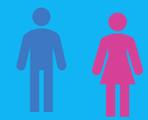


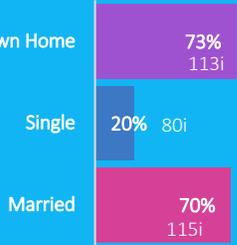
RADIO REACHES 86% WEEKLY: A18+ THAT PERSONALLY SPENT \$500+ ON POWER TOOLS IN THE PAST YEAR

CONSUMER PROFILE

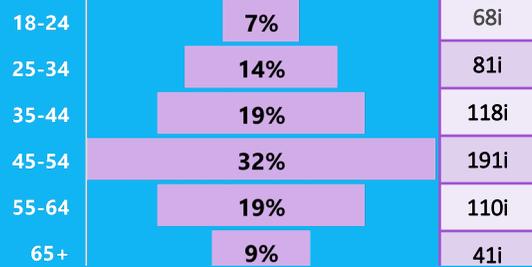


80% 163i
20% 39i

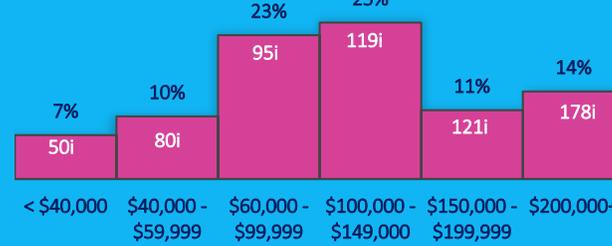
MARTIAL STATUS/ OWN HOME:



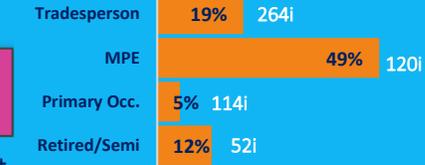
AGE BREAKDOWN: AVG AGE 47: 97i



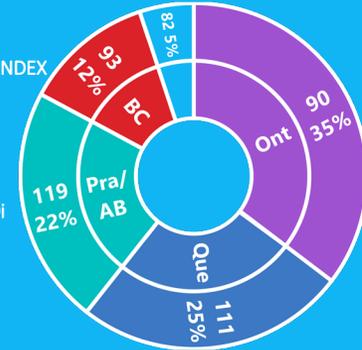
HHI: AVG \$121,000 120i



OCCUPATIONS:



REGION BREAKDOWN: INDEX / % TOTAL

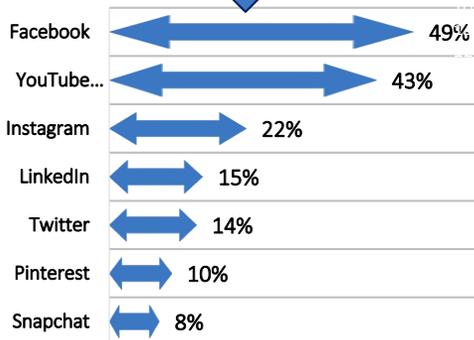


APPROX 3% OF CANADIANS A18+ SPENT \$500+ ON POWER TOOLS PAST YEAR

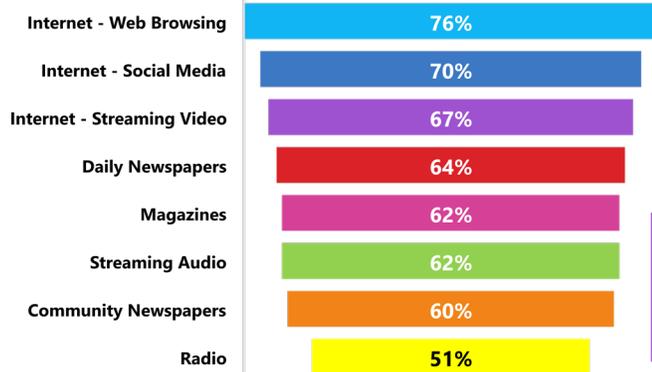
A18+ THAT SPENT \$500+ ON POWER TOOLS PAST YEAR:

