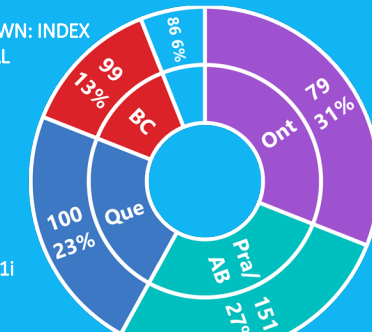
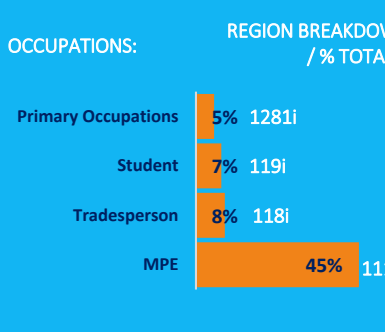
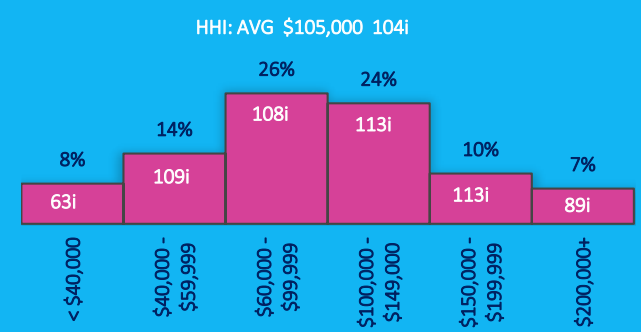
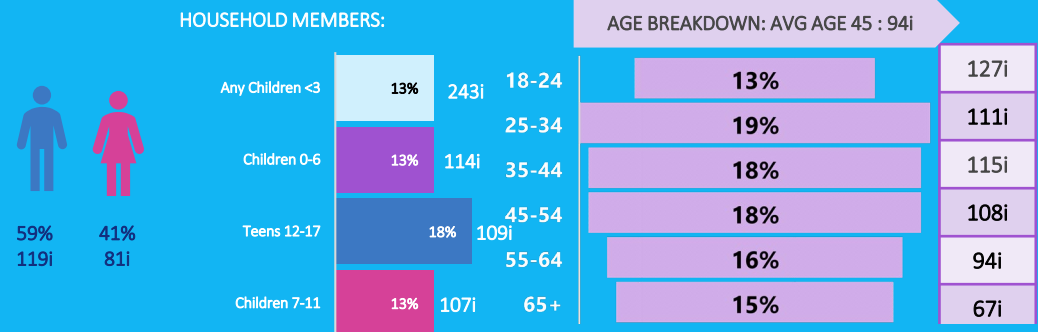


RADIO REACHES 87% WEEKLY: A18+ WHO HAVE PAID FOR PERSONAL INJURY OR TRAFFIC RELATED LEGAL SERVICES IN THE PAST 3 YEARS

CONSUMER PROFILE



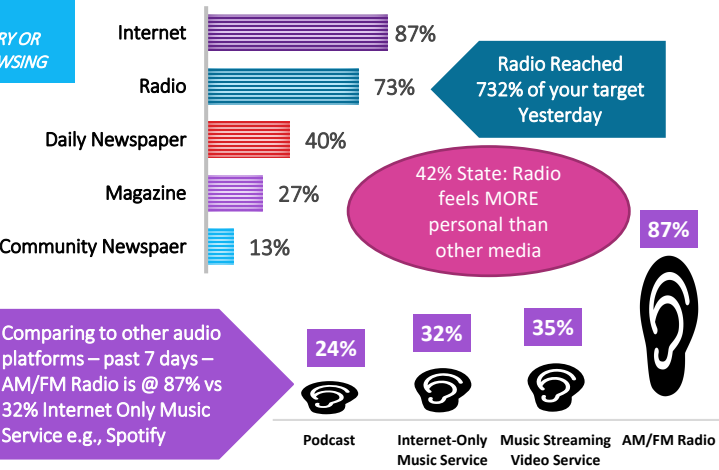
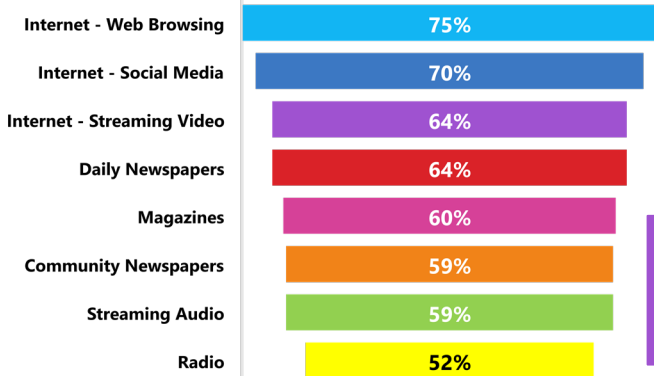
APPROX 5% OF CANADIANS A18+ HAVE PAID FOR LEGAL SERVICES DEALING WITH PERSONAL INJURY OR TRAFFIC RELATED IN THE PAST 3 YEARS

