

NUMERIS

Top-line Radio Statistics

Fall 2014
September 1–October 26, 2014



TOP-LINE RADIO STATISTICS

St. John's CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 0009 (St. John's Ctrl)

Daypart: Monday-Sunday 5am-1am



Fall 2014				
Universe: 185,680				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBN	St John's Ctrl	14.1	44.1	59.8
CBN FM	St John's Ctrl	4.6	15.7	20.8
CHOZF+	St John's Ctrl	7.4	48.7	138.5
CJYQ	St John's Ctrl	0.8	3.7	5.2
CKIXFM	St John's Ctrl	12.7	57.2	74.8
CKSJFM	St John's Ctrl	11.5	51.9	64.5
VOCM	St John's Ctrl	21.7	69.2	114.4
VOCMFM	St John's Ctrl	14.1	57.2	78.3

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



Halifax CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 2080 (Halifax Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014				
Universe: 368,530				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBAXFM	Halifax Ctrl	0.6	4.8	8.2
CBH FM	Halifax Ctrl	3.4	28.7	46.6
CBHAFM	Halifax Ctrl	18.4	96.9	177.2
CFLTFM	Halifax Ctrl	7.0	41.1	47.5
CFRQFM	Halifax Ctrl	8.1	62.6	85.7
CHFXFM	Halifax Ctrl	14.6	61.8	84.2
CHNSFM	Halifax Ctrl	7.7	50.8	62.1
CIOOFM	Halifax Ctrl	9.4	77.8	94.7
CJCHFM	Halifax Ctrl	5.3	62.0	77.9
CJNIFM	Halifax Ctrl	5.0	40.1	47.6
CKHYFM	Halifax Ctrl	3.4	30.1	35.2
CKHZFM	Halifax Ctrl	2.6	36.6	45.1
CKULFM	Halifax Ctrl	3.3	32.2	39.3

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.

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 (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 2010 (Sydney Ctrl)

Daypart: Monday-Sunday 5am-1am



Fall 2014

Universe: 90,010

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBI	Sydney Ctrl	17.0	18.4	23.9
CBI FM	Sydney Ctrl	3.1	6.0	7.9
CHERFM	Sydney Ctrl	15.6	27.5	32.2
CHRKFM	Sydney Ctrl	18.2	34.0	37.5
CJCB	Sydney Ctrl	6.8	9.0	10.8
CKCHFM	Sydney Ctrl	20.3	27.9	31.9
CKPEFM	Sydney Ctrl	9.3	16.6	18.6

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

Saint John CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 3029 (Saint John Ctrl)

Daypart: Monday-Sunday 5am-1am



Fall 2014

Universe: 115,130

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBD FM	Saint John Ctrl	21.1	30.2	48.1
CFBC	Saint John Ctrl	2.5	4.4	5.0
CHNIFM	Saint John Ctrl	11.3	22.2	35.8
CHSJFM	Saint John Ctrl	22.1	33.6	60.6
CHWVFM	Saint John Ctrl	19.0	33.0	55.4
CIOKFM	Saint John Ctrl	4.0	17.6	33.2
CJYCFM	Saint John Ctrl	8.2	20.9	31.8

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

Fredericton CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 3079 (Fredericton Ctrl)

Daypart: Monday-Sunday 5am-1am



Fall 2014				
Universe: 105,570				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBZ FM	Fredericton Ctrl	2.1	5.2	27.0
CBZFFM	Fredericton Ctrl	18.0	27.6	49.1
CFRKFM	Fredericton Ctrl	7.2	16.6	19.5
CFXYFM	Fredericton Ctrl	11.1	20.9	27.3
CIBXFM	Fredericton Ctrl	19.4	32.5	38.9
CIHIFM	Fredericton Ctrl	10.6	19.9	26.1
CKHJ	Fredericton Ctrl	15.5	15.2	18.1

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



Moncton CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 3009 (Moncton Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014				
Universe: 134,690				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBALFM	Moncton Ctrl	1.6	4.1	10.9
CBAMFM	Moncton Ctrl	16.1	24.9	50.1
CFBOFM	Moncton Ctrl	0.8	3.5	4.2
CFQMFM	Moncton Ctrl	7.8	18.3	30.6
CHOYFM	Moncton Ctrl	0.6	3.8	9.1
CJMOFM	Moncton Ctrl	11.0	29.3	47.2
CJXLFM	Moncton Ctrl	17.7	30.9	72.0
CKCWFM	Moncton Ctrl	12.8	38.6	54.0
CKNIFM	Moncton Ctrl	10.1	22.7	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



Drummondville CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 4369 (Drummondville Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014				
Universe: 90,080				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CHRDFM	Drummondville Ctrl	21.9	29.0	35.4
CJDMFM	Drummondville Ctrl	25.7	35.3	41.8

TERMS

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Universe - Estimated Population of the Central Market Area.

