



Average Weekly Reach

Radio Reaches an impressive **87%** of all Canadians 12+ every week

Demo:	Avg. Weekly Reach %:
A12+	87%
A12-17	70%
A18+	88%
A18-34	82%
A18-49	87%
A25-54	90%
M18-34	78%
M18-49	85%
M25-54	89%
F18-34	86%
F18-49	89%
F25-54	92%
A55+	89%

Demo:	Avg. Weekly Reach %:
OMP	93%
BOUGHT A NEW VEHICLE PST 2 YEARS	92%
CHILDREN < 12 IN HH	90%
EDUCATED: UNIVERSITY OR POST GRAD	91%
HHI \$100,000+	89%
HOMEOWNER	91%
WORKED 30+ HOURS/WEEK	92%

TOTAL CANADIAN POPULATION
EST. A12+ = 31,509,596

Average Weekly Reach by Daypart

DEMO:	BR 5A-10A	DA 10A-3P	DR 3P-7P	EV 7P-1A
A12+	75%	70%	70%	42%
A12-17	51%	39%	49%	33%
A18-34	66%	62%	66%	42%
A18-49	75%	67%	72%	42%
A25-54	80%	71%	76%	43%
M18-34	63%	57%	62%	40%
M18-49	73%	63%	69%	41%
M25-54	79%	68%	75%	43%
F18-34	69%	68%	71%	45%
F18-49	76%	71%	74%	43%
F25-54	81%	73%	77%	44%
A55+	78%	78%	70%	43%

Canadians of all ages find reasons to listen to Radio 24/7, every day of the week. Experienced advertisers will use all Radio's dayparts to insure maximum exposure to the consumer base.

Read: Each week from 10 a.m. to 3 p.m., Radio reaches 70% of persons 12 and older.

DEMO:	BR 5A-10A	DA 10A-3P	DR 3P-7P	EV 7P-1A
OMP	85%	70%	79%	46%
BOUGHT NEW VEHICLE PST 2 YRS	82%	76%	79%	46%
CHILDREN < 12 IN HH	80%	68%	76%	39%
EDUCATED: UNIVERSITY OR POST GRAD	80%	72%	76%	47%
HHI \$100,000+	78%	68%	74%	43%
HOMEOWNER	81%	75%	75%	43%
WORKS 30+ HRS/WK	84%	71%	79%	44%

Average Time Spent Weekly

Canadians 12+ Spend Over **16** hours a week with Radio

Demo:	Weekly Time Spent Listening: Hours
A12+	16.6
A12-17	6.8
A18+	17.3
A18-34	13.1
A18-49	14.7
A25-54	16.0
M18-34	14.0
M18-49	15.6
M25-54	16.9
F18-34	12.3
F18-49	13.9
F25-54	15.2
A55+	20.2

Demo:	Weekly Time Spent Listening: Hours
OMP	14.4
BOUGHT A NEW VEHICLE PST 2 YEARS	17.4
CHILDREN < 12 IN HH	14.1
EDUCATED: UNIVERSITY OR POST GRAD	14.4
HHI \$100,000+	14.7
HOMEOWNER	17.8
WORKED 30+ HOURS/WEEK	17.6

DAILY TIME SPENT AMONG TOTAL US POPULATION BY GENERATION: MILLENNIALS -> RADIO IS STEADY

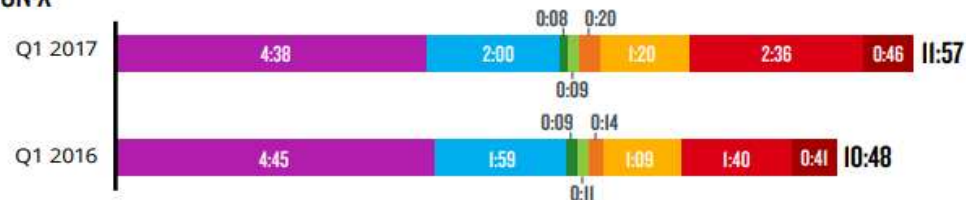
GENERATION Z*



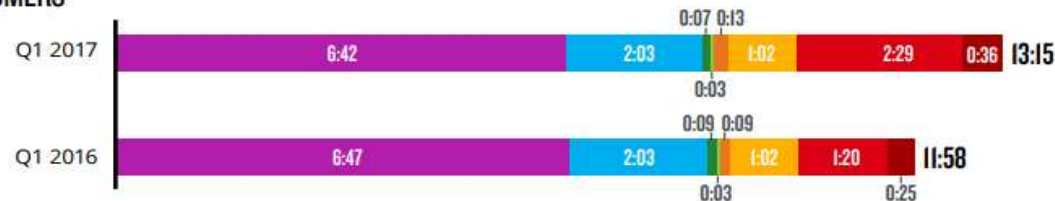
MILLENNIALS



GENERATION X



BABY BOOMERS



Radio is Stable throughout the generations – Even growing with Generation X

1. Overall time spent with media increases among older generations, driven by traditional television and radio.
2. Smartphone usage remains high across all generations.

Contrary to Popular Belief

Millennials are Listening to Radio

2017 vs 2013 Avg. Weekly Hours Tuned +28% or 30,442,219 Avg. Hours / Week

2017 (Jan 1- Sept 3 2017= 35wks) vs. 2013 (Jan 1 - Dec 31 2013= 52wks)

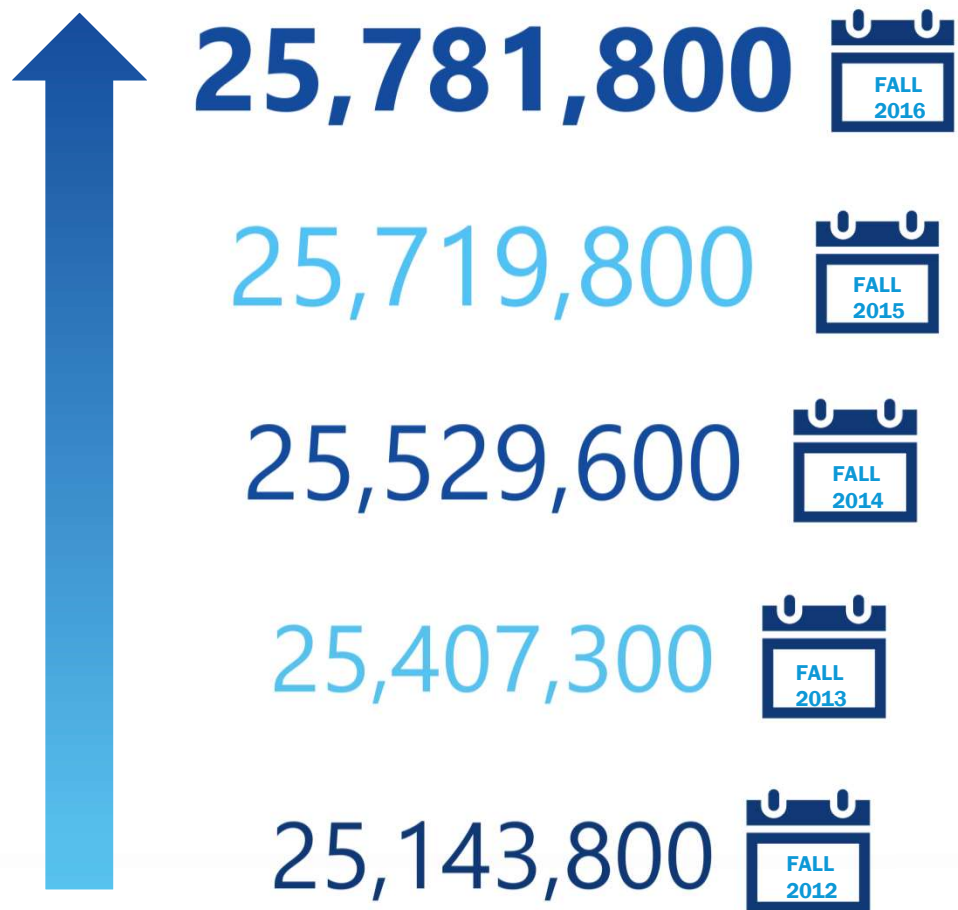
Millennials Born: 1980 – 1996



SOURCE: NUMERIS PPM DATA, MO-SU, 2A-2A, TOTAL METER CTRL, TOTAL RADIO, AVG WEEKLY TOTAL HOURS, CALENDAR YEARS (JAN-DEC), DEMO AS LABELED

EVERY YEAR, THE RADIO AUDIENCE IN CANADA CONTINUES TO GROW

A18+ WEEKLY REACH:



Radio fits the bill for delivering massive Reach & Affordable Frequency

RADIO RADIO
CONNECTS CONNEXIONS

Radio's Year Long Reach

DEMO:	SUM 16	FALL 16	WIN 17	SPR 17
A12+	95%	95%	94%	94%
A12-17	91%	93%	93%	93%
A18-34	93%	94%	93%	93%
A18-49	94%	95%	94%	95%
A25-54	95%	96%	95%	95%
M18-34	92%	93%	92%	92%
M18-49	94%	95%	94%	94%
M25-54	95%	96%	95%	95%
F18-34	94%	95%	95%	95%
F18-49	95%	95%	95%	96%
F25-54	95%	96%	95%	96%
A55+	95%	95%	94%	94%

Radio is truly a medium for all seasons! While some media display sharp peaks and valleys in their ability to attract and hold audience attention, Radio's consistent levels of audience reach across all four quarters of the year are a definite plus! Whether your marketing goal is short-term impact or long-term share maintenance, Radio's very stable audience base represents an excellent platform for your brand's message.

