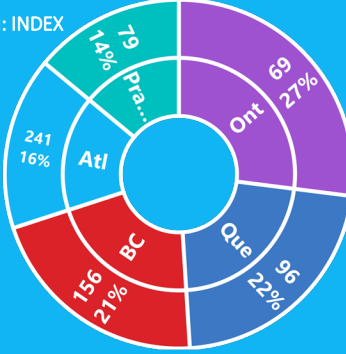
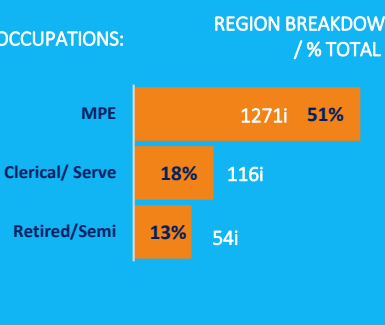
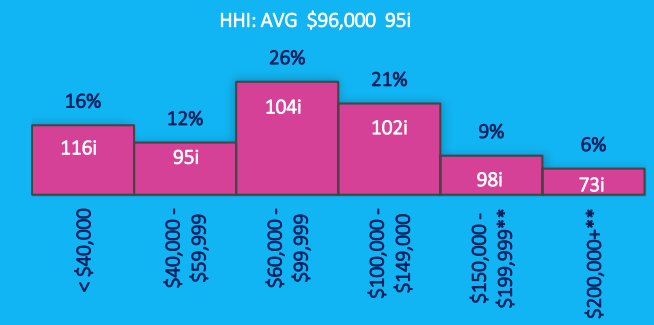
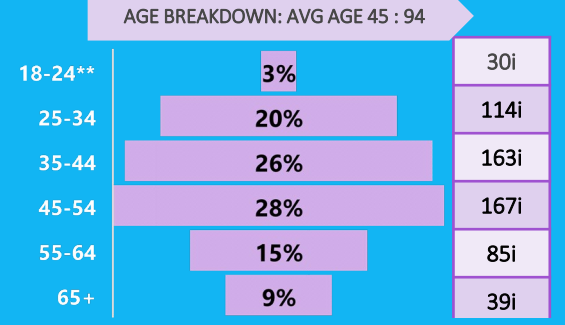
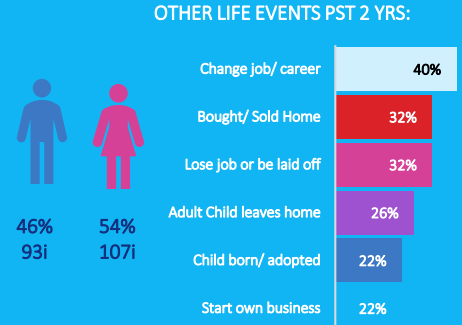


