

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
	ATLANTIC					MANITOBA			
0008	St. John's-Corner Brook		•	•	6117	Winnipeg		•	•
1021	Charlottetown		•	•					
1032	Maritime		•	•		SASKATCHEWAN			
2078	Halifax		•	•	7153	Prince Albert		•	•
2008	Sydney-Glace Bay		•	•	7072	Regina-Moose Jaw		•	•
3111	Carleton		•	•	7108	Saskatoon		•	•
3010	Saint-John/Moncton		•	•	7011	Yorkton		•	•
	QUEBEC					ALBERTA			
4197	Québec		•	•	8091	Lloydminster		•	
4061	Rimouski/Matane/Sept-Iles		•	•	8010	Medicine Hat		•	
4101	Rivière-du-Loup		•	•		BRITISH COLUMBIA			
4723	Rouyn-Noranda		•	•					
4118	Saguenay		•	•	9363	Dawson Creek		•	
4351	Sherbrooke		•	•	9231	Kelowna		•	•
4661	Trois-Rivières		•	•	9331	Prince George/Kamloops		•	•
	ONTARIO				9301	Terrace-Kitimat		•	
5243	Barrie		•	•		DATABASES			
5145	East Central Ontario		•	•		Excel Reach Report		•	•
5565	Kenora		•	•		Excel Special Demographic Reach Report		•	•
5108	Kingston		•	•		SPECIAL REPORT			
5338	Kitchener		•	•		CTV Saskatchewan Network		•	•
5336	Kitchener-London		•	•					
5367	London		•	•					
5068	Ottawa-Gatineau Fr./Ang.		•	•					
5100	Pembroke		•	•					
5158	Peterborough		•	•					
5510	Sudbury-Timmins-North Bay/ Sault Ste. Marie		•	•					
5540	Thunder Bay		•	•					
5408	Windsor		•	•					

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

* Did not publish Spring 2017.