DEMO:	SUM 16	FALL 16	WIN 17	SPR 17
OMP	96%	97%	96%	97%
BOUGHT NEW VEHICLE PST 2 YRS	95%	95%	94%	95%
CHILDREN < 12 IN HH	93%	93%	93%	93%
EDUCATED: UNIVERSITY OR POST GRAD	95%	96%	95%	95%
HHI \$100,000+	96%	96%	96%	96%
HOMEOWNER	95%	95%	95%	95%
WORKS 30+ HRS/WK	96%	97%	96%	97%

Average Daily Reach

Radio Reaches Daily 7 out of 10 Canadians 12+ in Toronto, Montreal, Vancouver, Calgary or Edmonton

Demo:	Avg. Daily Reach %:
A12+	72%
A12-17	61%
A18+	67%
A18-34	71%
A18-49	73%
A25-54	65%
M18-34	70%
M18-49	73%
M25-54	68%
F18-34	71%
F18-49	73%
F25-54	74%
A55+	72%

Demo:	Avg. Daily Reach %:
OMP	75%
BOUGHT A NEW VEHICLE PST 2 YEARS	72%
CHILDREN < 12 IN HH	67%
EDUCATED: UNIVERSITY OR POST GRAD	73%
HHI \$100,000+	73%
HOMEOWNER	73%
WORKED 30+ HOURS/WEEK	77%

**TOTAL METER CTRL POPULATION
EST. A12+ = 13,688,000 OR 43%
OF CANADA'S EST. TOTAL 12+
POPULATION**

Average Daily Reach by Daypart

DEMO:	BR 5A-10A	DA 10A-3P	DR 3P-7P	EV 7P-1A
A12+	43%	46%	47%	29%
A12-17	34%	24%	34%	20%
A18-34	35%	39%	42%	27%
A18-49	41%	43%	47%	29%
A25-54	45%	46%	50%	30%
M18-34	36%	38%	42%	27%
M18-49	42%	43%	47%	29%
M25-54	45%	46%	50%	31%
F18-34	35%	39%	43%	27%
F18-49	40%	42%	47%	29%
F25-54	44%	45%	49%	29%
A55+	47%	55%	48%	29%

Canadians of all ages find reasons to listen to Radio 24/7, every day of the week. Experienced advertisers will use all Radio's dayparts to insure maximum exposure to the consumer base.

Read: Each day from 10 a.m. to 3 p.m., Radio reaches 46% of persons 12 and older in Toronto, Montreal, Vancouver, Calgary and Edmonton.

DEMO:	BR 5A-10A	DA 10A-3P	DR 3P-7P	EV 7P-1A
OMP	48%	43%	51%	31%
BOUGHT NEW VEHICLE PST 2 YRS	44%	45%	48%	28%
CHILDREN < 12 IN HH	40%	37%	45%	24%
EDUCATED: UNIVERSITY OR POST GRAD	46%	44%	49%	30%
HHI \$100,000+	47%	43%	48%	28%
HOMEOWNER	45%	45%	48%	29%
WORKS 30+ HRS/WK	50%	48%	54%	32%

Average Time Spent Weekly: Monday-Friday / Weekend

Demo:	Mon-Fri Weekly Time Spent Listening: Hours	Sa-Su Weekly Time Spent Listening: Hours
A12+	13.53	4.84
A12-17	5.25	3.11
A18+	14.01	4.93
A18-34	11.12	3.66
A18-49	12.4	4.01
A25-54	13.41	4.25
M18-34	12.03	3.92
M18-49	13.29	4.19
M25-54	14.26	4.4
F18-34	10.28	3.44
F18-49	11.55	3.85
F25-54	12.59	4.12
A55+	15.78	5.91

Demo:	Mon-Fri Weekly Time Spent Listening: Hours	Sa-Su Weekly Time Spent Listening: Hours
OMP	11.76	4.22
BOUGHT A NEW VEHICLE PST 2 YEARS	14.23	4.7
CHILDREN < 12 IN HH	11.83	3.79
EDUCATED: UNIVERSITY OR POST GRAD	11.51	4.31
HHI \$100,000+	12.17	4.16
HOMEOWNER	14.43	5.04
WORKED 30+ HOURS/WEEK	14.71	4.62

Proliferating media options mean Canadians have more and more choices where to spend their media time. Because Radio is easily available just about everywhere - and because Radio may be enjoyed while accessing other media - Radio can capture as much as 16+ hours of tune-in each week, providing many opportunities for your advertising message to make an impact!

MORE FRAGMENTATION WITH DIGITAL MEDIA

AVERAGE MONTHLY CHOICES BY DEVICE AMONG ADULTS IN MAY 2016

PC Sites
VisitedSmartphone
Apps UsedTelevision Channels
ViewedAM/FM Radio
Stations Tuned

AM/FM RADIO HAS THE LOWEST FRAGMENTATION

- Digital has thousands of sites and apps available so users visit more of them.
- Adults are visiting 55 PC sites and using 28 Smartphone apps on average in a month.
- The average adult views 20 television channels and tunes to 7 AM/FM radio stations. These traditional platforms continue to account for the majority of time spent across devices.

Radio is Everywhere : Weekly Reach % Monday - Friday

DEMO:	HOME	VEHICLE	WORK
A12+	46%	69%	13%
A12-17	30%	49%	2%
A18+	47%	70%	14%
A18-34	29%	67%	16%
A18-49	35%	72%	18%
A25-54	39%	76%	20%
M18-34	26%	63%	17%
M18-49	32%	70%	20%
M25-54	36%	75%	21%
F18-34	31%	70%	15%
F18-49	38%	74%	17%
F25-54	42%	77%	18%
A55+	63%	66%	8%

DEMO:	HOME	VEHICLE	WORK
OMP	44%	80%	16%
BOUGHT NEW VEHICLE PST 2 YRS	45%	81%	17%
CHILDREN < 12 IN HH	35%	77%	17%
EDUCATED: UNIVERSITY OR POST GRAD	48%	77%	11%
HHI \$100,000+	40%	77%	14%
HOMEOWNER	50%	74%	14%
WORKS 30+ HRS/WK	40%	78%	23%

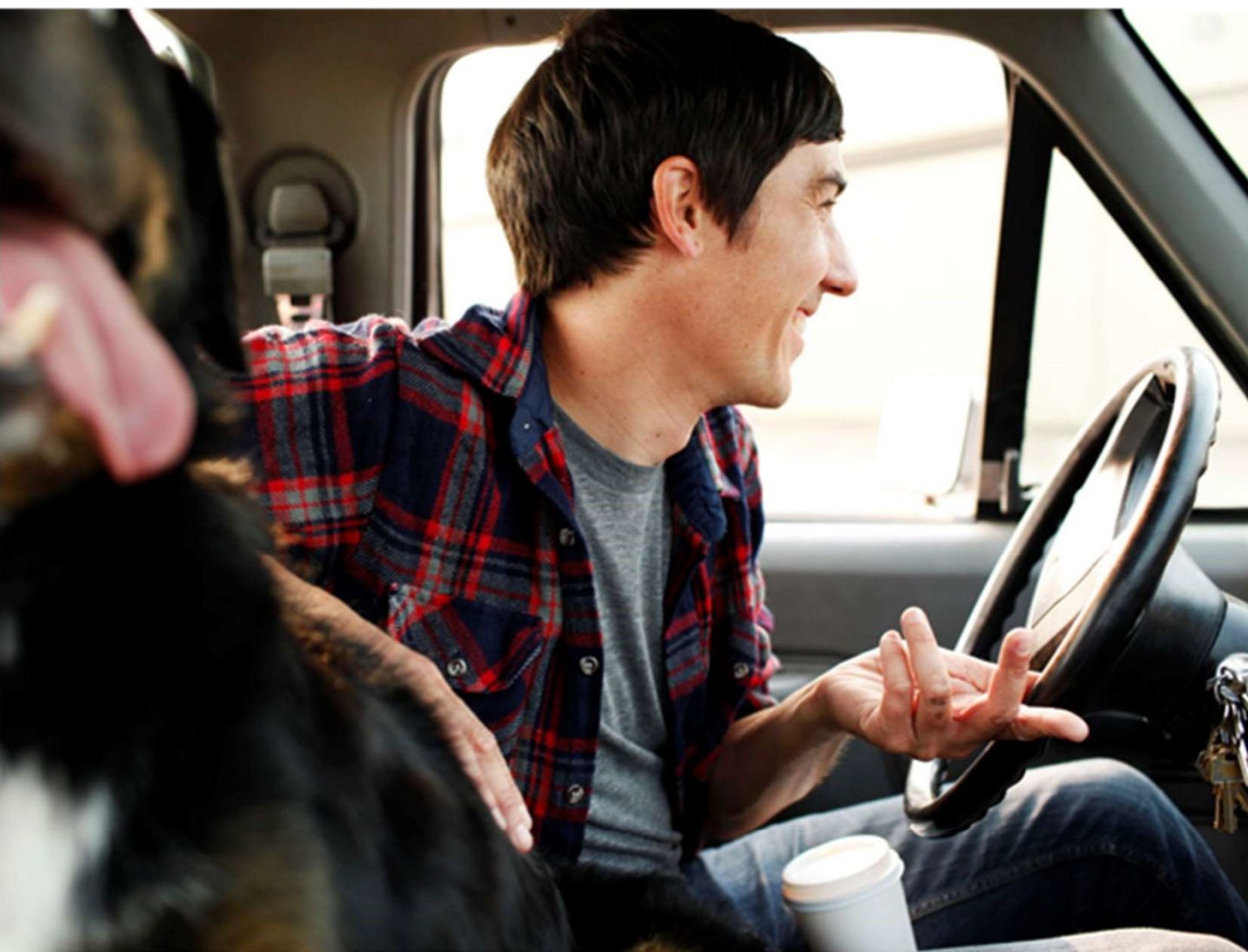
Wherever they are, Canadians tune into Radio!
This truly mobile medium reaches people at home, on the road, in the workplace, and in numerous other spots where they gather for recreation or for services or shopping - making it an ideal vehicle to deliver your message to on-the-go consumers.

