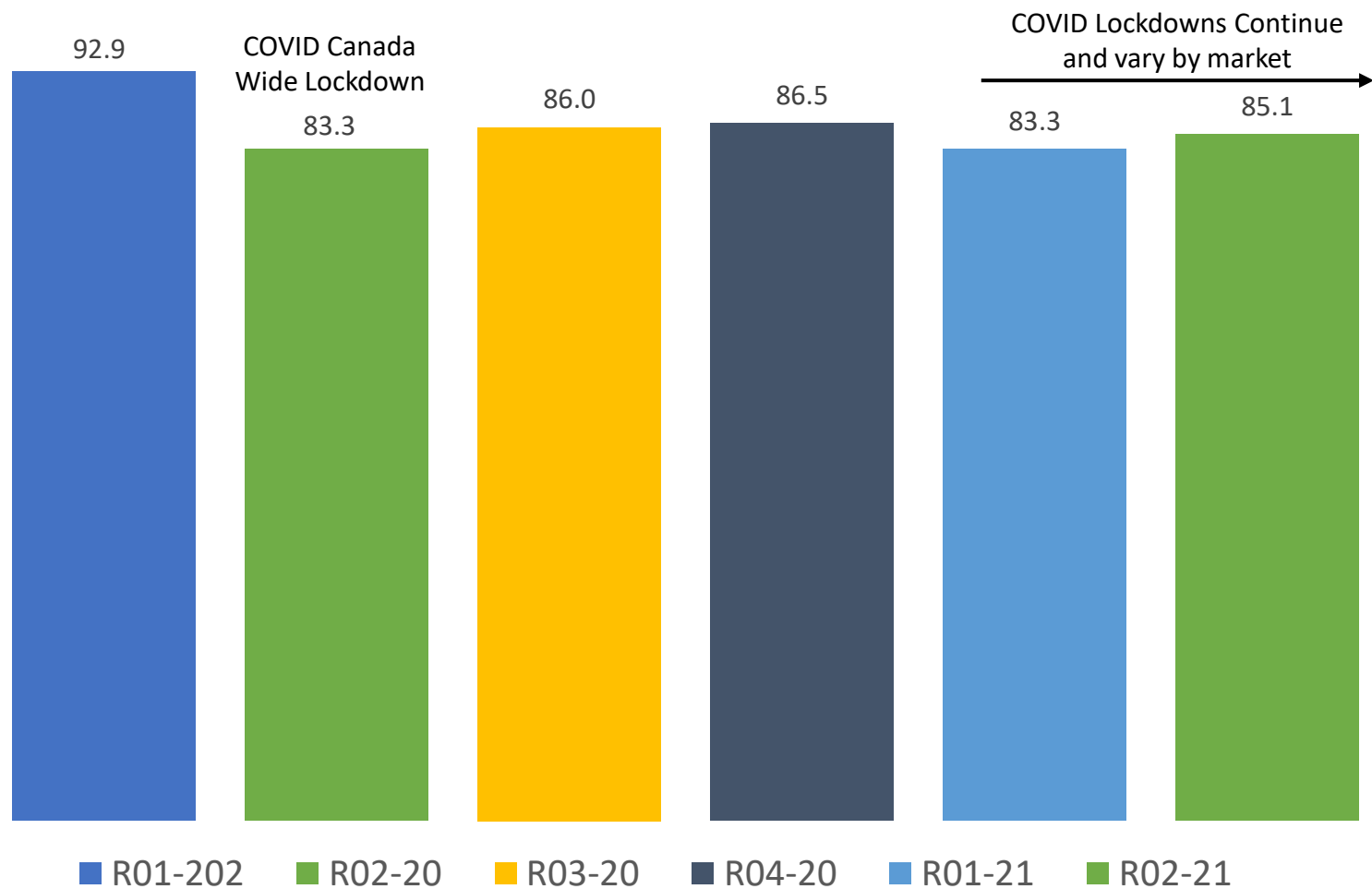


# RADIO- Average Weekly Reach % - R2-2021

Radio reached 85% of A25-54 in R2-21 despite the third wave of lockdowns being in place across Canada.



## RADIO is RESILIENT!

- The R2-2021 average is showing growth despite severe lockdowns being in place in many areas.
- 85% of Canadians 25-54 were tuning into radio weekly in March-May 2021.
- Varying COVID-19 restrictions across Canada had differing impacts on reach and hours tuned in the PPM markets. Toronto and Montreal had the most severe lockdowns and felt the strongest restrictions on movement.
- With 75% of Canadians 12+ partially vaccinated (18% fully) provinces have begun reopening and tuning has begun to accelerate.
- Step 1-Vancouver (May 25), Montreal, Calgary, Edmonton (May 31), Toronto (June 11).
- Step 2-Vancouver (June 15)
- Calgary, Edmonton (June 10), Montreal (June 11), Toronto (July 2nd).

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), R2-21 (Mar/Apr/May)

Note: COVID lockdowns Wave 1-Mar 16, Apr 20 first full month of lockdown (R2-20); Wave 2-/3 Lockdown dates vary by market (R1 + R2) . \*Vancouver was the only market that had 1wk in Phase 1 of reopening beginning on May 25-wk 13 of the survey period. All other markets were under lockdowns.

