



■ Spring 2020: Jan 6 - Mar 1, 2020 ■ Spring 2021: Mar 8 - May 2, 2021 ◆ YOY

14.7 hrs/wk ▶

ON AVERAGE, THE LOCKDOWN RESULTED IN ONLY 1 HOUR LESS OF RADIO TUNING THROUGHOUT THE WEEK FOR CANADIANS 12+ IN SURVEYED MARKETS

99i

EVEN WITH THE IMPACT OF COVID AND A CHANGE TO MEASUREMENT METHDODOLOGY*, RADIO IN DIARY MARKETS MAINTAINED ITS IMPRESSIVE REACH

RADIO REACHES 86% OF CANADIANS 25-54 SURVEYED IN SPRING 2021



*Measurement Change: Numeris transitioned to the exclusive use of Online Radio Diary (ORD) as the data collection tool for the radio diary service under continuous measurement, with data collected all year

Source: Spring 2021 Survey, MO-SU, 5A-1A, WKLY REACH | St. John's, Halifax, Moncton, Saguenay, Quebec City, Sherbrooke, Trois Rivières, Ottawa E&F, Kingston, Barrie, Hamilton, St. Catharine's/Niagara, Kitchener, London, Windsor, Sudbury, Winnipeg, Regina, Saskatoon, Victoria, Kelowna