Radio is Everywhere : Weekly Reach % Saturday-Sunday

DEMO:	HOME	VEHICLE	WORK	OTHER
A12+	32%	40%	2%	2%
A12-17	18%	29%	1%	2%
A18+	33%	40%	2%	2%
A18-34	18%	39%	3%	2%
A18-49	22%	41%	3%	2%
A25-54	25%	43%	3%	2%
M18-34	17%	34%	4%	2%
M18-49	21%	38%	3%	2%
M25-54	24%	41%	3%	3%
F18-34	19%	44%	3%	2%
F18-49	23%	45%	3%	2%
F25-54	26%	45%	3%	2%
A55+	48%	38%	2%	2%

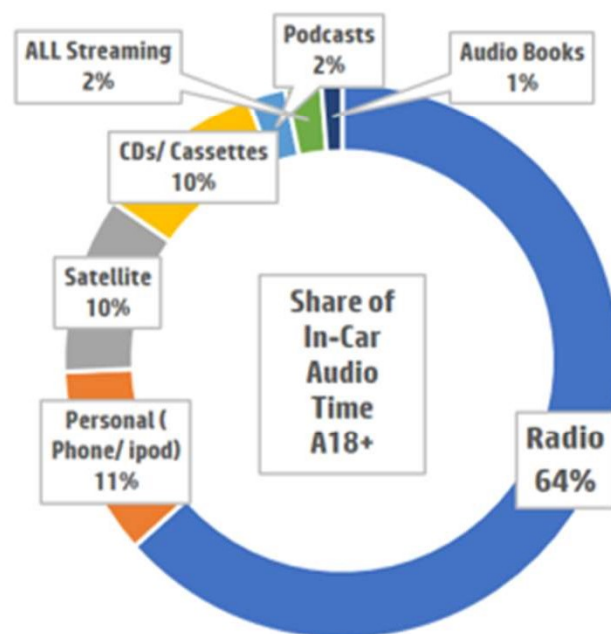
DEMO:	HOME	VEHICLE	WORK	OTHER
OMP	29%	47%	3%	2%
BOUGHT NEW VEHICLE PST 2 YRS	31%	46%	3%	2%
CHILDREN < 12 IN HH	22%	44%	2%	2%
EDUCATED: UNIVERSITY OR POST GRAD	34%	45%	2%	2%
HHI \$100,000+	26%	44%	2%	2%
HOMEOWNER	36%	42%	2%	2%
WORKS 30+ HRS/WK	27%	44%	3%	2%

Wherever they are, Canadians tune into Radio!
This truly mobile medium reaches people at home, on the road, in the workplace, and in numerous other spots where they gather for recreation or for services or shopping - making it an ideal vehicle to deliver your message to on-the-go consumers.



Reach Consumers On the Go -> AM / FM Radio is the KING of the Road

**77% P18+ Weekly Listened
to AM/FM Radio in the Car**



**AM/FM Radio STILL Dominates
In-Car Listening**

Listened to AM/FM Radio while going to – or doing

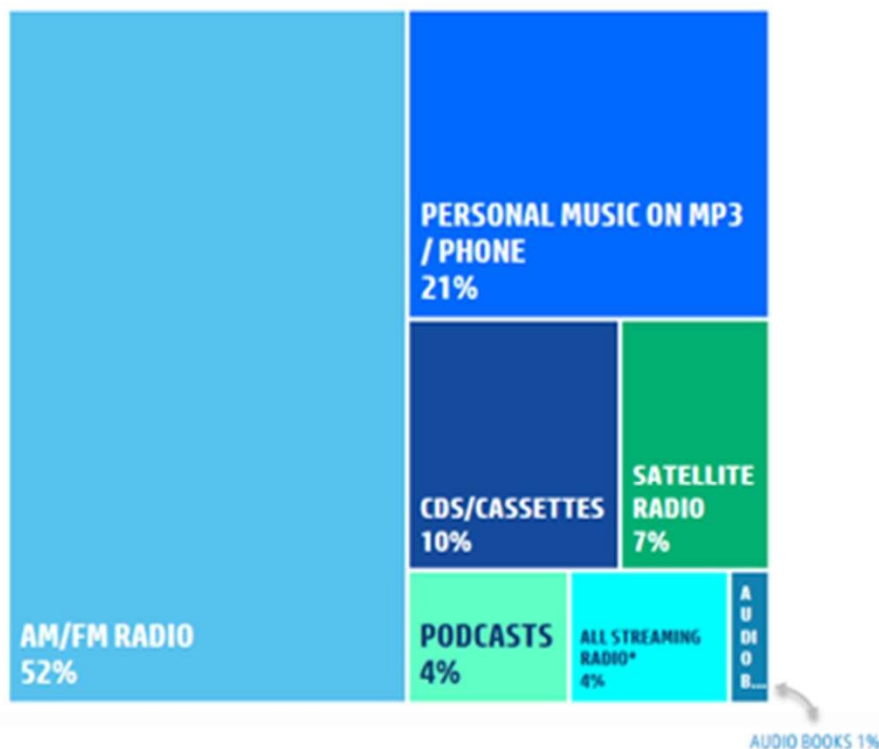
**AM/FM Radio Provides the
Soundtrack for the Vast Majority
of Trips to Buy Products / Services
-> RECENCY THEORY**

Shopping @ Mall or Plaza, 78%
Stopping for Beer, Wine or Liquor, 78%
Grocery Shopping, 76%
Hardware/Home Improvement Store, 76%
Fast Food Restaurant, 76%
Stopping @ Coffee Shop, 76%
Visiting A Car Dealership, 76%
Drug Store/ Pharmacy, 76%
To the Bank, 75%
To a Movie, 74%
Picking Up Lottery Tickets, 70%

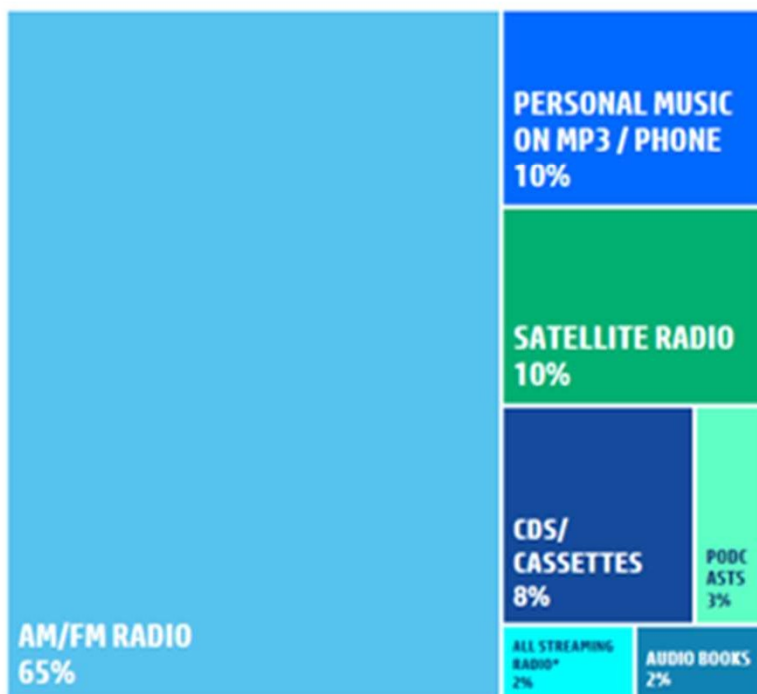
Radio STILL Dominates in-Car – Even for Millennials A18-34



