

NUMERIS

Top-line Radio Statistics

Spring 2016
February 29–April 24, 2016



TOP-LINE RADIO STATISTICS



St. John's CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 29, 2016 - April 24, 2016

Demographic: A12+

Area: 0009 (St. John's Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2016			
Universe: 185,890			
Station	Market	Share %	Ctrl Reach (000)
CBN	St John's Ctrl	13.1	44.7
CBN FM	St John's Ctrl	3.0	14.0
CHOZF+	St John's Ctrl	7.9	46.0
CJYQ	St John's Ctrl	0.6	3.7
CKIXFM	St John's Ctrl	11.6	64.9
CKSJFM	St John's Ctrl	13.4	58.4
VOCM	St John's Ctrl	24.7	71.8
VOCMFM	St John's Ctrl	13.6	53.4

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



Halifax CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 29, 2016 - April 24, 2016

Demographic: A12+

Area: 2080 (Halifax Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2016			
Universe: 359,520			
Station	Market	Share %	Ctrl Reach (000)
CBAXFM	Halifax Ctrl	0.5	5.0
CBH FM	Halifax Ctrl	4.4	29.8
CBHAFM	Halifax Ctrl	17.3	93.1
CFLTFM	Halifax Ctrl	6.8	45.8
CFRQFM	Halifax Ctrl	11.3	73.9
CHFXTM	Halifax Ctrl	9.3	56.8
CHNSFM	Halifax Ctrl	5.6	46.5
CIOOFM	Halifax Ctrl	9.3	80.4
CJCHFM	Halifax Ctrl	6.7	76.5
CJNIFM	Halifax Ctrl	5.6	42.9
CKHYFM	Halifax Ctrl	3.0	26.5
CKHZFM	Halifax Ctrl	3.8	30.9
CKULFM	Halifax Ctrl	2.8	38.0

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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TOP-LINE RADIO STATISTICS



Saint John CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 29, 2016 - April 24, 2016

Demographic: A12+

Area: 3029 (Saint John Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2016			
Universe: 111,720			
Station	Market	Share %	Ctrl Reach (000)
CBD FM	Saint John Ctrl	20.0	24.0
CFBC	Saint John Ctrl	2.0	3.4
CHNIFM	Saint John Ctrl	8.9	18.2
CHSJFM	Saint John Ctrl	23.7	35.6
CHWVFM	Saint John Ctrl	17.3	36.4
CIOKFM	Saint John Ctrl	7.1	21.4
CJYCFM	Saint John Ctrl	7.4	17.2

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.

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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



Moncton CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 29, 2016 - April 24, 2016

Demographic: A12+

Area: 3009 (Moncton Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2016			
Universe: 132,630			
Station	Market	Share %	Ctrl Reach (000)
CBALFM	Moncton Ctrl	1.0	4.0
CBAMFM	Moncton Ctrl	13.5	22.9
CFBOFM	Moncton Ctrl	1.9	5.3
CFQMFM	Moncton Ctrl	8.2	22.0
CHOYFM	Moncton Ctrl	0.8	2.7
CJMOFM	Moncton Ctrl	14.6	30.3
CJXLFM	Moncton Ctrl	12.5	29.0
CKCWFM	Moncton Ctrl	9.3	33.0
CKNIFM	Moncton Ctrl	15.3	26.4

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



Quebec City CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 29, 2016 - April 24, 2016

Demographic: A12+

Area: 4199 (Quebec City Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2016			
Universe: 712,570			
Station	Market	Share %	Ctrl Reach (000)
CBV FM	Quebec City Ctrl	12.9	147.0
CBVEFM	Quebec City Ctrl	0.6	15.3
CBVXFM	Quebec City Ctrl	2.6	49.0
CFELFM	Quebec City Ctrl	4.3	101.8
CFOMFM	Quebec City Ctrl	6.6	113.9
CHIKFM	Quebec City Ctrl	7.8	129.2
CHOIFM	Quebec City Ctrl	14.5	163.8
CHXXFM	Quebec City Ctrl	4.5	67.2
CITFFM	Quebec City Ctrl	11.3	149.2
CJECFM	Quebec City Ctrl	7.9	108.6
CJMFFM	Quebec City Ctrl	15.5	178.7
CJSQFM	Quebec City Ctrl	5.3	62.7

