

RADIO REACHES 88% WEEKLY: A18+ THAT HAVE USED HEADACHE REMEDIES/ PAIN RELIEVERS NON-PRESCRIPTION IN PAST 30 DAYS

CONSUMER PROFILE

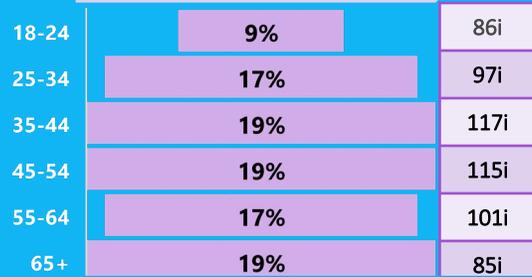


43% 88i
57% 112i

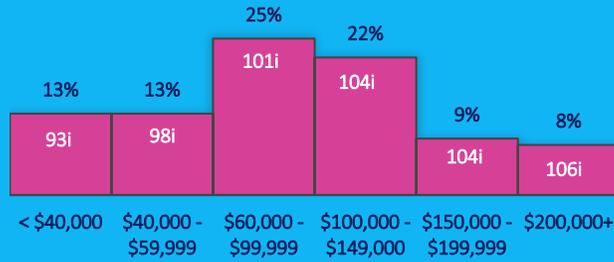
WHAT DAYPART DO THEY SHOP @ DRUG STORES:



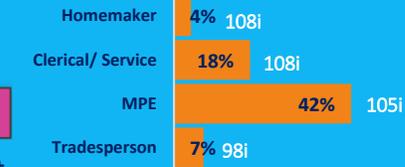
AGE BREAKDOWN: AVG AGE 48: 99i



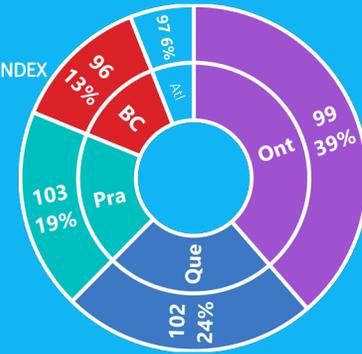
HHI: AVG \$101,000 102i



OCCUPATIONS:



REGION BREAKDOWN: INDEX / % TOTAL

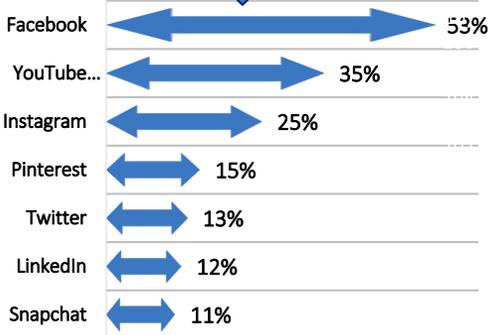


APPROX 59% OF CANADIANS A18+ HAVE USED HEADACHE REMEDIES/ PAIN RELIEVERS NP IN PAST 30 DAYS

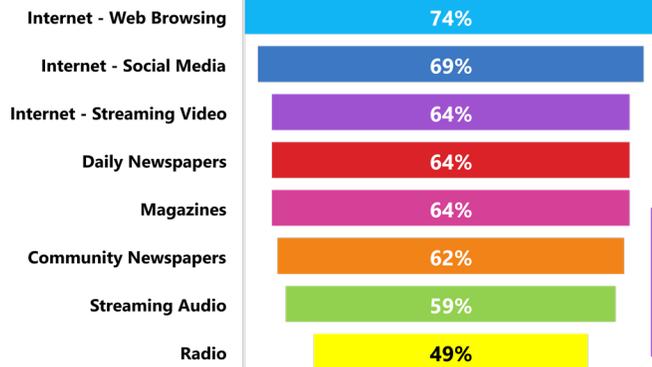
A18+ THAT HAVE USED HEADACHE REMEDIES/ PAIN RELIEVERS NP :

88% are REACHED WEEKLY by RADIO
23% of their MEDIA TIME* is spent with RADIO
74% were EXPOSED to RADIO YESTERDAY