A18-34 -> 52% OF AUDIO LISTENING (PAST 24 HRS) IN CAR IS AM/FM RADIO



A35-54 -> 65% OF AUDIO LISTENING (PAST 24 HRS) IN CAR IS AM/FM RADIO



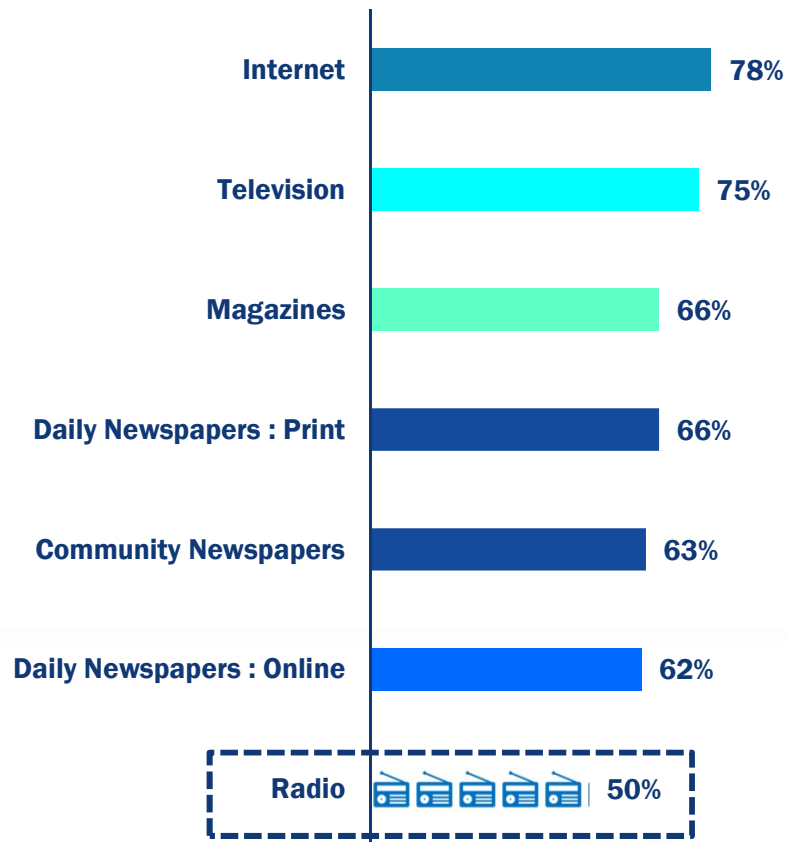
Yes A18-34 are more likely to listen to digital music & streaming vs A35-54 but
AM/FM STILL Dominates

RADIO
CONNECTS

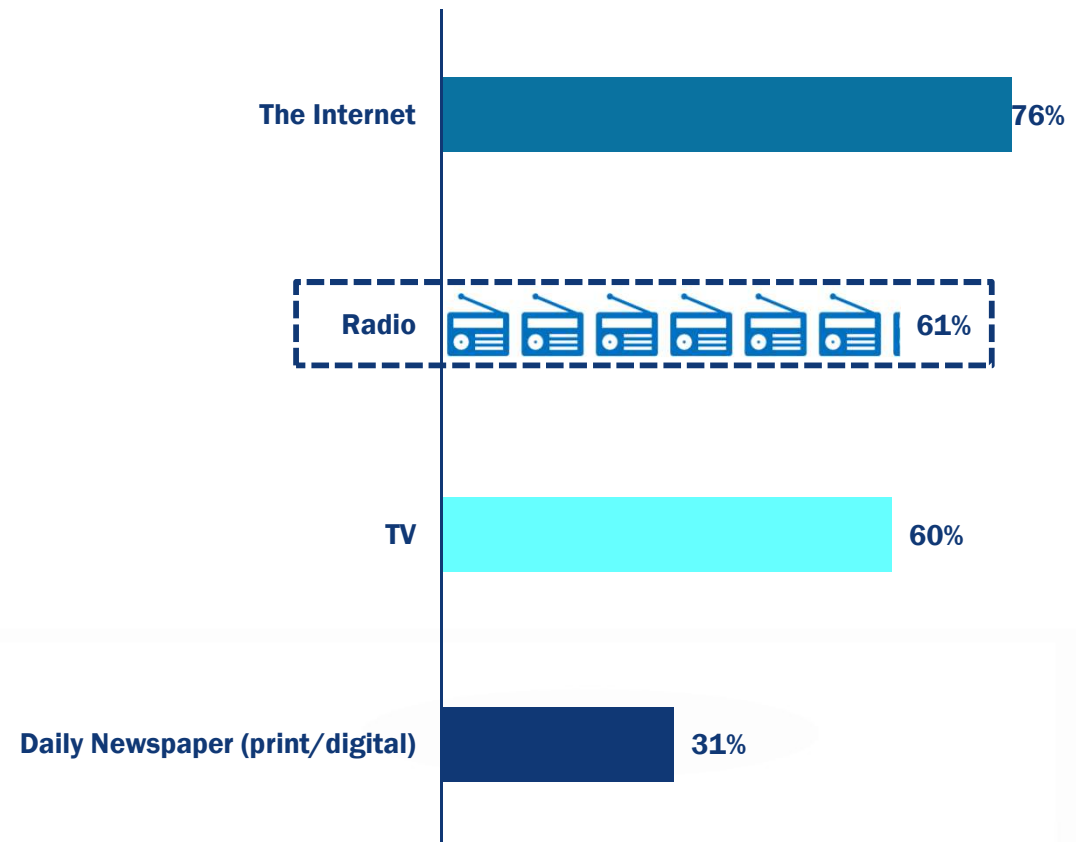
IGNORE ADS OCC/FREQ 18+: RADIO LOWEST

MON-FRI EXPOSURE 18+: RADIO #2

IGNORE ADS OCC/FREQ A18+:



WEEKDAY EXPOSURE (MON-FRI) A18+:



RADIO COMMERCIALS DRIVES SALES

18+ LISTEN TO RADIO :

RADIO COMMERCIAL MOTIVATION:	LATER THAT SAME DAY	LATER THAT SAME WEEK	MORE THAN A WEEK LATER
TO DO A GENERAL INTERNET/ONLINE SEARCH	92%	91%	91%
TO VISIT A SPECIFIC WEBSITE	91%	92%	92%
TO VISIT A STORE / BUSINESS	94%	92%	91%
LOCAL ON AIR DISCUSSION TO ACCESS A WEBSITE	93%	92%	92%
LOCAL ON AIR DISCUSSION TO ATTEND AN EVENT	93%	93%	93%
LOCAL ON AIR DISCUSSION TO VISIT A STORE / BUSINESS	93%	92%	93%

How to Read: 92% of 18+ that listen to radio have done a general internet / online search after hearing a radio ad, later the same day they heard it.

Media Reach : Weekly : RADIO STABLE

> Every quarter, Nielsen releases an in-depth analysis of media usage across age groups by Americans.

> Within each report, radio reaches over 90% of adults every week and among Adults 18-34, radio has the highest reach when compared to other media.

> Based upon Nielsen's Comparable Metrics Report, released quarterly, over 90% of adults across age groups listens to radio every week.

	TV		RADIO		TV CONNECTED DEVICES		PC		SMARTPHONE		TABLET	
DEMO	Q4 2015	Q4 2016	Q4 2015	Q4 2016	Q4 2015	Q4 2016	Q4 2015	Q4 2016	Q4 2015	Q4 2016	Q4 2015	Q4 2016
ADULTS	86%	89%	93%	93%	41%	44%	51%	50%	73%	83%	34%	37%
A18-34	75%	79%	92%	92%	50%	54%	45%	44%	83%	91%	42%	35%
A35-49	89%	91%	95%	95%	48%	54%	57%	59%	87%	96%	50%	57%
A50+	92%	94%	91%	92%	31%	33%	51%	49%	59%	70%	19%	28%

The core purpose of this report is to address three basic concepts equally applicable to all categories of media measurement: **how many, how often, and how long.**

All of the findings were derived from the best available data in the reporting periods of **Sept. 26-Dec. 25, 2016 and Sept. 28-Dec. 27, 2015**. As a result, we can compare and align metrics with The Nielsen Total Audience Report, allowing the two reports to be used concurrently to gain a better understanding of trends in the marketplace.

Radio Reaches Light/Zero Users of other Mediums

For example, many advertisers remain loyal to print, newspapers are waging a tough battle to retain circulation and readership. Many people — especially younger people — don't read the paper at all. Among those who do, most are selective about what sections they read. Using Radio in conjunction with newspaper helps you reach consumers who don't read the paper and strengthens the impact of your message on those who did see the newspaper ad.

