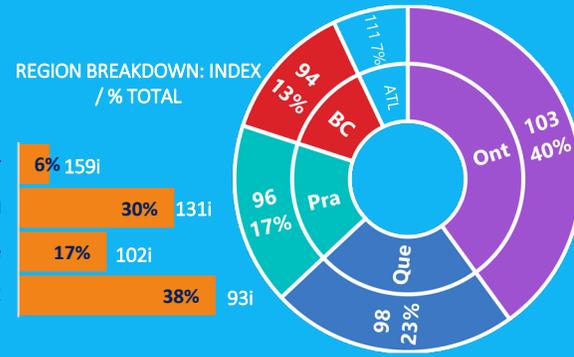
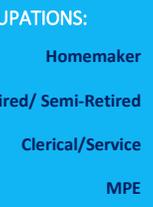
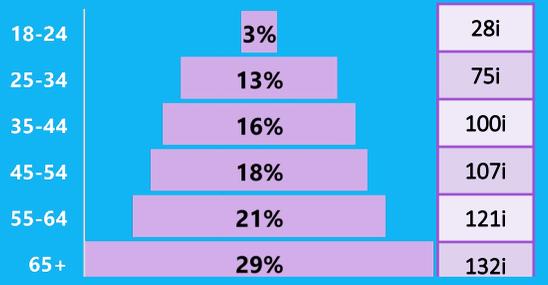
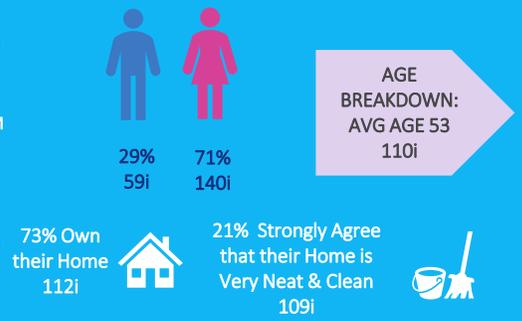


RADIO REACHES 89% WEEKLY: A18+ THAT ARE THE DECISION MAKERS IN HHLD CLEANING PRODUCTS – BECAUSE THEY DO THE CLEANING!

CONSUMER PROFILE



RADIO WORKS - YOUR TARGET LISTENS TO RADIO

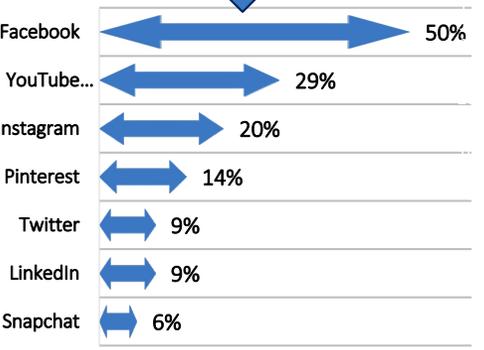
A18+ THAT ARE THE MAIN PERSON CLEANING THEIR HOME:

89% are REACHED WEEKLY by RADIO

24% of their MEDIA TIME* is spent with RADIO

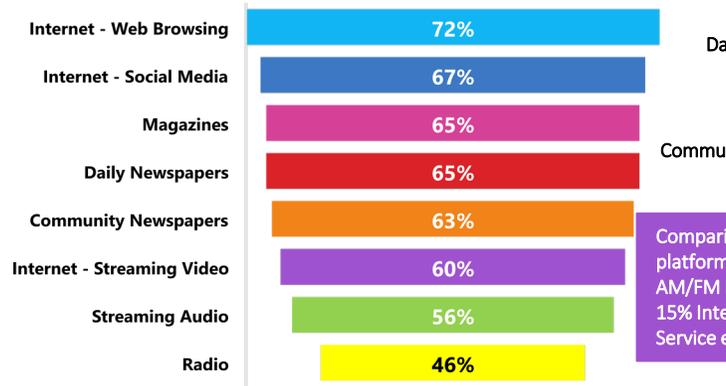
75% were EXPOSED to RADIO YESTERDAY

Radio delivers **89% weekly reach** against A18+ that are the main person cleaning their home – a higher % than popular social media websites delivered in past 7 days

