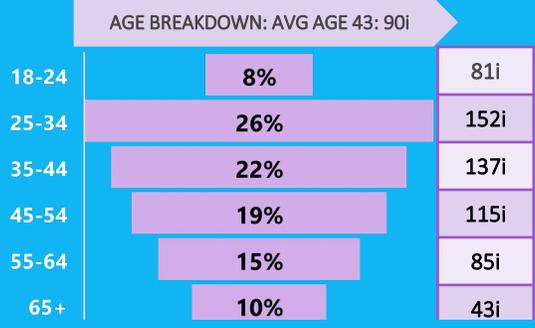
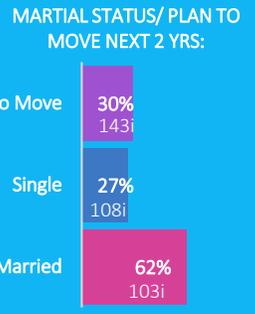
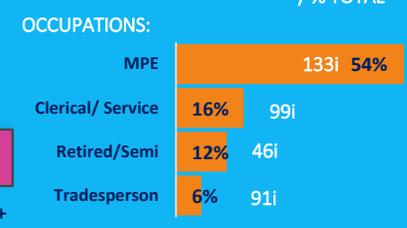
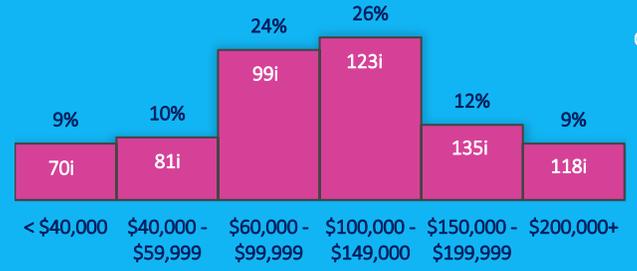


RADIO REACHES 85% WEEKLY: A18+ THAT PLAN TO PURCHASE FURNITURE IN THE NEXT 2 YEARS (EXCLUDING BED/MATTRESS & BABY FURNITURE)

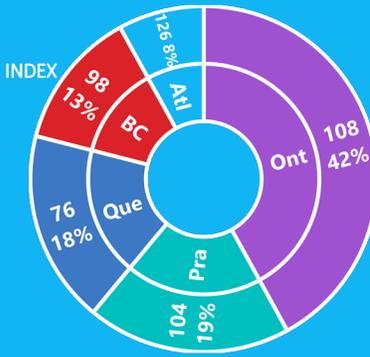
CONSUMER PROFILE
RADIO WORKS - YOUR TARGET LISTENS TO RADIO



HHI: AVG \$112,000 111i



REGION BREAKDOWN: INDEX / % TOTAL



APPROX 9% OF CANADIANS A18+ ARE PLANNING TO BUY FURNITURE IN THE NEXT 2 YRS

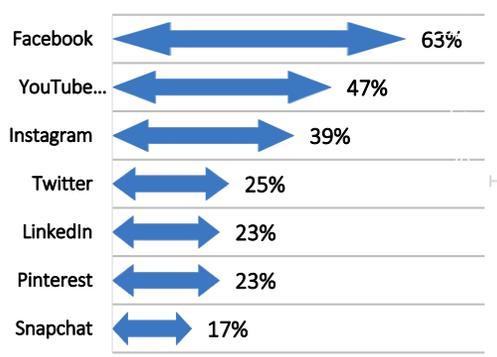
A18+ PLANNING TO PURCHASE FURNITURE IN THE NEXT 2 YRS:

