# NUMERIS
## Top-line Radio Statistics

### Spring 2015
March 2–April 26, 2015

NUMERIS

# TOP-LINE RADIO STATISTICS

## St. John's CTRL

Source: Numeris (BBM Canada)
Survey Period: Radio Diary Survey March 2-April 26, 2015
Demographic: A12+
Area: 0009 (St. John's Ctrl)
Daypart: Monday-Sunday 5am-1am

| Spring 2015<br>Universe: 185,680 | | | |
|---|---|---|---|
| **Station** | **Market** | **Share %** | **Ctrl Reach (000)** |
| CBN | St John's Ctrl | **13.3** | **46.0** |
| CBN FM | St John's Ctrl | **2.3** | **14.7** |
| CHOZF+ | St John's Ctrl | **4.0** | **42.8** |
| CJYQ | St John's Ctrl | **0.4** | **3.7** |
| CKIXFM | St John's Ctrl | **13.9** | **63.7** |
| CKSJFM | St John's Ctrl | **15.3** | **58.7** |
| VOCM | St John's Ctrl | **24.1** | **70.5** |
| VOCMFM | St John's Ctrl | **15.0** | **56.3** |

**TERMS**

**Central (Ctrl) Market Area** - A Numeris defined geographical area, usually centred around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties, Census Divisions or Regional Districts.

**Universe** - Estimated Population of the Central Market Area.

**Share** - Within the central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to all radio.

**Central (Ctrl) Reach** - The estimated number of different people, within the central market area, who tuned to that station for at least one quarter hour during the week.

# TOP-LINE RADIO STATISTICS

## Halifax CTRL

Source: Numeris (BBM Canada)
Survey Period: Radio Diary Survey March 2-April 26, 2015
Demographic: A12+
Area: 2080 (Halifax Ctrl)
Daypart: Monday-Sunday 5am-1am

| Spring 2015 Universe: 368,530 | | | |
|---|---|---|---|
| **Station** | **Market** | **Share %** | **Ctrl Reach (000)** |
| CBAXFM | Halifax Ctrl | **0.5** | **5.7** |
| CBH FM | Halifax Ctrl | **4.6** | **28.5** |
| CBHAFM | Halifax Ctrl | **18.4** | **90.0** |
| CFLTFM | Halifax Ctrl | **6.7** | **43.9** |
| CFRQFM | Halifax Ctrl | **11.1** | **66.3** |
| CHFXFM | Halifax Ctrl | **11.4** | **70.8** |
| CHNSFM | Halifax Ctrl | **5.4** | **44.4** |
| CIOOFM | Halifax Ctrl | **9.0** | **80.6** |
| CJCHFM | Halifax Ctrl | **6.5** | **75.8** |
| CJNIFM | Halifax Ctrl | **5.5** | **47.1** |
| CKHYFM | Halifax Ctrl | **2.8** | **31.5** |
| CKHZFM | Halifax Ctrl | **1.9** | **38.3** |
| CKULFM | Halifax Ctrl | **4.1** | **39.0** |

**TERMS**

**Central (Ctrl) Market Area** - A Numeris defined geographical area, usually centred around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties, Census Divisions or Regional Districts.

**Universe** - Estimated Population of the Central Market Area.

**Share** - Within the central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to all radio.

**Central (Ctrl) Reach** - The estimated number of different people, within the central market area, who tuned to that station for at least one quarter hour during the week.

# TOP-LINE RADIO STATISTICS

## Saint John CTRL

Source: Numeris (BBM Canada)
Survey Period: Radio Diary Survey March 2-April 26, 2015
Demographic: A12+
Area: 3029 (Saint John Ctrl)
Daypart: Monday-Sunday 5am-1am

| Spring 2015<br>Universe: 115,130 | | | |
|---|---|---|---|
| **Station** | **Market** | **Share %** | **Ctrl Reach (000)** |
| CBD FM | Saint John Ctrl | **18.0** | **30.8** |
| CFBC | Saint John Ctrl | **1.6** | **3.9** |
| CHNIFM | Saint John Ctrl | **13.0** | **19.8** |
| CHSJFM | Saint John Ctrl | **28.7** | **38.0** |
| CHWVFM | Saint John Ctrl | **16.5** | **32.6** |
| CIOKFM | Saint John Ctrl | **4.5** | **17.6** |
| CJYCFM | Saint John Ctrl | **4.4** | **17.0** |

**TERMS**

**Central (Ctrl) Market Area** - A Numeris defined geographical area, usually centred around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties, Census Divisions or Regional Districts.

**Universe** - Estimated Population of the Central Market Area.

**Share** - Within the central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to all radio.

**Central (Ctrl) Reach** - The estimated number of different people, within the central market area, who tuned to that station for at least one quarter hour during the week.

# TOP-LINE RADIO STATISTICS

## Moncton CTRL

Source: Numeris (BBM Canada)
Survey Period: Radio Diary Survey March 2-April 26, 2015
Demographic: A12+
Area: 3009 (Moncton Ctrl)
Daypart: Monday-Sunday 5am-1am

| Spring 2015<br>Universe: 134,690 | | | |
|---|---|---|---|
| **Station** | **Market** | **Share %** | **Ctrl Reach (000)** |
| CBALFM | Moncton Ctrl | **2.0** | **4.8** |
| CBAMFM | Moncton Ctrl | **11.2** | **24.9** |
| CFBOFM | Moncton Ctrl | **0.8** | **3.7** |
| CFQMFM | Moncton Ctrl | **8.7** | **24.6** |
| CHOYFM | Moncton Ctrl | **0.8** | **2.2** |
| CJMOFM | Moncton Ctrl | **11.2** | **32.5** |
| CJXLFM | Moncton Ctrl | **17.9** | **36.6** |
| CKCWFM | Moncton Ctrl | **15.2** | **37.2** |
| CKNIFM | Moncton Ctrl | **11.5** | **25.9** |

**TERMS**

**Central (Ctrl) Market Area** - A Numeris defined geographical area, usually centred around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties, Census Divisions or Regional Districts.

