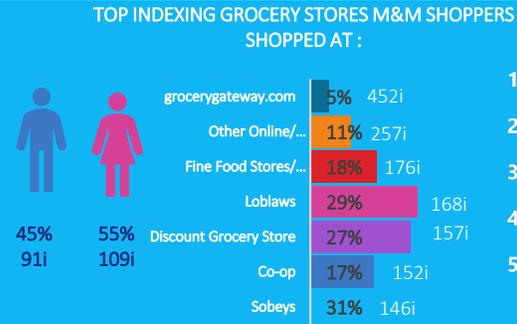


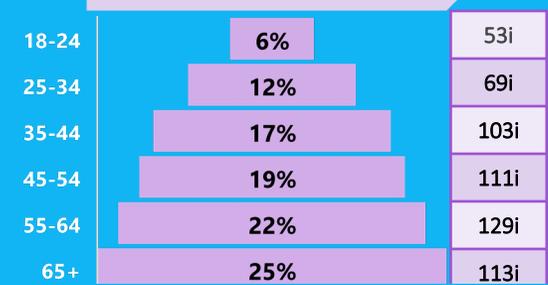
RADIO REACHES 90% WEEKLY: A18+ THAT HAVE SHOPPED AT M&M FOOD MARKET IN THE PAST MONTH

CONSUMER PROFILE

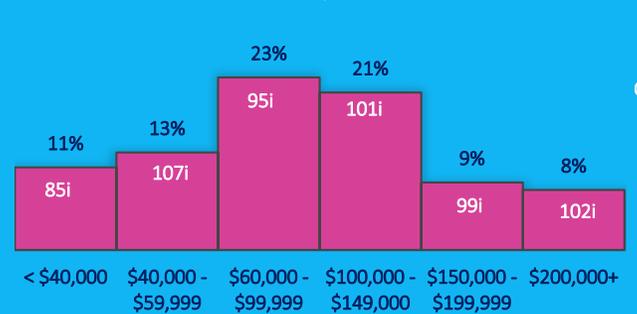


APPROX 10% OF CANADIANS A18+ HAVE SHOPPED AT M&M FOOD MARKET IN THE PAST MONTH

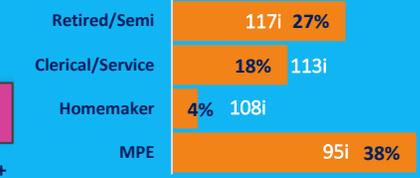
AGE BREAKDOWN: AVG AGE 52: 108i



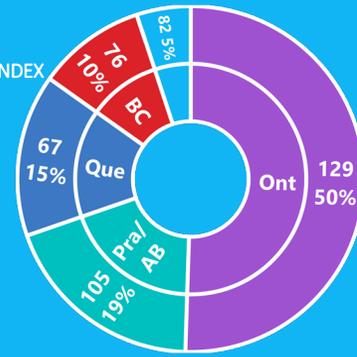
HHI: AVG \$103,000 102i



OCCUPATIONS:



REGION BREAKDOWN: INDEX / % TOTAL



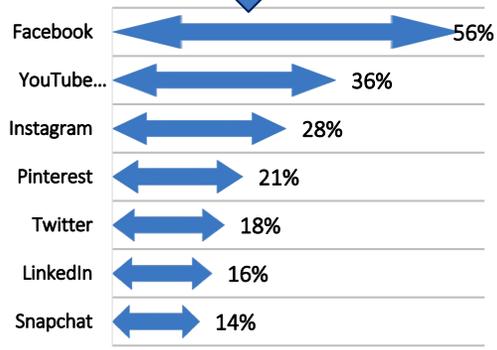
A18+ THAT HAVE SHOPPED AT M&M FOOD MARKET PAST MONTH:

90% are REACHED WEEKLY by RADIO

24% of their MEDIA TIME* is spent with RADIO

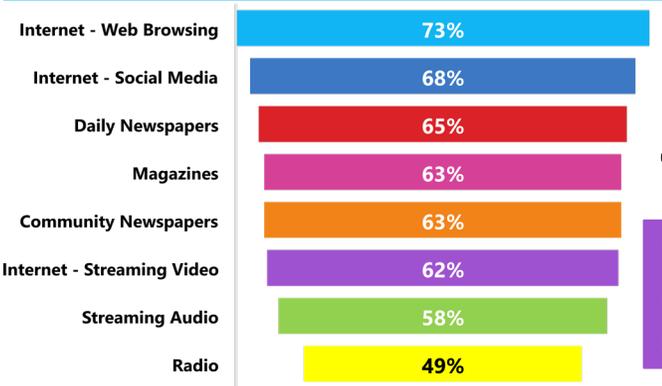
77% were EXPOSED to RADIO YESTERDAY

Radio delivers **90% weekly reach** against A18+ THAT HAVE SHOPPED AT M&M FOOD MARKET IN THE PAST MONTH – a higher % than popular social media websites delivered in past 7 days