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

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

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 (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 4199 (Quebec City Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014

Universe: 706,730

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBV FM	Quebec City Ctrl	11.2	129.6	169.3
CBVEFM	Quebec City Ctrl	0.2	10.5	42.7
CBVXFM	Quebec City Ctrl	2.9	45.8	66.2
CFELFM	Quebec City Ctrl	5.3	104.9	132.4
CFOMFM	Quebec City Ctrl	7.4	116.5	156.8
CHIKFM	Quebec City Ctrl	6.0	136.5	195.7
CHOIFM	Quebec City Ctrl	17.7	175.4	318.1
CHXXFM	Quebec City Ctrl	4.2	57.0	92.6
CITFFM	Quebec City Ctrl	12.4	167.3	268.9
CJECFM	Quebec City Ctrl	5.3	86.8	97.7
CJMFFM	Quebec City Ctrl	14.4	180.8	240.1
CJSQFM	Quebec City Ctrl	4.6	50.3	56.7

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 (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 4339 (Sherbrooke Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014				
Universe: 217,010				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBFF10	Sherbrooke Ctrl	14.6	45.2	61.3
CBFXF2	Sherbrooke Ctrl	4.0	14.8	16.5
CFGEFM	Sherbrooke Ctrl	8.8	27.2	34.4
CIMOFM	Sherbrooke Ctrl	21.6	75.1	102.7
CITEF4	Sherbrooke Ctrl	20.7	68.3	185.0
CKOYFM	Sherbrooke Ctrl	8.7	30.1	36.9

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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

Trois-Rivieres CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 4659 (Trois-Rivieres Ctrl)

Daypart: Monday-Sunday 5am-1am



Fall 2014

Universe: 139,110

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBFFM8	Trois-Rivieres Ctrl	10.3	18.5	46.1
CBFXF1	Trois-Rivieres Ctrl	3.2	7.5	22.3
CHEYFM	Trois-Rivieres Ctrl	12.8	28.1	83.1
CIGBFM	Trois-Rivieres Ctrl	15.7	39.1	88.1
CJEBFM	Trois-Rivieres Ctrl	18.1	32.4	68.8
CKBNFM	Trois-Rivieres Ctrl	7.5	12.6	22.2
CKOBFM	Trois-Rivieres Ctrl	7.1	17.4	32.6

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



Saguenay CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 4120 (Saguenay Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014

Universe: 148,890

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBJ FM	Saguenay Ctrl	10.0	22.1	36.5
CBJXFM	Saguenay Ctrl	3.1	5.5	9.3
CFIXFM	Saguenay Ctrl	26.7	60.9	97.5
CJABFM	Saguenay Ctrl	19.7	59.3	96.7
CKRSFM	Saguenay Ctrl	6.8	19.0	23.9
CKYKFM	Saguenay Ctrl	15.2	37.2	56.0

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



Saint-Jean CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 4410 (Saint-Jean Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014				
Universe: 126,580				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFZZFM	Saint-Jean Ctrl	10.3	22.4	93.7

