

# RADIO REACHES 88% WEEKLY: A18+ THAT HAVE CONSUMED VODKA IN THE PAST MONTH

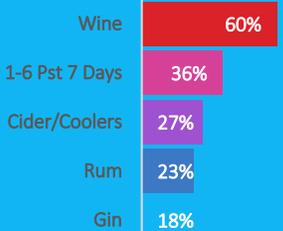
CONSUMER PROFILE



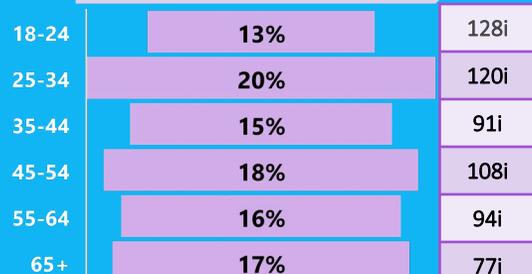
52%  
105i

48%  
95i

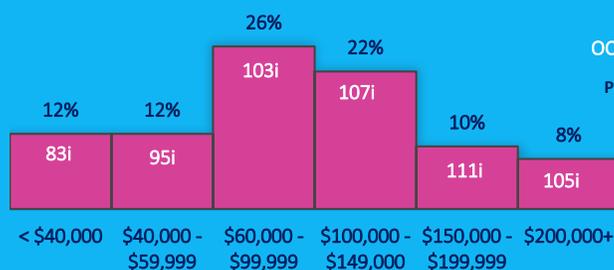
## WHAT ELSE DID THEY CONSUME PAST MONTH:



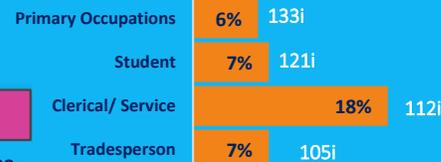
## AGE BREAKDOWN: AVG AGE 46: 95i



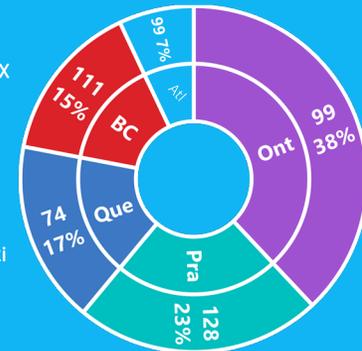
## HHI: AVG \$103,000 104i



## OCCUPATIONS:



## REGION BREAKDOWN: INDEX / % TOTAL



APPROX 13% OF CANADIANS A18+ HAVE CONSUMED VODKA IN THE PAST MONTH

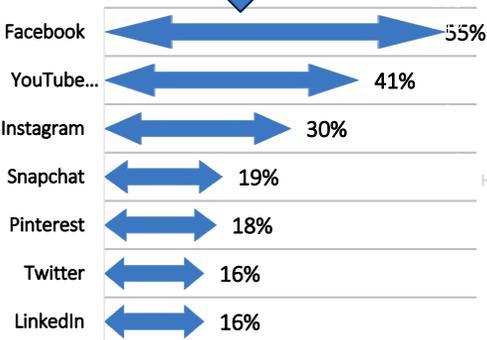
## A18+ THAT HAVE CONSUMED VODKA IN THE PAST MONTH:

88% are REACHED WEEKLY by RADIO

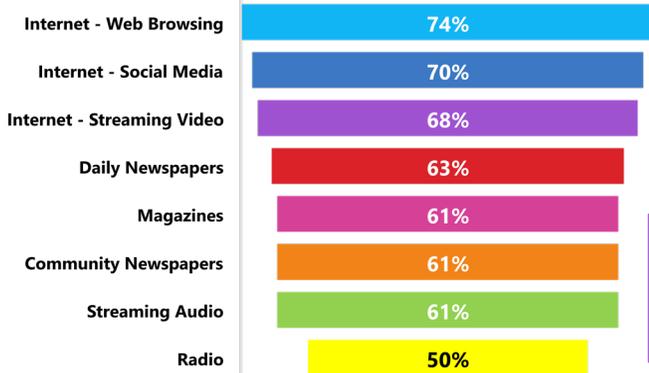
22% of their MEDIA TIME\* is spent with RADIO

