

NUMERIS

Top-line Radio Statistics

Fall 2016
September 5–October 30, 2016



TOP-LINE RADIO STATISTICS



St. John's CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 0009 (St. John's Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016				
Universe: 187,610				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBN	St John's Ctrl	12.7	38.6	49.6
CBN FM	St John's Ctrl	2.0	11.8	18.5
CHOZF+	St John's Ctrl	6.0	40.3	123.7
CJYQ	St John's Ctrl	0.3	1.7	3.7
CKIXFM	St John's Ctrl	13.7	55.6	73.6
CKSJFM	St John's Ctrl	16.5	61.5	78.5
VOCM	St John's Ctrl	22.5	63.6	115.0
VOCMFM	St John's Ctrl	16.1	57.1	84.0

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.

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



Halifax CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 2080 (Halifax Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016				
Universe: 369,170				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBAXFM	Halifax Ctrl	0.4	5.4	9.5
CBH FM	Halifax Ctrl	4.0	26.9	49.9
CBHAFM	Halifax Ctrl	17.1	86.1	171.5
CFLTFM	Halifax Ctrl	5.7	40.8	52.6
CFRQFM	Halifax Ctrl	10.0	63.1	83.3
CHFXFM	Halifax Ctrl	9.5	55.4	75.7
CHNSFM	Halifax Ctrl	6.1	36.7	53.2
CIOOFM	Halifax Ctrl	8.9	70.9	88.4
CJCHFM	Halifax Ctrl	7.1	74.4	99.3
CJNIFM	Halifax Ctrl	5.8	44.4	52.1
CKHYFM	Halifax Ctrl	2.6	28.1	31.2
CKHZFM	Halifax Ctrl	4.3	32.7	41.9
CKULFM	Halifax Ctrl	2.5	31.5	43.1

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.

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

Sydney CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 2010 (Sydney Ctrl)

Daypart: Monday-Sunday 5am-1am



Fall 2016

Universe: 88,280

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBI	Sydney Ctrl	17.5	18.8	27.0
CBI FM	Sydney Ctrl	2.6	4.6	8.6
CHERFM	Sydney Ctrl	15.6	21.2	24.3
CHRKFM	Sydney Ctrl	15.5	28.6	30.5
CJCB	Sydney Ctrl	6.4	9.0	11.0
CKCHFM	Sydney Ctrl	18.5	21.8	26.1
CKPEFM	Sydney Ctrl	9.5	16.2	17.8

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



Saint John CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 3029 (Saint John Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016				
Universe: 111,180				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBD FM	Saint John Ctrl	20.0	28.5	37.3
CFBC	Saint John Ctrl	0.9	3.4	4.5
CHNIFM	Saint John Ctrl	10.6	17.1	25.0
CHSJFM	Saint John Ctrl	19.4	32.3	58.8
CHWVFM	Saint John Ctrl	20.8	37.9	54.4
CIOKFM	Saint John Ctrl	5.4	17.2	35.8
CJYCFM	Saint John Ctrl	10.9	20.2	31.5

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.

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

Fredericton CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 3079 (Fredericton Ctrl)

Daypart: Monday-Sunday 5am-1am



Fall 2016				
Universe: 104,110				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBZ FM	Fredericton Ctrl	1.7	4.6	17.5
CBZFFM	Fredericton Ctrl	17.4	23.8	39.3
CFRKFM	Fredericton Ctrl	12.5	18.4	25.7
CFXYFM	Fredericton Ctrl	14.4	24.3	30.0
CIBXFM	Fredericton Ctrl	17.1	33.0	36.1
CIHIFM	Fredericton Ctrl	12.6	20.3	24.6
CKHJ	Fredericton Ctrl	6.1	7.9	10.2

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.

