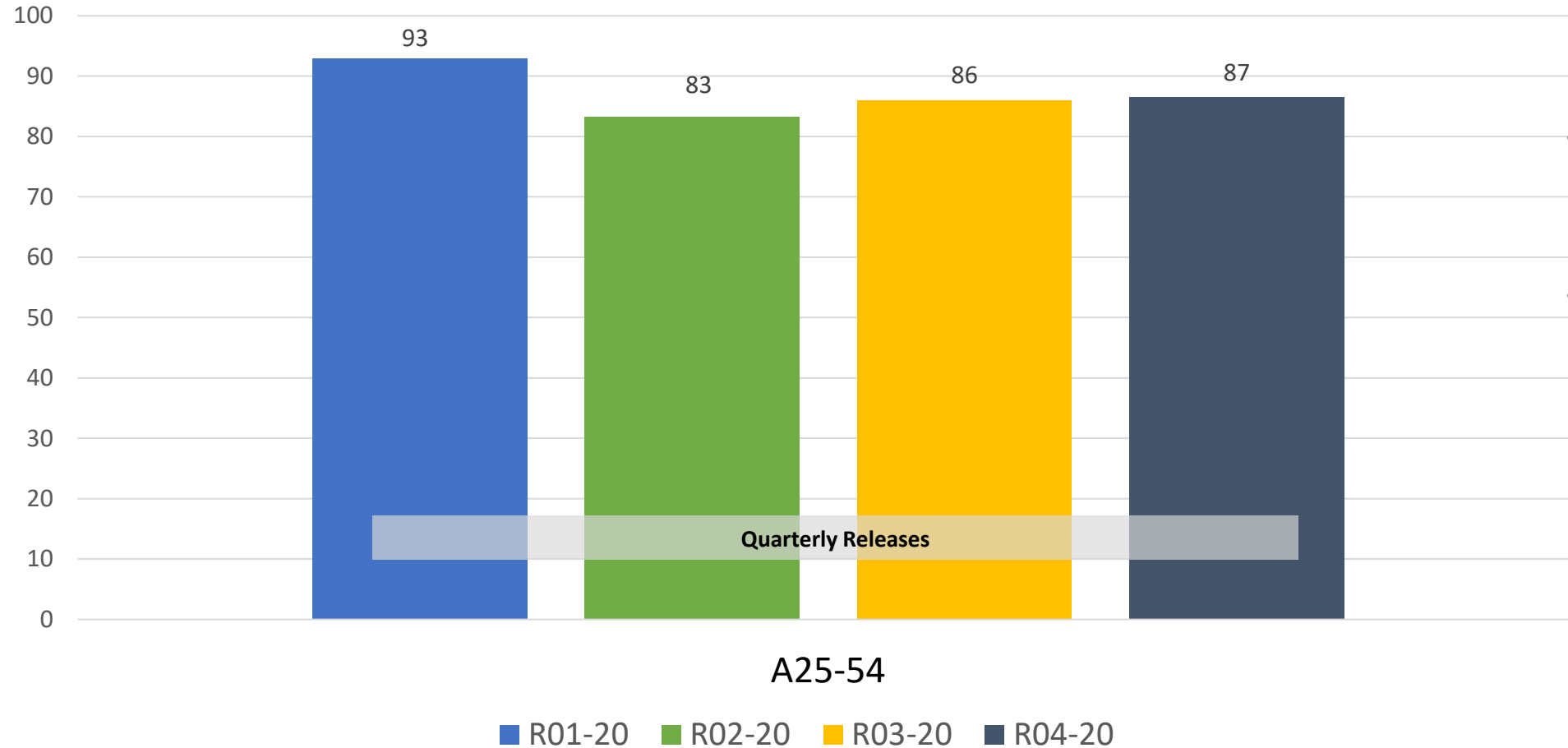


RADIO - Average Weekly Reach % - A25-54

Radio reaches 87% of Canadian A25-54 each week



- Total reach for R4-2020 came in at 87%, only 6% below the R1-20 pre-COVID level.
- The second wave of the pandemic is affecting travel patterns and continuing to limit total reach returning to pre-pandemic levels.

Source: Numeris: PPM-Total Meter CTRL, Tor, MtIF, MtIA, Van, Cal, Edm- Mo-Su 5a-1a -Average Weekly Reach%

Release Dates: R1-20 (Dec/Jan/Feb), R2-20 (Mar/Apr/May), R3-20 (Jun/Jul/Aug), R4-20 (Sept/Oct/Nov)

Note: The COVID-19 virus was identified in Wuhan China in the first week of January 2020, with COVID lockdowns beginning March 16 in Canada.