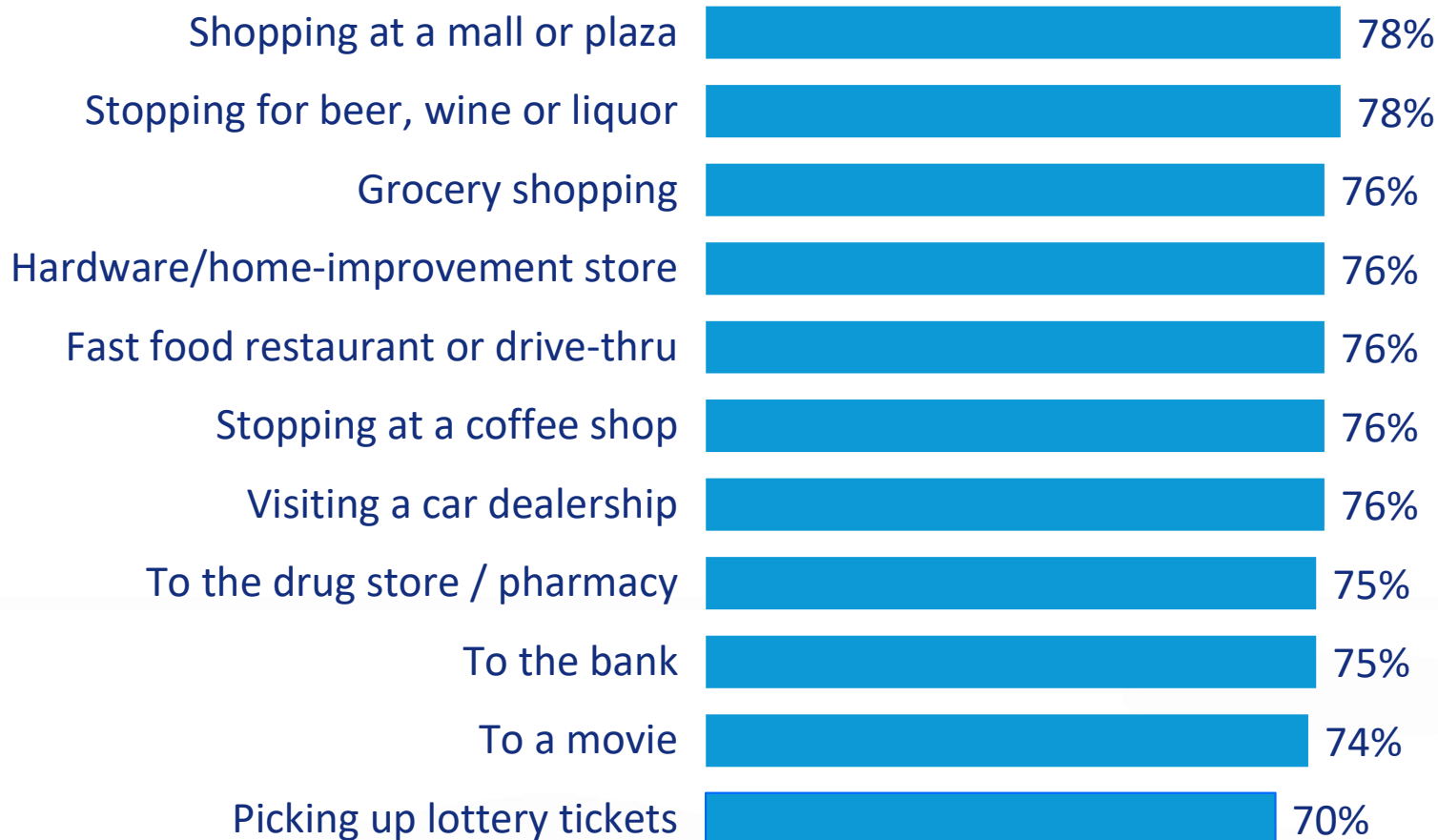
How to Read: Radio reaches 91% of adults 18+ that are light reads of any daily newspaper.

18+ Radio Reaches...	Zero	Light	Medium	Heavy
Reads Any Daily Newspaper	87%	91%	91%	91%
Reads Any Community Newspaper	86%	92%	92%	90%
Reads Any Magazine	88%	91%	92%	91%
TV Viewers	79%	87%	90%	90%
Internet Users	85%	91%	90%	86%

Radio Reaches Consumers Just Prior to Purchase -> Recency Theory

AM/FM radio provides the soundtrack for the vast majority of trips to buy products/services.

Listened to AM/FM radio while going to—or doing this



C5d. And still thinking about the time you spent in a private vehicle in the past 24 hours, did you do any of these things while driving, or use your vehicle to get there?

C5e. Were you listening to AM/FM radio in the car while doing or going to this?

Base: Canadians, aged 18+, in private vehicle in past 24 hours who used vehicle for activity in past 24 hours; base varies depending on activity

RADIO RADIO
CONNECTS CONNEXIONS

Top 10 Formats : Diary : Market Share % Fall 2016 : Total Canada

	A12+		A18-34
NEWS / TALK	22.8%	MAINSTREAM TOP 40 / CHR	17.5%
HOT ADULT CONTEMPORARY	12.0%	HOT ADULT CONTEMPORARY	15.0%
ADULT CONTEMPORARY	11.1%	TODAY'S COUNTRY	11.2%
MAINSTREAM TOP 40 / CHR	8.0%	NEWS / TALK	9.9%
TODAY'S COUNTRY	7.3%	ADULT CONTEMPORARY	9.0%
MULTI / VARIETY / SPECIALTY	6.8%	AOR / MAINSTREAM ROCK	7.1%
CLASSIC HITS	5.7%	MODERN / ALTERNATIVE ROCK	5.6%
AOR / MAINSTREAM ROCK	4.6%	CLASSIC HITS	4.8%
CLASSIC ROCK	3.6%	MULTI / VARIETY / SPECIALTY	4.2%
CLASSIC COUNTRY	2.5%	CLASSIC ROCK	3.5%

	A25-54		F25-54		M25-54
NEWS / TALK	15.9%	HOT ADULT CONTEMPORARY	18.7%	NEWS / TALK	18.7%
HOT ADULT CONTEMPORARY	15.1%	ADULT CONTEMPORARY	14.0%	HOT ADULT CONTEMPORARY	11.6%
MAINSTREAM TOP 40 / CHR	11.1%	MAINSTREAM TOP 40 / CHR	13.3%	AOR / MAINSTREAM ROCK	9.7%
ADULT CONTEMPORARY	10.4%	NEWS / TALK	12.9%	MAINSTREAM TOP 40 / CHR	9.0%
TODAY'S COUNTRY	7.5%	TODAY'S COUNTRY	8.7%	ADULT CONTEMPORARY	7.1%
CLASSIC HITS	6.8%	CLASSIC HITS	7.0%	CLASSIC HITS	6.5%
AOR / MAINSTREAM ROCK	6.7%	MULTI / VARIETY / SPECIALTY	5.5%	TODAY'S COUNTRY	6.5%
MULTI / VARIETY / SPECIALTY	5.7%	AOR / MAINSTREAM ROCK	3.5%	MULTI / VARIETY / SPECIALTY	5.8%
CLASSIC ROCK	4.2%	MODERN / ALTERNATIVE ROCK	3.4%	CLASSIC ROCK	5.5%
MODERN / ALTERNATIVE ROCK	4.0%	CLASSIC ROCK	2.8%	SPORTS	5.4%

How many Radio stations are there in the Canada?

Number of private commercial radio stations reporting financial results, by language of broadcast and frequency band						
Type of radio station	2011	2012	2013	2014	2015	YOY
English-language - AM	115	111	109	109	105	-3.7%
French-language - AM	7	6	8	6	7	16.7%
Third-language - AM	12	12	12	12	12	0.0%
All languages - AM	134	129	129	127	124	-2.4%
English-language - FM	434	444	454	466	477	2.4%
French-language - FM	89	90	89	90	92	2.2%
Third-language - FM	11	12	13	12	11	-8.3%
All languages - FM	534	546	556	568	580	2.1%
All languages – AM and FM	668	675	685	695	704	1.3%
Number of CBC stations	78	78	81	82	69	-15.9%
Grand Total	746	753	766	777	773	-0.5%

Source: CRTC data collection

Types of radio and audio services authorized to broadcast in Canada, as a percentage of all such services, 2015



Radio Reaches Weekly....Your **TARGET:** Retail Clients

Age 18+	Radio Total Market Weekly Reach %
Retail Spending/past year (in-store/online) - \$250+:	
Flowers (for self or as gift for someone else)	94
Printing of digital photographs at store/online service	93
Bath and bedding	92
Cross-border shopping in the United States (any goods or services)	92
Garden supplies (e.g. seeds, rake)	92
Music CDs/music download	92
Children's clothing/shoes	91
Hair salon	91
Women's clothing	91
Women's shoes	91
Furniture (excluding patio)	90
Home décor (e.g. window coverings)	90
Jewellery (incl. watches)	90
Legal/lawyer's/notary services	90
Party supplies/costumes	90
Power tools (e.g. drill)	90
Sporting goods (any)	90
Men's clothing	89
Men's shoes	89
Purchase of gift certificates/cards	89
School supplies	89
Small appliances (e.g. toaster)	89
Books (excl. textbooks)	88
Toys/games/novelties	88

How to Read:

**Every week Radio
reaches 92% of Adults
18+ who have spent
\$250+ at a Garden
Supply store in the past
year.**

Radio Reaches Weekly....Your **TARGET:** Retail Clients

Age 18+	Radio Total Market Weekly Reach %
Retail - Store types shopped - past month:	
Garden stores	91
Home health care stores (e.g. Shoppers Home Health Care)	91
Kitchen stores (e.g. Stokes)	91
Music stores (selling musical instruments/sheet music)	91
Small local fruits & vegetables stores/farmers' markets	91
Carpet/floor covering stores	90
Cosmetics/skin care stores (e.g. The Body Shop)	90
Craft supply stores (e.g. Michaels)	90
Dollar stores	90
Factory outlet stores/malls	90
Fashion accessories stores (e.g. Ardene)	90
Natural/health food stores	90
Online classified websites (e.g. Kijiji)	90
Shopping mall stores	90
Online music/movie download stores (e.g. iTunes)	89
Bulk food stores	89
Camera stores and photo/digital finishing	88
Online/Internet stores	88

How to Read:

Every week Radio reaches 90% of Adults 18+ who have shopped in the past month at a Carpet / Floor Covering Store.