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



Moncton CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 3009 (Moncton Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016				
Universe: 134,790				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBALFM	Moncton Ctrl	1.6	4.4	12.9
CBAMFM	Moncton Ctrl	13.2	20.0	44.9
CFBOFM	Moncton Ctrl	3.0	6.5	8.8
CFQMFM	Moncton Ctrl	10.9	25.9	47.8
CHOYFM	Moncton Ctrl	0.6	2.3	5.6
CJMOFM	Moncton Ctrl	10.3	24.0	41.9
CJXLFM	Moncton Ctrl	17.2	29.7	58.9
CKCWFM	Moncton Ctrl	10.4	29.3	45.1
CKNIFM	Moncton Ctrl	10.5	25.0	32.1

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



Drummondville CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 4369 (Drummondville Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016				
Universe: 89,890				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CHRDFM	Drummondville Ctrl	23.8	23.2	29.6
CJDMFM	Drummondville Ctrl	25.9	33.9	40.0

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.

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



Quebec City CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 4199 (Quebec City Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016				
Universe: 719,360				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBV FM	Quebec City Ctrl	14.5	148.3	188.7
CBVEFM	Quebec City Ctrl	0.6	15.3	43.3
CBVXFM	Quebec City Ctrl	3.7	51.3	65.3
CFELFM	Quebec City Ctrl	5.7	119.1	157.5
CFOMFM	Quebec City Ctrl	8.3	114.7	174.8
CHIKFM	Quebec City Ctrl	7.5	131.1	207.7
CHOIFM	Quebec City Ctrl	12.6	145.7	259.0
CHXXFM	Quebec City Ctrl	4.8	61.9	96.7
CITFFM	Quebec City Ctrl	10.5	137.6	231.2
CJECFM	Quebec City Ctrl	7.7	105.7	141.1
CJMFFM	Quebec City Ctrl	14.3	173.6	249.3
CJSQFM	Quebec City Ctrl	4.2	55.0	61.5

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.

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



Sherbrooke CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 4339 (Sherbrooke Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016				
Universe: 217,510				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBFF10	Sherbrooke Ctrl	11.8	42.5	54.2
CBFXF2	Sherbrooke Ctrl	2.9	11.8	15.9
CFGEFM	Sherbrooke Ctrl	8.1	23.8	31.4
CIMOFM	Sherbrooke Ctrl	21.2	71.6	99.5
CITEF4	Sherbrooke Ctrl	24.4	64.3	164.5
CKOYFM	Sherbrooke Ctrl	8.6	31.0	39.5

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.

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



Trois-Rivieres CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 4659 (Trois-Rivieres Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016				
Universe: 141,030				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBFFM8	Trois-Rivieres Ctrl	8.7	18.0	39.3
CBFXF1	Trois-Rivieres Ctrl	4.5	11.3	28.3
CHEYFM	Trois-Rivieres Ctrl	13.4	28.5	75.5
CIGBFM	Trois-Rivieres Ctrl	14.9	41.0	98.3
CJEBFM	Trois-Rivieres Ctrl	18.4	34.7	74.9
CKBNFM	Trois-Rivieres Ctrl	5.1	11.1	22.5
CKOBFM	Trois-Rivieres Ctrl	6.8	15.8	36.4

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



Saguenay CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 4120 (Saguenay Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016				
Universe: 151,180				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBJ FM	Saguenay Ctrl	8.5	23.6	41.8
CBJXFM	Saguenay Ctrl	4.2	8.6	14.9
CFIXFM	Saguenay Ctrl	25.8	52.6	85.0
CILMF+	Saguenay Ctrl	9.3	24.4	29.5
CJABFM	Saguenay Ctrl	19.4	52.9	90.6
CKYKFM	Saguenay Ctrl	18.2	42.9	65.5

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.

