

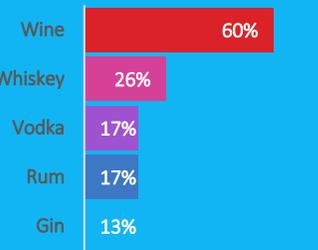
# RADIO REACHES 88% WEEKLY: A18+ THAT HAVE CONSUMED 1-6 BEER PAST 7 DAYS

CONSUMER PROFILE

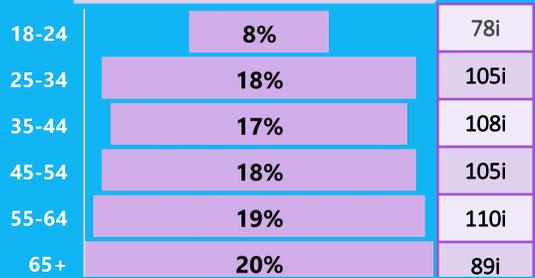


66% 134i  
24% 67i

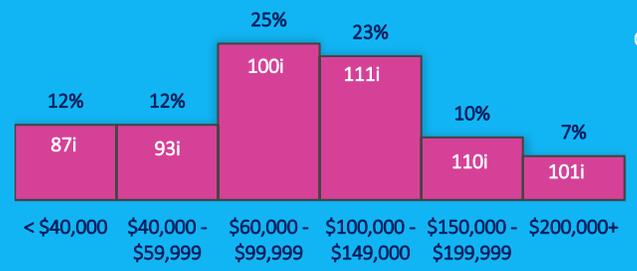
## WHAT ELSE DID THEY CONSUME PAST MONTH:



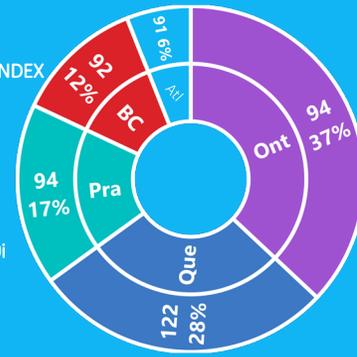
## AGE BREAKDOWN: AVG AGE 48: 100i



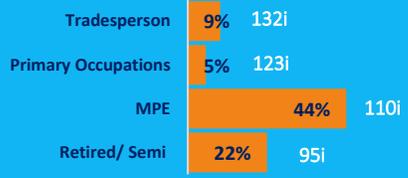
## HHI: AVG \$103,000 104i



## REGION BREAKDOWN: INDEX / % TOTAL



## OCCUPATIONS:

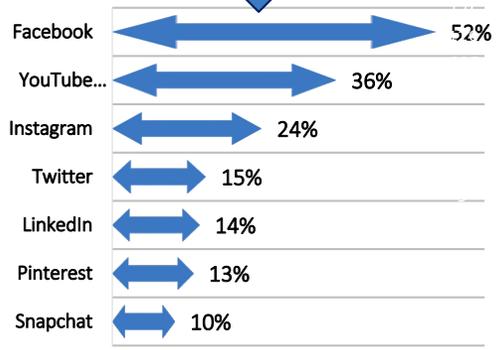


APPROX 26% OF CANADIANS A18+ HAVE CONSUMED 1-6 BEERS IN PAST 7 DAYS

## A18+ THAT HAVE CONSUMED 1-6 BEER PAST 7 DAYS:

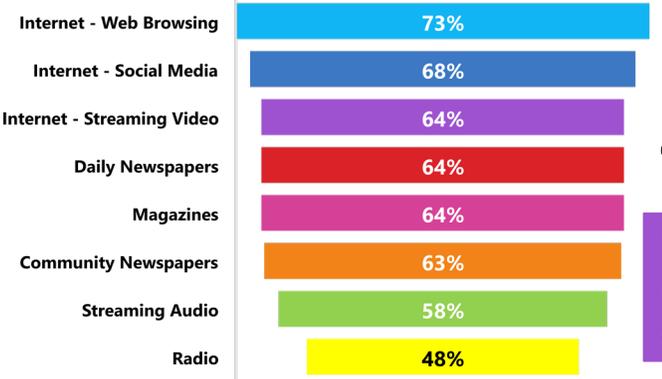
**88% are REACHED WEEKLY by RADIO**  
**24% of their MEDIA TIME\* is spent with RADIO**  
**76% were EXPOSED to RADIO YESTERDAY**