Radio Reaches Weekly....Your **TARGET:** Online Shopping Clients

Age 18+	Radio Total Market Weekly Reach %
Internet Shopping - Stores shopped past year:	
Internet Optical Stores	91
Internet Furniture/Appliance Stores	90
Internet Home Décor/Improvement Stores	90
Internet Pet Stores	90
Internet Shoe Stores	90
Internet Book Stores (incl. Amazon/eBook Stores)	89
Internet Department/Warehouse Stores (incl. Amazon)	89
Internet Jewellery Stores	89
Internet Office Stores	89
Internet Sporting Goods and Athletic Wear Stores	89
Internet Clothing Stores	88
Internet Food Delivery (excl. grocery)	88
Internet Drug Stores	87
Internet Electronics Stores (incl. Apple/Dell online stores)	87
Internet Grocery Stores (incl. Grocerygateway.com)	86
Internet Toy Stores	86

How to Read:

Every week Radio reaches 91% of Adults 18+ who have shopped in the past year at an online Optical Store.

Radio Reaches Weekly: Professional Services

Age 18+		Radio Total Market Weekly Reach %
TAX	Services used for tax return:	
	Accountant	89
	Professional financial advisor	87
	Tax preparation service	88
TAXI	Used a taxi service/past month:	
	Yes	87
FINANCIAL	Used for investments - Financial planner:	
	Use	91
	Used past month - Online/Internet stock trading:	
	Used/past month	90
LEGAL	Cash advance/cheque cashing services used/past 12 months:	
	Yes	89
	Legal Services - Debt consolidation/bankruptcy services:	
	Paid for/past 3 years	90
LEGAL	Personal spending/past year - Legal/lawyer's/notary services:	
	ANY	90
	Legal Services - Criminal defense:	
	Paid for/past 3 years	87
	Legal Services - Civil-trusts-estates:	
	Paid for/past 3 years	91
	Legal Services - Divorce-family law:	
	Paid for/past 3 years	90
	Legal Services - Immigration:	
	Paid for/past 3 years	84
	Legal Services - Personal injury:	
	Paid for/past 3 years	86
	Legal Services - Real estate:	
	Paid for/past 3 years	90
	Legal Services - Traffic related:	
	Paid for/past 3 years	88
INSURANCE	Insurance Services - Automobile insurance:	
	Switched in the past 2 years	90
	Insurance Services - Home insurance:	
	Switched in the past 2 years	90
	Insurance Services - Mortgage insurance:	
	Switched in the past 2 years	91
	Insurance Services - Pet insurance:	
	Switched in the past 2 years	88
	Insurance Services - Private disability/health insurance:	
	Switched in the past 2 years	93
	Insurance Services - Private life insurance:	
	Switched in the past 2 years	91
	Insurance Services - Travel insurance :	
	Switched in the past 2 years	90

Age 18+		Radio Total Market Weekly Reach %
REAL ESTATE SERVICES	Real estate lawyer:	
	Used in past 2 years	89
	Real estate lawyer:	
	Intend to use in next 2 years	90
	Home inspector:	
	Used in past 2 years	89
	Home inspector:	
	Intend to use in next 2 years	90
	Mortgage broker:	
	Used in past 2 years	90
	Mortgage broker:	
	Intend to use in next 2 years	91
	Moving company:	
	Used in past 2 years	88
	Moving company:	
	Intend to use in next 2 years	89
	Real estate agent:	
	Used in past 2 years	89
	Real estate agent:	
	Intend to use in next 2 years	89
	Renovator/contractor:	
	Used in past 2 years	91
	Renovator/contractor:	
	Intend to use in next 2 years	91
TRAVEL	Self storage units:	
	Used in past 2 years	89
	Self storage units:	
	Intend to use in next 2 years	89
	Tool rental service:	
	Used in past 2 years	91
	Tool rental service:	
	Intend to use in next 2 years	90
	Services personally used to plan vacation/past 3 years - Book through a full service travel agent:	
	Yes	89
	Services personally used to plan vacation/past 3 years - Book through an on-line travel agency:	
	Yes	90
FUNERAL	Pre-arranged funeral services (for self or someone else):	
	Intend to purchase/next 2 years	94
	Pre-arranged funeral services (for self or someone else):	
	Currently own	88
	Pre-arranged funeral services (for self or someone else):	
	Have purchased/past 2 years	87

NUMERIS RTS SPRING 2017: A18+ M-SU 7-DAY CUME TOTAL CANADA

Radio Reaches Weekly: Beverages

Age 18+		Radio Total Market Weekly Reach %
B E E R	Beer - Amount consumed/past 7 days - all locations:	
	1 - 3	90
	4 - 6	88
	7 - 9	88
	10 - 12	91
	More than 12	90
	Beer - Amount consumed/past 7 days - outside of home:	
	1 - 3	90
	4 - 6	90
	7 - 9	88
	10 - 12	83
	More than 12	82
	Beer - Changed brands/past 2 years:	
	Changed brand	90
	Beer consumed by type/past month:	
	Regular priced domestic beer (excluding microbrewery beers)	90
	Value priced domestic beer (excluding microbrewery beers)	89
	Light beer	90
	Microbrewery/craft beer	91
	Imported beer	90
	Home brew/ U-Brew	86
	Non-alcoholic beer	89
L I Q U O R & W I N E	Liquor - Consumption/past month:	
	Cider (e.g. Strongbow)	88
	Coolers/pre-mixed drinks	90
	Liqueurs (any) (e.g. Kahlua)	90
	Gin	89
	Port/sherry	89
	Rum	89
	Tequila	89
	Vodka	89
	Rye/Canadian whisky	90
	Scotch whisky	90
	Red wine (any)	90
	Rosé wine (any)	91
	Sparkling/champagne (any)	90
	White wine (any)	91
	Canadian wine	91
	American wine	92
	Australian wine	92
	European wine	91
	Location purchased wine/past month:	
	Provincial liquor store	91
	Specialty wine store (either in a grocery store or as a stand-alone store)	90
	Do-it-yourself wine making store	91
	Convenience stores (Alberta and Quebec only)	86
	Grocery stores (where available)	91

Age 18+		Radio Total Market Weekly Reach %
C O F F E E / S O O T H E D R I N O K N S - A / L C J O U H I O C L E I C / /	Coffee/tea consumption - 1+ per day:	
	Regular coffee	90
	Decaffeinated coffee	88
	Flavoured coffee	89
	Regular tea	89
	Herbal tea	90
	Premium coffee/tea (e.g. Lattes, Frappuccinos)	88
	Soft drinks, juice, non-alcoholic Consumption/past month:	
	Milk	89
	Chocolate milk	89
/ S O O T H E D R I N O K N S - A / L C J O U H I O C L E I C / /	Fruit drink (e.g. lemonade)	88
	Fruit juice (e.g. orange juice)	88
	Sparkling fruit drink/juice	89
	Bottled water	89
	Enhanced/flavoured water	90
	Iced tea	88
	Energy drinks (e.g. Red Bull)	85
	Sports energy drink (e.g. Gatorade)	87
	Protein drinks (powder or pre-mixed)	89
	Dairy alternative (e.g. soy, almond milk)	90
/ S O O T H E D R I N O K N S - A / L C J O U H I O C L E I C / /	Tomato/vegetable juice	89
	Any Colas	88
	Any Diet Colas	89
	Any Soft Drinks - other than Cola & Diet Cola	89

Radio Reaches Weekly: Automotive

Age 18+	Radio Total Market Weekly Reach %
Plans to buy a vehicle/next 12 months:	
Likely to buy/lease	90
Plans to buy a vehicle - Type plan to buy:	
Sedan	90
Sub-compact	89
Sports car	90
Minivan/station wagon	89
Sport utility vehicle	93
Pick-up truck	87
Full-sized van	72
Leased vehicle purchase:	
Lease end - Will return	88
Vehicle drive most - Purchase Decision:	
Made decision to buy vehicle alone	90
Purchased/leased vehicle/past 2 years:	
No, not in the past 2 years	90
Yes, purchased new	91
Yes, purchased used	89
Yes, leased new	89
Yes, leased used	94
Purchased/leased vehicle/past 2 years - Purchase price:	
Less than \$10,000	86
\$10,000 +	91
\$20,000 +	91
\$40,000 +	91
Vehicle drive most - Year:	
Any of 2008 or older	89
Any of 2013 - 2009	90
Any of 2014 or newer	89