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



Ottawa-Gatineau Anglo CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 5071 (Ottawa-Gatineau Anglo Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016				
Universe: 823,920				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBO FM	Ottawa-Gat. Anglo Ctrl	19.9	205.7	335.9
CBOFFM	Ottawa-Gat. Anglo Ctrl	0.9	13.0	98.4
CBOQFM	Ottawa-Gat. Anglo Ctrl	5.5	69.6	99.8
CBOXFM	Ottawa-Gat. Anglo Ctrl	0.6	12.5	44.4
CFGO	Ottawa-Gat. Anglo Ctrl	3.1	51.6	61.1
CFRA	Ottawa-Gat. Anglo Ctrl	9.0	91.4	131.3
CFTXFM	Ottawa-Gat. Anglo Ctrl	0.0	0.5	14.9
CHEZFM	Ottawa-Gat. Anglo Ctrl	8.1	120.4	194.1
CHLXFM	Ottawa-Gat. Anglo Ctrl	0.1	1.9	27.5
CIDGFM	Ottawa-Gat. Anglo Ctrl	1.2	27.1	33.6
CIHTFM	Ottawa-Gat. Anglo Ctrl	9.3	206.0	295.4
CILVFM	Ottawa-Gat. Anglo Ctrl	4.9	114.6	135.9
CIMFFM	Ottawa-Gat. Anglo Ctrl	0.4	10.6	129.0
CISSFM	Ottawa-Gat. Anglo Ctrl	3.8	91.1	154.5
CIWW	Ottawa-Gat. Anglo Ctrl	1.6	47.0	58.8
CJMJFM	Ottawa-Gat. Anglo Ctrl	5.9	86.9	126.5
CJOTFM	Ottawa-Gat. Anglo Ctrl	4.7	70.4	110.5
CJWLFM	Ottawa-Gat. Anglo Ctrl	3.6	44.0	59.3
CKBYFM*	Ott-Gat.Anglo Ctrl/Smiths Falls	2.7	49.3	95.7
CKKLFM	Ottawa-Gat. Anglo Ctrl	2.9	49.2	90.7
CKOFFM	Ottawa-Gat. Anglo Ctrl	0.2	2.1	51.5
CKQBFM	Ottawa-Gat. Anglo Ctrl	4.2	103.8	174.2
CKTFFM	Ottawa-Gat. Anglo Ctrl	0.1	8.4	94.6

*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.

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



Ottawa-Gatineau Franco CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 5072 (Ottawa-Gatineau Franco Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016

Universe: 346,700

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBO FM	Ottawa-Gat. Franco Ctrl	1.2	13.7	335.9
CBOFFM	Ottawa-Gat. Franco Ctrl	13.9	70.0	98.4
CBOQFM	Ottawa-Gat. Franco Ctrl	1.2	11.7	99.8
CBOXFM	Ottawa-Gat. Franco Ctrl	4.7	27.1	44.4
CFGO	Ottawa-Gat. Franco Ctrl	0.2	3.1	61.1
CFRA	Ottawa-Gat. Franco Ctrl	0.9	3.7	131.3
CFTXFM	Ottawa-Gat. Franco Ctrl	2.0	13.9	14.9
CHEZFM	Ottawa-Gat. Franco Ctrl	3.2	25.7	194.1
CHLXFM	Ottawa-Gat. Franco Ctrl	3.6	20.4	27.5
CIDGFM	Ottawa-Gat. Franco Ctrl	0.5	3.9	33.6
CIHTFM	Ottawa-Gat. Franco Ctrl	4.6	52.2	295.4
CILVFM	Ottawa-Gat. Franco Ctrl	1.0	12.3	135.9
CIMFFM	Ottawa-Gat. Franco Ctrl	17.9	86.7	129.0
CISSFM	Ottawa-Gat. Franco Ctrl	3.1	32.9	154.5
CIWW	Ottawa-Gat. Franco Ctrl	0.2	2.0	58.8
CJMJFM	Ottawa-Gat. Franco Ctrl	2.3	14.4	126.5
CJOTFM	Ottawa-Gat. Franco Ctrl	2.5	16.5	110.5
CJWLFM	Ottawa-Gat. Franco Ctrl	1.3	7.2	59.3
CKBYF*	Ott-Gat. Franco Ctrl/Smiths Falls	1.6	8.8	95.7
CKKLFM	Ottawa-Gat. Franco Ctrl	2.1	15.2	90.7
CKOFFM	Ottawa-Gat. Franco Ctrl	10.6	44.7	51.5
CKQBFM	Ottawa-Gat. Franco Ctrl	3.6	35.3	174.2
CKTFFM	Ottawa-Gat. Franco Ctrl	10.3	72.2	94.6

*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.

