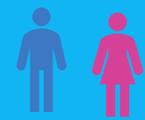


RADIO REACHES 88% WEEKLY: A18+ THAT HAVE CONSUMED WHISKEY IN THE PAST MONTH

CONSUMER PROFILE



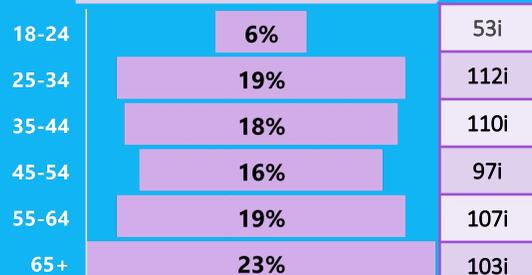
73%
148i

27%
53i

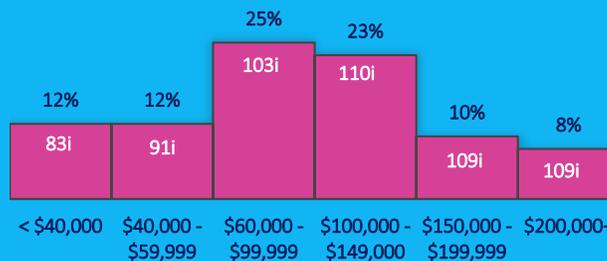
WHAT ELSE DID THEY CONSUME PAST MONTH:



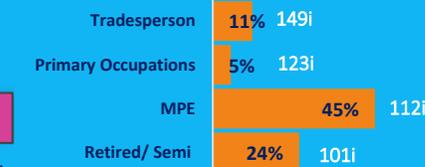
AGE BREAKDOWN: AVG AGE 49: 102i



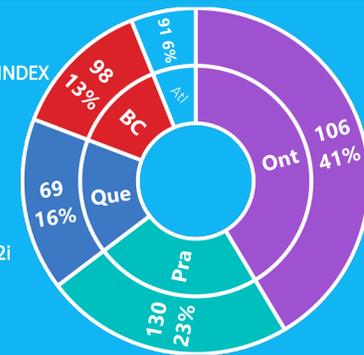
HHI: AVG \$104,000 105i



OCCUPATIONS:



REGION BREAKDOWN: INDEX / % TOTAL



APPROX 17% OF CANADIANS A18+ HAVE CONSUMED WHISKEY IN THE PAST MONTH

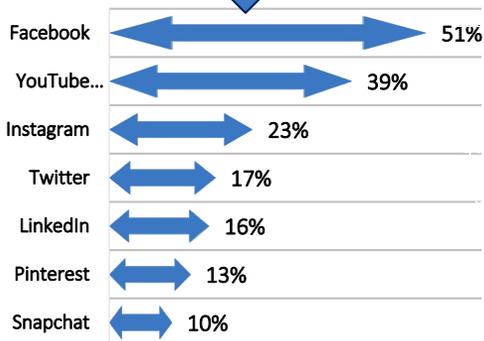
A18+ THAT HAVE CONSUMED WHISKEY IN THE PAST MONTH:

88% are REACHED WEEKLY by RADIO

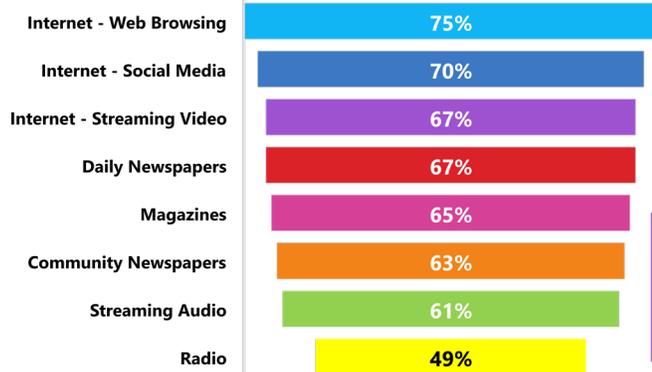
23% of their MEDIA TIME* is spent with RADIO