86% are REACHED WEEKLY by RADIO
24% of their MEDIA TIME* is spent with RADIO
75% were EXPOSED to RADIO YESTERDAY

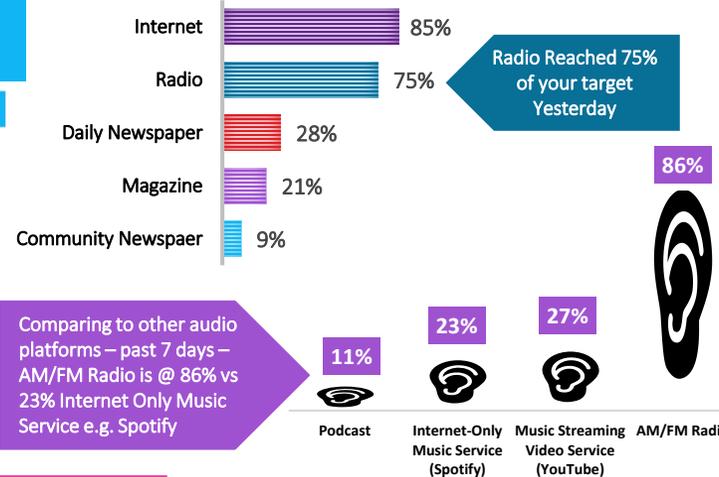
Radio delivers 86% weekly reach against A18+ THAT HAVE SPENT \$500+ ON POWER TOOLS PAST YEAR – a higher % than popular social media websites delivered in past 7 days



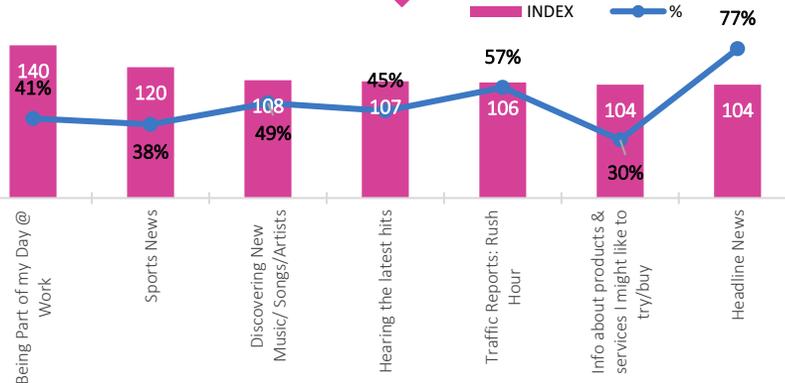
RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!
76% of all A18+ THAT SPENT \$500+ ON POWER TOOLS PAST YR occasionally/frequently AVOID ADS ON THE INTERNET WHEN BROWSING



Comparing to other audio platforms – past 7 days – AM/FM Radio is @ 86% vs 23% Internet Only Music Service e.g. Spotify



41% of A18+ that spent \$500+ on power tools in the past year find Radio being part of their Day at Work an important attribute -> 40% more likely



A18+ SPENT \$500+ ON POWER TOOLS PAST YEAR;	Later that same day	Later that same week	More than a week later
Radio Commercial motivation to do a general Internet/online search:	148	132	172
Radio Commercial motivation to visit a specific website:	140	152	136
Radio Commercial motivation to visit a store/business:	156	123	144
Radio Local-on-air radio discussion motivation to access a website:	119	127	108
Radio Local-on-air radio discussion motivation to attend an event:	133	140	104
Radio Local-on-air radio discussion motivation to visit a store/business:	171	140	131
Purchases Time exposed to media before purchase (< 30 mins): Radio Index 125			
Purchases Time exposed to media before purchase (30 mins+): Radio Index 121			
Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 118			

SOURCE: NUMERIS RTS CANADA FALL 2020/ A18+ / TOTAL CANADA/ PERSONAL SPENDING INSTORE/ONLINE PAST YEAR POWER TOOLS \$500 OR MORE *MEDIA MIX RADIO/ TV/ DAILY NEWSPAPER/ COMMUNITY NEWSPAPER / MAGAZINE/ INTERNET

