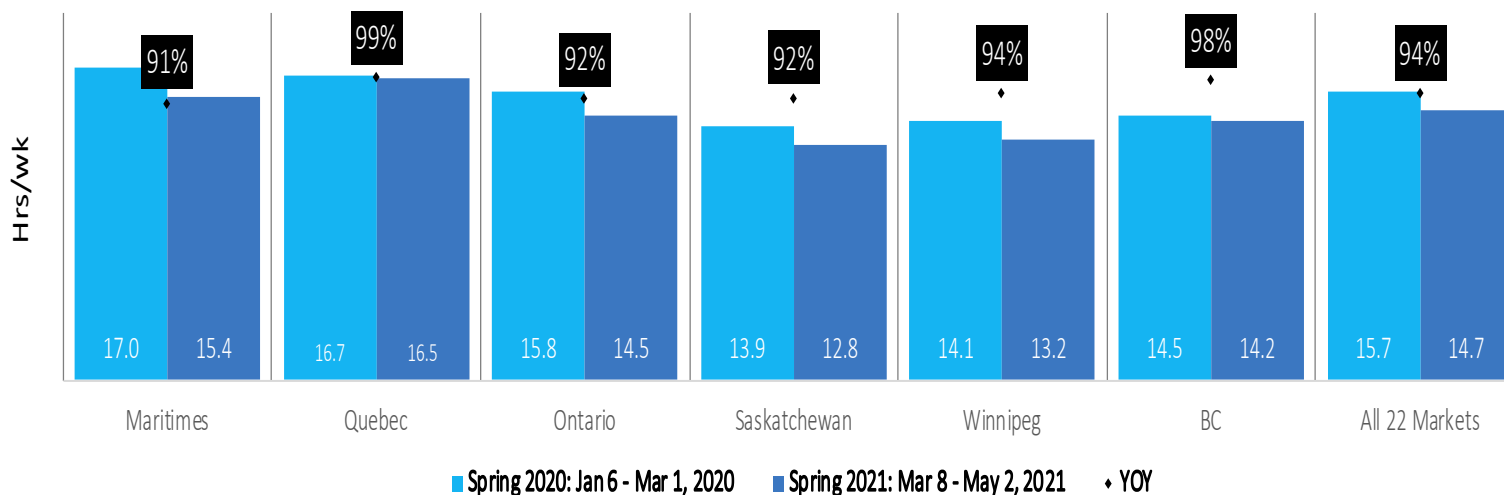
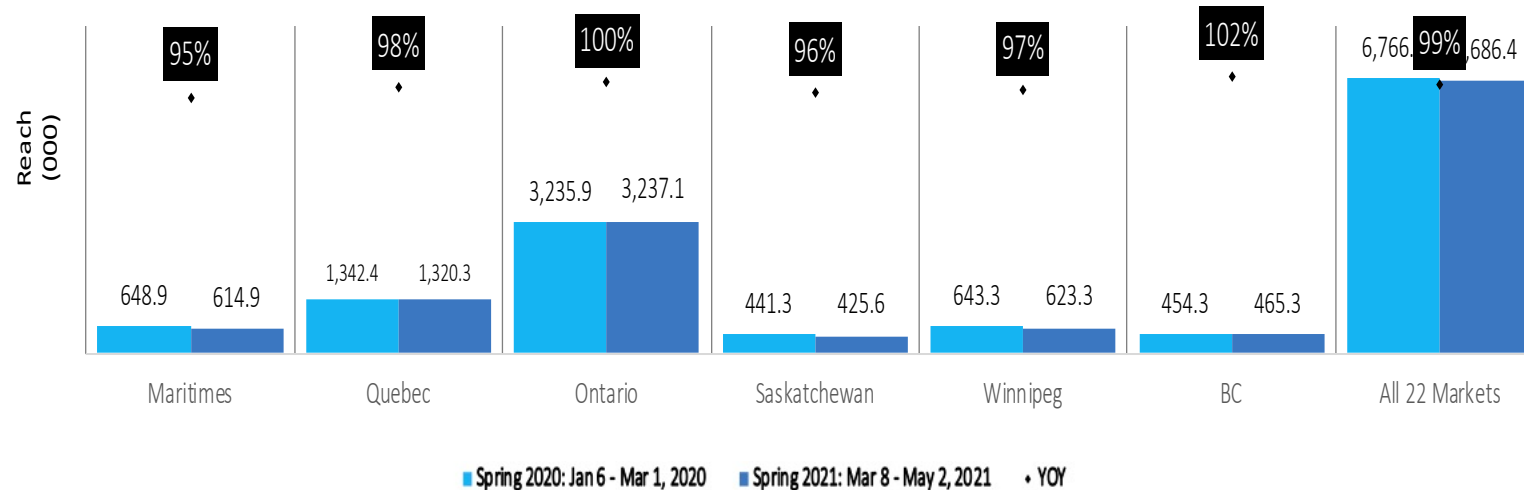


EVEN WITH THE IMPACT OF COVID AND A CHANGE TO MEASUREMENT METHODOLOGY\*, AM/FM RADIO IN DIARY MARKETS MAINTAINED ITS IMPRESSIVE REACH. IN FACT, DESPITE CANADIANS SPENDING LESS TIME SPENT "OUT AND ABOUT" AND COMMUTING TO WORK, THE EFFECT ON TIME SPENT LISTENING IN THE 22 SURVEYED MARKETS IS EQUIVALENT TO ONLY 8 TO 9 MINUTES LESS PER DAY FOR CANADIANS 12+.



\*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