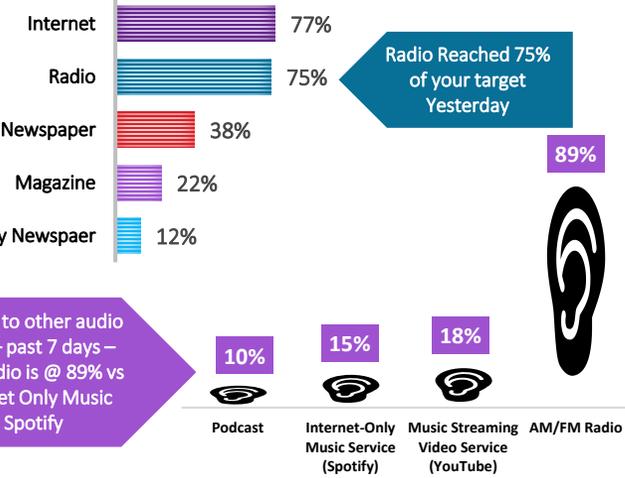
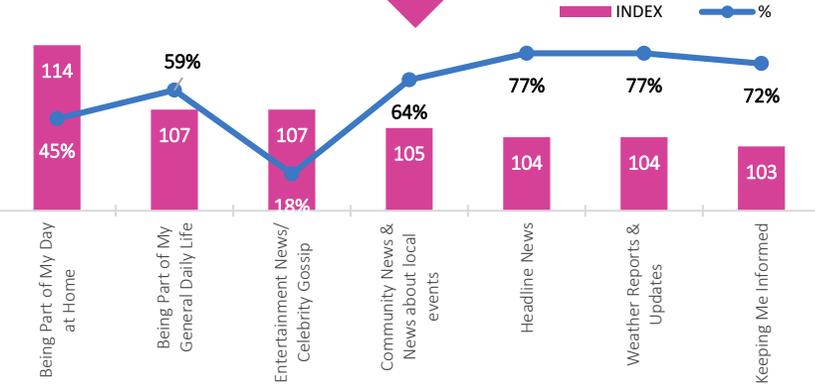


RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!

72% of all A18+ THAT ARE THE MAIN PERSON CLEANING THEIR HOME occasionally/frequently AVOID ADS ON THE INTERNET WHEN BROWSING



45% of A18+ that are the main person cleaning their home find Radio being part of their day at home an important attribute -> 14% more likely



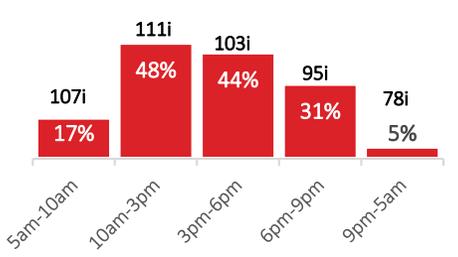
What Else do they mainly do...



Listen to Radio while living their lives



WHEN DO THEY SHOP AT GROCERY STORES BY DAYPART:

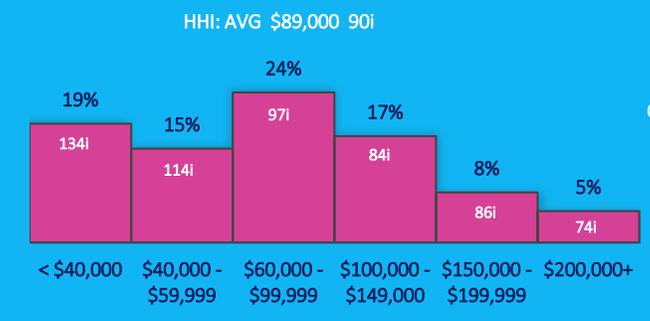
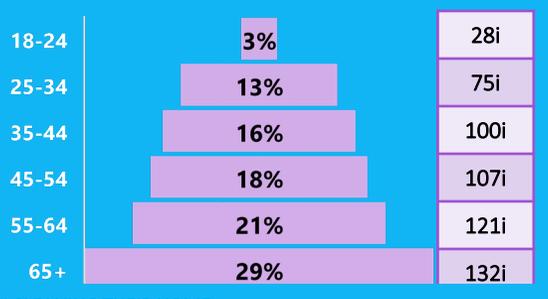
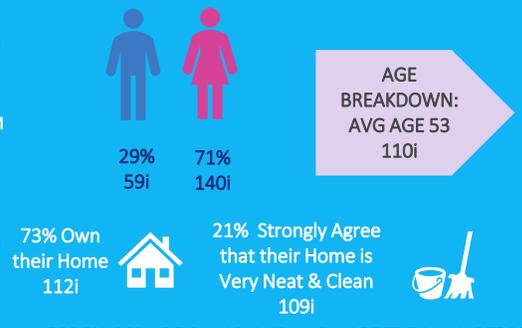


SOURCE: NUMERIS RTS CANADA SPRING 2020/ A18+ / TOTAL CANADA – HHLD PURCHASES/ CHORES PERSON RESPONSIBLE – HHLD CLEANING DUTIES: MYSELF MOST OF THE TIME/ ALWAYS *MEDIA MIX RADIO/ TV/ DAILY NEWSPAPER/ COMMUNITY NEWSPAPER / MAGAZINE/ INTERNET

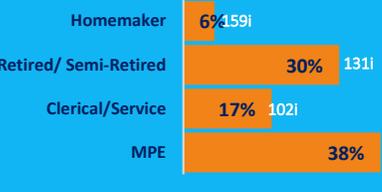


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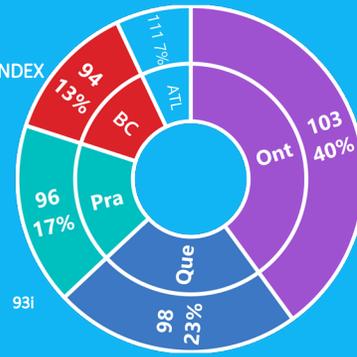
CONSUMER PROFILE