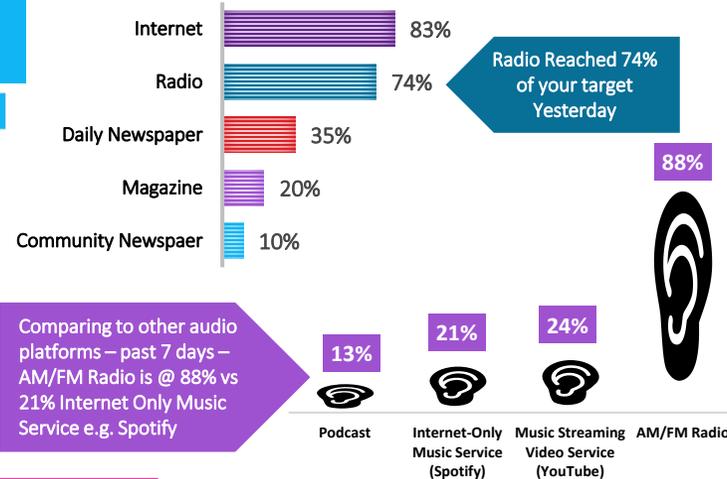
Radio delivers **88% weekly reach** against A18+ THAT HAVE USED HEADACHE REMEDIES/ PAIN RELIEVER NP IN PAST 30 DAYS – a higher % than popular social media websites delivered in past 7 days



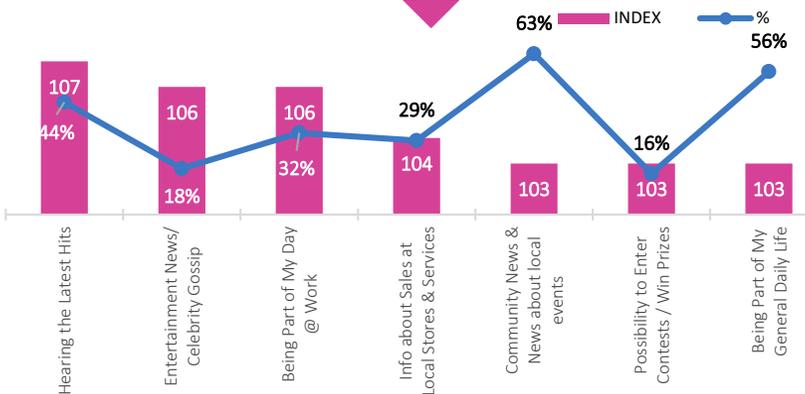
RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!
74% of all A18+ THAT HAVE USED HEADACHE REMEDIES/ PAIN RELIEVERS occasionally / frequently AVOID ADS ON THE INTERNET WHEN BROWSING



Comparing to other audio platforms – past 7 days – AM/FM Radio is @ 88% vs 21% Internet Only Music Service e.g. Spotify



44% of A18+ that HAVE USED HEADACHE REMEDIES/ PAIN RELIEVERS NP IN THE PAST 30 DAYS Radio's HEARING THE LATEST HITS an important attribute -> 7% more likely



A18+ THAT HAVE USED HEADACHE REMEDIES/ PAIN RELIEVERS NP IN 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:	106	109	111
Radio Commercial motivation to visit a specific website:	111	111	113
Radio Commercial motivation to visit a store/business:	111	112	111
Radio Local-on-air radio discussion motivation to access a website:	108	108	108
Radio Local-on-air radio discussion motivation to attend an event:	110	108	109
Radio Local-on-air radio discussion motivation to visit a store/business:	110	108	108
Purchases Time exposed to media before purchase (< 30 mins): Radio Index 108			
Purchases Time exposed to media before purchase (30 mins+): Radio Index 105			
Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 105			

SOURCE: NUMERIS RTS CANADA SPRING 2020/ A18+ / TOTAL CANADA / PERSONAL CARE ITEMS USED/ PAST 30 DAYS – HEADACHE REMEDIES/ PAIN RELIEVERS NON-PRESCRIPTION *MEDIA MIX RADIO/ TV/ DAILY NEWSPAPER/ COMMUNITY NEWSPAPER/ MAGAZINE/ INTERNET

