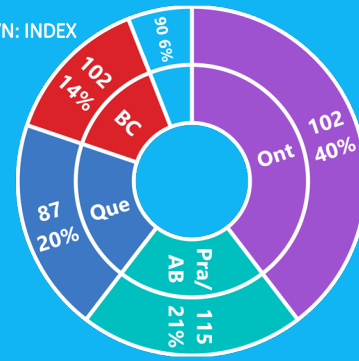
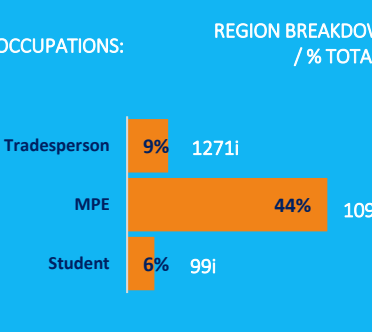
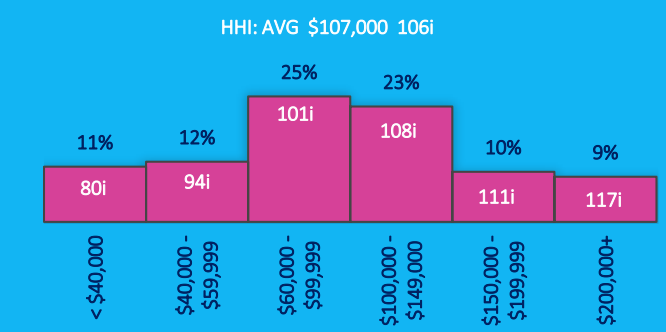
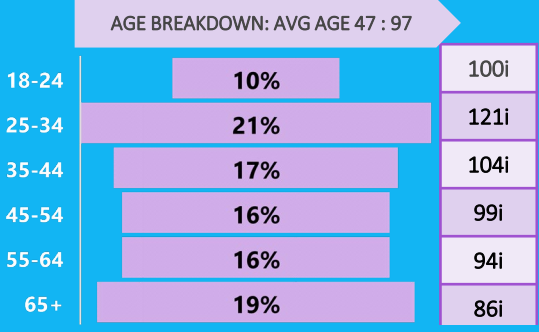
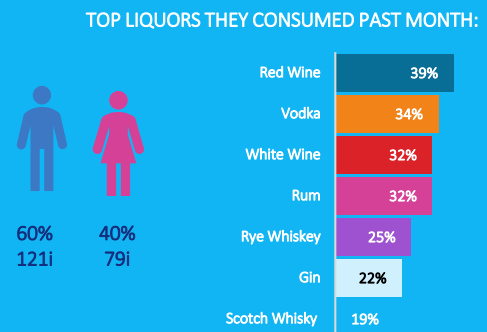


# RADIO REACHES 86% WEEKLY: A18+ WHO HAVE CONSUMED ANY SPIRITS\*\* IN THE PAST MONTH

CONSUMER PROFILE



APPROX 39% OF CANADIANS A18+ HAVE CONSUMED ANY SPIRITS\*\* IN THE PAST MONTH

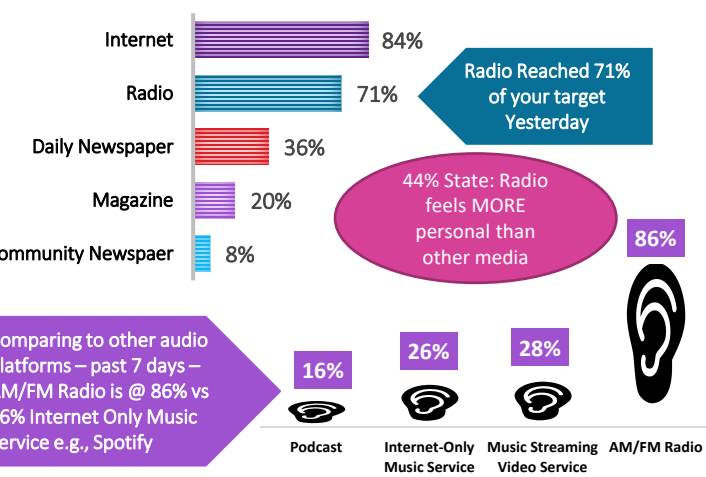
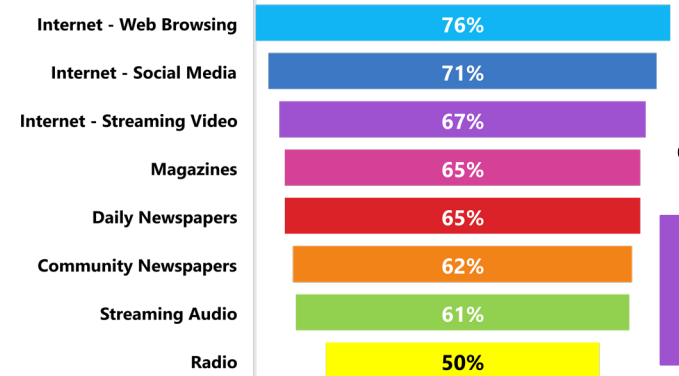
RADIO WORKS - YOUR TARGET LISTENS TO RADIO

