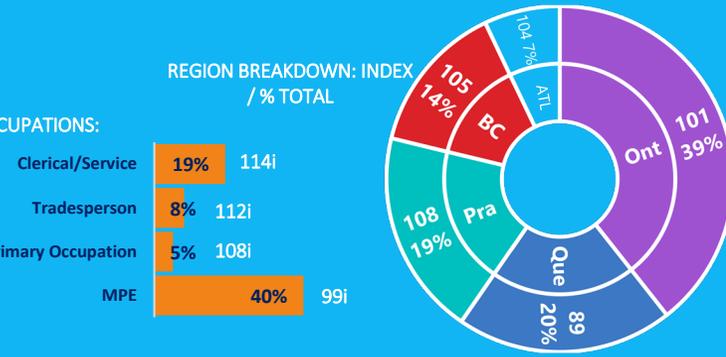
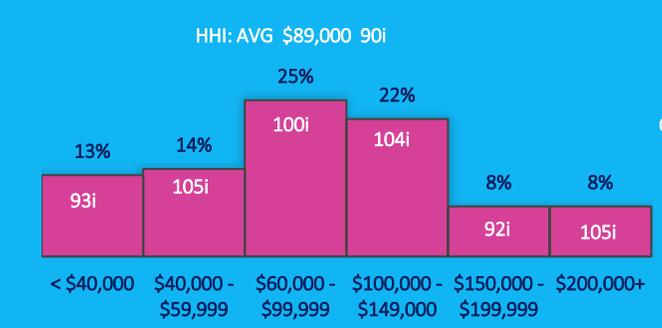
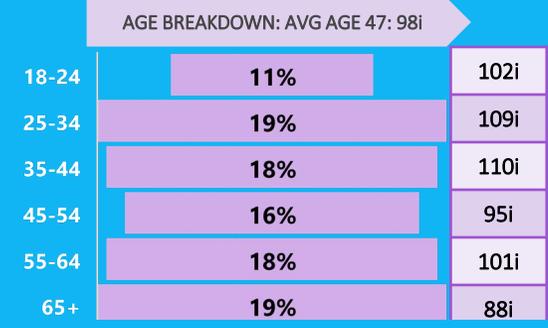


RADIO REACHES 87% WEEKLY: A18+ THAT HAVE USED COLD/ COUGH/ SINUS REMEDIES IN PAST 30 DAYS (NON-PRESCRIPTION)

CONSUMER PROFILE



APPROX 28% OF CANADIANS A18+ HAVE USED COLD/ COUGH/ SINUS REMEDIES IN THE PAST 30 DAYS

A18+ THAT HAVE USED COLD/ COUGH/ SINUS REMEDIES IN PAST 30 DAYS:

87% are REACHED WEEKLY by RADIO

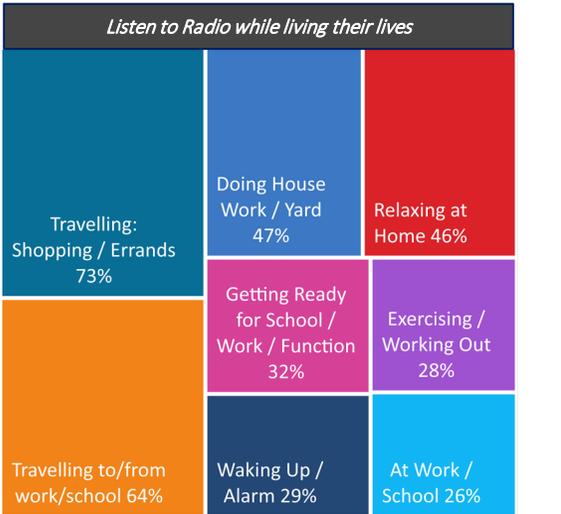
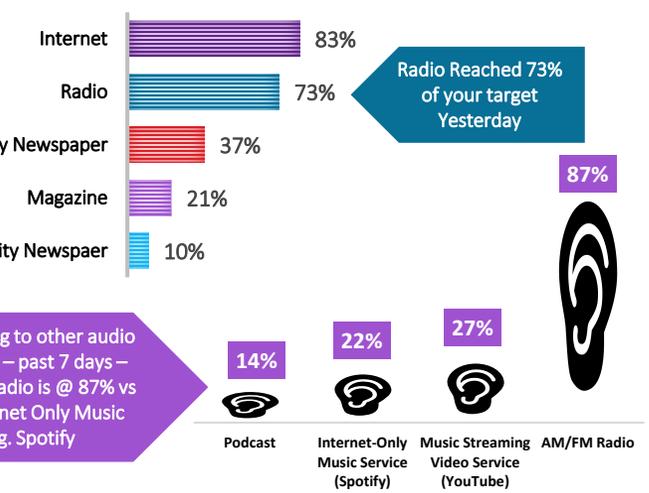
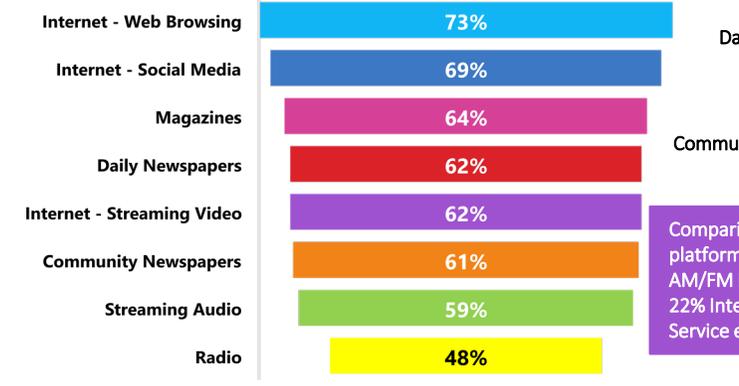
22% of their MEDIA TIME* is spent with RADIO