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



Kingston CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 5109 (Kingston Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016				
Universe: 151,780				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFLYFM	Kingston Ctrl	13.1	35.7	54.5
CFMKFM	Kingston Ctrl	8.3	17.7	29.0
CIKRFM	Kingston Ctrl	9.7	23.4	47.5
CKLCFM	Kingston Ctrl	2.8	18.0	24.7
CKWSFM	Kingston Ctrl	7.3	18.1	19.9
CKXCFM	Kingston Ctrl	16.7	29.6	38.4
WLYKFM	Kingston Ctrl	4.1	19.1	22.6

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.

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



Belleville-Trenton CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 5139 (Belleville-Trenton Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016

Universe: 115,230

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CHCQFM	Belleville-Trenton Ctrl	13.1	22.6	51.5
CIGLFM	Belleville-Trenton Ctrl	12.2	26.7	33.6
CJBQ	Belleville-Trenton Ctrl	18.2	24.4	39.3
CJOJFM	Belleville-Trenton Ctrl	16.0	29.9	41.4
CJTNFM	Belleville-Trenton Ctrl	8.2	19.3	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.

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

Peterborough CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 5159 (Peterborough Ctrl)

Daypart: Monday-Sunday 5am-1am



Fall 2016

Universe: 110,880

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CHUCF*	Peterborough/Cobourg	1.2	5.5	27.8
CJMBFM	Peterborough Ctrl	1.5	3.4	3.4
CJWVFM	Peterborough Ctrl	11.5	23.3	33.0
CKPTFM	Peterborough Ctrl	7.7	25.6	35.3
CKQMFM	Peterborough Ctrl	20.0	26.7	72.9
CKRUFM	Peterborough Ctrl	7.8	18.2	21.4
CKSGF*	Peterborough/Cobourg	2.7	8.8	23.2
CKWFFM	Peterborough Ctrl	11.4	25.8	62.6

*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.

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



Oshawa-Whitby CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 5187 (Oshawa-Whitby Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016				
Universe: 371,930				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CJKXFM	Oshawa-Whitby Ctrl	13.1	63.3	169.0
CKDO	Oshawa-Whitby Ctrl	6.7	31.5	43.8
CKGEFM	Oshawa-Whitby Ctrl	4.3	33.9	103.6

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.

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

Barrie CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 5239 (Barrie Ctrl)

Daypart: Monday-Sunday 5am-1am



Fall 2016

Universe: 179,530

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFJBFM	Barrie Ctrl	12.0	40.6	159.6
CHAYFM	Barrie Ctrl	6.7	31.7	105.6
CICXF*	Barrie/Orillia	11.1	30.0	117.2
CICZF*	Barrie/Midland	5.5	21.9	118.4
CIQBFM	Barrie Ctrl	3.2	18.9	42.2
CKMBFM	Barrie Ctrl	12.1	36.5	74.6

*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.

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



Brantford CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 5320 (Brantford Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016				
Universe: 125,210				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBLAF2	Brantford Ctrl	5.1	7.9	79.9
CKPC	Brantford Ctrl	1.5	4.5	6.8
CKPCFM	Brantford Ctrl	17.7	24.9	141.4

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



Guelph CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 5358 (Guelph Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016				
Universe: 133,570				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CIMJFM	Guelph Ctrl	17.5	35.5	81.6
CJOY	Guelph Ctrl	8.0	15.5	19.3

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.

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



Kitchener-Waterloo CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 5339 (Kitchener-Waterloo Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016

Universe: 456,930

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBLAF*	Kitchener-Wat/Brantf Ctrl	6.9	45.2	79.9
CFCAF	Kitchener-Waterloo Ctrl	3.6	60.7	146.8
CHYFM	Kitchener-Waterloo Ctrl	12.8	90.0	166.6
CIKZFM	Kitchener-Waterloo Ctrl	6.7	47.3	89.5
CJDVFM	Kitchener-Waterloo Ctrl	6.8	46.9	66.6
CJIQFM	Kitchener-Waterloo Ctrl	2.3	18.4	30.4
CJTWFM	Kitchener-Waterloo Ctrl	1.3	16.5	20.2
CKBTFM	Kitchener-Waterloo Ctrl	5.5	79.5	132.9
CKGL	Kitchener-Waterloo Ctrl	4.1	62.1	85.9
CKKWF	Kitchener-Waterloo Ctrl	6.6	45.6	56.6

* 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.

