

2016-17 TV Diary Schedule & Measured Markets



Survey	Measurement Period	Publication Date
Fall 2016	Oct. 20–Nov. 23, 2016 (4 weeks out of 5)	January 10, 2017 9:00am (Eastern Time)
Spring 2017	Feb. 9–March 29, 2017 (3 weeks out of 7)	May 2, 2017 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	458,940	●	●	6117	Winnipeg	1,033,220	●	●
1021	Charlottetown	143,480	●	●					
1032	Maritime	1,565,970	●	●		SASKATCHEWAN			
2078	Halifax	675,080	●	●	7153	Prince Albert	113,740	●	●
2008	Sydney-Glace Bay	130,210	●	●	7072	Regina-Moose Jaw	352,450	●	●
3111	Carleton	145,250	●	●	7108	Saskatoon	392,130	●	●
3010	Saint-John/Moncton	617,200	●	●	7011	Yorkton	86,300	●	●
	QUEBEC					ALBERTA			
4197	Québec	1,126,630	●	●	8091	Lloydminster	101,160	●	●*
4061	Rimouski/Matane/Sept-Iles	222,670	●	●	8010	Medicine Hat	85,590	●	●*
4101	Rivière-du-Loup	132,460	●	●		BRITISH COLUMBIA			
4723	Rouyn-Noranda	148,200	●	●					
4118	Saguenay	277,130	●	●	9363	Dawson Creek	65,070	●	●
4351	Sherbrooke	590,110	●	●	9231	Kelowna	354,640	●	●
4661	Trois-Rivières	308,450	●	●	9331	Prince George/Kamloops	350,990	●	●
	ONTARIO				9301	Terrace-Kitimat	69,120	●	●
5243	Barrie	500,260	●	●		DATABASES			
5145	East Central Ontario	737,250	●	●		Excel Reach Report		●	●
5565	Kenora	39,120	●	●		Excel Special Demographic Reach Report		●	●
5108	Kingston	272,620	●	●		SPECIAL REPORT			
5338	Kitchener	1,055,040	●	●		CTV Saskatchewan Network		●	●
5336	Kitchener-London	1,907,780	●	●					
5367	London	852,740	●	●					
5068	Ottawa-Gatineau Fr./Ang.	1,543,470	●	●					
5100	Pembroke	104,010	●	●					
5158	Peterborough	302,000	●	●					
5510	Sudbury-Timmins-North Bay/ Sault Ste. Marie	521,440	●	●					
5540	Thunder Bay	148,590	●	●					
5408	Windsor	401,310	●	●					

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

* Did not publish Spring 2017.