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 February 29, 2016 - April 24, 2016

Demographic: A12+

Area: 4339 (Sherbrooke Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2016			
Universe: 213,790			
Station	Market	Share %	Ctrl Reach (000)
CBFF10	Sherbrooke Ctrl	13.8	46.0
CBFXF2	Sherbrooke Ctrl	4.6	13.0
CFGEFM	Sherbrooke Ctrl	9.1	31.3
CIMOFM	Sherbrooke Ctrl	19.6	73.4
CITEF4	Sherbrooke Ctrl	20.5	68.0
CKOYFM	Sherbrooke Ctrl	10.0	35.6

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 February 29, 2016 - April 24, 2016

Demographic: A12+

Area: 4659 (Trois-Rivieres Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2016			
Universe: 140,280			
Station	Market	Share %	Ctrl Reach (000)
CBFFM8	Trois-Rivieres Ctrl	8.5	18.2
CBFXF1	Trois-Rivieres Ctrl	6.2	11.4
CHEYFM	Trois-Rivieres Ctrl	14.0	34.0
CIGBFM	Trois-Rivieres Ctrl	15.4	44.8
CJEBFM	Trois-Rivieres Ctrl	13.8	29.6
CKBNFM	Trois-Rivieres Ctrl	8.3	11.7
CKOBFM	Trois-Rivieres Ctrl	7.0	20.5

TERMS

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TOP-LINE RADIO STATISTICS



Saguenay CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 29, 2016 - April 24, 2016

Demographic: A12+

Area: 4120 (Saguenay Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2016			
Universe: 151,970			
Station	Market	Share %	Ctrl Reach (000)
CBJ FM	Saguenay Ctrl	12.6	24.4
CBJXFM	Saguenay Ctrl	3.6	6.1
CFIXFM	Saguenay Ctrl	25.0	59.3
CILMF+	Saguenay Ctrl	9.3	21.3
CJABFM	Saguenay Ctrl	19.1	56.3
CKYKFM	Saguenay Ctrl	16.2	41.0

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.

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TOP-LINE RADIO STATISTICS



Ottawa-Gatineau Anglo CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 29, 2016 - April 24, 2016

Demographic: A12+

Area: 5071 (Ottawa-Gatineau Anglo Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2016			
Universe: 814,910			
Station	Market	Share %	Ctrl Reach (000)
CBO FM	Ottawa-Gat. Anglo Ctrl	23.6	225.6
CBOFFM	Ottawa-Gat. Anglo Ctrl	0.5	14.3
CBOQFM	Ottawa-Gat. Anglo Ctrl	5.3	78.5
CBOXFM	Ottawa-Gat. Anglo Ctrl	0.6	17.1
CFGO	Ottawa-Gat. Anglo Ctrl	3.3	67.2
CFRA	Ottawa-Gat. Anglo Ctrl	8.1	99.9
CFTXFM	Ottawa-Gat. Anglo Ctrl	0.0	1.2
CHEZFM	Ottawa-Gat. Anglo Ctrl	7.8	117.3
CHLXFM	Ottawa-Gat. Anglo Ctrl	0.1	4.5
CIDGFM	Ottawa-Gat. Anglo Ctrl	0.7	19.8
CIHTFM	Ottawa-Gat. Anglo Ctrl	9.2	196.1
CILVFM	Ottawa-Gat. Anglo Ctrl	4.8	97.3
CIMFFM	Ottawa-Gat. Anglo Ctrl	0.6	12.1
CISSFM	Ottawa-Gat. Anglo Ctrl	3.2	93.3
CIWW	Ottawa-Gat. Anglo Ctrl	1.3	37.8
CJMJFM	Ottawa-Gat. Anglo Ctrl	7.9	114.5
CJOTFM	Ottawa-Gat. Anglo Ctrl	4.7	81.6
CJWLFM	Ottawa-Gat. Anglo Ctrl	2.1	41.0
CKBYFM*	Ott-Gat.Anglo Ctrl/Smiths Falls	3.4	49.8
CKKLFM	Ottawa-Gat. Anglo Ctrl	2.9	48.8
CKOFFM	Ottawa-Gat. Anglo Ctrl	0.1	2.2
CKQBFM	Ottawa-Gat. Anglo Ctrl	3.1	100.4
CKTFFM	Ottawa-Gat. Anglo Ctrl	0.1	3.3

