discussion motivation to attend an event:	132	127	127
Radio Local-on-air radio discussion motivation to visit a store/business:	125	111	124
<b>Purchases Time exposed to media before purchase (&lt; 30 mins): Radio Index 115</b>			
<b>Purchases Time exposed to media before purchase (30 mins+): Radio Index 109</b>			
<b>Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 110</b>			

SOURCE: NUMERIS RTS CANADA SPRING 2020/ A18+ / TOTAL CANADA – RETAIL-BOOK STORES- SHOPPED INSTORE/ONLINE CHAPTERS/ INDIGO SHOPPED/ PAST YEAR\*MEDIA MIX RADIO/ TV/ DAILY NEWSPAPER/ COMMUNITY NEWSPAPER / MAGAZINE/ INTERNET