**Universe** - Estimated Population of the Central Market Area.

**Share** - Within the central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to all radio.

**Central (Ctrl) Reach** - The estimated number of different people, within the central market area, who tuned to that station for at least one quarter hour during the week.

# TOP-LINE RADIO STATISTICS

## Quebec City CTRL

Source: Numeris (BBM Canada)
Survey Period: Radio Diary Survey March 2-April 26, 2015
Demographic: A12+
Area: 4199 (Quebec City Ctrl)
Daypart: Monday-Sunday 5am-1am

| Spring 2015<br>Universe: 706,730 | | | |
|---|---|---|---|
| **Station** | **Market** | **Share %** | **Ctrl Reach (000)** |
| CBV FM | Quebec City Ctrl | **14.5** | **147.6** |
| CBVEFM | Quebec City Ctrl | **0.7** | **12.5** |
| CBVXFM | Quebec City Ctrl | **3.4** | **44.1** |
| CFELFM | Quebec City Ctrl | **5.1** | **103.1** |
| CFOMFM | Quebec City Ctrl | **7.3** | **106.6** |
| CHIKFM | Quebec City Ctrl | **7.8** | **136.1** |
| CHOIFM | Quebec City Ctrl | **9.5** | **130.9** |
| CHXXFM | Quebec City Ctrl | **3.8** | **60.5** |
| CITFFM | Quebec City Ctrl | **14.1** | **173.0** |
| CJECFM | Quebec City Ctrl | **5.9** | **97.7** |
| CJMFFM | Quebec City Ctrl | **15.5** | **185.8** |
| CJSQFM | Quebec City Ctrl | **4.7** | **55.5** |

**TERMS**

**Central (Ctrl) Market Area** - A Numeris defined geographical area, usually centred around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties, Census Divisions or Regional Districts.

**Universe** - Estimated Population of the Central Market Area.

**Share** - Within the central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to all radio.

**Central (Ctrl) Reach** - The estimated number of different people, within the central market area, who tuned to that station for at least one quarter hour during the week.

# TOP-LINE RADIO STATISTICS

## Sherbrooke CTRL

Source: Numeris (BBM Canada)
Survey Period: Radio Diary Survey March 2-April 26, 2015
Demographic: A12+
Area: 4339 (Sherbrooke Ctrl)
Daypart: Monday-Sunday 5am-1am

| Spring 2015<br>Universe: 217,010 | | | |
|---|---|---|---|
| **Station** | **Market** | **Share %** | **Ctrl Reach (000)** |
| CBFF10 | Sherbrooke Ctrl | **14** | **46.2** |
| CBFXF2 | Sherbrooke Ctrl | **5.6** | **17.7** |
| CFGEFM | Sherbrooke Ctrl | **6.8** | **24.2** |
| CIMOFM | Sherbrooke Ctrl | **19.9** | **74.6** |
| CITEF4 | Sherbrooke Ctrl | **21.9** | **66.8** |
| CKOYFM | Sherbrooke Ctrl | **9.8** | **31.1** |

**TERMS**

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**Universe** - Estimated Population of the Central Market Area.

**Share** - Within the central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to all radio.

**Central (Ctrl) Reach** - The estimated number of different people, within the central market area, who tuned to that station for at least one quarter hour during the week.

# TOP-LINE RADIO STATISTICS

## Trois-Rivieres CTRL

Source: Numeris (BBM Canada)
Survey Period: Radio Diary Survey March 2-April 26, 2015
Demographic: A12+
Area: 4659 (Trois-Rivieres Ctrl)
Daypart: Monday-Sunday 5am-1am

| Spring 2015<br>Universe: 139,110 | | | |
|---|---|---|---|
| **Station** | **Market** | **Share %** | **Ctrl Reach (000)** |
| CBFFM8 | Trois-Rivieres Ctrl | **9.6** | **19.1** |
| CBFXF1 | Trois-Rivieres Ctrl | **2.9** | **8.7** |
| CHEYFM | Trois-Rivieres Ctrl | **14.7** | **30.1** |
| CIGBFM | Trois-Rivieres Ctrl | **15.6** | **39.7** |
| CJEBFM | Trois-Rivieres Ctrl | **20.8** | **30.4** |
| CKBNFM | Trois-Rivieres Ctrl | **5.2** | **12.2** |
| CKOBFM | Trois-Rivieres Ctrl | **6.2** | **13.8** |

**TERMS**

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**Universe** - Estimated Population of the Central Market Area.

**Share** - Within the central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to all radio.

**Central (Ctrl) Reach** - The estimated number of different people, within the central market area, who tuned to that station for at least one quarter hour during the week.