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



London CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 5369 (London Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016				
Universe: 448,180				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBCLFM	London Ctrl	9.2	64.9	100.3
CFHKFM	London Ctrl	9.2	90.2	115.1
CFPL	London Ctrl	4.9	50.5	70.9
CFPLFM	London Ctrl	7.1	71.5	143.0
CHSTFM	London Ctrl	8.9	68.0	80.5
CIQMFM	London Ctrl	9.7	103.8	140.8
CJBK	London Ctrl	3.9	26.6	31.5
CJBXFM	London Ctrl	9.2	70.7	152.0
CKDKF*	London/Woodstock	1.7	16.3	111.0
CKLOFM	London Ctrl	8.0	47.8	55.1

*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.

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



Chatham-Wallaceburg CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 5400 (Chatham-Wallaceburg Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016

Universe: 92,570

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFCO	Chatham-Wallaceburg Ctrl	13.0	24.3	33.5
CKSYFM	Chatham-Wallaceburg Ctrl	19.3	29.0	38.6
CKUEFM	Chatham-Wallaceburg Ctrl	6.9	15.3	42.7
CKXSFM	Chatham-Wallaceburg Ctrl	7.2	9.4	10.0

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.

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



Sarnia CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 5390 (Sarnia Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016				
Universe: 115,430				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFGXFM	Sarnia Ctrl	24.3	34.4	39.8
CHKSFM	Sarnia Ctrl	11.0	21.4	31.3
CHOKFM	Sarnia Ctrl	15.1	26.8	33.2

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.

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



Hamilton CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 5269 (Hamilton Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016				
Universe: 683,590				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CHAM	Hamilton Ctrl	0.7	22.2	99.9
CHKXFM	Hamilton Ctrl	5.4	72.4	272.1
CHML	Hamilton Ctrl	5.1	53.3	76.6
CHTZF*	Hamilton Ctrl/St.Cath.	1.9	33.5	240.7
CINGFM	Hamilton Ctrl	4.1	58.5	169.5
CJXYFM	Hamilton Ctrl	4.0	60.9	196.5
CKLHFM	Hamilton Ctrl	9.5	107.5	165.5
CKOC	Hamilton Ctrl	0.3	11.6	34.1

*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.

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



St. Catharines-Niagara CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 5299 (St. Catharines-Niagara Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016

Universe: 367,520

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFLZFM	St.Catharines-Niagara Ctrl	2.0	16.9	17.9
CHREFM	St.Catharines-Niagara Ctrl	14.3	69.5	103.7
CHTZFM	St.Catharines-Niagara Ctrl	5.6	45.0	240.7
CIXLFM	St.Catharines-Niagara Ctrl	9.3	46.6	90.4
CJEDFM	St.Catharines-Niagara Ctrl	0.8	11.6	11.7
CKTB	St.Catharines-Niagara Ctrl	6.3	37.7	46.6
CKYYFM	St.Catharines-Niagara Ctrl	4.4	27.8	27.9

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.

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

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 5409 (Windsor Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016				
Universe: 292,560				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBE FM	Windsor Ctrl	1.7	8.7	12.7
CBEWFM	Windsor Ctrl	4.9	19.2	47.9
CHYRF*	Windsor/Leamington	4.8	33.5	49.0
CIDRFM	Windsor Ctrl	4.2	29.0	36.0
CIMXFM	Windsor Ctrl	2.3	21.3	28.5
CJWFFM	Windsor Ctrl	3.8	18.1	26.3
CKLW	Windsor Ctrl	18.8	90.5	112.8
CKUEF*	Windsor/Chatham	3.7	20.7	42.7
CKWW	Windsor Ctrl	1.8	8.4	13.2

*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.

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

Sudbury CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 5479 (Sudbury Ctrl)

Daypart: Monday-Sunday 5am-1am



Fall 2016

Universe: 147,920

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBBSFM	Sudbury Ctrl	2.6	8.8	12.1
CBBXFM	Sudbury Ctrl	0.5	2.2	4.0
CBCSFM	Sudbury Ctrl	16.4	31.1	93.2
CHNOFM	Sudbury Ctrl	16.9	41.4	46.5
CICSFM	Sudbury Ctrl	15.6	32.3	42.9
CIGMFM	Sudbury Ctrl	12.2	37.1	45.6
CJMXFM	Sudbury Ctrl	15.8	40.0	50.6
CJRQFM	Sudbury Ctrl	8.4	25.7	30.5

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.