# RADIO REACHES 92% WEEKLY: A18+ WHO HAVE DIVORCE / SEPERATED IN THE PAST 2 YEARS

CONSUMER PROFILE



APPROX 1% OF CANADIANS A18+ HAVE PAID FOR LEGAL SERVICES DEALING WITH DEBT CONSOLIDATION / BANKRUPTCY IN THE PAST 3 YRS

RADIO WORKS - YOUR TARGET LISTENS TO RADIO

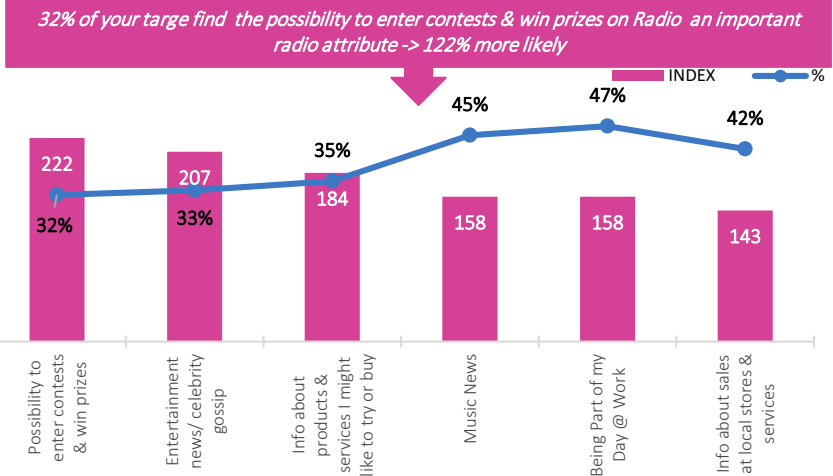
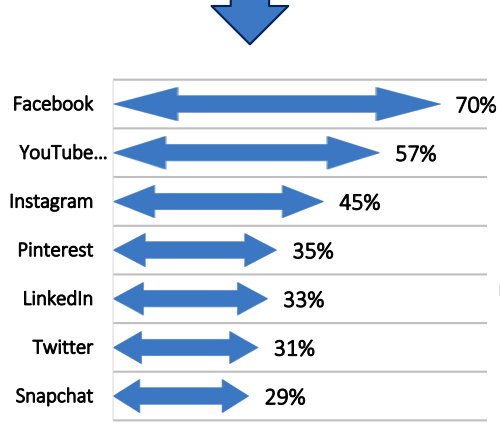
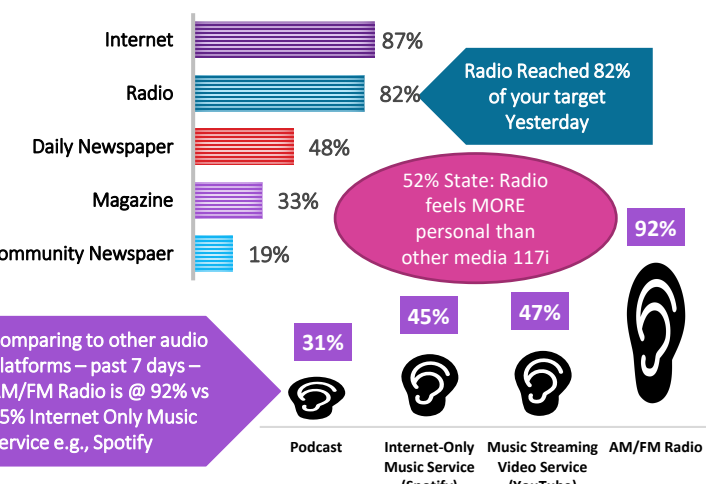
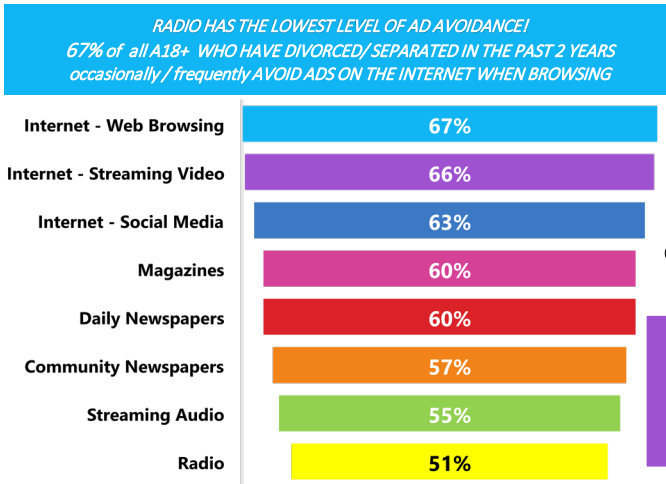
**A18+ WHO HAVE DIVORCED/ SEPERATED IN THE PAST 2 YEARS:**

**92% are REACHED WEEKLY by RADIO**

**23% of their MEDIA TIME\* is spent with RADIO**

**82% were EXPOSED to RADIO YESTERDAY**

Radio delivers *92% weekly reach* against *YOUR TARGET* - a higher % than popular social media websites delivered in past 7 days



A18+ WHO HAVE DIVORCED/ SEPERATED IN THE PAST 2 YEARS:	Later that same day	Later that same week	More than a week later
Radio Commercial motivation to do a general Internet/online search:	282	312	463
Radio Commercial motivation to visit a specific website:	381	339	574
Radio Commercial motivation to visit a store/business:	390	228	338
Radio Local-on-air radio discussion motivation to access a website:	292	339	428
Radio Local-on-air radio discussion motivation to attend an event:	660	363	307
Radio Local-on-air radio discussion motivation to visit a store/business:	519	319	362
Purchases Time exposed to media before purchase (< 30 mins): Radio Index 109			
Purchases Time exposed to media before purchase (30 mins+): Radio Index 221			
Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 139			

SOURCE: NUMERIS RTS CANADA FALL 2020/ A18+ / TOTAL CANADA / LIFE EVENTS - HAPPENED/PAST 2 YEARS DIVORCE/SEPARATION\* MEDIA MIX RADIO/ TV/ DAILY NEWSPAPER/ COMMUNITY NEWSPAPER / MAGAZINE/ INTERNET \*\* USE DATA WITH CAUTION \*\*\* UNSTABLE DATA