73% were EXPOSED to RADIO YESTERDAY

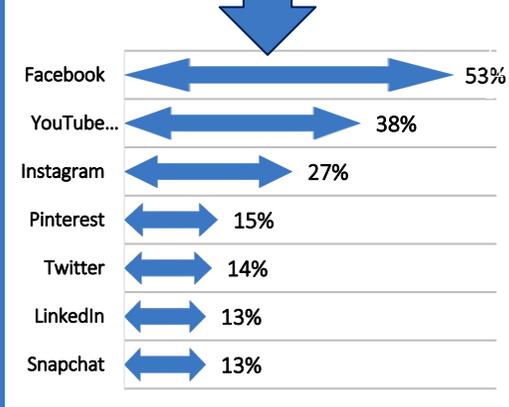
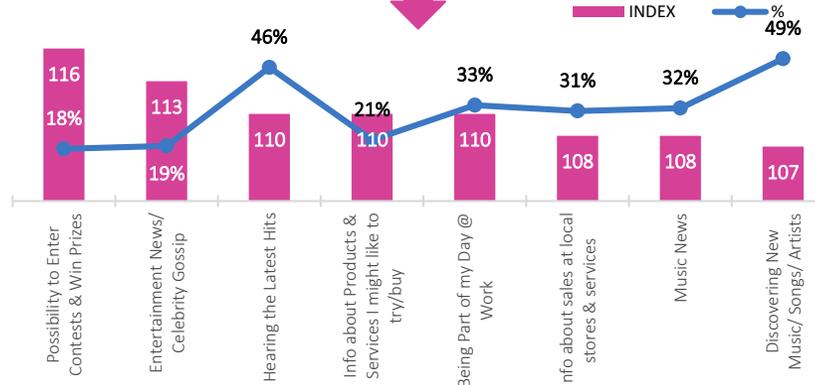
Radio delivers **87% weekly reach** against A18+ that have used cold/ cough/ sinus remedies in past 30 days – a higher % than popular social media websites delivered in past 7 days

RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!

73% of all A18+ HAVE USED COLD/ COUGH, SINUS REMEDIES IN THE PAST 30 DAYS occasionally / frequently AVOID ADS ON THE INTERNET WHEN BROWSING



18% of A18+ that have used cold/ cough/ sinus remedies in the past 30 days finds Radio's Contests & Prizes an important attribute -> 16% more likely



A18+ THAT HAVE USED COLD/ COUGH/ SINUS REMEDIES IN THE PAST 30 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:	117	116	129
Radio Commercial motivation to visit a specific website:	110	130	155
Radio Commercial motivation to visit a store/business:	130	115	123
Radio Local-on-air radio discussion motivation to access a website:	116	117	140
Radio Local-on-air radio discussion motivation to attend an event:	149	125	121
Radio Local-on-air radio discussion motivation to visit a store/business:	147	121	122
Purchases Time exposed to media before purchase (< 30 mins): Radio Index 105			
Purchases Time exposed to media before purchase (30 mins+): Radio Index 108			
Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 103			