# TOP-LINE RADIO STATISTICS

## Saguenay CTRL

Source: Numeris (BBM Canada)
Survey Period: Radio Diary Survey March 2-April 26, 2015
Demographic: A12+
Area: 4120 (Saguenay Ctrl)
Daypart: Monday-Sunday 5am-1am

| Spring 2015<br>Universe: 148,890 | | | |
|---|---|---|---|
| **Station** | **Market** | **Share %** | **Ctrl Reach (000)** |
| CBJ FM | Saguenay Ctrl | **9.8** | **25.9** |
| CBJXFM | Saguenay Ctrl | **3.7** | **7.3** |
| CFIXFM | Saguenay Ctrl | **25.3** | **54.8** |
| CILMF+ | Saguenay Ctrl | **8.9** | **21.6** |
| CJABFM | Saguenay Ctrl | **20.6** | **49.2** |
| CKYKFM | Saguenay Ctrl | **13.2** | **38.4** |

**TERMS**

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**Universe** - Estimated Population of the Central Market Area.

**Share** - Within the central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to all radio.

**Central (Ctrl) Reach** - The estimated number of different people, within the central market area, who tuned to that station for at least one quarter hour during the week.

# TOP-LINE RADIO STATISTICS

## Ottawa-Gatineau Anglo CTRL

Source: Numeris (BBM Canada)
Survey Period: Radio Diary Survey March 2-April 26, 2015
Demographic: A12+
Area: 5071 (Ottawa-Gatineau Anglo Ctrl)
Daypart: Monday-Sunday 5am-1am

| Spring 2015<br>Universe: 813,480 | | | |
|---|---|---|---|
| **Station** | **Market** | **Share %** | **Ctrl Reach (000)** |
| CBO FM | Ottawa-Gat. Anglo Ctrl | **23.4** | **228.1** |
| CBOFFM | Ottawa-Gat. Anglo Ctrl | **0.6** | **13.2** |
| CBOQFM | Ottawa-Gat. Anglo Ctrl | **5.9** | **83.4** |
| CBOXFM | Ottawa-Gat. Anglo Ctrl | **0.8** | **19.0** |
| CFGO | Ottawa-Gat. Anglo Ctrl | **3.7** | **84.3** |
| CFRA | Ottawa-Gat. Anglo Ctrl | **9.2** | **105.0** |
| CFTXFM | Ottawa-Gat. Anglo Ctrl | **0.0** | **0.0** |
| CHEZFM | Ottawa-Gat. Anglo Ctrl | **7.2** | **120.3** |
| CHLXFM | Ottawa-Gat. Anglo Ctrl | **0.1** | **3.1** |
| CIDGFM | Ottawa-Gat. Anglo Ctrl | **1.0** | **15.5** |
| CIHTFM | Ottawa-Gat. Anglo Ctrl | **8.5** | **206.7** |
| CILVFM | Ottawa-Gat. Anglo Ctrl | **5.7** | **101.0** |
| CIMFFM | Ottawa-Gat. Anglo Ctrl | **0.4** | **11.0** |
| CISSFM | Ottawa-Gat. Anglo Ctrl | **3.3** | **103.1** |
| CIWW | Ottawa-Gat. Anglo Ctrl | **0.6** | **21.0** |
| CJMJFM | Ottawa-Gat. Anglo Ctrl | **5.9** | **110.7** |
| CJOTFM | Ottawa-Gat. Anglo Ctrl | **3.0** | **69.0** |
| CJWLFM | Ottawa-Gat. Anglo Ctrl | **3.3** | **49.4** |
| CKBYFM* | Ott-Gat.Anglo Ctrl/Smiths Falls Ctrl | **4.2** | **68.2** |
| CKKLFM | Ottawa-Gat. Anglo Ctrl | **2.7** | **59.2** |
| CKOFFM | Ottawa-Gat. Anglo Ctrl | **0.2** | **2.2** |
| CKQBFM | Ottawa-Gat. Anglo Ctrl | **3.4** | **106.8** |
| CKTFFM | Ottawa-Gat. Anglo Ctrl | **0.2** | **5.5** |

*Spill Station

**TERMS**

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**Universe** - Estimated Population of the Central Market Area.

**Share** - Within the central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to all radio.

**Central (Ctrl) Reach** - The estimated number of different people, within the central market area, who tuned to that station for at least one quarter hour during the week.

# TOP-LINE RADIO STATISTICS

## Ottawa-Gatineau Franco CTRL

Source: Numeris (BBM Canada)
Survey Period: Radio Diary Survey March 2-April 26, 2015
Demographic: A12+
Area: 5072 (Ottawa-Gatineau Franco Ctrl)
Daypart: Monday-Sunday 5am-1am