75% were EXPOSED to RADIO YESTERDAY

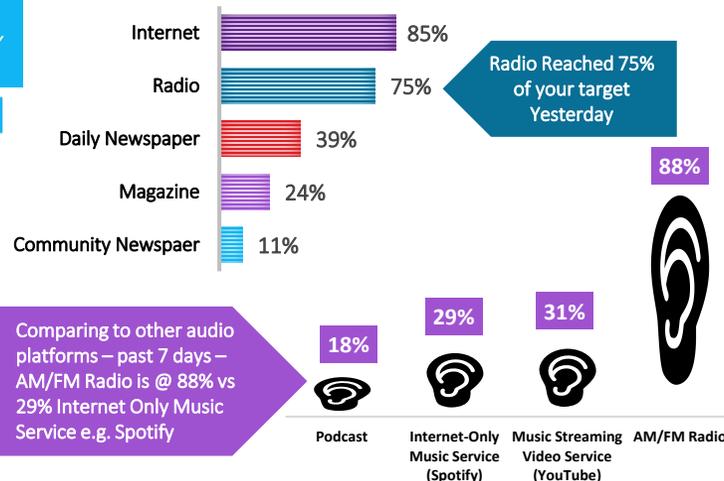
Radio delivers 86% weekly reach against A18+ THAT HAVE CONSUMED VODKA IN THE PAST MONTH - a higher % than popular social media websites delivered in past 7 days



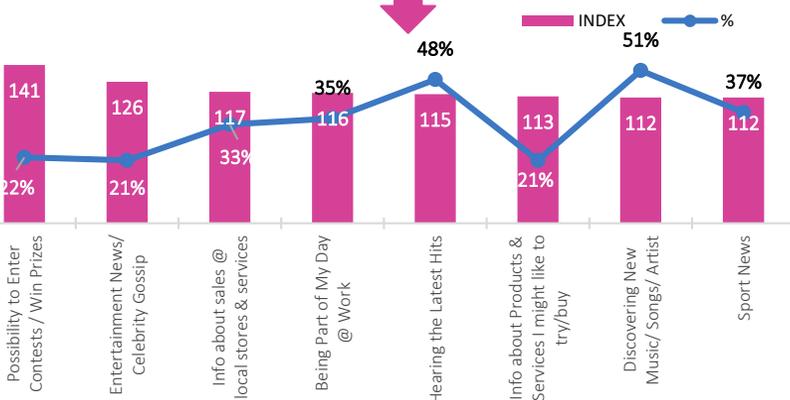
RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!  
74% of all A18+ THAT HAVE CONSUMED VODKA IN THE PAST MONTH occasionally/frequently AVOID ADS ON THE INTERNET WHEN BROWSING



Comparing to other audio platforms - past 7 days - AM/FM Radio is @ 88% vs 29% Internet Only Music Service e.g. Spotify



22% of A18+ that have consumed VODKA in the past month finds Radio's Contests & Winning Prizes an important attribute -> 41% more likely



## A18+ THAT HAVE CONSUMED VODKA IN THE PAST MONTH (INDEX):

	Later that same day	Later that same week	More than a week later
Radio Commercial motivation to do a general Internet/online search:	146	148	174
Radio Commercial motivation to visit a specific website:	153	152	221
Radio Commercial motivation to visit a store/business:	161	120	163
Radio Local-on-air radio discussion motivation to access a website:	153	139	179
Radio Local-on-air radio discussion motivation to attend an event:	223	152	142
Radio Local-on-air radio discussion motivation to visit a store/business:	196	149	161
Purchases Time exposed to media before purchase (< 30 mins): Radio Index 108			
Purchases Time exposed to media before purchase (30 mins+): Radio Index 124			
Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 109			

SOURCE: NUMERIS RTS CANADA SPRING 2020/ A18+ / TOTAL CANADA BEVERAGES-LIQUOR-CONSUMPTION/PAST MONTH / VODKA\*MEDIA MIX RADIO/ TV/ DAILY NEWSPAPER/ COMMUNITY NEWSPAPER / MAGAZINE/ INTERNET

RADIO CONNECTS