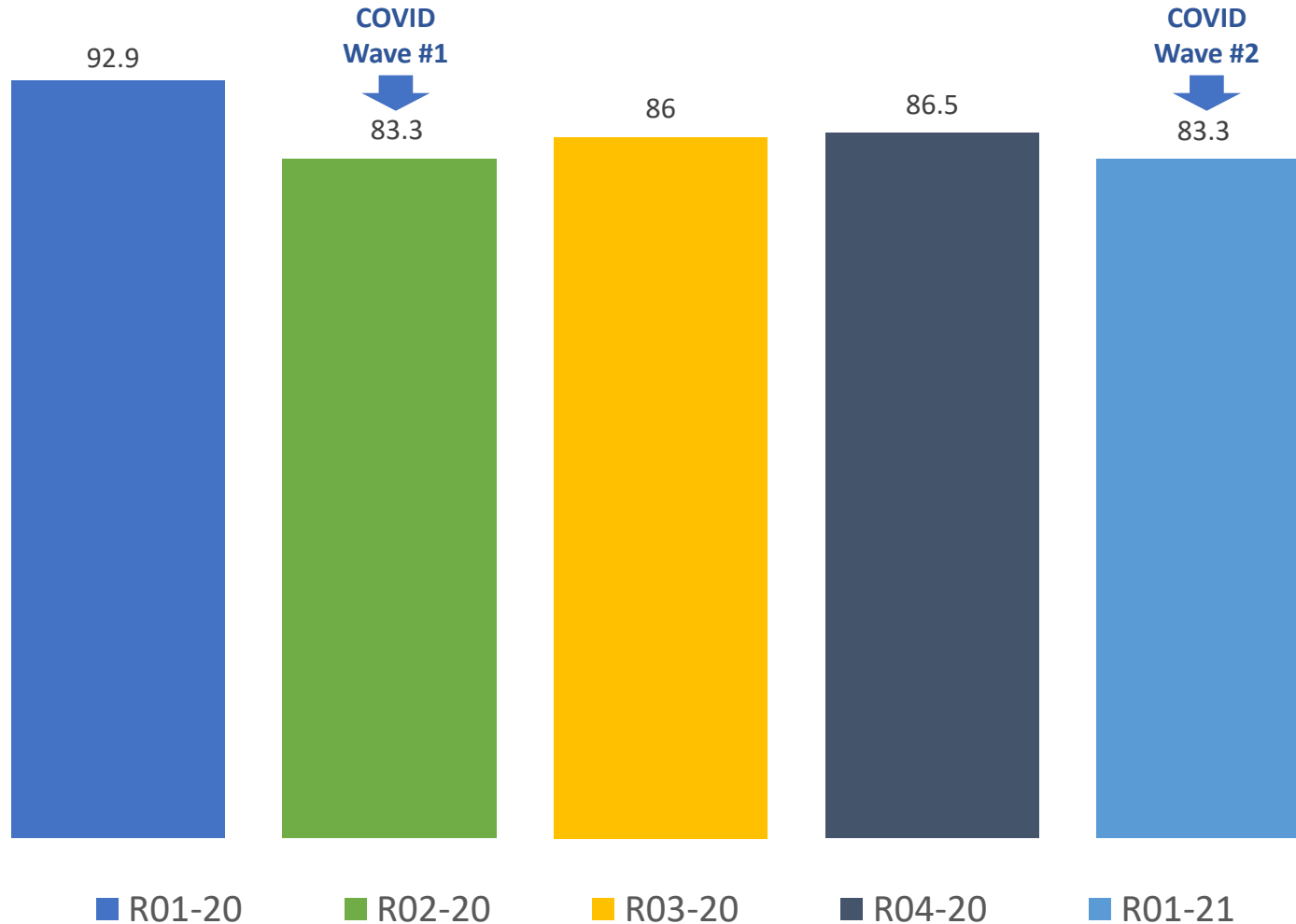


RADIO - Average Weekly Reach % - R01/2021

Radio continues to reach 83% of A25-54 despite the second wave of lockdowns across Canada



- **RADIO is RESILLIENT!**
- The second wave of COVID-19 lockdowns across Canada resulted in total reach returning to similar levels to the first lockdown.
- In R1-21 radio reached an average of 83% of Canadians 25-54 weekly.
- Total reach for R1-21 is coming in only 10% below the R1-20 pre-COVID level.

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

Release Dates: R1-20 (Dec/Jan/Feb), R2-20 (Mar/Apr/May), R3-20 (Jun/Jul/Aug), R4-20 (Sept/Oct/Nov), R1-21 (Dec/Jan/Feb)

Note: COVID lockdowns Wave 1-Mar 16, Apr 20 first full month of lockdown; Wave 2- Lockdown dates vary by market- Van Nov 7, Cal/Edm Dec 13, Tor Nov 23, Mon (A/F) Dec 17

