

# 2017-18 TV Diary Schedule & Measured Markets



Survey	Measurement Period	Publication Date
Fall 2017	Oct. 19–Nov. 22, 2017 (4 weeks out of 5)	January 9, 2018 9:00am (Eastern Time)
Spring 2018	Feb. 8–March 28, 2018 (3 weeks out of 7)	May 8, 2018 9:00am (Eastern Time)

EM #	Market	2+ Population	Survey		EM #	Market	2+ Population	Survey	
			Fall	Spring				Fall	Spring
	<b>ATLANTIC</b>					<b>MANITOBA</b>			
0008	St. John's-Corner Brook	464,340	●	●	6117	Winnipeg	1,048,540	●	●
1021	Charlottetown	146,000	●	●*					
1032	Maritime	1,578,930	●	●		<b>SASKATCHEWAN</b>			
2078	Halifax	684,310	●	●	7153	Prince Albert	111,680	●	●*
2008	Sydney-Glace Bay	127,870	●	●*	7072	Regina-Moose Jaw	356,650	●	●
3111	Carleton	141,140	●	●	7108	Saskatoon	400,360	●	●
3010	Saint-John/Moncton	620,750	●	●	7011	Yorkton	82,490	●	●*
	<b>QUEBEC</b>					<b>ALBERTA</b>			
4197	Québec	1,140,250	●	●	8091	Lloydminster	100,670	●	
4061	Rimouski/Matane/Sept-Îles	216,730	●	●	8010	Medicine Hat	82,330	●	
4101	Rivière-du-Loup	130,020	●	●		<b>BRITISH COLUMBIA</b>			
4723	Rouyn-Noranda	144,660	●	●		Dawson Creek	61,850	●	
4118	Saguenay	273,260	●	●	9363	Kelowna	371,510	●	●
4351	Sherbrooke	595,440	●	●	9231	Prince George/Kamloops	347,170	●	●*
4661	Trois-Rivières	306,660	●	●	9331	Terrace-Kitimat	66,950	●	
	<b>ONTARIO</b>								
5243	Barrie	508,280	●	●		<b>DATABASES</b>			
5145	East Central Ontario	734,700	●	●		Excel Reach Report		●	●
5108	Kingston	271,900	●	●		Excel Special Demographic Reach Report		●	●
5338	Kitchener	1,054,550	●	●		<b>SPECIAL REPORT</b>			
5336	Kitchener-London	1,910,440	●	●		CTV Saskatchewan Network		●	●
5367	London	855,890	●	●					
5068	Ottawa-Gatineau Fr./Ang.	1,555,830	●	●					
5100	Pembroke	103,410	●	●					
5158	Peterborough	301,050	●	●					
5510	Sudbury-Timmins-North Bay/ Sault Ste. Marie	510,900	●	●					
5540	Thunder Bay	146,100	●	●*					
5408	Windsor	401,490	●	●					

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

\* Not measured for Spring 2018.