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



Ottawa-Gatineau Anglo CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 5071 (Ottawa-Gatineau Anglo Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014				
Universe: 813,480				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBO FM	Ottawa-Gat. Anglo Ctrl	18.8	217.7	363.4
CBOFFM	Ottawa-Gat. Anglo Ctrl	0.5	13.7	98.7
CBOQFM	Ottawa-Gat. Anglo Ctrl	5.8	96.4	134.7
CBOXFM	Ottawa-Gat. Anglo Ctrl	0.6	18.3	53.2
CFGO	Ottawa-Gat. Anglo Ctrl	2.7	59.8	70.1
CFRA	Ottawa-Gat. Anglo Ctrl	10.0	116.8	167.9
CFTXFM	Ottawa-Gat. Anglo Ctrl	0.0	3.3	10.4
CHEZFM	Ottawa-Gat. Anglo Ctrl	6.4	108.9	199.7
CHLXFM	Ottawa-Gat. Anglo Ctrl	0.2	3.4	40.8
CIDGFM	Ottawa-Gat. Anglo Ctrl	1.3	23.1	27.7
CIHTFM	Ottawa-Gat. Anglo Ctrl	10.1	196.6	284.8
CILVFM	Ottawa-Gat. Anglo Ctrl	5.1	101.3	135.1
CIMFFM	Ottawa-Gat. Anglo Ctrl	0.4	6.3	149.9
CISSF	Ottawa-Gat. Anglo Ctrl	4.6	109.0	167.0
CIWW	Ottawa-Gat. Anglo Ctrl	0.7	25.5	31.6
CJMJFM	Ottawa-Gat. Anglo Ctrl	5.9	96.0	130.8
CJOTFM	Ottawa-Gat. Anglo Ctrl	2.1	55.0	69.8
CJWLFM	Ottawa-Gat. Anglo Ctrl	3.2	49.2	62.6
CKBYFM*	Ott-Gat.Anglo Ctrl/Smiths Falls	6.7	92.2	175.9
CKKLFM	Ottawa-Gat. Anglo Ctrl	3.3	62.2	100.9
CKOFFM	Ottawa-Gat. Anglo Ctrl	0.0	1.1	44.8
CKQBFM	Ottawa-Gat. Anglo Ctrl	3.6	83.8	135.2
CKTFFM	Ottawa-Gat. Anglo Ctrl	0.1	7.0	101.8

*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.

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 (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 5072 (Ottawa-Gatineau Franco Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014				
Universe: 344,880				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBO FM	Ottawa-Gat. Franco Ctrl	2.2	18.9	363.4
CBOFFM	Ottawa-Gat. Franco Ctrl	13.1	74.0	98.7
CBOQFM	Ottawa-Gat. Franco Ctrl	2.2	16.6	134.7
CBOXFM	Ottawa-Gat. Franco Ctrl	4.5	28.1	53.2
CFGO	Ottawa-Gat. Franco Ctrl	0.3	4.1	70.1
CFRA	Ottawa-Gat. Franco Ctrl	0.7	7.3	167.9
CFTXFM	Ottawa-Gat. Franco Ctrl	0.8	7.0	10.4
CHEZFM	Ottawa-Gat. Franco Ctrl	4.2	31.8	199.7
CHLXFM	Ottawa-Gat. Franco Ctrl	4.8	33.6	40.8
CIDGFM	Ottawa-Gat. Franco Ctrl	0.2	2.7	27.7
CIHTFM	Ottawa-Gat. Franco Ctrl	5.8	55.7	284.8
CILVFM	Ottawa-Gat. Franco Ctrl	2.5	19.3	135.1
CIMFFM	Ottawa-Gat. Franco Ctrl	22.2	108.6	149.9
CISSFM	Ottawa-Gat. Franco Ctrl	2.0	32.7	167.0
CIWW	Ottawa-Gat. Franco Ctrl	0.1	1.8	31.6
CJMJFM	Ottawa-Gat. Franco Ctrl	2.5	13.8	130.8
CJOTFM	Ottawa-Gat. Franco Ctrl	0.9	8.6	69.8
CJWLFM	Ottawa-Gat. Franco Ctrl	0.7	8.1	62.6
CKBYF*	Ott-Gat. Franco Ctrl/Smiths Falls	2.3	14.0	175.9
CKKLFM	Ottawa-Gat. Franco Ctrl	1.2	13.2	100.9
CKOFFM	Ottawa-Gat. Franco Ctrl	7.1	40.9	44.8
CKQBFM	Ottawa-Gat. Franco Ctrl	1.8	29.0	135.2
CKTFFM	Ottawa-Gat. Franco Ctrl	11.0	67.3	101.8

*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.

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 (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 5109 (Kingston Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014				
Universe: 150,930				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFLYFM	Kingston Ctrl	13.5	37.7	61.9
CFMKFM	Kingston Ctrl	3.8	11.4	21.2
CIKRFM	Kingston Ctrl	7.8	22.5	43.6
CKLCFM	Kingston Ctrl	3.7	16.7	22.1
CKWSFM	Kingston Ctrl	4.4	11.3	15.1
CKXCFM	Kingston Ctrl	24.2	28.4	38.6
WLYKFM	Kingston Ctrl	2.2	13.3	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.

