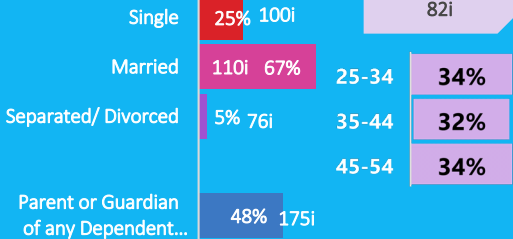


RADIO REACHES 88% WEEKLY: A 25-54

CONSUMER PROFILE



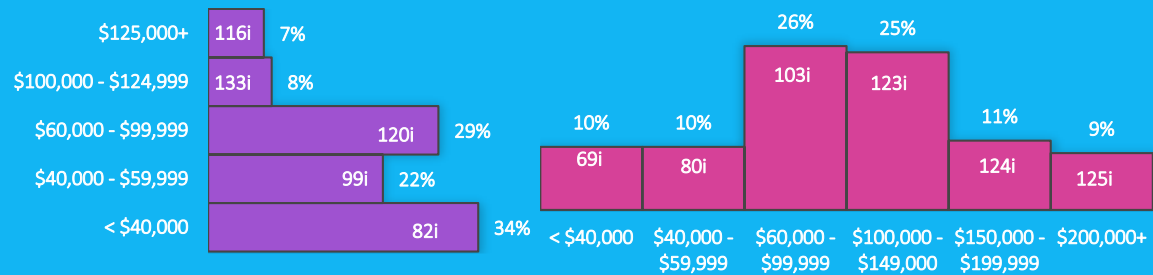
DIFFERENT LIFE STAGES...



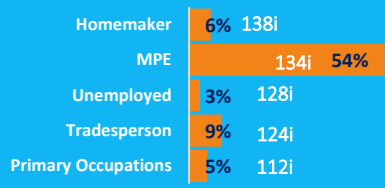
AVG AGE 39: 82i

PYII: AVG \$60,000 112i

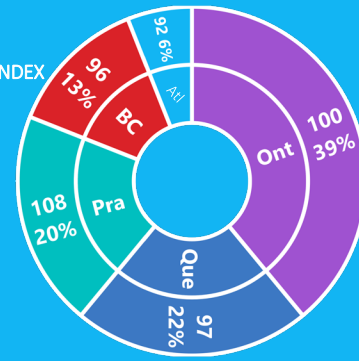
HHI: AVG \$110,000 111i



OCCUPATIONS:



