

NUMERIS

Top-line Radio Statistics

Spring 2019
March 4, 2019–April 28, 2019

The Spring 2019 Top-line Radio Statistics have been revised and reposted. We identified an error in the data for the Halifax CTRL market. Numeris apologizes for any inconvenience.



TOP-LINE RADIO STATISTICS



St. John's CTRL

Source: Numeris

Survey Period: Radio Diary Survey March 4 - April 28, 2019

Demographic: A12+

Area: 0009 (St. John's Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2019			
Universe: 194,920			
Station	Market	Share %	Ctrl Reach (000)
CBN	St John's Ctrl	12,8	37,3
CBN FM	St John's Ctrl	2,0	10,5
CHOZF+	St John's Ctrl	5,5	43,3
CJYQ	St John's Ctrl	0,7	4,9
CKIXFM	St John's Ctrl	9,7	55,3
CKSJFM	St John's Ctrl	18,4	63,5
VOCM	St John's Ctrl	19,5	59,0
VOCMFM	St John's Ctrl	19,8	63,8

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



Halifax CTRL

Source: Numeris
Survey Period: Radio Diary Survey March 4 - April 28, 2019
Demographic: A12+
Area: 2080 (Halifax Ctrl)
Daypart: Monday-Sunday 5am-1am

Spring 2019 Universe: 384,710			
Station	Market	Share %	Ctrl Reach (000)
CBAXFM	Halifax Ctrl	0.6	6.1
CBH FM	Halifax Ctrl	4.0	29.6
CBHAFM	Halifax Ctrl	20.7	94.8
CFLTFM	Halifax Ctrl	7.4	52.0
CFRQFM	Halifax Ctrl	10.4	71.3
CHFXFM	Halifax Ctrl	5.4	36.7
CHNSFM	Halifax Ctrl	6.5	43.2
CIOOFM	Halifax Ctrl	8.3	68.1
CJCHFM	Halifax Ctrl	7.9	65.4
CJNIFM	Halifax Ctrl	5.3	47.6
CKHYFM	Halifax Ctrl	1.0	10.6
CKHZFM	Halifax Ctrl	1.9	24.4
CKULFM	Halifax Ctrl	5.1	41.9

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



Moncton CTRL

Source: Numeris

Survey Period: Radio Diary Survey March 4 - April 28, 2019

Demographic: A12+

Area: 3009 (Moncton Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2019			
Universe: 146,310			
Station	Market	Share %	Ctrl Reach (000)
CBALFM	Moncton Ctrl	0,4	2,2
CBAMFM	Moncton Ctrl	16,7	29,6
CFBOFM	Moncton Ctrl	0,9	3,2
CFQMFM	Moncton Ctrl	12,9	25,9
CHOYFM	Moncton Ctrl	0,1	1,5
CJMOFM	Moncton Ctrl	11,1	28,5
CJXLFM	Moncton Ctrl	13,6	29,3
KKCWFM	Moncton Ctrl	10,0	30,1
CKNIFM	Moncton Ctrl	11,3	27,0

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 March 4 - April 28, 2019

Demographic: A12+

Area: 4199 (Quebec City Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2019			
Universe: 727,200			
Station	Market	Share %	Ctrl Reach (000)
CBV FM	Quebec City Ctrl	17,8	164,7
CBVEFM	Quebec City Ctrl	0,2	13,0
CBVXFM	Quebec City Ctrl	3,1	38,6
CFELFM	Quebec City Ctrl	3,9	71,4
CFOMFM	Quebec City Ctrl	7,7	109,7
CHIKFM	Quebec City Ctrl	7,9	108,7
CHOIFM	Quebec City Ctrl	14,7	132,7
CHXXFM	Quebec City Ctrl	4,2	63,3
CITFFM	Quebec City Ctrl	8,9	146,6
CJECFM	Quebec City Ctrl	9,9	124,7
CJMFFM	Quebec City Ctrl	12,9	156,0

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



Saguenay CTRL

Source: Numeris

Survey Period: Radio Diary Survey March 4 - April 28, 2019

Demographic: A12+

Area: 4120 (Saguenay Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2019

Universe: 148,530

Station	Market	Share %	Ctrl Reach (000)
CBJ FM	Saguenay Ctrl	17,6	32,9
CBJXFM	Saguenay Ctrl	5,5	10,3
CFIXFM	Saguenay Ctrl	20,8	54,4
CJABFM	Saguenay Ctrl	13,8	35,7
CKYKFM	Saguenay Ctrl	21,0	45,5