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 (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 5139 (Belleville-Trenton Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014				
Universe: 115,390				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CHCQFM	Belleville-Trenton Ctrl	12.1	27.0	45.3
CIGLFM	Belleville-Trenton Ctrl	14.3	28.5	41.8
CJBQ	Belleville-Trenton Ctrl	20.0	27.2	37.8
CJOJFM	Belleville-Trenton Ctrl	14.6	29.9	45.6
CJTNFM	Belleville-Trenton Ctrl	7.9	15.8	20.0

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

Peterborough CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 5159 (Peterborough Ctrl)

Daypart: Monday-Sunday 5am-1am



Fall 2014

Universe: 111,040

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CHUCF*	Peterborough/Cobourg	2.6	7.1	37.7
CJWVFM	Peterborough Ctrl	7.3	14.0	23.8
CKPTFM	Peterborough Ctrl	7.5	21.2	27.1
CKQMFM	Peterborough Ctrl	24.8	35.2	92.5
CKRUFM	Peterborough Ctrl	7.3	16.9	20.1
CKSGF*	Peterborough/Cobourg	2.1	11.1	37.5
CKWFFM	Peterborough Ctrl	15.2	28.4	81.4

*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



Oshawa-Whitby CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 5187 (Oshawa-Whitby Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014				
Universe: 359,670				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CJKXFM	Oshawa-Whitby Ctrl	14.4	67.1	188.9
CKDO	Oshawa-Whitby Ctrl	5.1	33.2	45.1
CKGEFM	Oshawa-Whitby Ctrl	5.1	38.2	78.0

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

Barrie CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 5239 (Barrie Ctrl)

Daypart: Monday-Sunday 5am-1am



Fall 2014

Universe: 173,670

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFJBFM	Barrie Ctrl	12.6	41.9	143.5
CHAYFM	Barrie Ctrl	7.9	25.4	103.8
CICXF*	Barrie/Orillia	9.7	31.1	113.8
CICZF*	Barrie/Midland	5.7	23.2	98.6
CIQBFM	Barrie Ctrl	7.9	41.5	90.4
CJLFFM	Barrie Ctrl	1.5	8.6	61.6
CKMBFM	Barrie Ctrl	13.3	41.9	88.0

*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



Brantford CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 5320 (Brantford Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014				
Universe: 124,610				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBLAF2	Brantford Ctrl	4.5	7.9	85.3
CKPC	Brantford Ctrl	2.3	6.9	7.9
CKPCFM	Brantford Ctrl	17.1	30.6	101.0

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



Guelph CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 5358 (Guelph Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014				
Universe: 131,790				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CIMJFM	Guelph Ctrl	13.0	29.0	56.2
CJOY	Guelph Ctrl	4.9	13.6	20.0

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



Kitchener-Waterloo CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 5339 (Kitchener-Waterloo Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014				
Universe: 447,990				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBLAF*	Kitchener-Wat/Brantf Ctrl	6.8	53.2	85.3
CFCAFM	Kitchener-Waterloo Ctrl	6.4	68.3	150.3
CHYMFM	Kitchener-Waterloo Ctrl	12.9	88.7	173.5
CIKZFM	Kitchener-Waterloo Ctrl	7.3	52.5	95.5
CJDVFM	Kitchener-Waterloo Ctrl	8.9	49.5	64.1
CJIQFM	Kitchener-Waterloo Ctrl	1.4	15.3	25.4
CJTWFM	Kitchener-Waterloo Ctrl	2.0	24.0	28.3
CKBTFM	Kitchener-Waterloo Ctrl	6.2	85.1	149.2
CKGL	Kitchener-Waterloo Ctrl	4.2	56.3	73.8
CKKWFM	Kitchener-Waterloo Ctrl	3.7	31.4	39.9

