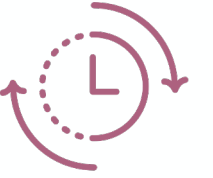


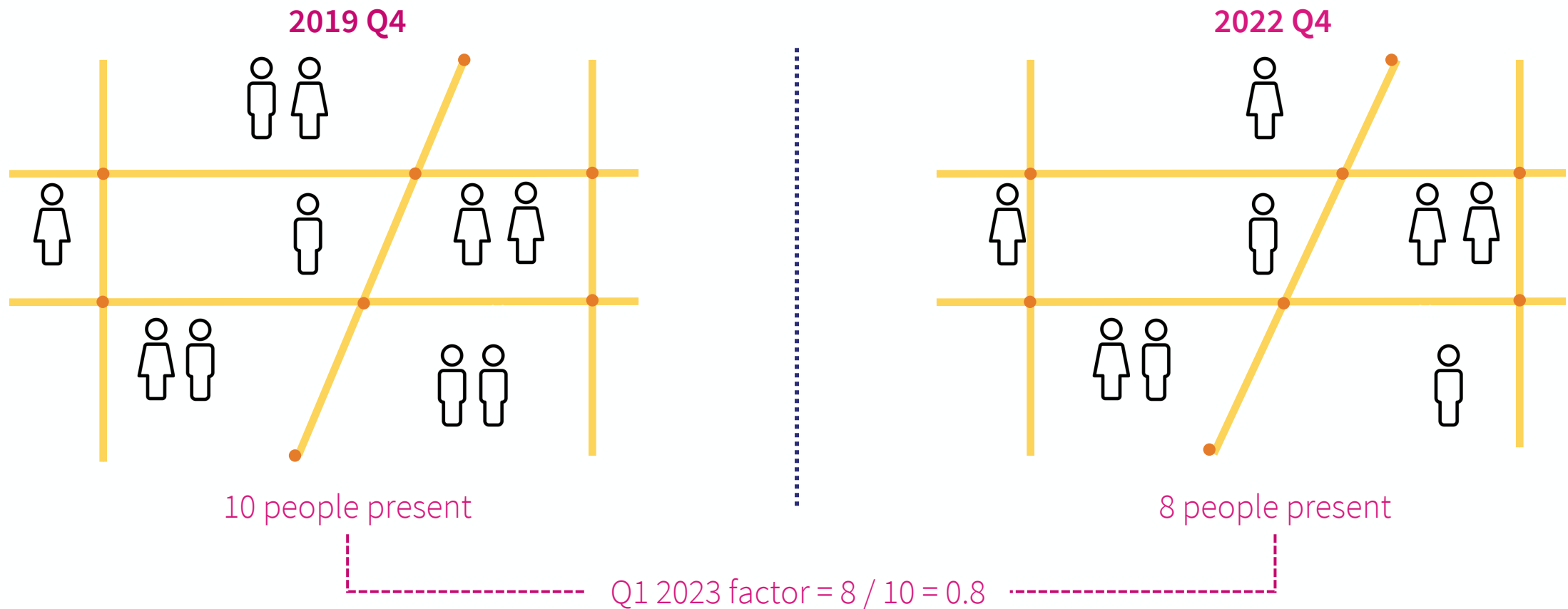
Contemporary Calibration



Calibrating Route's travel survey in line with contemporary travel patterns

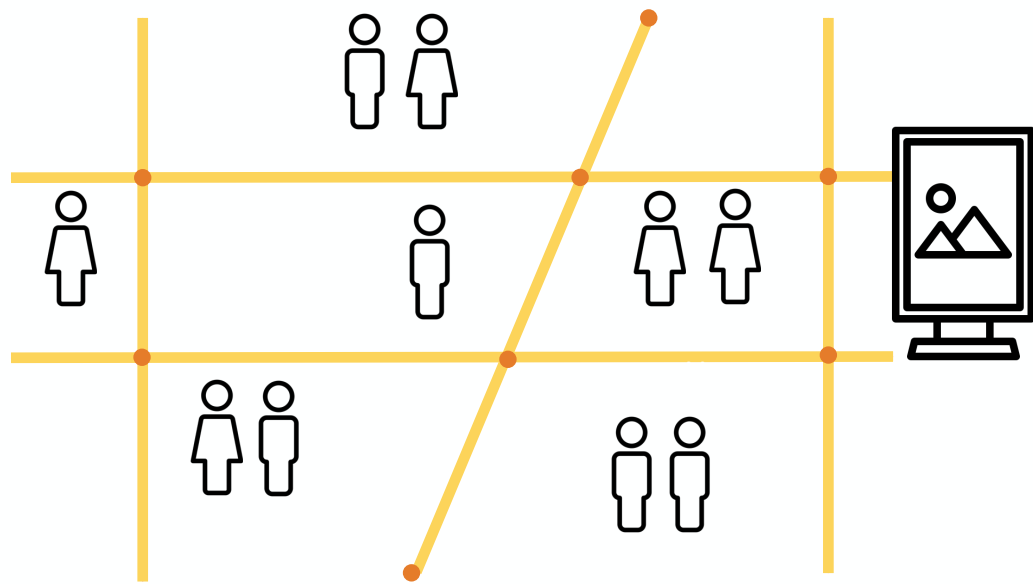
- Route's travel survey data is based on journeys from September 2016 – February 2020
- COVID-19 impacted Route's ability to collect usable travel data as people's mobility was reduced
- It also affected the availability of contemporary 'typical' traffic volumes
- Route has introduced mobility factors to its audience measurement calculations
- These benchmark travel for specific periods in the preceding quarter against the corresponding weeks in 2019 (before the pandemic, when typical travel occurred)
- This creates 'contemporisation' factors
- These factors are applied to impact and reach calculations to calibrate volumes in line with current travel
- The factors are applied in arrears i.e. the Q2 data will be based on Q1 mobility levels