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



Sherbrooke CTRL

Source: Numeris

Survey Period: Radio Diary Survey March 4 - April 28, 2019

Demographic: A12+

Area: 4339 (Sherbrooke Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2019			
Universe: 221,080			
Station	Market	Share %	Ctrl Reach (000)
CBFF10	Sherbrooke Ctrl	16,1	47,7
CBFXF2	Sherbrooke Ctrl	3,7	15,4
CFGEFM	Sherbrooke Ctrl	9,2	24,4
CIMOFM	Sherbrooke Ctrl	17,0	60,4
CITEF4	Sherbrooke Ctrl	19,9	67,4
CKOYFM	Sherbrooke Ctrl	10,7	36,3

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



Trois-Rivieres CTRL

Source: Numeris

Survey Period: Radio Diary Survey March 4 - April 28, 2019

Demographic: A12+

Area: 4659 (Trois-Rivieres Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2019			
Universe: 142,370			
Station	Market	Share %	Ctrl Reach (000)
CBFFM8	Trois-Rivieres Ctrl	11,8	20,7
CBFXF1	Trois-Rivieres Ctrl	4,1	12,0
CHEYFM	Trois-Rivieres Ctrl	16,9	40,5
CIGBFM	Trois-Rivieres Ctrl	15,7	41,0
CJEBFM	Trois-Rivieres Ctrl	13,4	25,1
CKBNFM	Trois-Rivieres Ctrl	4,5	9,2
CKOBFM	Trois-Rivieres Ctrl	12,3	24,4

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



Ottawa-Gatineau Anglo CTRL

Source: Numeris

Survey Period: Radio Diary Survey March 4 - April 28, 2019

Demographic: A12+

Area: 5071 (Ottawa-Gatineau Anglo Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2019			
Universe: 880,380			
Station	Market	Share %	Ctrl Reach (000)
CBO FM	Ottawa-Gat. Anglo Ctrl	21,8	229,7
CBOFFM	Ottawa-Gat. Anglo Ctrl	0,9	21,4
CBOQFM	Ottawa-Gat. Anglo Ctrl	5,0	77,3
CBOXFM	Ottawa-Gat. Anglo Ctrl	1,2	21,6
CFGO	Ottawa-Gat. Anglo Ctrl	3,0	50,9
CFRA	Ottawa-Gat. Anglo Ctrl	8,6	88,5
CFTXFM	Ottawa-Gat. Anglo Ctrl	0,1	4,0
CHEZFM	Ottawa-Gat. Anglo Ctrl	8,2	113,4
CHLXFM	Ottawa-Gat. Anglo Ctrl	0,2	7,0
CIDGFM	Ottawa-Gat. Anglo Ctrl	2,3	39,7
CIHTFM	Ottawa-Gat. Anglo Ctrl	7,2	175,2
CILVFM	Ottawa-Gat. Anglo Ctrl	4,7	97,4
CIMFFM	Ottawa-Gat. Anglo Ctrl	0,5	11,1
CISSFM	Ottawa-Gat. Anglo Ctrl	2,7	77,7
CIWW	Ottawa-Gat. Anglo Ctrl	1,3	27,6
CJMJFM	Ottawa-Gat. Anglo Ctrl	5,3	83,5
CJOTFM	Ottawa-Gat. Anglo Ctrl	4,4	80,4
CJWLFM	Ottawa-Gat. Anglo Ctrl	3,7	45,5
CKBYFM*	Ott-Gat.Anglo Ctrl/Smiths Falls	3,1	45,9
CKKLFM	Ottawa-Gat. Anglo Ctrl	4,0	64,6
CKOFFM	Ottawa-Gat. Anglo Ctrl	0,3	5,1
CKQBFM	Ottawa-Gat. Anglo Ctrl	2,8	82,1
CKTFFM	Ottawa-Gat. Anglo Ctrl	0,9	10,7