| Spring 2015<br>Universe: 344,880 | | | |
|---|---|---|---|
| **Station** | **Market** | **Share %** | **Ctrl Reach (000)** |
| CBO FM | Ottawa-Gat. Franco Ctrl | **1.4** | **15.7** |
| CBOFFM | Ottawa-Gat. Franco Ctrl | **15.5** | **80.0** |
| CBOQFM | Ottawa-Gat. Franco Ctrl | **1.7** | **13.3** |
| CBOXFM | Ottawa-Gat. Franco Ctrl | **4.4** | **25.2** |
| CFGO | Ottawa-Gat. Franco Ctrl | **0.6** | **8.5** |
| CFRA | Ottawa-Gat. Franco Ctrl | **1.0** | **6.7** |
| CFTXFM | Ottawa-Gat. Franco Ctrl | **0.3** | **4.3** |
| CHEZFM | Ottawa-Gat. Franco Ctrl | **4.3** | **28.5** |
| CHLXFM | Ottawa-Gat. Franco Ctrl | **4.4** | **26.8** |
| CIDGFM | Ottawa-Gat. Franco Ctrl | **0.7** | **5.1** |
| CIHTFM | Ottawa-Gat. Franco Ctrl | **4.5** | **57.7** |
| CILVFM | Ottawa-Gat. Franco Ctrl | **0.7** | **12.3** |
| CIMFFM | Ottawa-Gat. Franco Ctrl | **24.4** | **102.2** |
| CISSFM | Ottawa-Gat. Franco Ctrl | **2.1** | **36.1** |
| CIWW | Ottawa-Gat. Franco Ctrl | **0.0** | **0.8** |
| CJMJFM | Ottawa-Gat. Franco Ctrl | **1.5** | **16.5** |
| CJOTFM | Ottawa-Gat. Franco Ctrl | **1.6** | **10.4** |
| CJWLFM | Ottawa-Gat. Franco Ctrl | **1.4** | **10.8** |
| CKBYFM* | Ott-Gat. Franco Ctrl/Smiths Falls Ctrl | **1.0** | **12.9** |
| CKKLFM | Ottawa-Gat. Franco Ctrl | **1.3** | **12.7** |
| CKOFFM | Ottawa-Gat. Franco Ctrl | **8.2** | **41.4** |
| CKQBFM | Ottawa-Gat. Franco Ctrl | **3.2** | **30.7** |
| CKTFFM | Ottawa-Gat. Franco Ctrl | **9.4** | **67.6** |

*Spill Station

**TERMS**

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**Universe** - Estimated Population of the Central Market Area.

**Share** - Within the central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to all radio.

**Central (Ctrl) Reach** - The estimated number of different people, within the central market area, who tuned to that station for at least one quarter hour during the week.

# TOP-LINE RADIO STATISTICS

## Kingston CTRL

Source: Numeris (BBM Canada)
Survey Period: Radio Diary Survey March 2-April 26, 2015
Demographic: A12+
Area: 5109 (Kingston Ctrl)
Daypart: Monday-Sunday 5am-1am

| Spring 2015<br>Universe: 150,930 | | | |
|---|---|---|---|
| **Station** | **Market** | **Share %** | **Ctrl Reach (000)** |
| CFLYFM | Kingston Ctrl | **13.1** | **36.9** |
| CFMKFM | Kingston Ctrl | **2.3** | **10.5** |
| CIKRFM | Kingston Ctrl | **9.0** | **26.1** |
| CKLCFM | Kingston Ctrl | **6.6** | **20.0** |
| CKWSFM | Kingston Ctrl | **8.3** | **20.1** |
| CKXCFM | Kingston Ctrl | **17.3** | **28.6** |
| WLYKFM | Kingston Ctrl | **3.6** | **18.3** |

**TERMS**

**Central (Ctrl) Market Area** - A Numeris defined geographical area, usually centred around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties, Census Divisions or Regional Districts.

**Universe** - Estimated Population of the Central Market Area.

**Share** - Within the central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to all radio.

**Central (Ctrl) Reach** - The estimated number of different people, within the central market area, who tuned to that station for at least one quarter hour during the week.

# TOP-LINE RADIO STATISTICS

## Belleville-Trenton CTRL

Source: Numeris (BBM Canada)
Survey Period: Radio Diary Survey March 2-April 26, 2015
Demographic: A12+
Area: 5139 (Belleville-Trenton Ctrl)
Daypart: Monday-Sunday 5am-1am

| Spring 2015<br>Universe: 115,390 | | | |
|---|---|---|---|
| **Station** | **Market** | **Share %** | **Ctrl Reach (000)** |
| CHCQFM | Belleville-Trenton Ctrl | **13.6** | **26.2** |
| CIGLFM | Belleville-Trenton Ctrl | **14.3** | **32.7** |
| CJBQ | Belleville-Trenton Ctrl | **17.4** | **24.1** |
| CJOJFM | Belleville-Trenton Ctrl | **11.4** | **27.3** |
| CJTNFM | Belleville-Trenton Ctrl | **10.0** | **20.3** |

**TERMS**

**Central (Ctrl) Market Area** - A Numeris defined geographical area, usually centred around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties, Census Divisions or Regional Districts.

**Universe** - Estimated Population of the Central Market Area.

**Share** - Within the central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to all radio.

**Central (Ctrl) Reach** - The estimated number of different people, within the central market area, who tuned to that station for at least one quarter hour during the week.

# TOP-LINE RADIO STATISTICS

## Oshawa-Whitby CTRL

Source: Numeris (BBM Canada)
Survey Period: Radio Diary Survey March 2-April 26, 2015
Demographic: A12+
Area: 5187 (Oshawa-Whitby Ctrl)
Daypart: Monday-Sunday 5am-1am

| Spring 2015<br>Universe: 359,670 | | | |
|---|---|---|---|
| **Station** | **Market** | **Share %** | **Ctrl Reach (000)** |
| CJKXFM | Oshawa-Whitby Ctrl | **13.3** | **74.2** |
| CKDO | Oshawa-Whitby Ctrl | **5.7** | **33.2** |
| CKGEFM | Oshawa-Whitby Ctrl | **5.5** | **38.6** |

**TERMS**

**Central (Ctrl) Market Area** - A Numeris defined geographical area, usually centred around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties, Census Divisions or Regional Districts.