76% were EXPOSED to RADIO YESTERDAY

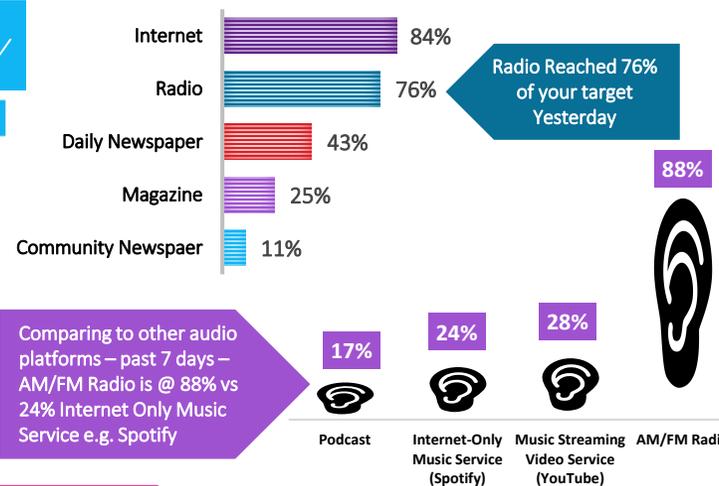
Radio delivers 88% weekly reach against A18+ THAT HAVE CONSUMED WHISKEY IN THE PAST MONTH - a higher % than popular social media websites delivered in past 7 days



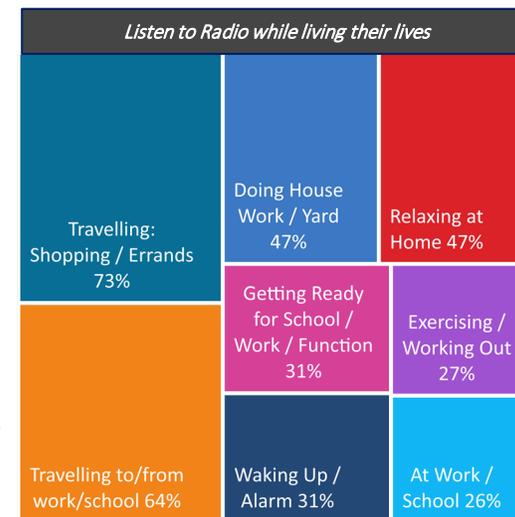
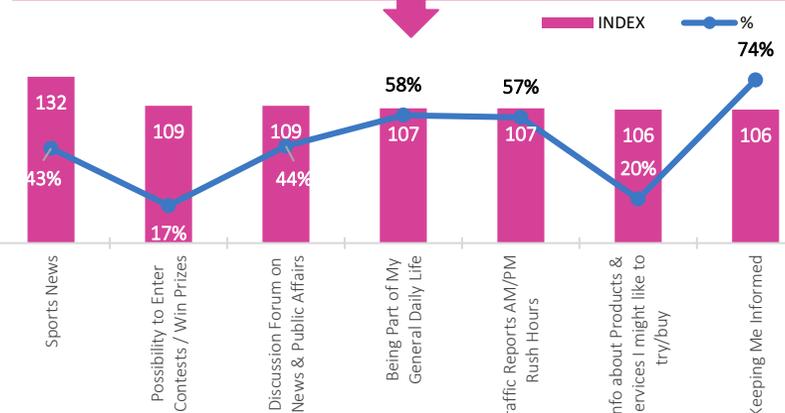
RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!
75% of all A18+ THAT HAVE CONSUMED WHISKEY IN THE PAST MONTH occasionally / frequently AVOID ADS ON THE INTERNET WHEN BROWSING



Comparing to other audio platforms - past 7 days - AM/FM Radio is @ 88% vs 24% Internet Only Music Service e.g. Spotify



43% of A18+ that have consumed Whiskey in the past month finds Radio's Sports News an important attribute -> 32% more likely



A18+ THAT HAVE CONSUMED WHISKEY 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:	145	154	160
Radio Commercial motivation to visit a specific website:	146	151	169
Radio Commercial motivation to visit a store/business:	142	131	150
Radio Local-on-air radio discussion motivation to access a website:	135	142	142
Radio Local-on-air radio discussion motivation to attend an event:	210	151	141
Radio Local-on-air radio discussion motivation to visit a store/business:	174	139	153
Purchases Time exposed to media before purchase (< 30 mins): Radio Index 104			
Purchases Time exposed to media before purchase (30 mins+): Radio Index 118			
Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 111			

SOURCE: NUMERIS RTS CANADA SPRING 2020/ A18+ / TOTAL CANADA BEVERAGES-LIQUOR-CONSUMPTION/PAST MONTH / RYE CANADAIN WHISKEY OR SCOTCH WHISKEY OR OTHER WHISKEY)*MEDIA MIX RADIO/ TV/ DAILY NEWSPAPER/ COMMUNITY NEWSPAPER / MAGAZINE/ INTERNET

