

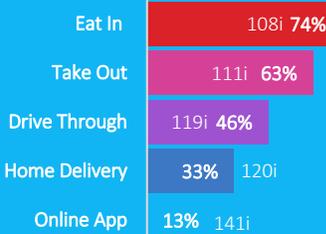
RADIO REACHES 87% WEEKLY: A18+ THAT HAVE VISITED A SPECIALTY BURGER RESTAURANT IN THE PAST YEAR

CONSUMER PROFILE

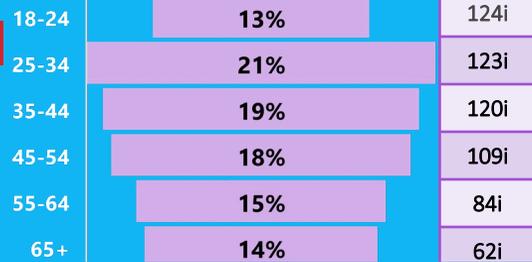


53% 108i
47% 92i

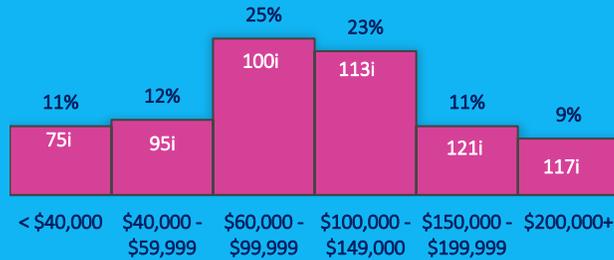
METHOD OF ORDERING FOOD/ PAST MONTH:



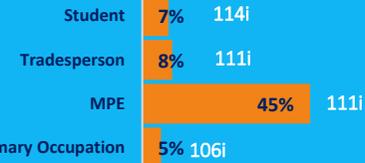
AGE BREAKDOWN: AVG AGE 44: 92i



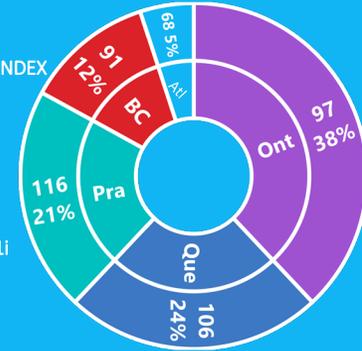
HHI: AVG \$107,000 108i



OCCUPATIONS:



REGION BREAKDOWN: INDEX / % TOTAL



APPROX 37% OF CANADIANS A18+ HAVE VISITED A SPECIALTY BURGER RESTAURANT IN THE PAST YEAR

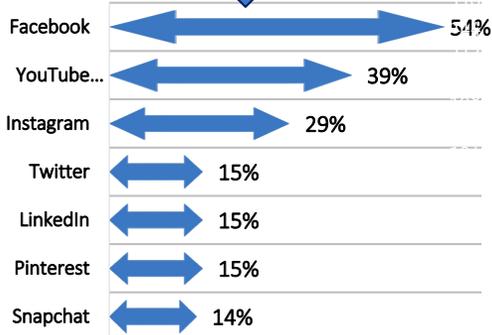
A18+ THAT HAVE VISITED A SPECIALTY BURGER RESTAURANT PAST YEAR

87% are REACHED WEEKLY by RADIO

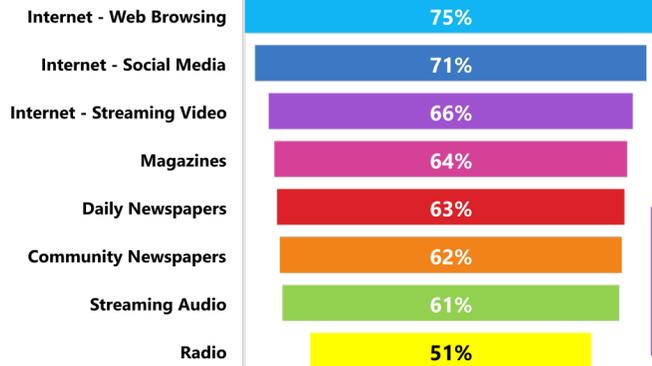
21% of their MEDIA TIME* is spent with RADIO