**Universe** - Estimated Population of the Central Market Area.

**Share** - Within the central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to all radio.

**Central (Ctrl) Reach** - The estimated number of different people, within the central market area, who tuned to that station for at least one quarter hour during the week.

# TOP-LINE RADIO STATISTICS

## Kitchener-Waterloo CTRL

Source: Numeris (BBM Canada)
Survey Period: Radio Diary Survey March 2-April 26, 2015
Demographic: A12+
Area: 5339 (Kitchener-Waterloo Ctrl)
Daypart: Monday-Sunday 5am-1am

| Spring 2015<br>Universe: 447,990 | | | |
|---|---|---|---|
| **Station** | **Market** | **Share %** | **Ctrl Reach (000)** |
| CBLAF2* | Kitchener-Wat/Brantf Ctrl | **6.6** | **52** |
| CFCAFM | Kitchener-Waterloo Ctrl | **7.1** | **67.0** |
| CHYMFM | Kitchener-Waterloo Ctrl | **14.5** | **91.8** |
| CIKZFM | Kitchener-Waterloo Ctrl | **7.2** | **47.4** |
| CJDVFM | Kitchener-Waterloo Ctrl | **6.8** | **44.1** |
| CJIQFM | Kitchener-Waterloo Ctrl | **1.4** | **18.5** |
| CJTWFM | Kitchener-Waterloo Ctrl | **1.4** | **18.1** |
| CKBTFM | Kitchener-Waterloo Ctrl | **6.6** | **91.3** |
| CKGL | Kitchener-Waterloo Ctrl | **5.7** | **60.4** |
| CKKWFM | Kitchener-Waterloo Ctrl | **5.2** | **32.5** |

* Spill Station

**TERMS**

**Central (Ctrl) Market Area** - A Numeris defined geographical area, usually centred around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties, Census Divisions or Regional Districts.

**Universe** - Estimated Population of the Central Market Area.

**Share** - Within the central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to all radio.

**Central (Ctrl) Reach** - The estimated number of different people, within the central market area, who tuned to that station for at least one quarter hour during the week.

# TOP-LINE RADIO STATISTICS

## London CTRL

Source: Numeris (BBM Canada)
Survey Period: Radio Diary Survey March 2-April 26, 2015
Demographic: A12+
Area: 5369 (London Ctrl)
Daypart: Monday-Sunday 5am-1am

| Spring 2015<br>Universe: 442,750 | | | |
|---|---|---|---|
| **Station** | **Market** | **Share %** | **Ctrl Reach (000)** |
| CBCLFM | London Ctrl | **6.9** | **51.8** |
| CFHKFM | London Ctrl | **8.1** | **87.5** |
| CFPL | London Ctrl | **4.9** | **54.5** |
| CFPLFM | London Ctrl | **9.5** | **78.5** |
| CHSTFM | London Ctrl | **8.6** | **61.6** |
| CIQMFM | London Ctrl | **8.9** | **100.0** |
| CJBK | London Ctrl | **6.2** | **42.2** |
| CJBXFM | London Ctrl | **8.8** | **80.0** |
| CKDKFM* | London Ctrl/Woodstock Ctrl | **1.8** | **25.9** |
| CKLOFM | London Ctrl | **6.4** | **43.3** |
| CKSL | London Ctrl | **1.2** | **21.5** |

*Spill Station

**TERMS**

**Central (Ctrl) Market Area** - A Numeris defined geographical area, usually centred around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties, Census Divisions or Regional Districts.

**Universe** - Estimated Population of the Central Market Area.

**Share** - Within the central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to all radio.

**Central (Ctrl) Reach** - The estimated number of different people, within the central market area, who tuned to that station for at least one quarter hour during the week.

# TOP-LINE RADIO STATISTICS

## Hamilton CTRL

Source: Numeris (BBM Canada)
Survey Period: Radio Diary Survey March 2-April 26, 2015
Demographic: A12+
Area: 5269 (Hamilton Ctrl)
Daypart: Monday-Sunday 5am-1am

| Spring 2015<br>Universe: 675,300 | | | |
|---|---|---|---|
| **Station** | **Market** | **Share %** | **Ctrl Reach (000)** |
| CHAM | Hamilton Ctrl | **0.9** | **22.3** |
| CHKXFM | Hamilton Ctrl | **8.0** | **87.7** |
| CHML | Hamilton Ctrl | **5.7** | **69.7** |
| CHTZFM* | Hamilton Ctrl/St.Cath. Ctrl | **1.7** | **38.1** |
| CINGFM | Hamilton Ctrl | **2.9** | **51.5** |
| CJXYFM | Hamilton Ctrl | **5.0** | **66.6** |
| CKLHFM | Hamilton Ctrl | **10.6** | **111.3** |
| CKOC | Hamilton Ctrl | **2.9** | **37.4** |

*Spill Station

**TERMS**

**Central (Ctrl) Market Area** - A Numeris defined geographical area, usually centred around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties, Census Divisions or Regional Districts.

**Universe** - Estimated Population of the Central Market Area.

**Share** - Within the central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to all radio.

**Central (Ctrl) Reach** - The estimated number of different people, within the central market area, who tuned to that station for at least one quarter hour during the week.