*Spill Station

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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



Ottawa-Gatineau Franco CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 29, 2016 - April 24, 2016

Demographic: A12+

Area: 5072 (Ottawa-Gatineau Franco Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2016			
Universe: 342,110			
Station	Market	Share %	Ctrl Reach (000)
CBO FM	Ottawa-Gat. Franco Ctrl	1.4	10.9
CBOFFM	Ottawa-Gat. Franco Ctrl	14.7	72.1
CBOQFM	Ottawa-Gat. Franco Ctrl	1.2	10.3
CBOXFM	Ottawa-Gat. Franco Ctrl	4.7	26.4
CFGO	Ottawa-Gat. Franco Ctrl	0.4	3.0
CFRA	Ottawa-Gat. Franco Ctrl	0.3	4.5
CFTXFM	Ottawa-Gat. Franco Ctrl	0.5	7.5
CHEZFM	Ottawa-Gat. Franco Ctrl	5.4	28.9
CHLXFM	Ottawa-Gat. Franco Ctrl	5.9	30.7
CIDGFM	Ottawa-Gat. Franco Ctrl	0.4	3.9
CIHTFM	Ottawa-Gat. Franco Ctrl	5.0	59.2
CILVFM	Ottawa-Gat. Franco Ctrl	1.5	15.4
CIMFFM	Ottawa-Gat. Franco Ctrl	16.5	96.8
CISSFM	Ottawa-Gat. Franco Ctrl	2.0	28.4
CIWW	Ottawa-Gat. Franco Ctrl	0.0	0.9
CJMJFM	Ottawa-Gat. Franco Ctrl	2.1	20.9
CJOTFM	Ottawa-Gat. Franco Ctrl	1.6	13.9
CJWLFM	Ottawa-Gat. Franco Ctrl	0.8	6.6
CKBYF*	Ott-Gat. Franco Ctrl/Smiths Falls	1.5	13.9
CKKLFM	Ottawa-Gat. Franco Ctrl	2.1	18.6
CKOFFM	Ottawa-Gat. Franco Ctrl	9.4	43.9
CKQBFM	Ottawa-Gat. Franco Ctrl	3.9	37.9
CKTFFM	Ottawa-Gat. Franco Ctrl	11.7	81.7

*Spill Station

TERMS

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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



Kingston CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 29, 2016 - April 24, 2016

Demographic: A12+

Area: 5109 (Kingston Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2016			
Universe: 150,460			
Station	Market	Share %	Ctrl Reach (000)
CFLYFM	Kingston Ctrl	14.8	42.6
CFMKFM	Kingston Ctrl	10.4	23.8
CIKRFM	Kingston Ctrl	8.8	26.2
CKLCFM	Kingston Ctrl	2.9	14.7
CKWSFM	Kingston Ctrl	4.0	13.8
CKXCFM	Kingston Ctrl	19.9	28.4
WLYKFM	Kingston Ctrl	3.6	18.8

TERMS

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TOP-LINE RADIO STATISTICS



Belleville-Trenton CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 29, 2016 - April 24, 2016

Demographic: A12+

Area: 5139 (Belleville-Trenton Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2016			
Universe: 116,240			
Station	Market	Share %	Ctrl Reach (000)
CHCQFM	Belleville-Trenton Ctrl	13.0	26.9
CIGLFM	Belleville-Trenton Ctrl	13.4	28.3
CJBQ	Belleville-Trenton Ctrl	18.0	29.4
CJOJFM	Belleville-Trenton Ctrl	13.2	29.1
CJTTFM	Belleville-Trenton Ctrl	8.3	15.9