OCCUPATIONS:



REGION BREAKDOWN: INDEX / % TOTAL



RADIO WORKS - YOUR TARGET LISTENS TO RADIO

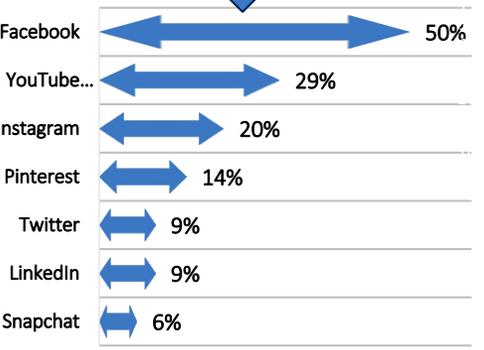
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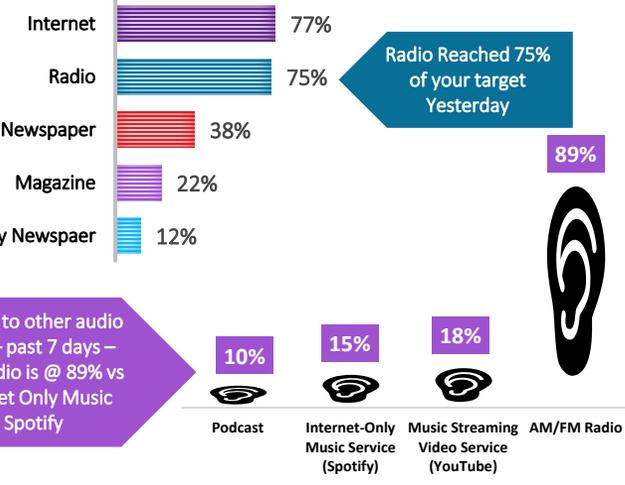
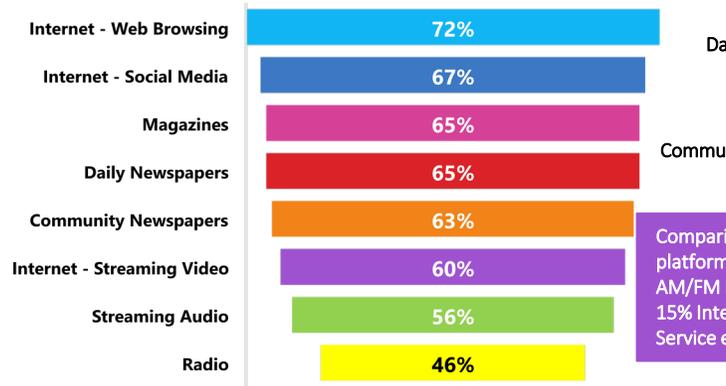
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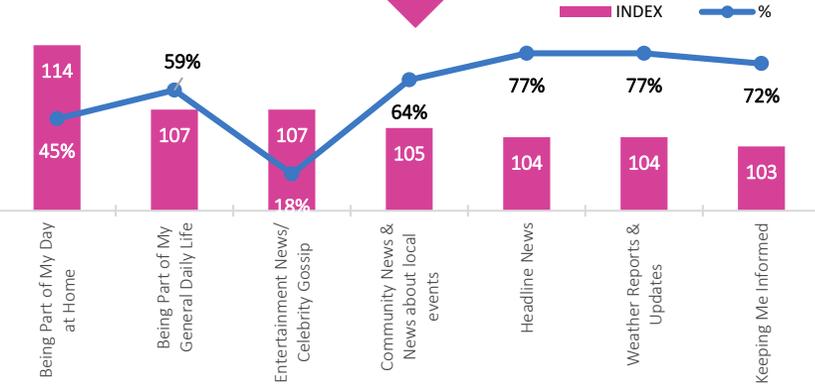
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A18+ THAT ARE THE MAIN PERSON CLEANING THEIR HOME (INDEX):	Later that same day	Later that same week	More than a week later
<i>Radio Commercial motivation to do a general Internet/online search:</i>	86	95	88
<i>Radio Commercial motivation to visit a specific website:</i>	89	94	80
<i>Radio Commercial motivation to visit a store/business:</i>	92	102	96
<i>Radio Local-on-air radio discussion motivation to access a website:</i>	96	97	99
<i>Radio Local-on-air radio discussion motivation to attend an event:</i>	85	100	104
<i>Radio Local-on-air radio discussion motivation to visit a store/business:</i>	90	94	95
Purchases Time exposed to media before purchase (< 30 mins): Radio Index 101			
Purchases Time exposed to media before purchase (30 mins+): Radio Index 100			
Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 102			

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