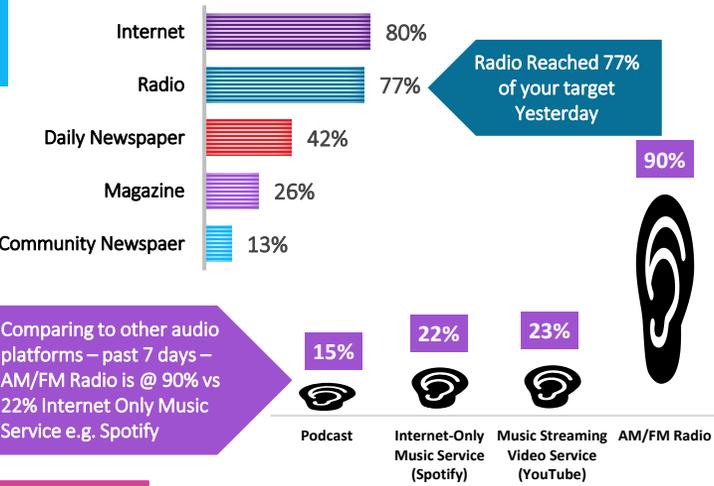


RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!

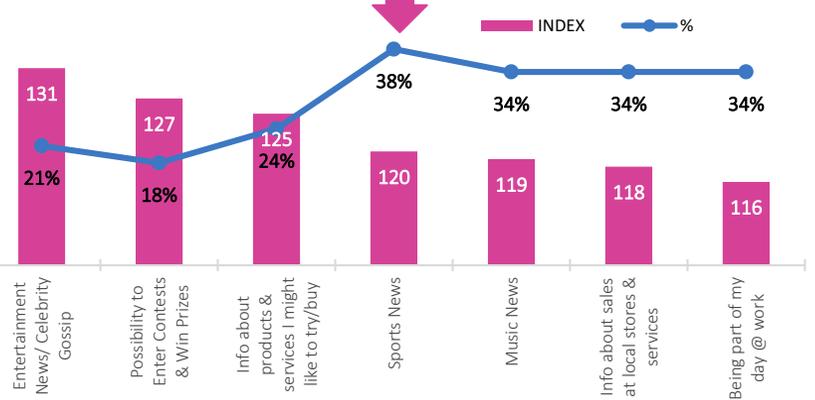
73% of all A18+ THAT HAVE SHOPPED AT M&M FOOD MARKET IN THE PAST MONTH occasionally / frequently AVOID ADS ON THE INTERNET WHEN BROWSING



Comparing to other audio platforms – past 7 days – AM/FM Radio is @ 90% vs 22% Internet Only Music Service e.g. Spotify



21% of A18+ that have shopped at M&M Food Market in the past month find Entertainment News/Celebrity Gossip on Radio important radio attribute -> 31% more likely



Listen to Radio while living their lives



A18+ THAT HAVE SHOPPED AT M&M FOOD MARKET IN THE PAST MONTH:	Later that same day	Later that same week	More than a week later
Radio Commercial motivation to do a general Internet/online search:	145	162	172
Radio Commercial motivation to visit a specific website:	169	155	205
Radio Commercial motivation to visit a store/business:	180	140	168
Radio Local-on-air radio discussion motivation to access a website:	144	138	176
Radio Local-on-air radio discussion motivation to attend an event:	211	165	164
Radio Local-on-air radio discussion motivation to visit a store/business:	212	150	170
Purchases Time exposed to media before purchase (< 30 mins): Radio Index 107			
Purchases Time exposed to media before purchase (30 mins+): Radio Index 140			
Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 114			

SOURCE: NUMERIS RTS CANADA FALL 2020/ A18+ / TOTAL CANADA/ GROCERY STORES SHOPPED (IN STORE/ONLINE) PAST MONTH M&M FOOD MARKET *MEDIA MIX RADIO/ TV/ DAILY NEWSPAPER/ COMMUNITY NEWSPAPER / MAGAZINE/ INTERNET