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

Thunder Bay CTRL



Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 5539 (Thunder Bay Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016

Universe: 112,470

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBQ FM	Thunder Bay Ctrl	2.9	8.2	13.8
CBQTFM	Thunder Bay Ctrl	19.7	32.5	54.1
CFQKF+	Thunder Bay Ctrl	2.7	8.6	8.6
CJSDFM	Thunder Bay Ctrl	19.5	31.2	34.2
CJUKFM	Thunder Bay Ctrl	9.5	27.4	28.8
CKPRFM	Thunder Bay Ctrl	16.7	30.4	35.9
CKTGFM	Thunder Bay Ctrl	19.5	29.7	31.0

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.

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



Winnipeg CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 6119 (Winnipeg Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016

Universe: 705,460

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBW	Winnipeg Ctrl	12.3	108.7	162.0
CBW FM	Winnipeg Ctrl	4.2	56.4	69.1
CFJLFM	Winnipeg Ctrl	2.9	23.7	28.0
CFQXFM	Winnipeg Ctrl	9.1	105.9	142.2
CFRW	Winnipeg Ctrl	4.1	64.2	78.1
CFWMFM	Winnipeg Ctrl	5.7	82.6	92.2
CHIQFM	Winnipeg Ctrl	5.5	72.6	85.1
CHWEFM	Winnipeg Ctrl	4.8	107.6	116.5
CITIFM	Winnipeg Ctrl	6.5	88.5	111.4
CIURFM	Winnipeg Ctrl	0.3	5.5	5.7
CJGVFM	Winnipeg Ctrl	1.6	43.1	53.1
CJKRFM	Winnipeg Ctrl	3.5	69.8	78.8
CJOB	Winnipeg Ctrl	10.8	132.5	174.9
CKMMFM	Winnipeg Ctrl	7.0	147.5	170.4
CKSBFM	Winnipeg Ctrl	0.3	3.0	8.1
CKY FM	Winnipeg Ctrl	6.0	78.7	94.9

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.

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



Regina CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 7069 (Regina Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016				
Universe: 207,950				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBK	Regina Ctrl	3.4	9.2	73.6
CBK FM	Regina Ctrl	3.2	10.8	18.2
CBKRFM	Regina Ctrl	7.0	20.3	24.7
CFWFFM	Regina Ctrl	11.6	30.5	40.8
CHBDFM	Regina Ctrl	8.3	29.2	42.1
CHMXFM	Regina Ctrl	8.0	33.2	40.7
CIZLFM	Regina Ctrl	16.5	64.9	84.6
CJME	Regina Ctrl	9.4	26.3	44.9
CKCKFM	Regina Ctrl	11.7	40.2	59.2
CKRM	Regina Ctrl	11.9	32.1	84.5

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.

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



Saskatoon CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 7109 (Saskatoon Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016				
Universe: 265,180				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBK1FM	Saskatoon Ctrl	7.6	29.6	30.2
CBKSFM	Saskatoon Ctrl	4.2	20.3	20.5
CFMCFM	Saskatoon Ctrl	18.3	93.8	109.8
CFWDFM	Saskatoon Ctrl	8.5	42.1	50.9
CJDJFM	Saskatoon Ctrl	10.1	41.7	45.9
CJMKFM	Saskatoon Ctrl	10.1	38.4	40.8
CJWW	Saskatoon Ctrl	9.0	24.2	73.9
CKBLFM	Saskatoon Ctrl	9.1	42.5	55.2
CKOM	Saskatoon Ctrl	9.8	40.1	67.2

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.

