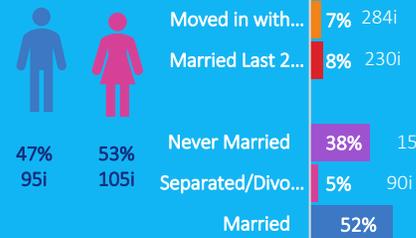
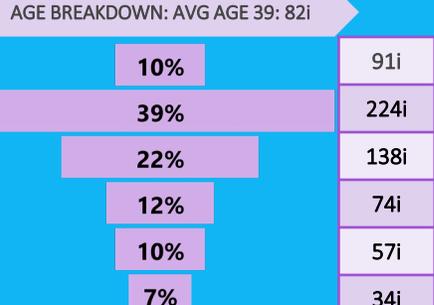


RADIO REACHES 82% WEEKLY: A18+ THAT PLAN TO PURCHASE A NEW HOME IN THE NEXT 2 YEARS

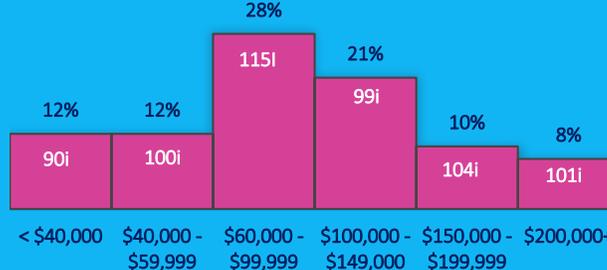
CONSUMER PROFILE



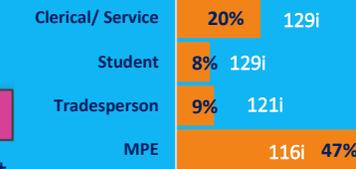
APPROX 3% OF CANADIANS A18+ ARE PLANNING TO BUY A NEW HOME IN THE NEXT 2 YRS



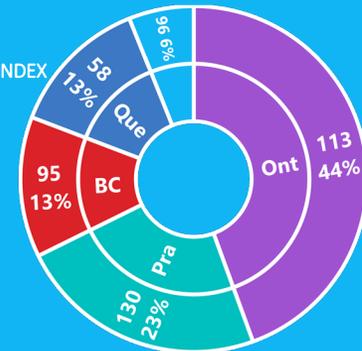
HHI: AVG \$102,000 101i



OCCUPATIONS:



REGION BREAKDOWN: INDEX / % TOTAL

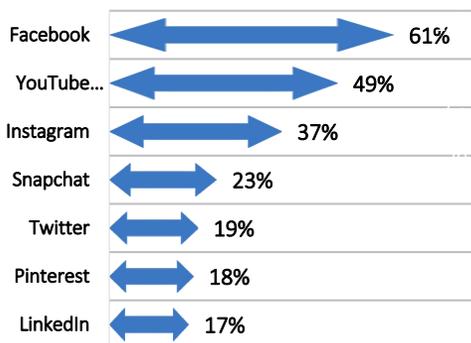


RADIO WORKS - YOUR TARGET LISTENS TO RADIO

A18+ PLANNING TO PURCHASE A NEW HOME IN THE NEXT 2 YRS:

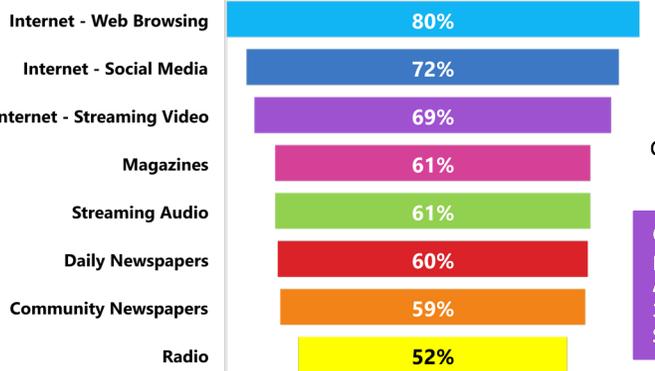
82% are REACHED WEEKLY by RADIO
21% of their MEDIA TIME* is spent with RADIO
62% were EXPOSED to RADIO YESTERDAY