# TOP-LINE RADIO STATISTICS

## St. Catharines-Niagara CTRL

Source: Numeris (BBM Canada)
Survey Period: Radio Diary Survey March 2-April 26, 2015
Demographic: A12+
Area: 5299 (St. Catharines-Niagara Ctrl)
Daypart: Monday-Sunday 5am-1am

| Spring 2015<br>Universe: 363,770 | | | |
|---|---|---|---|
| **Station** | **Market** | **Share %** | **Ctrl Reach (000)** |
| CFLZFM | St.Catharines-Niagara Ctrl | **1.3** | **20.6** |
| CHREFM | St.Catharines-Niagara Ctrl | **13.5** | **75.7** |
| CHTZFM | St.Catharines-Niagara Ctrl | **7.8** | **53.4** |
| CIXLFM | St.Catharines-Niagara Ctrl | **12.0** | **52.2** |
| CJEDFM | St.Catharines-Niagara Ctrl | **0.8** | **10.6** |
| CKTB | St.Catharines-Niagara Ctrl | **3.6** | **26.0** |
| CKYYFM | St.Catharines-Niagara Ctrl | **2.0** | **16.4** |

**TERMS**

**Central (Ctrl) Market Area** - A Numeris defined geographical area, usually centred around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties, Census Divisions or Regional Districts.

**Universe** - Estimated Population of the Central Market Area.

**Share** - Within the central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to all radio.

**Central (Ctrl) Reach** - The estimated number of different people, within the central market area, who tuned to that station for at least one quarter hour during the week.

**Full Coverage (FC) Reach** - The estimated number of different people, anywhere in Canada, who tuned to that station for at least one quarter hour during the week.

# TOP-LINE RADIO STATISTICS

## Windsor CTRL

Source: Numeris (BBM Canada)
Survey Period: Radio Diary Survey March 2-April 26, 2015
Demographic: A12+
Area: 5409 (Windsor Ctrl)
Daypart: Monday-Sunday 5am-1am

| Spring 2015<br>Universe: 290,320 | | | |
|---|---|---|---|
| **Station** | **Market** | **Share %** | **Ctrl Reach (000)** |
| CBE FM | Windsor Ctrl | **1.7** | **9.5** |
| CBEWFM | Windsor Ctrl | **5.1** | **23.8** |
| CHYRFM* | Windsor Ctrl/Leamington | **4.2** | **28.5** |
| CIDRFM | Windsor Ctrl | **4.9** | **29.3** |
| CIMXFM | Windsor Ctrl | **2.7** | **25.8** |
| CJWFFM | Windsor Ctrl | **4.1** | **20.0** |
| CKLW | Windsor Ctrl | **16.4** | **80.9** |
| CKUEFM* | Windsor/Chatham | **3.7** | **16.5** |
| CKWW | Windsor Ctrl | **1.8** | **11.3** |

*Spill Station

**TERMS**

**Central (Ctrl) Market Area** - A Numeris defined geographical area, usually centred around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties, Census Divisions or Regional Districts.

**Universe** - Estimated Population of the Central Market Area.

**Share** - Within the central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to all radio.

**Central (Ctrl) Reach** - The estimated number of different people, within the central market area, who tuned to that station for at least one quarter hour during the week.

# TOP-LINE RADIO STATISTICS

## Winnipeg CTRL

Source: Numeris (BBM Canada)
Survey Period: Radio Diary Survey March 2-April 26, 2015
Demographic: A12+
Area: 6119 (Winnipeg Ctrl)
Daypart: Monday-Sunday 5am-1am

| Spring 2015<br>Universe: 696,910 | | | |
|---|---|---|---|
| **Station** | **Market** | **Share %** | **Ctrl Reach (000)** |
| CBW | Winnipeg Ctrl | **11.9** | **123.6** |
| CBW FM | Winnipeg Ctrl | **2.9** | **57.0** |
| CFJLFM | Winnipeg Ctrl | **2.1** | **24.7** |
| CFQXFM | Winnipeg Ctrl | **9.9** | **121.2** |
| CFRW | Winnipeg Ctrl | **4.6** | **77.1** |
| CFWMFM | Winnipeg Ctrl | **6.8** | **93.0** |
| CHIQFM | Winnipeg Ctrl | **5.7** | **77.0** |
| CHWEFM | Winnipeg Ctrl | **4.1** | **111.0** |
| CITIFM | Winnipeg Ctrl | **7.9** | **99.1** |
| CJGVFM | Winnipeg Ctrl | **1.7** | **47.9** |
| CJKRFM | Winnipeg Ctrl | **2.2** | **57.8** |
| CJOB | Winnipeg Ctrl | **11.5** | **119.0** |
| CKMMFM | Winnipeg Ctrl | **9.0** | **171.9** |
| CKSBFM | Winnipeg Ctrl | **0.1** | **3.5** |
| CKY FM | Winnipeg Ctrl | **4.6** | **69.9** |

**TERMS**

**Central (Ctrl) Market Area** - A Numeris defined geographical area, usually centred around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties, Census Divisions or Regional Districts.

**Universe** - Estimated Population of the Central Market Area.

**Share** - Within the central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to all radio.

**Central (Ctrl) Reach** - The estimated number of different people, within the central market area, who tuned to that station for at least one quarter hour during the week.