85% are REACHED WEEKLY by RADIO

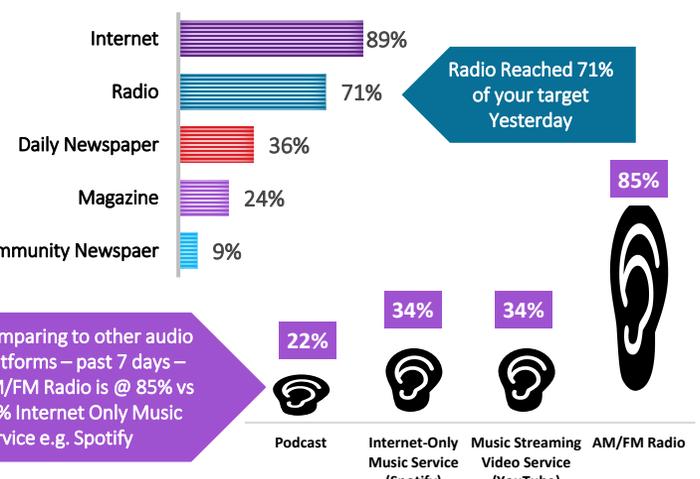
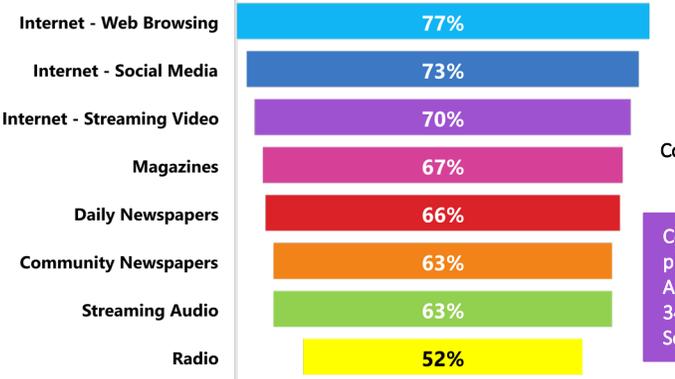
19% of their MEDIA TIME* is spent with RADIO

71% were EXPOSED to RADIO YESTERDAY

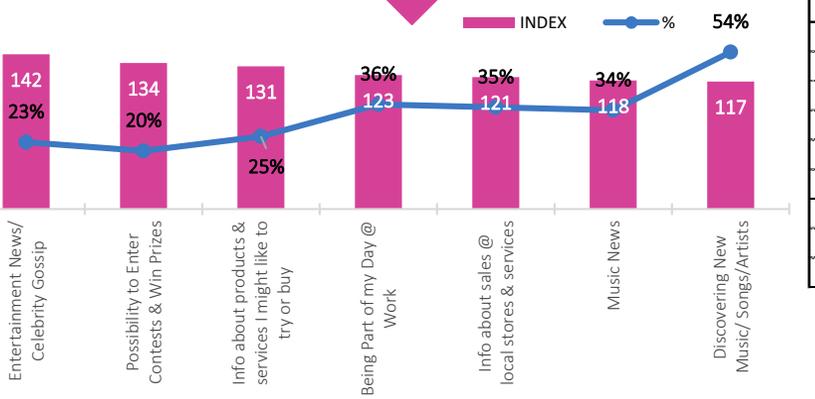
Radio delivers *85% weekly reach* against A18+ PLANNING TO BUY FURNITURE – a *higher % than popular social media websites delivered in past 7 days*



RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!
77% of all A18+ PLANNING TO /BUY FURNITURE occasionally / frequently AVOID ADS ON THE INTERNET WHEN BROWSING



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



A18+ PLANNING TO BUY FURNITURE 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:	192	207	209
Radio Commercial motivation to visit a specific website:	200	203	240
Radio Commercial motivation to visit a store/business:	205	173	189
Radio Local-on-air radio discussion motivation to access a website:	198	186	231
Radio Local-on-air radio discussion motivation to attend an event:	296	206	185
Radio Local-on-air radio discussion motivation to visit a store/business:	223	189	188
Purchases Time exposed to media before purchase (< 30 mins): Radio Index 121			
Purchases Time exposed to media before purchase (30 mins+): Radio Index 139			
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/ PURCHASES/INTEND TO PURCHASE NEXT 2 YRS FURNITURE EXCLUDING BED/ MATTRESS AND BABY FURNITURE *MEDIA MIX RADIO/ TV/ DAILY NEWSPAPER/ COMMUNITY NEWSPAPER / MAGAZINE/ INTERNET