TERMS

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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 February 29, 2016 - April 24, 2016

Demographic: A12+

Area: 5187 (Oshawa-Whitby Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2016			
Universe: 366,510			
Station	Market	Share %	Ctrl Reach (000)
CJKXFM	Oshawa-Whitby Ctrl	12.6	63.8
CKDO	Oshawa-Whitby Ctrl	4.8	28.5
CKGEFM	Oshawa-Whitby Ctrl	5.9	40.0

TERMS

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Universe - Estimated Population of the Central Market Area.

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TOP-LINE RADIO STATISTICS



Guelph CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 29, 2016 - April 24, 2016

Demographic: A12+

Area: 5358 (Guelph Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2016			
Universe: 131,390			
Station	Market	Share %	Ctrl Reach (000)
CIMJFM	Guelph Ctrl	14.0	35.2
CJOY	Guelph Ctrl	12.8	16.3

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



Kitchener-Waterloo CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 29, 2016 - April 24, 2016

Demographic: A12+

Area: 5339 (Kitchener-Waterloo Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2016			
Universe: 442,790			
Station	Market	Share %	Ctrl Reach (000)
CBLAF*	Kitchener-Wat/Brantf Ctrl	9.6	55.4
CFCAFM	Kitchener-Waterloo Ctrl	7.6	76.0
CHYMFM	Kitchener-Waterloo Ctrl	14.9	99.7
CIKZFM	Kitchener-Waterloo Ctrl	5.3	42.8
CJDVFM	Kitchener-Waterloo Ctrl	7.0	48.0
CJIQFM	Kitchener-Waterloo Ctrl	1.1	18.2
CJTWFM	Kitchener-Waterloo Ctrl	1.5	19.4
CKBTFM	Kitchener-Waterloo Ctrl	8.3	99.4
CKGL	Kitchener-Waterloo Ctrl	4.6	58.9
CKKWFM	Kitchener-Waterloo Ctrl	4.2	37.8

* 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.

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TOP-LINE RADIO STATISTICS



London CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 29, 2016 - April 24, 2016

Demographic: A12+

Area: 5369 (London Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2016			
Universe: 441,670			
Station	Market	Share %	Ctrl Reach (000)
CBCLFM	London Ctrl	11.1	69.8
CFHKFM	London Ctrl	7.5	98.2
CFPL	London Ctrl	3.8	43.5
CFPLFM	London Ctrl	8.6	68.5
CHSTFM	London Ctrl	8.3	64.3
CIQMFM	London Ctrl	9.8	105.5
CJBK	London Ctrl	3.5	36.9
CJBXFM	London Ctrl	9.4	68.4
CKDKF*	London/Woodstock	2.0	25.9
CKLOFM	London Ctrl	7.5	51.8
CKSL	London Ctrl	0.7	14.1

*Spill Station

TERMS

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Universe - Estimated Population of the Central Market Area.

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TOP-LINE RADIO STATISTICS



Hamilton CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 29, 2016 - April 24, 2016

Demographic: A12+

Area: 5269 (Hamilton Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2016			
Universe: 671,100			
Station	Market	Share %	Ctrl Reach (000)
CHAM	Hamilton Ctrl	0.7	20.4
CHKXFM	Hamilton Ctrl	6.2	66.1
CHML	Hamilton Ctrl	5.8	71.6
CHTZF*	Hamilton Ctrl/St.Cath.	1.5	39.6
CINGFM	Hamilton Ctrl	2.7	60.0
CJXYFM	Hamilton Ctrl	4.0	67.7
CKLHFM	Hamilton Ctrl	9.7	101.5
CKOC	Hamilton Ctrl	0.3	5.9

*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.

