

2015-16 TV Diary Schedule & Measured Markets



Survey	Measurement Period	Publication Date
Fall 2015	Oct. 15–Nov. 18, 2015 (4 weeks out of 5)	January 12, 2016 9:00am (Eastern Time)
Spring 2016	Feb. 11–March 30, 2016 (3 weeks out of 7)	May 3, 2016 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	458,230	●	●	6117	Winnipeg	1,017,160	●	●
1021	Charlottetown	142,960	●	●					
1032	Maritime	1,552,010	●	●		SASKATCHEWAN			
2078	Halifax	663,630	●	●	7153	Prince Albert	115,200	●	●
2008	Sydney-Glace Bay	131,100	●	●	7072	Regina-Moose Jaw	348,020	●	●
3010	Saint-John/Moncton	614,320	●	●	7108	Saskatoon	382,650	●	●
					7011	Yorkton	86,130	●	●
	QUEBEC					ALBERTA			
3111	Carleton	145,830	●	●		Lloydminster	101,190	●*	●
4197	Québec	1,118,560	●	●	8091	Medicine Hat	85,980	●*	●
4061	Rimouski/Matane/Sept-Iles	220,390	●	●	8010				
4101	Rivière-du-Loup	130,910	●	●		BRITISH COLUMBIA			
4723	Rouyn-Noranda	146,750	●	●	9363	Dawson Creek	64,190	●	●
4118	Saguenay	278,910	●	●	9231	Kelowna	352,300	●	●
4351	Sherbrooke	585,820	●	●	9331	Prince George/Kamloops	352,370	●	●
4661	Trois-Rivières	307,440	●	●	9301	Terrace-Kitimat	69,070	●	●
	ONTARIO					DATABASES			
5243	Barrie	489,540	●	●		Excel Reach Report		●	●
5145	East Central Ontario	736,850	●	●		Excel Special Demographic Reach Report		●	●
5565	Kenora	39,770	●	●					
5108	Kingston	272,660	●	●		SPECIAL REPORT			
5338	Kitchener	1,035,500	●	●		CTV Saskatchewan Network		●	●
5336	Kitchener-London	1,879,490	●	●					
5367	London	843,990	●	●					
5068	Ottawa-Gatineau Fr./Ang.	1,526,230	●	●					
5100	Pembroke	105,230	●	●					
5158	Peterborough	300,290	●	●					
5510	Sudbury-Timmins-North Bay/ Sault Ste. Marie	523,930	●	●					
5540	Thunder Bay	149,700	●	●					
5408	Windsor	400,590	●	●					

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

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

* Did not publish Fall 2015.