A18+ WHO HAVE PAID FOR PERSONAL INJURY OR TRAFFIC RELATED LEGAL SERVICES IN THE PAST 3 YEARS:

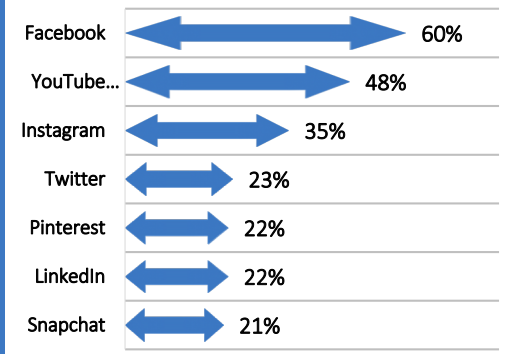
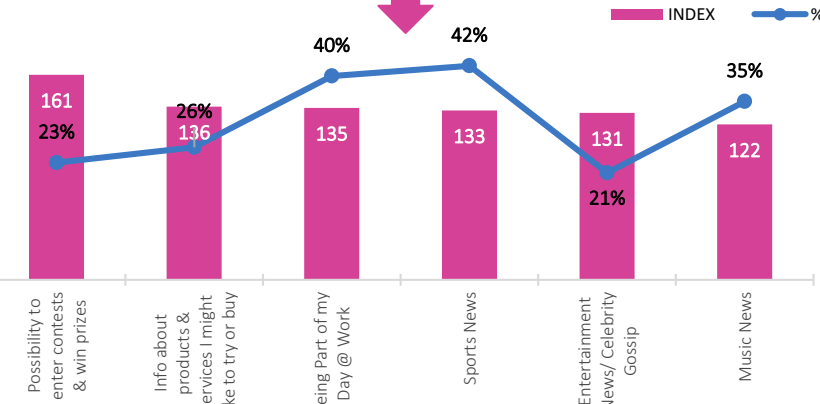
RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!
67% of all A18+ WHO HAVE PAID FOR LEGAL SERVICES REGARDING PERSONAL INJURY OR TRAFFIC RELATED occasionally / frequently AVOID ADS ON THE INTERNET WHEN BROWSING

87% are REACHED WEEKLY by RADIO
21% of their MEDIA TIME* is spent with RADIO
73% were EXPOSED to RADIO YESTERDAY

Radio delivers *87% weekly reach* against *YOUR TARGET* - a higher % than popular social media websites delivered in past 7 days



23% of your target find the possibility to enter contests & win prizes on Radio an important radio attribute -> 61% more likely



A18+ WHO HAVE PAID FOR LEGAL SERVICES REGARDING: PERSONAL INJURY OR TRAFFIC RELATED:	Later that same day	Later that same week	More than a week later
Radio Commercial motivation to do a general Internet/online search:	204	207	260
Radio Commercial motivation to visit a specific website:	224	225	350
Radio Commercial motivation to visit a store/business:	245	172	224
Radio Local-on-air radio discussion motivation to access a website:	201	225	269
Radio Local-on-air radio discussion motivation to attend an event:	343	230	186
Radio Local-on-air radio discussion motivation to visit a store/business:	355	198	226
Purchases Time exposed to media before purchase (< 30 mins): Radio Index 105			
Purchases Time exposed to media before purchase (30 mins+): Radio Index 172			
Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 122			