REGION BREAKDOWN: INDEX / % TOTAL

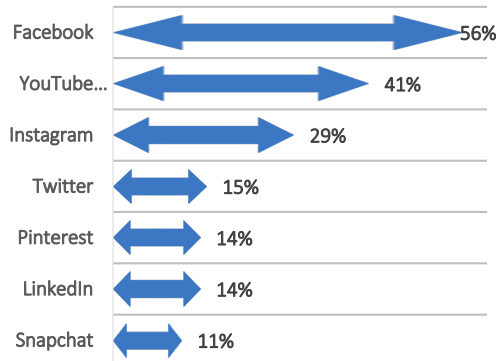


APPROX 50% OF CANADIANS A18+ ARE 25-54

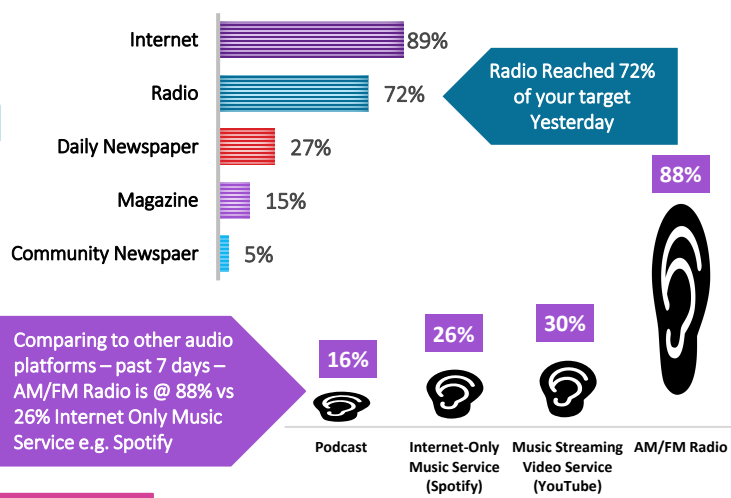
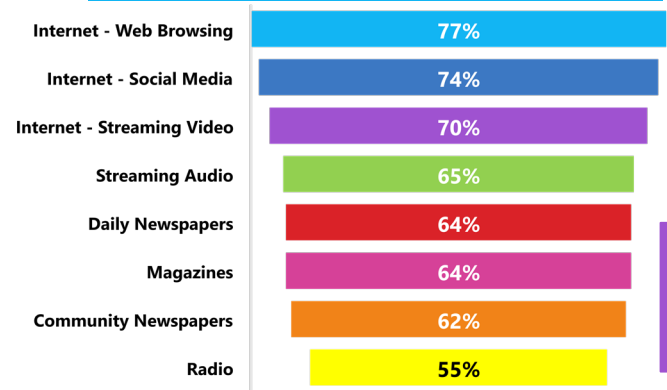
A25-54:

88% are REACHED WEEKLY by RADIO  
22% of their MEDIA TIME\* is spent with RADIO  
72% were EXPOSED to RADIO YESTERDAY

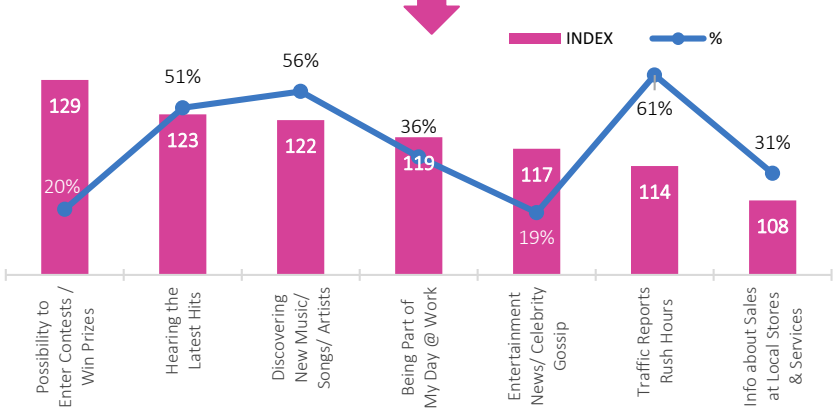
Radio delivers 88% weekly reach A25-54 – a higher % than popular social media websites delivered in past 7 days



RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!  
77% of all A25-54 occasionally / frequently AVOID ADS ON THE INTERNET WHEN BROWSING



20% of A25-54 finds Radio's Possibility of entering Contests & Winning Prizes an important attribute -> 29% more likely



A25-54 (INDEX):	Later that same day	Later that same week	More than a week later
Radio Commercial motivation to do a general Internet/online search:	128	123	123
Radio Commercial motivation to visit a specific website:	131	125	122
Radio Commercial motivation to visit a store/business:	119	115	102
Radio Local-on-air radio discussion motivation to access a website:	126	117	117
Radio Local-on-air radio discussion motivation to attend an event:	111	105	104
Radio Local-on-air radio discussion motivation to visit a store/business:	111	110	105
Purchases Time exposed to media before purchase (< 30 mins): Radio Index 118			
Purchases Time exposed to media before purchase (30 mins+): Radio Index 96			
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 A25-54\*MEDIA MIX RADIO/ TV/ DAILY NEWSPAPER/ COMMUNITY NEWSPAPER / MAGAZINE/ INTERNET

