

2014-15 TV Diary Schedule & Measured Markets



Survey	Measurement Period	Publication Date
Fall 2014	Oct. 16–Nov. 19, 2014 (4 weeks out of 5)	January 13, 2015 9:00am (Eastern Time)
Spring 2015	Feb. 12–April 1, 2015 (3 weeks out of 7)	May 5, 2015 9:00am (Eastern Time)

EM #	Market	2+ Population*	Survey		EM #	Market	2+ Population*	Survey	
			Fall	Spring				Fall	Spring
	ATLANTIC					MANITOBA			
0008	St. John's-Corner Brook	459,510	●	●	6117	Winnipeg	1,018,560	●	●
1021	Charlottetown	144,420	●	●					
1032	Maritime	1,584,020	●	●		SASKATCHEWAN			
2078	Halifax	677,210	●	●	7153	Prince Albert	111,620	●	●
2008	Sydney-Glace Bay	132,870	●	●	7072	Regina-Moose Jaw	339,500	●	●
3010	Saint-John/Moncton	629,120	●	●	7108	Saskatoon	375,910	●	●
					7011	Yorkton	84,580	●	●
	QUEBEC					ALBERTA			
3111	Carleton	145,240	●	●		Lloydminster	96,810	●	●
4197	Québec	1,110,000	●	●	8091	Medicine Hat	81,990	●	●
4061	Rimouski/Matane/Sept-Iles	219,790	●	●	8010				
4101	Rivière-du-Loup	131,210	●	●		BRITISH COLUMBIA			
4723	Rouyn-Noranda	145,420	●	●	9363	Dawson Creek	63,560	●	●
4118	Saguenay	273,540	●	●	9231	Kelowna	356,440	●	●
4351	Sherbrooke	589,710	●	●	9331	Prince George/Kamloops	355,640	●	●
4661	Trois-Rivières	306,110	●	●	9301	Terrace-Kitimat	69,220	●	●
	ONTARIO					DATABASES			
5243	Barrie	485,860	●	●		Excel Reach Report		●	●
5145	East Central Ontario	733,130	●	●		Excel Special Demographic Reach Report		●	●
5565	Kenora	35,970	●	●					
5108	Kingston	271,420	●	●		SPECIAL REPORT			
5338	Kitchener	1,041,920	●	●		CTV Saskatchewan Network		●	●
5336	Kitchener-London	1,890,250	●	●					
5367	London	848,330	●	●					
5068	Ottawa-Gatineau Fr./Ang.	1,529,340	●	●					
5100	Pembroke	103,820	●	●					
5158	Peterborough	299,070	●	●					
5510	Sudbury-Timmins-North Bay/ Sault Ste. Marie	517,610	●	●					
5540	Thunder Bay	149,040	●	●					
5408	Windsor	398,280	●	●					

Meter measured markets: Montreal Anglo, Montreal Franco, Toronto, Calgary, Edmonton, Vancouver.

Spring Survey = Market Survey (No Full Coverage Reporting).

* Populations will be added as soon as they are available.