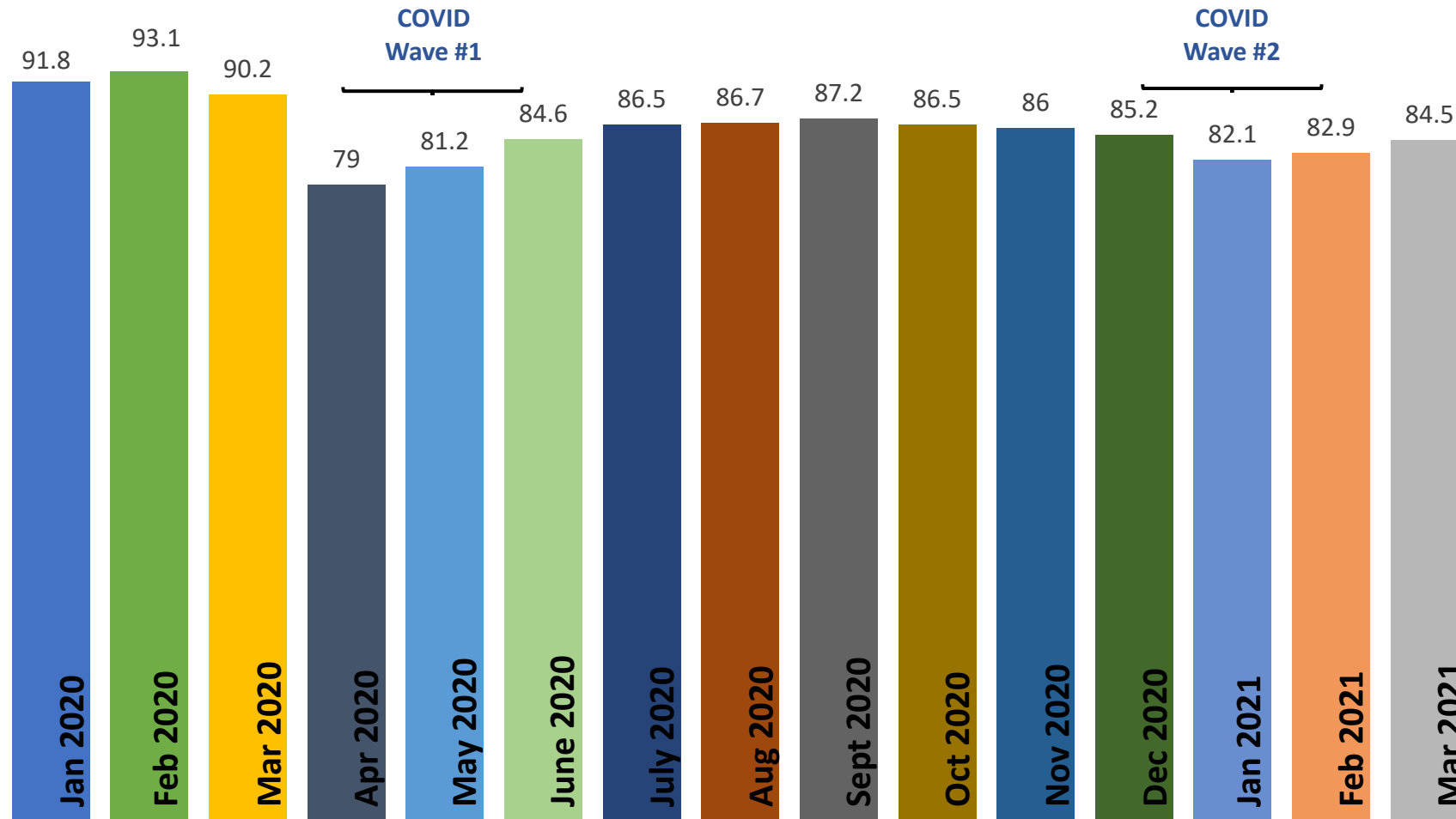


RADIO - Average Weekly Reach % -March 2021

Radio remained resilient during the second lockdown and grew in March as some restrictions were lifted.



- Despite the increased restrictions in the PPM markets through the R1 survey period there has been a minimal decline.
- As provinces began to lift some restrictions in March reach began to return showing a similar pattern to the first wave of lockdowns.
- The third wave of lockdowns in will have minimal effect on total reach as demonstrated in the earlier phases of the Pandemic.

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), R2-20 (Mar/Apr/May)

Note: COVID lockdowns Wave 1-Mar 16, Apr 20 first full month of lockdown; Wave 2- Varies by market- Van Nov 7, Cal/ Edm Dec 13, Tor Nov 23, Mon (A/F) Dec 17; Wave 3-