**A18+ WHO HAVE CONSUMED ANY SPIRITS IN PAST MONTH:**

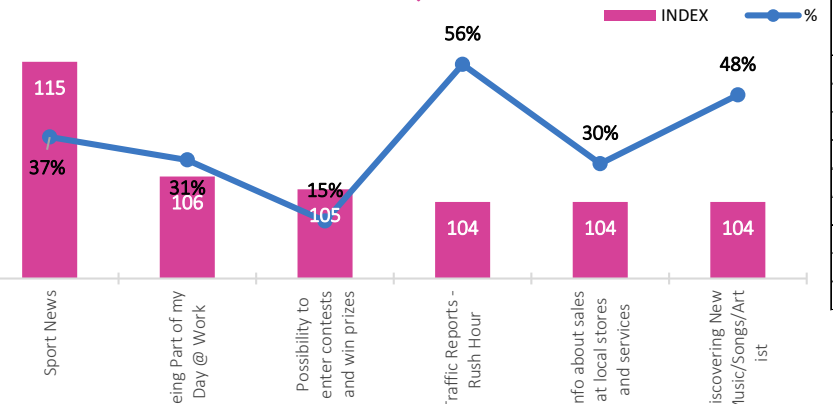
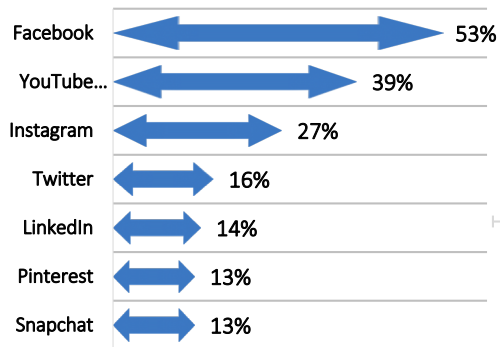
**86% are REACHED WEEKLY by RADIO**  
**21% of their MEDIA TIME\* is spent with RADIO**  
**71% were EXPOSED to RADIO YESTERDAY**

Radio delivers **86% weekly reach** against **YOUR TARGET** - a higher % than popular social media websites delivered in past 7 days

**RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!**  
76% of all A18+ WHO HAVE CONSUMED ANY SPIRITS IN THE PAST MONTH occasionally / frequently AVOID ADS ON THE INTERNET WHEN BROWSING



**37% of your target Sport News on Radio - an important radio attribute -> 15% more likely**



**A18+ WHO HAVE CONSUMED ANY SPIRITS 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:	115	122	120
Radio Commercial motivation to visit a specific website:	118	119	126
Radio Commercial motivation to visit a store/business:	115	112	111
Radio Local-on-air radio discussion motivation to access a website:	117	114	117
Radio Local-on-air radio discussion motivation to attend an event:	141	117	116
Radio Local-on-air radio discussion motivation to visit a store/business:	128	116	118
<b>Purchases Time exposed to media before purchase (&lt; 30 mins): Radio Index 103</b>			
<b>Purchases Time exposed to media before purchase (30 mins+): Radio Index 114</b>			
<b>Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 105</b>			