Radio delivers **88% weekly reach** against A18+ THAT HAVE CONSUMED 1-6 BEER PAST 7 DAYS – a **higher % than popular social media websites delivered in past 7 days**

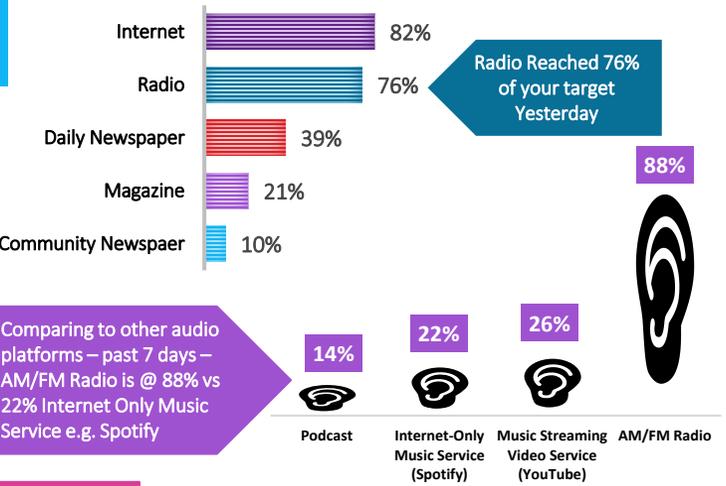


## RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!

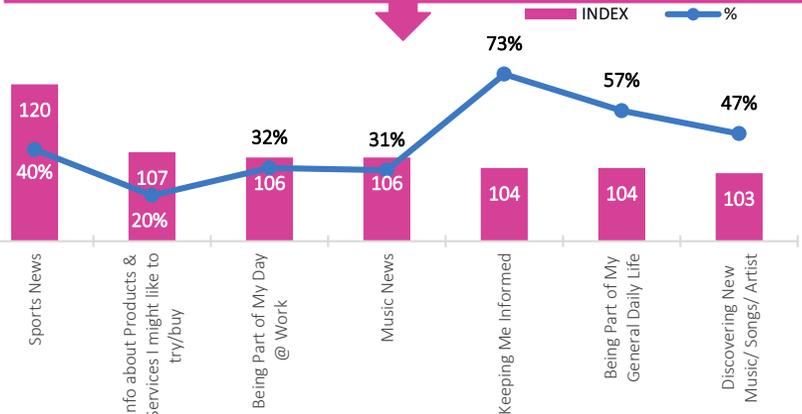
73% of all A18+ THAT HAVE CONSUMED 1-6 BEER PAST 7 DAYS occasionally/frequently AVOID ADS ON THE INTERNET WHEN BROWSING



Comparing to other audio platforms – past 7 days – AM/FM Radio is @ **88%** vs 22% Internet Only Music Service e.g. Spotify



## 40% of A18+ that have consumed 1-6 BEER PAST 7 DAYS finds Radio's Sports News an important attribute -> 20% more likely



A18+ THAT HAVE CONSUMED 1-6 BEERS 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:	126	129	129
Radio Commercial motivation to visit a specific website:	125	133	145
Radio Commercial motivation to visit a store/business:	125	121	122
Radio Local-on-air radio discussion motivation to access a website:	129	127	128
Radio Local-on-air radio discussion motivation to attend an event:	144	130	115
Radio Local-on-air radio discussion motivation to visit a store/business:	126	121	124
Purchases Time exposed to media before purchase (< 30 mins): Radio Index 101			
Purchases Time exposed to media before purchase (30 mins+): Radio Index 110			
Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 102			

SOURCE: NUMERIS RTS CANADA SPRING 2020/ A18+ / TOTAL CANADA BEERAGES – BEER – AMOUNT CONSUMED/ PAST 7 DAYS ALL LOCATIONS ANY 1-6 \*MEDIA MIX RADIO/ TV/ DAILY NEWSPAPER/ COMMUNITY NEWSPAPER / MAGAZINE/ INTERNET