* 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



London CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 5369 (London Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014				
Universe: 442,750				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBCLFM	London Ctrl	8.1	59.7	101.0
CFHKFM	London Ctrl	5.1	75.1	96.0
CFPL	London Ctrl	3.9	42.5	50.5
CFPLFM	London Ctrl	9.3	80.3	141.2
CHSTFM	London Ctrl	7.8	49.4	67.6
CIQMFM	London Ctrl	8.5	92.8	131.7
CJBK	London Ctrl	4.6	40.5	46.3
CJBXFM	London Ctrl	14.1	81.6	158.6
CKDKF*	London/Woodstock	2.1	22.0	71.4
CKLOFM	London Ctrl	7.0	43.3	59.9
CKSL	London Ctrl	1.0	22.2	28.0

*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



Chatham-Wallaceburg CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 5400 (Chatham-Wallaceburg Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014

Universe: 93,060

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFCO	Chatham-Wallaceburg Ctrl	19.3	25.2	36.8
CKSYFM	Chatham-Wallaceburg Ctrl	21.0	30.6	35.7
CKUEFM	Chatham-Wallaceburg Ctrl	6.3	7.9	25.9
CKXSFM	Chatham-Wallaceburg Ctrl	8.5	7.7	9.2

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



Sarnia CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 5390 (Sarnia Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014				
Universe: 116,290				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFGXFM	Sarnia Ctrl	21.9	39.4	42.8
CHKSFM	Sarnia Ctrl	16.1	25.7	37.0
CHOKFM	Sarnia Ctrl	13.0	28.4	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 (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 5269 (Hamilton Ctrl)

Daypart: Monday-Sunday 5am-1am



Fall 2014				
Universe: 675,300				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CHAM	Hamilton Ctrl	1.0	24.3	161.1
CHKXFM	Hamilton Ctrl	6.9	70.3	290.8
CHML	Hamilton Ctrl	5.4	75.9	101.0
CHTZF*	Hamilton Ctrl/St.Cath.	1.2	28.1	242.2
CINGFM	Hamilton Ctrl	3.2	53.2	168.4
CJXYFM	Hamilton Ctrl	4.5	65.8	215.2
CKLHFM	Hamilton Ctrl	9.6	113.7	149.3
CKOC	Hamilton Ctrl	4.8	48.3	154.3

*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 (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 5299 (St. Catharines-Niagara Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014

Universe: 363,770

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CHREFM	St.Catharines-Niagara Ctrl	16.1	71.7	91.6
CHTZFM	St.Catharines-Niagara Ctrl	7.4	45.2	242.2
CIXLFM	St.Catharines-Niagara Ctrl	6.7	41.6	76.3
CJEDF+	St.Catharines-Niagara Ctrl	1.8	23.0	30.1
CKTB	St.Catharines-Niagara Ctrl	5.7	33.8	43.4

TERMS

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

Universe - Estimated Population of the Central Market Area.

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

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

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

TOP-LINE RADIO STATISTICS

Windsor CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 5409 (Windsor Ctrl)

Daypart: Monday-Sunday 5am-1am



Fall 2014				
Universe: 290,320				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBE FM	Windsor Ctrl	2.2	12.4	16.8
CBEWFM	Windsor Ctrl	4.8	21.3	46.3
CHYRF*	Windsor/Leamington	4.1	27.8	45.0
CIDRFM	Windsor Ctrl	5.8	32.2	41.0
CIMXFM	Windsor Ctrl	3.3	31.6	39.4
CJWFFM	Windsor Ctrl	3.6	17.6	25.8
CKLW	Windsor Ctrl	17.2	93.6	120.9
CKUEF*	Windsor/Chatham	2.5	13.2	25.9
CKWW	Windsor Ctrl	2.3	12.1	15.6

*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

Sudbury CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 5479 (Sudbury Ctrl)

Daypart: Monday-Sunday 5am-1am



Fall 2014

Universe: 145,940

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBBSFM	Sudbury Ctrl	2.9	8.9	13.6
CBBXFM	Sudbury Ctrl	0.3	1.6	2.1
CBCSFM	Sudbury Ctrl	15.5	33.4	104.2
CBONFM	Sudbury Ctrl	1.8	3.4	11.6
CHNOFM	Sudbury Ctrl	13.5	39.2	50.3
CICSFM	Sudbury Ctrl	18.6	36.7	43.9
CIGMFM	Sudbury Ctrl	12.6	35.6	42.7
CJMXFM	Sudbury Ctrl	12.7	31.1	41.9
CJRQFM	Sudbury Ctrl	13.6	37.2	43.8