Age 18+	Radio Total Market Weekly Reach %
A licensed driver:	
Yes	89
KMs driven per year:	
10,000+	91
Number of HH vehicles:	
2+	90
Vehicle drive most - Make:	
Buick	88
Cadillac	88
Chevrolet	90
Chrysler	94
Dodge	89
Ford	89
GMC	90
Jeep/ Eagle	92
Lincoln	89
Acura	88
Audi	94
BMW	87
Honda	90
Hyundai	90
Infiniti	96
Kia	89
Lexus	92
Mazda	89
Mercedes-Benz	94
Mitsubishi	90
Nissan	90
Subaru	86
Suzuki	90
Toyota	89
Volkswagen	90
Volvo	91
Vehicle drive most - Type:	
Sedan	89
Sub-compact	90
Sports car	86
Minivan/station wagon	90
Sport utility vehicle	91
Pick-up truck	89
Full-sized van	80

Age 18+	Radio Total Market Weekly Reach %
Recent Service - Location done - Gas Station/Service Centres:	
Collision repair/body work	88
Oil change/lube	90
Paint job	87
Performance enhancement (any)	88
Repair brakes	91
Repair transmission	90
Replace muffler/shocks	92
Replace tires	89
Replace windshield	88
Rust protection	92
Tune up	91
Other major repair job (over \$200)	91
Recent Service - Location done - Car Dealer:	
Collision repair/body work	89
Oil change/lube	90
Paint job	89
Performance enhancement (any)	88
Repair brakes	90
Repair transmission	92
Replace muffler/shocks	90
Replace tires	90
Replace windshield	91
Rust protection	90
Tune up	90
Other major repair job (over \$200)	89
Recent Service - Location done - Specialty Shop:	
Collision repair/body work	91
Oil change/lube	91
Paint job	92
Performance enhancement (any)	86
Repair brakes	90
Repair transmission	89
Replace muffler/shocks	89
Replace tires	91
Replace windshield	90
Rust protection	91
Tune up	90
Other major repair job (over \$200)	89

Radio Reaches Weekly: Restaurants

U S A G E P R O F I L E	Age 18+	Radio Total Market Weekly Reach %
	Types visited - 1+ times a month:	
	Breakfast style restaurant (e.g. Cora)	90
	Specialty burger restaurants (e.g. Five Guys)	87
	Chicken restaurants	90
	Food court outlets at a shopping mall	88
	Ice cream/frozen yogurt restaurants	85
	Asian restaurants	88
	Italian restaurants	88
	Mexican/Burrito-style restaurants	87
	Other ethnic restaurants (e.g. Greek)	85
	Pizza restaurants	88
	Seafood/Fish & Chips restaurants	89
	Steakhouse (e.g. The Keg)	90
	Submarine/sandwich restaurants	88
	Fast casual restaurants (e.g. Panera Bread, etc.)	88
	Casual/family dining restaurants (e.g. East Side Mario's)	91
	Formal dine-in restaurants	90
	Pub restaurants	88
	Sports bars	87
	Spending/past month:	
	For business \$1+	90
	For business \$100+	90
	For pleasure/personal \$1+	89
	For pleasure/personal \$100+	90
	Method of Ordering Food/past month:	
	Take Out	89
	Home Delivery	89
	Eat In Restaurant	89
	Drive Through	89
	Online/Internet food delivery service (excluding groceries)	88
	Lifestyle Statements - Agree:	
	I like to try new places to eat	88
	I lead a fairly busy social life	88
	I enjoy being extravagant/indulgent	88
	I consider myself to be sophisticated	88
	I am interested in learning about different cultures	88

B Y G R O U P : B R A N D S	Age 18+	Radio Total Market Weekly Reach %
	Fast Food visited/ordered/past month:	
	A&W	89
	Arby's	89
	Burger King	90
	Dairy Queen	88
	Domino's Pizza	90
	Harvey's	89
	KFC	89
	McDonald's	89
	Mr. Sub	90
	Pizza Hut	87
	Pizza Pizza	89
	Quiznos Classic Subs	87
	Subway	89
	Taco Bell	90
	Taco Time	88
	Valentine	89
	Wendy's	89
	Coffee/Bagel/Donut/Pastry Stores visited/past month:	
	Coffee Time	91
	Country Style	93
	David's Tea	92
	Dunkin' Donuts	89
	Great Canadian Bagel	88
	McCafé/McDonald's	90
	Second Cup	89
	Starbucks	89
	Tim Hortons	89
	Timothy's	86
	Casual/Family Restaurants visited/past year:	
	Boston Pizza	90
	Earls	90
	East Side Mario's	90
	Jack Astor's	89
	Kelsey's	90
	Milestones	90
	Montana's	90
	Original Joe's	87
	St-Hubert	89
	Swiss Chalet	91
	The Keg	91

Radio Reaches Weekly: Home Improvements

Age 18+	Radio Total Market Weekly Reach %
Ownership:	
Own this home	91
Rent this home	86
Neither own nor rent	82
Type of Dwelling:	
Apartment building/high rise	86
Duplex/triplex/fourplex	88
Townhouse/rowhouse	86
Semi-detached	89
Single-detached	89
Home/apartment is condominium:	
Yes	89
Purchase Details:	
Home was new when bought	90
Home had previous owner when bought	91
First home ever owned	90
Not the first home ever owned	91
Present Value:	
Less than \$100,000	87
\$100,000+	91
\$200,000+	91
\$300,000+	91
\$500,000+	91
\$1,000,000+	90
Years in Present Home:	
<1 year	86
<10 years	88
11+ years	89
Life Events - Happened/past 2 years:	
Bought/sold home	88
Shop for mortgage/renege mortgage	91
Make last mortgage payment	93
Heating:	
Oil	90
Gas	89
Electricity	88
Cottage ownership:	
Own	90
Plans to move/next 2 years:	
Will move	87
Plans to move/next 2 years - New/Resale:	
Buy a new home	88
Buy a resale home	91
Rent	85
Plans to move/next 2 years - Home type most likely to move:	
Apartment building/high rise	85
Duplex/triplex/fourplex	82
Townhouse/rowhouse	89
Semi-detached	90
Single-detached	91
Plans to move/next 2 years - Likely to buy a condominium:	
Yes	88

Age 18+	Radio Total Market Weekly Reach %
Home Improvements - Projects/past 2 years:	
Added living space	89
Built/renovated a garage	88
Custom draperies/curtains	90
Deck/fencing	90
Electrical	91
Energy conservation projects (any)	91
Exterior painting/staining	90
Floor tiles or vinyl flooring	89
Hardwood/laminate flooring	90
Heating, ventilation, or air conditioning (HVAC)	91
Installed home security system	90
Installed windows or doors	91
Interior painting/wallpaper	90
Landscaping or yard improvements	90
Plumbing (any jobs)	90
Remodelled bathroom	89
Remodelled kitchen	89
Remodelled other room(s)	89
Roofing	91
Swimming pools/spas	89
Wall-to-wall carpet or rugs	92
Home Improvements - Who did most of the work - Contractor/tradesperson:	
Added living space	88
Built/renovated a garage	88
Custom draperies/curtains	90
Deck/fencing	91
Electrical	91
Energy conservation projects (any)	91
Exterior painting/staining	89
Floor tiles or vinyl flooring	90
Hardwood/laminate flooring	88
Heating, ventilation, or air conditioning (HVAC)	91
Installed home security system	90
Installed windows or doors	91
Interior painting/wallpaper	89
Landscaping or yard improvements	89
Plumbing (any jobs)	90
Remodelled bathroom	88
Remodelled kitchen	90
Remodelled other room(s)	88
Roofing	91
Swimming pools/spas	89
Wall-to-wall carpet or rugs	91
Other home project(s)	89
Home Improvements - HH Spending/past 2 years:	
\$1 - \$999	89
\$1,000 - \$9,999	90
\$10,000 or more	90
Home Improvements - Household Services - Use:	
Alarm system - not monitored	89
Cleaning services (monthly or more often)	90
Gardening/landscaping/lawn service (seasonally)	88
Monitored home alarm service	90
Pest control service (as needed)	87
Snow removal service	89