# TOP-LINE RADIO STATISTICS

## Regina CTRL

Source: Numeris (BBM Canada)
Survey Period: Radio Diary Survey March 2-April 26, 2015
Demographic: A12+
Area: 7069 (Regina Ctrl)
Daypart: Monday-Sunday 5am-1am

| Spring 2015<br>Universe: 200,010 | | | |
|---|---|---|---|
| **Station** | **Market** | **Share %** | **Ctrl Reach (000)** |
| CBK FM | Regina Ctrl | **3.7** | **15.1** |
| CBK+ | Regina Ctrl | **12.3** | **33.1** |
| CFWFFM | Regina Ctrl | **8.6** | **28.9** |
| CHBDFM | Regina Ctrl | **11.8** | **36.1** |
| CHMXFM | Regina Ctrl | **6.5** | **25.2** |
| CIZLFM | Regina Ctrl | **17.6** | **64.3** |
| CJME | Regina Ctrl | **7.4** | **25.8** |
| CKCKFM | Regina Ctrl | **11.9** | **38.6** |
| CKRM | Regina Ctrl | **10.5** | **23.5** |

**TERMS**

**Central (Ctrl) Market Area** - A Numeris defined geographical area, usually centred around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties, Census Divisions or Regional Districts.

**Universe** - Estimated Population of the Central Market Area.

**Share** - Within the central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to all radio.

**Central (Ctrl) Reach** - The estimated number of different people, within the central market area, who tuned to that station for at least one quarter hour during the week.

# TOP-LINE RADIO STATISTICS

## Saskatoon CTRL

Source: Numeris (BBM Canada)
Survey Period: Radio Diary Survey March 2-April 26, 2015
Demographic: A12+
Area: 7109 (Saskatoon Ctrl)
Daypart: Monday-Sunday 5am-1am

| Spring 2015<br>Universe: 253,570 | | | |
|---|---|---|---|
| **Station** | **Market** | **Share %** | **Ctrl Reach (000)** |
| CBK1FM | Saskatoon Ctrl | **7.4** | **27.7** |
| CBKSFM | Saskatoon Ctrl | **4.8** | **20.6** |
| CFMCFM | Saskatoon Ctrl | **17.1** | **85.9** |
| CFWDFM | Saskatoon Ctrl | **9.5** | **48.7** |
| CJDJFM | Saskatoon Ctrl | **11.7** | **52.4** |
| CJMKFM | Saskatoon Ctrl | **9.7** | **36.8** |
| CJWW | Saskatoon Ctrl | **9.4** | **21.9** |
| CKBLFM | Saskatoon Ctrl | **8.7** | **38.8** |
| CKOM | Saskatoon Ctrl | **8.2** | **35.9** |

**TERMS**

**Central (Ctrl) Market Area** - A Numeris defined geographical area, usually centred around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties, Census Divisions or Regional Districts.

**Universe** - Estimated Population of the Central Market Area.

**Share** - Within the central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to all radio.

**Central (Ctrl) Reach** - The estimated number of different people, within the central market area, who tuned to that station for at least one quarter hour during the week.

# TOP-LINE RADIO STATISTICS

## Lethbridge CTRL

Source: Numeris (BBM Canada)
Survey Period: Radio Diary Survey March 2-April 26, 2015
Demographic: A12+
Area: 8019 (Lethbridge Ctrl)
Daypart: Monday-Sunday 5am-1am

| Spring 2015<br>Universe: 97,750 | | | |
|---|---|---|---|
| **Station** | **Market** | **Share %** | **Ctrl Reach (000)** |
| CFRVFM | Lethbridge Ctrl | **12.8** | **22.2** |
| CHLBFM | Lethbridge Ctrl | **20.6** | **21.6** |
| CJBZFM* | Lethbridge Ctrl/Taber Ctrl | **4.6** | **14.4** |
| CJOCFM | Lethbridge Ctrl | **19.5** | **23.8** |
| CJRXFM | Lethbridge Ctrl | **5.3** | **10.5** |
| CKBDFM | Lethbridge Ctrl | **7.9** | **13.9** |

*Spill Station

**TERMS**

**Central (Ctrl) Market Area** - A Numeris defined geographical area, usually centred around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties, Census Divisions or Regional Districts.

**Universe** - Estimated Population of the Central Market Area.

**Share** - Within the central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to all radio.

**Central (Ctrl) Reach** - The estimated number of different people, within the central market area, who tuned to that station for at least one quarter hour during the week.

# TOP-LINE RADIO STATISTICS

## Red Deer CTRL

Source: Numeris (BBM Canada)
Survey Period: Radio Diary Survey March 2-April 26, 2015
Demographic: A12+
Area: 8079 (Red Deer Ctrl)
Daypart: Monday-Sunday 5am-1am

| Spring 2015<br>Universe: 83,480 | | | |
|---|---|---|---|
| **Station** | **Market** | **Share %** | **Ctrl Reach (000)** |
| CFDVFM | Red Deer Ctrl | **6.9** | **11.5** |
| CHUBFM | Red Deer Ctrl | **12.6** | **19.6** |
| CIZZFM | Red Deer Ctrl | **7.8** | **14.5** |
| CJUVFM* | Red Deer Ctrl/Lacombe Ctrl | **11.0** | **14.2** |
| CKGYFM | Red Deer Ctrl | **11.7** | **16.9** |
| CKIKFM | Red Deer Ctrl | **13.8** | **17.5** |
| CKRIFM | Red Deer Ctrl | **7.9** | **11.2** |

*Spill Station

**TERMS**

**Central (Ctrl) Market Area** - A Numeris defined geographical area, usually centred around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties, Census Divisions or Regional Districts.

**Universe** - Estimated Population of the Central Market Area.

**Share** - Within the central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to all radio.

**Central (Ctrl) Reach** - The estimated number of different people, within the central market area, who tuned to that station for at least one quarter hour during the week.