Radio delivers **82% weekly reach** against A18+ PLANNING TO BUY A NEW HOME – a **higher % than popular social media websites delivered in past 7 days**

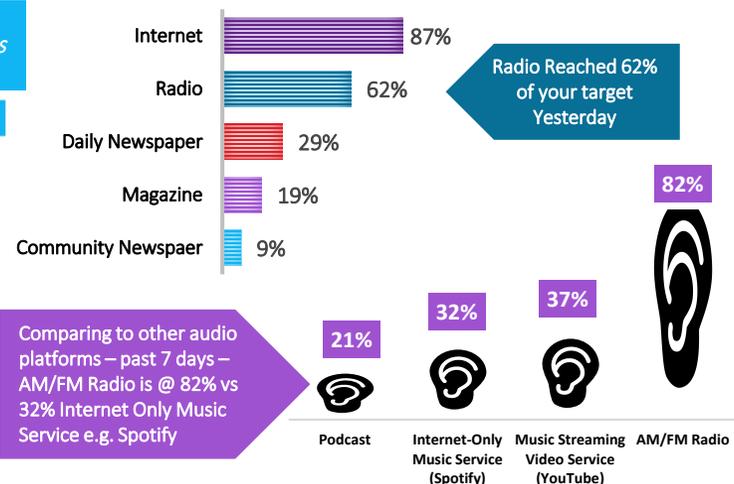


RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!

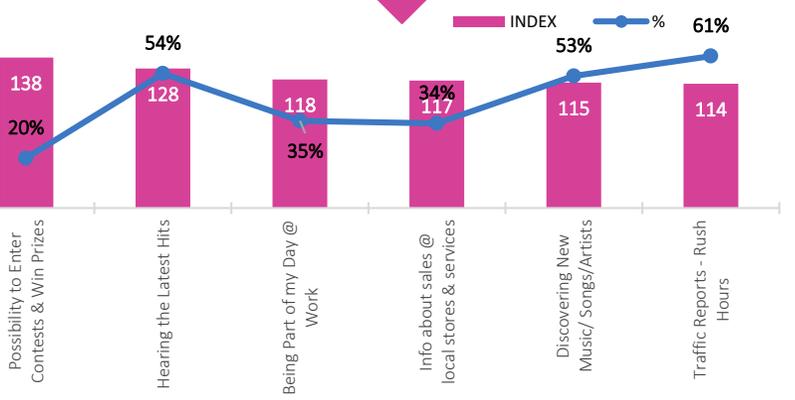
80% of all A18+ PLANNING TO BUY A NEW HOME occasionally / frequently AVOID ADS ON THE INTERNET WHEN BROWSING



Comparing to other audio platforms – past 7 days – AM/FM Radio is @ 82% vs 32% Internet Only Music Service e.g. Spotify



23% of A18+ that are planning to buy furniture find Entertainment News/ Celebrity Gossip an important attribute -> 42% more likely



| A18+ PLANNING TO BUY A NEW HOME NEXT 2 YRS; | Later that same day | Later that same week | More than a week later |
|--|---------------------|----------------------|------------------------|
| Radio Commercial motivation to do a general Internet/online search: | 124 | 127 | 164 |
| Radio Commercial motivation to visit a specific website: | 121 | 150 | 156 |
| Radio Commercial motivation to visit a store/business: | 140 | 113 | 144 |
| Radio Local-on-air radio discussion motivation to access a website: | 121 | 122 | 134 |
| Radio Local-on-air radio discussion motivation to attend an event: | 138 | 105 | 100 |
| Radio Local-on-air radio discussion motivation to visit a store/business: | 153 | 118 | 135 |
| Purchases Time exposed to media before purchase (< 30 mins): Radio Index 105 | | | |
| Purchases Time exposed to media before purchase (30 mins+): Radio Index 116 | | | |
| Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 111 | | | |

SOURCE: NUMERIS RTS CANADA FALL 2020/ A18+ / TOTAL CANADA/ PLANS TO MOVE NEXT 2 YEARS BUY A NEW HOME* MEDIA MIX RADIO/ TV/ DAILY NEWSPAPER/ COMMUNITY NEWSPAPER / MAGAZINE/ INTERNET