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TOP-LINE RADIO STATISTICS



St. Catharines-Niagara CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 29, 2016 - April 24, 2016

Demographic: A12+

Area: 5299 (St. Catharines-Niagara Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2016			
Universe: 365,940			
Station	Market	Share %	Ctrl Reach (000)
CFLZFM	St.Catharines-Niagara Ctrl	1.7	14.5
CHREFM	St.Catharines-Niagara Ctrl	11.8	65.9
CHTZFM	St.Catharines-Niagara Ctrl	7.4	50.7
CIXLFM	St.Catharines-Niagara Ctrl	10.9	55.5
CJEDFM	St.Catharines-Niagara Ctrl	0.5	10.3
CKTB	St.Catharines-Niagara Ctrl	5.2	34.5
CKYYFM	St.Catharines-Niagara Ctrl	3.5	23.2

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



Windsor CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 29, 2016 - April 24, 2016

Demographic: A12+

Area: 5409 (Windsor Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2016			
Universe: 291,390			
Station	Market	Share %	Ctrl Reach (000)
CBE FM	Windsor Ctrl	2.1	11.6
CBEWFM	Windsor Ctrl	6.5	26.4
CHYRF*	Windsor/Leamington	3.7	30.1
CIDRFM	Windsor Ctrl	4.5	35.1
CIMXFM	Windsor Ctrl	2.7	21.8
CJWFFM	Windsor Ctrl	3.1	17.5
CKLW	Windsor Ctrl	16.0	90.2
CKUEF*	Windsor/Chatham	4.3	20.7
CKWW	Windsor Ctrl	2.8	10.3

*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.

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 February 29, 2016 - April 24, 2016

Demographic: A12+

Area: 6119 (Winnipeg Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2016			
Universe: 694,920			
Station	Market	Share %	Ctrl Reach (000)
CBW	Winnipeg Ctrl	13.8	122.0
CBW FM	Winnipeg Ctrl	2.7	46.2
CFJLFM	Winnipeg Ctrl	1.6	20.2
CFQXFM	Winnipeg Ctrl	9.0	120.1
CFRW	Winnipeg Ctrl	3.8	54.8
CFWMFM	Winnipeg Ctrl	6.8	94.4
CHIQFM	Winnipeg Ctrl	4.1	72.7
CHWEFM	Winnipeg Ctrl	4.9	120.8
CITIFM	Winnipeg Ctrl	8.7	103.4
CIURFM	Winnipeg Ctrl	1.3	23.6
CJGVFM	Winnipeg Ctrl	1.9	56.2
CJKRFM	Winnipeg Ctrl	3.2	55.5
CJOB	Winnipeg Ctrl	11.0	112.0
CKMMFM	Winnipeg Ctrl	6.7	169.2
CKSBFM	Winnipeg Ctrl	0.3	7.0
CKY FM	Winnipeg Ctrl	6.8	93.3

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



Regina CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 29, 2016 - April 24, 2016

Demographic: A12+

Area: 7069 (Regina Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2016			
Universe: 204,660			
Station	Market	Share %	Ctrl Reach (000)
CBK	Regina Ctrl	3.2	13.0
CBK FM	Regina Ctrl	3.3	14.2
CBKRFM	Regina Ctrl	8.2	24.1
CFWFFM	Regina Ctrl	11.4	34.0
CHBDFM	Regina Ctrl	9.8	33.3
CHMXFM	Regina Ctrl	7.9	35.2
CIZLFM	Regina Ctrl	20.2	71.5
CJME	Regina Ctrl	8.3	31.1
CKCKFM	Regina Ctrl	10.0	39.0
CKRM	Regina Ctrl	8.3	22.7

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 February 29, 2016 - April 24, 2016

Demographic: A12+

Area: 7109 (Saskatoon Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2016			
Universe: 256,690			
Station	Market	Share %	Ctrl Reach (000)
CBK1FM	Saskatoon Ctrl	6.9	28.5
CBKSFM	Saskatoon Ctrl	4.2	20.9
CFMCFM	Saskatoon Ctrl	19.4	94.0
CFWDFM	Saskatoon Ctrl	9.0	42.0
CJDJFM	Saskatoon Ctrl	7.5	44.6
CJMKFM	Saskatoon Ctrl	9.1	39.3
CJWW	Saskatoon Ctrl	11.1	28.8
CKBLFM	Saskatoon Ctrl	7.4	41.8
CKOM	Saskatoon Ctrl	9.9	40.2