Radio Reaches Weekly: Food / Candy + Pets in HH

Age 18+	Radio Total Market Weekly Reach %
Candy and Snacks - Consumption/past month:	
Boxed chocolates	88
Chewing gum/bubble gum	90
Chocolate bars/candy bars	89
Cookies (store bought ready to eat)	89
Crackers	89
Energy/power bars	87
Granola bars	89
Hard candies/mints and chewy candies	89
Ice cream & ice treat products	89
Peanuts and nuts	90
Popcorn	89
Potato chips/corn & tortilla chips	89
Pretzels	90
Rice cakes	89
Foods - Used/past 30 days:	
Butter	88
Ice cream/Ice treat products	89
Yogurt	89
Cream cheese	89
Hard cheese (e.g. Cheddar, Brick, Mozzarella)	89
Processed cheese	89
Soft cheese (e.g. Brie, Camembert)	89
Foods - Healthier Lifestyle Purchase Habits/past 7 days:	
Purchased fresh prepared dinners from supermarket (e.g. BBQ chicken)	89
Purchased frozen meals	88
Purchased gluten-free products	89
Purchased low carbohydrate food	88
Purchased low fat/light food	90
Purchased organic fruits and vegetables	90
Purchased organic meat	89
Purchased other organic food items	90
Purchased soy-based food	88
Lifestyle Statements - Agree:	
I would like to eat healthy foods more often	89
I like to cook	89
I consider myself to be sophisticated	88
I am interested in learning about different cultures	88
I am careful of what I eat in order to keep my weight under control	89
Vegetarianism is a healthy option	88
I consider it important to vote in elections	89

Age 18+	Radio Total Market Weekly Reach %
Pets - Type of pets in HH:	
Bird(s)	89
Cat(s)	88
Dog(s)	89
Fish	89
Consumer Statements - Agree:	
New and improved on packages is just an advertising gimmick	89
Premium priced brands are generally worth the extra money	89
I offer recommendations of products/services to other people	89
Advertising is an important source of information to me	88
I am very concerned about the nutritional content of food products I buy	89
I prefer low-calorie or light foods and drinks	89
Most new products are worth a try	88
I like to try new and different products	89
If I see something interesting in a store, I will usually buy it on impulse	88
It's important to buy products from socially-responsible/environmentally-friendly companies	89
Once I find a brand I like, I stick with it	89
I am willing to pay more for eco-friendly products	88
When I make a purchase, I often spend more than I thought I would	88
I am willing to pay a little extra to save time shopping	89
When I buy products I am looking for convenience, not price	88
I compare grocery prices at different stores	89
I value companies who give back to the community	89
I have tried a product/service based on a personal recommendation	89
I prepare a grocery list before doing my shopping	89
My friends' opinions are an important source of information for me	88
Free-trial/product samples can influence my purchase decisions	89
I am more of a spender than a saver	88

Radio Reaches Weekly: Personal Care

Age 18+	Radio Total Market Weekly Reach %
Care Items used/past 7 days:	
Acne products	87
Anti-aging creams	91
Body wash	88
Denture cleaners	87
Deodorants/anti-perspirants	89
Electric toothbrush	90
Facial cleansers	89
Facial moisturizers	90
Hair removal products	88
Hairstyling gel/spray	90
Hand/body lotion	89
Men's/women's razor/shaver	89
Mouthwash, rinse and/or breath fresheners	88
Shampoo/hair conditioner	89
Shaving creams/gels	88
Care Items used/past 30 days:	
Adhesive bandages	89
Analgesic lotions/rubs for muscle pain	89
Antacids & stomach settling products	90
Anti-nauseant/motion sickness remedies	87
Cold/cough/sinus remedies	88
Condoms/contraceptives	87
Contraceptives (prescription)	89
First aid ointments/creams	89
Headache remedies/pain relievers	89
Natural remedies	88
Seasonal usage of allergy/sinus medication	90
Sleeping tablets	89
Smoking cessation patches/gum	89
Home hair colour	92
Home teeth whitening products	89
Shavers used/past 7 days:	
Disposable	89
Non-disposable	88
Electric dry shaver	88
Skin Protectant used/past 12 months:	
Insect repellent (any)	90
Self tanning creams/foams	89
Sunscreen (any SPF)	89

Age 18+	Radio Total Market Weekly Reach %
Perfume purchased/past year:	
For self	89
As a gift	90
Cosmetics Products - Amount spent/past 30 days:	
\$10-\$19	91
\$20-\$49	91
\$50-\$99	92
\$100 or more	90
Diet Control Treatment - Types used/past year:	
Diet pills	89
Weight control drinks/mixes	89
Exercise	90
Monitor diet	89
Nutritionist	92
Jenny Craig	97
Weight Watchers	92
Vitamins, supplements and medication taken/past 7 days:	
Herbal supplements (e.g. Echinacea)	90
Minerals (e.g. Iron, Zinc)	90
Vitamins (e.g. Multi-vitamin)	89
Medication for chronic condition	89
Consumer Statements - Agree:	
New and improved on packages is just an advertising gimmick	89
Premium priced brands are generally worth the extra money	89
I offer recommendations of products/services to other people	89
Advertising is an important source of information to me	88
Most new products are worth a try	88
I like to try new and different products	89
If I see something interesting in a store, I will usually buy it on impulse	88
Once I find a brand I like, I stick with it	89
I am willing to pay more for eco-friendly products	88
When I make a purchase, I often spend more than I thought I would	88
When I buy products I am looking for convenience, not price	88
I value companies who give back to the community	89
I have tried a product/service based on a personal recommendation	89
My friends' opinions are an important source of information for me	88
Free-trial/product samples can influence my purchase decisions	89
I am more of a spender than a saver	88

Radio Reaches Weekly: Health Care

Age 18+	Radio Total Market Weekly Reach %
Involved in decisions concerning the care of aging parents:	
Yes	91
Health Care Providers visited/past year:	
Acupuncturist	90
Chiropractor	89
Cosmetic surgeon	91
Homeopath/naturopath	91
Massage therapist	91
Optometrist/ophthalmologist	90
Osteopath	92
Physiotherapist	90
Podiatrist/chiropracist	91
Private clinic/hospital in Canada not paid for by health care	86
Private clinic/hospital in USA (any)	89
Private nurse (in-home care)	89
Health Care Products - Own:	
Hearing aid	87
Insulin pump	93
Mobility assistance aids (e.g. walker)	83
Orthopedic insole	89
Orthopedic supports and/or braces	89

Age 18+	Radio Total Market Weekly Reach %
Dental Services done/past year:	
Braces/orthodontics	89
Dental procedure	89
Teeth whitening	87
Optical/Eyewear - Usage:	
Glasses	89
Contact lenses	92
Both glasses and contact lenses	87
Optical/Eyewear - Spending/past 12 months:	
\$1+	89
\$100+	90
Optical/Eyewear - Laser Eye Surgery:	
Likely to consider	88
Have had	90
Esthetic Services done/past year:	
Salon/spray tanning	91
Tattooing	85
Piercing	83
Hand and foot care	91
Massage	91
Waxing	90
Facials/cosmetics	91
Body scrubs/wraps	92
Laser hair removal	89

Radio Reaches Weekly: Work / Career

Age 18+	Radio Total Market Weekly Reach %
Work - Time spent commuting - By car:	
1+ minutes	91
16+ minutes	91
31+ minutes	92
46+ minutes	90
Work - Number of people in car while driving to work:	
1 (myself alone)	91
2 people	91
3 people	89
4 or more people	80
Work - Time spent commuting - By public transit:	
Don't commute to work by public transit	90
1+ minutes	87
16+ minutes	87
31+ minutes	87
46+ minutes	88
Work - Own home based or other type of business:	
Home based business	90
Small business with under 20 employees	92
Business with 20 or more employees	90
Work - Number of people employed - At location:	
1-4	89
5-9	89
10-24	89
25-49	88
50-99	89
100-249	91
250-499	89
500 or more	92
Work - Number of people employed - Total Canada:	
1-4	90
5-9	88
10-24	90
25-49	88
50-99	90
100-249	88
250-499	88
500 or more	90
Life Events - Happened/past 2 years:	
Complete high school	80
Complete college/university	84
Retire	90
Lose job or be laid off	89
Change job/career	88
Lifestyle Statements - Agree:	
I worry about not having enough money to retire	89
I generally achieve what I set out to do	89
I have difficulty trying to balance my work and family/personal life	88

Age 18+	Radio Total Market Weekly Reach %
Work - Business purchases - Value:	
Less than \$2,000	89
\$2,000+	90
\$5,000+	91
\$25,000+	91
\$50,000+	91
Work - Business purchases - Involved in decision to buy:	
Advertising/communication services	90
Business travel	91
Computer hardware/software	90
Computer online/Internet services	91
Convention arrangements	92
Corporate events/team building	90
Courier services	91
Employee education/training	90
Handheld communications devices	91
Office equipment (e.g. photocopier, fax)	91
Office food catering	91
Office furniture	91
Office supplies	90
Office telephone systems/long distance service	90
Payroll services	90
Personnel agencies	92
Professional services	92
Security services (any)	91
Tools/equipment rental or purchases	90
Work - Business Trips/past 12 months - 1+:	
By air	91
By bus	89
By car	91
By ferry service	90
By rail	94
Work - Business Trips/past 12 months - 3+:	
By air	93
By bus	90
By car	92
By ferry service	79
By rail	89
Work - Business Trips/past 12 months - Nights spent:	
1 or more	90
6 or more	90
11 or more	91