# TOP-LINE RADIO STATISTICS

## Prince George CTRL

Source: Numeris (BBM Canada)
Survey Period: Radio Diary Survey March 2-April 26, 2015
Demographic: A12+
Area: 9349 (Prince George Ctrl)
Daypart: Monday-Sunday 5am-1am

| Spring 2015<br>Universe: 76,510 | | | |
|---|---|---|---|
| **Station** | **Market** | **Share %** | **Ctrl Reach (000)** |
| CBYGFM | Prince George Ctrl | **23.8** | **18.5** |
| CIRXFM | Prince George Ctrl | **13.5** | **16.2** |
| CJCIF+ | Prince George Ctrl | **16.8** | **18.2** |
| CKDVF+ | Prince George Ctrl | **14.9** | **16.9** |
| CKKNFM | Prince George Ctrl | **16.4** | **23.0** |

**TERMS**

**Central (Ctrl) Market Area** - A Numeris defined geographical area, usually centred around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties, Census Divisions or Regional Districts.

**Universe** - Estimated Population of the Central Market Area.

**Share** - Within the central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to all radio.

**Central (Ctrl) Reach** - The estimated number of different people, within the central market area, who tuned to that station for at least one quarter hour during the week.

# TOP-LINE RADIO STATISTICS

## Kamloops CTRL

Source: Numeris (BBM Canada)
Survey Period: Radio Diary Survey March 2-April 26, 2015
Demographic: A12+
Area: 9209 (Kamloops Ctrl)
Daypart: Monday-Sunday 5am-1am

| Spring 2015<br>Universe: 90,390 | | | |
|---|---|---|---|
| **Station** | **Market** | **Share %** | **Ctrl Reach (000)** |
| CBYKFM | Kamloops Ctrl | **15.8** | **16.6** |
| CHNL+ | Kamloops Ctrl | **15.1** | **17.7** |
| CIFMFM | Kamloops Ctrl | **11.5** | **17.1** |
| CJKCFM | Kamloops Ctrl | **14.5** | **13.1** |
| CKBZFM | Kamloops Ctrl | **15.0** | **21.0** |
| CKRVFM | Kamloops Ctrl | **12.0** | **17.6** |

**TERMS**

**Central (Ctrl) Market Area** - A Numeris defined geographical area, usually centred around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties, Census Divisions or Regional Districts.

**Universe** - Estimated Population of the Central Market Area.

**Share** - Within the central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to all radio.

**Central (Ctrl) Reach** - The estimated number of different people, within the central market area, who tuned to that station for at least one quarter hour during the week.

# TOP-LINE RADIO STATISTICS

## Kelowna CTRL

Source: Numeris (BBM Canada)
Survey Period: Radio Diary Survey March 2-April 26, 2015
Demographic: A12+
Area: 9230 (Kelowna Ctrl)
Daypart: Monday-Sunday 5am-1am

| Spring 2015<br>Universe: 173,480 | | | |
|---|---|---|---|
| **Station** | **Market** | **Share %** | **Ctrl Reach (000)** |
| CBTKFM | Kelowna Ctrl | **18.8** | **34.2** |
| CHSUFM | Kelowna Ctrl | **8.9** | **37.3** |
| CIGVFM* | Kelowna Ctrl/Penticton Ctrl | **12.3** | **29.0** |
| CILKF+ | Kelowna Ctrl | **9.6** | **26.9** |
| CJUIFM | Kelowna Ctrl | **4.4** | **19.9** |
| CKFR | Kelowna Ctrl | **12.2** | **26.6** |
| CKKOFM | Kelowna Ctrl | **8.1** | **20.1** |
| CKLZFM | Kelowna Ctrl | **9.3** | **23.3** |
| CKQQFM | Kelowna Ctrl | **3.7** | **15.1** |

*Spill Station

**TERMS**

**Central (Ctrl) Market Area** - A Numeris defined geographical area, usually centred around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties, Census Divisions or Regional Districts.

**Universe** - Estimated Population of the Central Market Area.

**Share** - Within the central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to all radio.

**Central (Ctrl) Reach** - The estimated number of different people, within the central market area, who tuned to that station for at least one quarter hour during the week.

# TOP-LINE RADIO STATISTICS

## Victoria CTRL

Source: Numeris (BBM Canada)
Survey Period: Radio Diary Survey March 2-April 26, 2015
Demographic: A12+
Area: 9119 (Victoria Ctrl)
Daypart: Monday-Sunday 5am-1am

| Spring 2015<br>Universe: 346,020 | | | |
|---|---|---|---|
| **Station** | **Market** | **Share %** | **Ctrl Reach (000)** |
| CBCVFM | Victoria Ctrl | **18.5** | **79.7** |
| CFAX | Victoria Ctrl | **9.2** | **56.7** |
| CHBEFM | Victoria Ctrl | **8.0** | **57.5** |
| CHTTFM | Victoria Ctrl | **2.3** | **25.5** |
| CIOCFM | Victoria Ctrl | **8.3** | **44.8** |
| CJZNFM | Victoria Ctrl | **6.7** | **51.2** |
| CKKQFM | Victoria Ctrl | **12.0** | **72.2** |

**TERMS**

**Central (Ctrl) Market Area** - A Numeris defined geographical area, usually centred around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties, Census Divisions or Regional Districts.

**Universe** - Estimated Population of the Central Market Area.

**Share** - Within the central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to all radio.

**Central (Ctrl) Reach** - The estimated number of different people, within the central market area, who tuned to that station for at least one quarter hour during the week.