*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



Ottawa-Gatineau Franco CTRL

Source: Numeris

Survey Period: Radio Diary Survey March 4 - April 28, 2019

Demographic: A12+

Area: 5072 (Ottawa-Gatineau Franco Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2019			
Universe: 349,990			
Station	Market	Share %	Ctrl Reach (000)
CBO FM	Ottawa-Gat. Franco Ctrl	1,8	17,6
CBOFFM	Ottawa-Gat. Franco Ctrl	14,1	76,7
CBOQFM	Ottawa-Gat. Franco Ctrl	1,5	10,6
CBOXFM	Ottawa-Gat. Franco Ctrl	5,0	26,1
CFGO	Ottawa-Gat. Franco Ctrl	0,9	5,3
CFRA	Ottawa-Gat. Franco Ctrl	1,8	7,4
CFTXFM	Ottawa-Gat. Franco Ctrl	2,9	24,9
CHEZFM	Ottawa-Gat. Franco Ctrl	3,7	24,3
CHLXFM	Ottawa-Gat. Franco Ctrl	7,9	40,8
CIDGFM	Ottawa-Gat. Franco Ctrl	0,7	7,2
CIHTFM	Ottawa-Gat. Franco Ctrl	4,4	40,4
CILVFM	Ottawa-Gat. Franco Ctrl	0,7	9,5
CIMFFM	Ottawa-Gat. Franco Ctrl	16,3	79,5
CISSF	Ottawa-Gat. Franco Ctrl	1,2	17,5
CIWW	Ottawa-Gat. Franco Ctrl	0,3	2,1
CJMFM	Ottawa-Gat. Franco Ctrl	2,6	15,2
CJOTFM	Ottawa-Gat. Franco Ctrl	1,8	15,1
CJWLFM	Ottawa-Gat. Franco Ctrl	2,0	7,7
CKBYFM*	Ott-Gat. Franco Ctrl/Smiths Falls	1,6	7,4
CKKLFM	Ottawa-Gat. Franco Ctrl	1,6	13,6
CKOFFM	Ottawa-Gat. Franco Ctrl	7,4	36,8
CKQBFM	Ottawa-Gat. Franco Ctrl	2,6	28,3
CKTFFM	Ottawa-Gat. Franco Ctrl	9,6	55,5

*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.

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 March 4 - April 28, 2019

Demographic: A12+

Area: 5187 (Oshawa-Whitby Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2019			
Universe: 384,470			
Station	Market	Share %	Ctrl Reach (000)
CJKXFM	Oshawa-Whitby Ctrl	11,3	67,7
CKDO	Oshawa-Whitby Ctrl	6,0	34,9
CKGEFM	Oshawa-Whitby Ctrl	8,1	46,2

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



Belleville-Trenton-Prince Edward County CTRL

Source: Numeris

Survey Period: Radio Diary Survey March 4 - April 28, 2019

Demographic: A12+

Area: 5139 (Bell-Trnt-PEC Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2019			
Universe: 119,270			
Station	Market	Share %	Ctrl Reach (000)
CHCQFM	Bell-Trnt-PEC Ctrl	15,6	29,2
CIGLFM	Bell-Trnt-PEC Ctrl	8,8	22,1
CJBQ	Bell-Trnt-PEC Ctrl	19,2	25,4
CJOJFM	Bell-Trnt-PEC Ctrl	13,3	30,9
CJTNFM	Bell-Trnt-PEC Ctrl	10,7	18,0

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



Hamilton CTRL

Source: Numeris

Survey Period: Radio Diary Survey March 4 - April 28, 2019

Demographic: A12+

Area: 5269 (Hamilton Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2019 Universe: 701,100			
Station	Market	Share %	Ctrl Reach (000)
CHAM	Hamilton Ctrl	0,5	21,3
CHKXFM	Hamilton Ctrl	7,7	80,1
CHML	Hamilton Ctrl	5,3	64,6
CHTGFM*	Hamilton/Haldimand	1,7	17,5
CHTZFM*	Hamilton Ctrl/St.Cath.	2,0	33,8
CINGFM	Hamilton Ctrl	2,9	43,2
CJXYFM	Hamilton Ctrl	4,2	60,0
CKLHFM	Hamilton Ctrl	8,2	95,5
CKOC	Hamilton Ctrl	0,4	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



St. Catharines-Niagara CTRL

Source: Numeris

Survey Period: Radio Diary Survey March 4 - April 28, 2019

Demographic: A12+

Area: 5299 (St. Catharines-Niagara Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2019			
Universe: 370,300			
Station	Market	Share %	Ctrl Reach (000)
CFLZFM	St.Catharines-Niagara Ctrl	2,0	11,2
CHREFM	St.Catharines-Niagara Ctrl	9,1	62,9
CHTZFM	St.Catharines-Niagara Ctrl	9,3	48,6
CIXLFM	St.Catharines-Niagara Ctrl	12,3	55,2
CJEDFM	St.Catharines-Niagara Ctrl	1,3	15,3
CKTB	St.Catharines-Niagara Ctrl	5,6	30,0
CKYYFM	St.Catharines-Niagara Ctrl	5,7	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