- Data used for benchmarking purposes include various quality datasets including, UK Govt Vehicle Mobility counts, Springboard High Street and Mall counts, rail station passenger numbers (from National Rail), London Underground / DLR usage (from TFL) and Motorway Service Area vehicle counts
- The factors are already applied to the published data

How the volume calibration works...



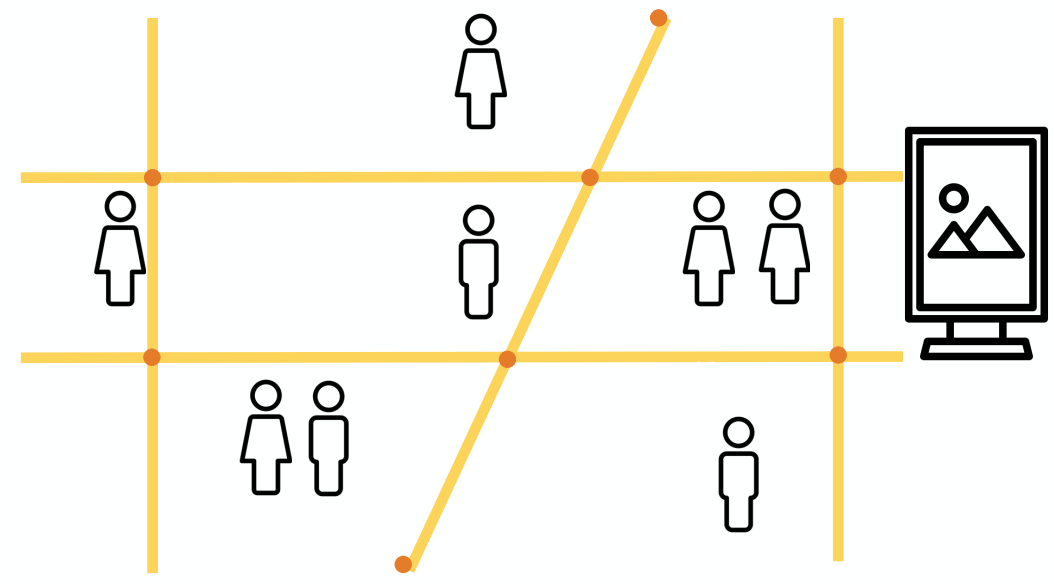
Using various sources we identify the relative number of people within defined areas across a specified period (the last 4 usable weeks in the quarter) and compare this to the number of people who were present there in the corresponding weeks in 2019. This enables the creation of 'mobility factors' which are applied within the Route algorithm to better reflect contemporary travel volumes in our reach and impact calculations.

How this is applied to audience data in principle



10 people present

25 impacts



8 people present

20 impacts



Q1 2023 factor = $8 / 10 = 0.8$

Contemporary audience:

original impacts * contemporisation factor

25 impacts * 0.8 = 20 impacts