72% were EXPOSED to RADIO YESTERDAY

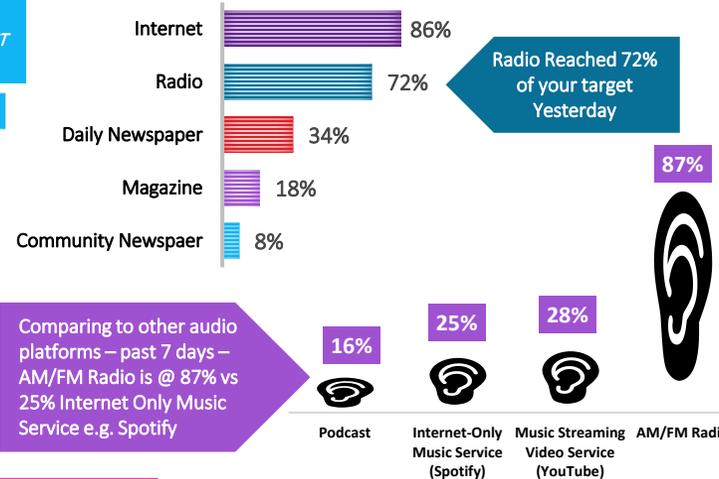
Radio delivers 87% weekly reach against A18+ THAT HAVE VISITED A SPECIALTY BURGER RESTAURANT IN PAST YEAR – a higher % than popular social media websites delivered in past 7 days



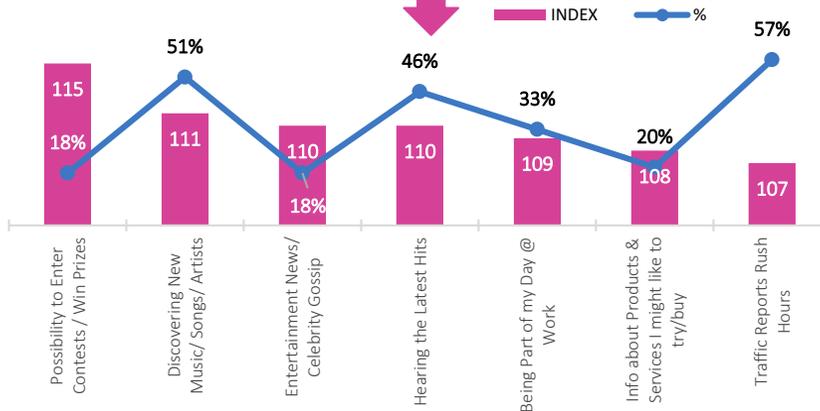
RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!
75% of all A18+ THAT HAVE VISITED A SPECIALTY BURGER RESTAURANT IN THE PAST YEAR occasionally / frequently AVOID ADS ON THE INTERNET WHEN BROWSING



Comparing to other audio platforms – past 7 days – AM/FM Radio is @ 87% vs 25% Internet Only Music Service e.g. Spotify



18% of A18+ that have visited a specialty burger restaurant in the past year finds Radio's Contests an important attribute -> 15% more likely



Listen to Radio while living their lives



A18+ THAT HAVE VISITED A SPECIALTY BURGER RESTAURANT PAST YEAR (INDEX):

	Later that same day	Later that same week	More than a week later
Radio Commercial motivation to do a general Internet/online search:	125	126	135
Radio Commercial motivation to visit a specific website:	124	129	137
Radio Commercial motivation to visit a store/business:	117	116	121
Radio Local-on-air radio discussion motivation to access a website:	118	124	131
Radio Local-on-air radio discussion motivation to attend an event:	135	120	117
Radio Local-on-air radio discussion motivation to visit a store/business:	134	123	123
Purchases Time exposed to media before purchase (< 30 mins): Radio Index 110			
Purchases Time exposed to media before purchase (30 mins+): Radio Index 106			
Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 108			

SOURCE: NUMERIS RTS CANADA SPRING 2020/ A18+ / TOTAL CANADA/RESTAURANT BY FOOD TYPE VISITED PAST YEAR – SPECIALTY BURGER RESTAURANT*MEDIA MIX RADIO/ TV/ DAILY NEWSPAPER/ COMMUNITY NEWSPAPER / MAGAZINE/ INTERNET