Kitchener-Cambridge-Waterloo CTRL

Source: Numeris

Survey Period: Radio Diary Survey March 4 - April 28, 2019

Demographic: A12+

Area: 5339 (Kitchener-Cambridge-Waterloo Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2019			
Universe: 486,890			
Station	Market	Share %	Ctrl Reach (000)
CBLAF2*	Kit-Cam-Wat Ctrl/Brantf	9.6	55.2
CFCAFM	Kit-Cam-Waterloo Ctrl	2.7	43.6
CHYMFM	Kit-Cam-Waterloo Ctrl	12.4	91.8
CIKZFM	Kit-Cam-Waterloo Ctrl	7.0	47.6
CIMJFM*	Kit-Cam-Wat Ctrl/Guelph	2.9	20.2
CJDVFM	Kit-Cam-Waterloo Ctrl	6.0	44.7
CJIQFM	Kit-Cam-Waterloo Ctrl	1.1	18.9
CJTWFM	Kit-Cam-Waterloo Ctrl	1.5	16.4
CKBTFM	Kit-Cam-Waterloo Ctrl	5.3	63.6
CKGL	Kit-Cam-Waterloo Ctrl	5.6	59.9
CKKWFM	Kit-Cam-Waterloo Ctrl	6.1	45.0

*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



London CTRL

Source: Numeris
 Survey Period: Radio Diary Survey March 4 - April 28, 2019
 Demographic: A12+
 Area: 5369 (London Ctrl)
 Daypart: Monday-Sunday 5am-1am

Spring 2019			
Universe: 457,120			
Station	Market	Share %	Ctrl Reach (000)
CBCLFM	London Ctrl	11,3	76,9
CFHKFM	London Ctrl	9,7	71,1
CFPL	London Ctrl	3,9	38,3
CFPLFM	London Ctrl	9,6	72,6
CHSTFM	London Ctrl	9,4	62,6
CIQMFM	London Ctrl	10,2	95,6
CJBK	London Ctrl	3,1	25,0
CJBXFM	London Ctrl	8,6	63,6
CKDKFM*	London/Woodstock	1,7	23,6
CKLOFM	London Ctrl	7,4	52,9
CKOTFM*	London/Tillsonburg	5,4	34,7

*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 March 4 - April 28, 2019
 Demographic: A12+
 Area: 6119 (Winnipeg Ctrl)
 Daypart: Monday-Sunday 5am-1am

Spring 2019			
Universe: 734,420			
Station	Market	Share %	Ctrl Reach (000)
CBW	Winnipeg Ctrl	14,1	117,7
CBW FM	Winnipeg Ctrl	3,8	51,4
CFJLFM	Winnipeg Ctrl	2,4	41,4
CFPGFM	Winnipeg Ctrl	2,6	50,7
CFQXFM	Winnipeg Ctrl	8,2	94,1
CFRW	Winnipeg Ctrl	5,2	78,9
CFWMFM	Winnipeg Ctrl	6,7	102,1
CHIQFM	Winnipeg Ctrl	5,8	78,4
CHWEFM	Winnipeg Ctrl	3,3	93,7
CITIFM	Winnipeg Ctrl	5,1	77,3
CJKRFM	Winnipeg Ctrl	4,6	75,3
CJOB	Winnipeg Ctrl	11,3	111,6
CKMMFM	Winnipeg Ctrl	6,3	134,0
CKSBFM	Winnipeg Ctrl	0,3	2,6
CKY FM	Winnipeg Ctrl	4,2	70,2

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



Victoria CTRL

Source: Numeris

Survey Period: Radio Diary Survey March 4 - April 28, 2019

Demographic: A12+

Area: 9119 (Victoria Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2019			
Universe: 357,920			
Station	Market	Share %	Ctrl Reach (000)
CBCVFM	Victoria Ctrl	19,3	80,3
CFAX	Victoria Ctrl	11,3	59,3
CHBEFM	Victoria Ctrl	5,6	45,8
CHTTFM	Victoria Ctrl	1,7	19,6
CIOCFM	Victoria Ctrl	7,5	48,7
CJZNFM	Victoria Ctrl	8,5	52,9
CKKQFM	Victoria Ctrl	15,2	70,4

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.