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



Lethbridge CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 8019 (Lethbridge Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016				
Universe: 102,560				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFRVFM	Lethbridge Ctrl	14.6	19.8	45.9
CHLBFM	Lethbridge Ctrl	19.6	26.2	53.6
CJBZF*	Lethbridge/Taber	8.0	19.8	31.6
CJOCFM	Lethbridge Ctrl	17.8	24.6	47.0
CJRXFM	Lethbridge Ctrl	9.1	14.0	24.7
CKBDFM	Lethbridge Ctrl	5.1	11.7	18.4

*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.

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



Red Deer CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 8079 (Red Deer Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016				
Universe: 92,090				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFDVFM	Red Deer Ctrl	7.6	12.7	22.3
CHUBFM	Red Deer Ctrl	11.0	21.9	53.3
CIZZFM	Red Deer Ctrl	8.2	15.6	35.4
CJUWF*	Red Deer/Lacombe	10.8	14.4	30.9
CKGYFM	Red Deer Ctrl	15.8	17.6	76.7
CKIKFM	Red Deer Ctrl	9.8	20.8	42.6
CKRIFM	Red Deer Ctrl	7.6	10.8	22.0

*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.

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



Abbotsford CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 9090 (Abbotsford Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016				
Universe: 158,950				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CKQCFM	Abbotsford Ctrl	7.5	15.1	27.6
KWPZFM	Abbotsford Ctrl	6.4	20.9	147.8

TERMS

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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.

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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



Chilliwack CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 9080 (Chilliwack Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016				
Universe: 100,200				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CKKSFM	Chilliwack Ctrl	5.6	11.6	296.1
CKSRF+	Chilliwack Ctrl	19.2	26.2	37.0

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.

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



Prince George CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 9349 (Prince George Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016

Universe: 76,110

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBYGFM	Prince George Ctrl	20.4	15.9	24.2
CIRXFM	Prince George Ctrl	19.7	17.2	24.8
CJCIF+	Prince George Ctrl	17.7	17.2	20.6
CKDVF+	Prince George Ctrl	12.7	18.7	20.2
CKKNFM	Prince George Ctrl	15.2	22.2	25.2

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.

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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



Kamloops CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 9209 (Kamloops Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016

Universe: 90,270

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBYKFM	Kamloops Ctrl	13.6	18.8	36.5
CHNL+	Kamloops Ctrl	15.4	17.1	25.6
CIFMFM	Kamloops Ctrl	18.5	19.4	29.9
CJKCFM	Kamloops Ctrl	13.7	15.1	23.3
CKBZFM	Kamloops Ctrl	13.0	22.7	30.6
CKRVFM	Kamloops Ctrl	11.4	16.6	18.5

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.

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



Kelowna CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 9230 (Kelowna Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016				
Universe: 175,050				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBTKFM	Kelowna Ctrl	13.0	31.8	134.5
CHSUFM	Kelowna Ctrl	14.3	43.7	48.0
CIGVF*	Kelowna/Penticton	8.5	22.2	46.9
CILKF+	Kelowna Ctrl	9.1	23.7	25.1
CJUIFM	Kelowna Ctrl	4.9	18.2	19.7
CKFR	Kelowna Ctrl	7.7	20.0	21.1
CKKOFM	Kelowna Ctrl	14.3	27.7	32.7
CKLZFM	Kelowna Ctrl	8.2	16.3	18.5
CKQQFM	Kelowna Ctrl	4.7	18.0	18.8

*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.

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



Nanaimo CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 9149 (Nanaimo Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016

Universe: 96,720

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CHWFFM	Nanaimo Ctrl	4.1	9.7	15.4
CKWVFM	Nanaimo Ctrl	10.5	16.9	24.2

TERMS

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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



Victoria CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 5, 2016 - October 30, 2016

Demographic: A12+

Area: 9119 (Victoria Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2016

Universe: 343,560

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBCVFM	Victoria Ctrl	18.0	71.4	127.8
CFAX	Victoria Ctrl	9.4	52.1	58.0
CHBEFM	Victoria Ctrl	6.5	58.2	60.0
CHTTFM	Victoria Ctrl	3.8	25.7	27.7
CIOCFM	Victoria Ctrl	6.2	48.4	57.4
CJZNFM	Victoria Ctrl	8.0	45.2	56.7
CKKQFM	Victoria Ctrl	14.7	67.9	107.2

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.

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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.

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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.