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 February 29, 2016 - April 24, 2016

Demographic: A12+

Area: 8019 (Lethbridge Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2016			
Universe: 102,720			
Station	Market	Share %	Ctrl Reach (000)
CFRVFM	Lethbridge Ctrl	13.4	24.4
CHLBFM	Lethbridge Ctrl	20.8	24.6
CJBZF*	Lethbridge/Taber	6.5	19.0
CJOCFM	Lethbridge Ctrl	16.5	26.7
CJRXXFM	Lethbridge Ctrl	9.3	16.2
CKBDFM	Lethbridge Ctrl	5.0	10.8

*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



Red Deer CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 29, 2016 - April 24, 2016

Demographic: A12+

Area: 8079 (Red Deer Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2016			
Universe: 90,390			
Station	Market	Share %	Ctrl Reach (000)
CFDVFM	Red Deer Ctrl	6.8	13.7
CHUBFM	Red Deer Ctrl	11.9	26.4
CIZZFM	Red Deer Ctrl	6.7	15.3
CJUWF*	Red Deer/Lacombe	12.3	15.7
CKGYFM	Red Deer Ctrl	18.9	19.5
CKIKFM	Red Deer Ctrl	12.3	23.4
CKRIFM	Red Deer Ctrl	6.3	11.9

*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.

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 February 29, 2016 - April 24, 2016

Demographic: A12+

Area: 9349 (Prince George Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2016			
Universe: 76,860			
Station	Market	Share %	Ctrl Reach (000)
CBYGFM	Prince George Ctrl	18.2	16.4
CIRXFM	Prince George Ctrl	17.0	18.8
CJCIF+	Prince George Ctrl	20.3	17.0
CKDVF+	Prince George Ctrl	13.3	18.6
CKKNFM	Prince George Ctrl	14.1	22.1

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



Kamloops CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 29, 2016 - April 24, 2016

Demographic: A12+

Area: 9209 (Kamloops Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2016			
Universe: 90,670			
Station	Market	Share %	Ctrl Reach (000)
CBYKFM	Kamloops Ctrl	17.1	19.2
CHNL+	Kamloops Ctrl	16.1	19.7
CIFMFM	Kamloops Ctrl	16.9	20.5
CJKCFM	Kamloops Ctrl	16.6	19.9
CKBZFM	Kamloops Ctrl	12.0	21.8
CKRVFM	Kamloops Ctrl	10.9	20.1

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



Kelowna CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 29, 2016 - April 24, 2016

Demographic: A12+

Area: 9230 (Kelowna Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2016			
Universe: 173,830			
Station	Market	Share %	Ctrl Reach (000)
CBTKFM	Kelowna Ctrl	16.2	36.4
CHSUFM	Kelowna Ctrl	10.3	41.2
CIGVF*	Kelowna/Penticton	11.8	35.2
CILKF+	Kelowna Ctrl	12.3	26.8
CJUIFM	Kelowna Ctrl	6.0	21.0
CKFR	Kelowna Ctrl	8.8	22.4
CKKOFM	Kelowna Ctrl	8.3	25.0
CKLZFM	Kelowna Ctrl	9.6	23.7
CKQQFM	Kelowna Ctrl	4.5	19.6

*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



Victoria CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 29, 2016 - April 24, 2016

Demographic: A12+

Area: 9119 (Victoria Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2016			
Universe: 341,780			
Station	Market	Share %	Ctrl Reach (000)
CBCVFM	Victoria Ctrl	17.2	84.9
CFAX	Victoria Ctrl	11.0	57.7
CHBEFM	Victoria Ctrl	7.1	60.5
CHTTFM	Victoria Ctrl	2.5	25.1
CIOCFM	Victoria Ctrl	7.2	49.8
CJZNFM	Victoria Ctrl	7.4	47.8
CKKQFM	Victoria Ctrl	16.6	79.5

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.