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

Thunder Bay CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 5539 (Thunder Bay Ctrl)

Daypart: Monday-Sunday 5am-1am



Fall 2014

Universe: 112,430

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBQ FM	Thunder Bay Ctrl	4.6	8.7	9.4
CBQTFM	Thunder Bay Ctrl	18.1	25.0	47.5
CFQKF+	Thunder Bay Ctrl	2.8	5.4	5.8
CJSDFM	Thunder Bay Ctrl	16.4	28.6	33.1
CJUKFM	Thunder Bay Ctrl	12.7	26.2	26.6
CKPRFM	Thunder Bay Ctrl	22.9	41.1	45.7
CKTGFM	Thunder Bay Ctrl	14.4	23.7	27.3

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

Winnipeg CTRL



Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 6119 (Winnipeg Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014

Universe: 696,910

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBW	Winnipeg Ctrl	12.8	121.8	189.6
CBW FM	Winnipeg Ctrl	3.4	55.3	70.6
CFJLFM	Winnipeg Ctrl	1.8	23.9	28.8
CFQXFM	Winnipeg Ctrl	9.8	108.9	142.2
CFRW	Winnipeg Ctrl	3.2	47.9	58.8
CFWMFM	Winnipeg Ctrl	5.8	104.0	122.5
CHIQFM	Winnipeg Ctrl	5.0	83.3	99.2
CHWEFM	Winnipeg Ctrl	5.3	113.9	128.7
CITIFM	Winnipeg Ctrl	6.6	82.1	104.1
CJGVFM	Winnipeg Ctrl	2.2	53.1	59.5
CJKRFM	Winnipeg Ctrl	2.6	64.9	78.1
CJOB	Winnipeg Ctrl	13.6	148.8	187.6
CKMMFM	Winnipeg Ctrl	8.3	168.5	184.5
CKSBFM	Winnipeg Ctrl	0.2	4.0	11.9
CKY FM	Winnipeg Ctrl	5.0	87.0	98.3

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 (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 7069 (Regina Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014				
Universe: 200,010				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBK FM	Regina Ctrl	2.5	11.2	20.9
CBK+	Regina Ctrl	10.2	30.1	109.4
CFWFFM	Regina Ctrl	12.8	33.4	45.5
CHBDFM	Regina Ctrl	12.3	37.3	48.9
CHMXFM	Regina Ctrl	6.0	27.1	35.5
CIZLFM	Regina Ctrl	15.6	64.3	87.8
CJME	Regina Ctrl	6.5	24.3	52.5
CKCKFM	Regina Ctrl	11.9	35.3	49.3
CKRM	Regina Ctrl	11.6	35.7	90.9

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



Saskatoon CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 7109 (Saskatoon Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014				
Universe: 253,570				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBK1FM	Saskatoon Ctrl	5.9	27.7	30.1
CBKSFM	Saskatoon Ctrl	5.0	22.5	24.4
CFMCFM	Saskatoon Ctrl	16.4	82.6	102.1
CFWDFM	Saskatoon Ctrl	9.4	39.9	47.1
CJDJFM	Saskatoon Ctrl	10.1	46.0	54.3
CJMKFM	Saskatoon Ctrl	10.3	37.0	41.8
CJWW	Saskatoon Ctrl	9.5	30.8	83.8
CKBLFM	Saskatoon Ctrl	9.6	40.6	55.5
CKOM	Saskatoon Ctrl	8.6	39.7	74.2

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 (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 8019 (Lethbridge Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014

Universe: 97,750

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFRVFM	Lethbridge Ctrl	18.3	25.7	45.3
CHLBFM	Lethbridge Ctrl	17.4	24.7	42.5
CJBZF*	Lethbridge/Taber	7.3	20.3	30.7
CJOCFM	Lethbridge Ctrl	17.4	22.2	38.6
CJRXFM	Lethbridge Ctrl	10.3	15.7	28.6
CKBDFM	Lethbridge Ctrl	3.0	6.2	9.1

*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

Red Deer CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 8079 (Red Deer Ctrl)

Daypart: Monday-Sunday 5am-1am



Fall 2014

Universe: 83,480

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFDVFM	Red Deer Ctrl	6.1	12.3	24.4
CHUBFM	Red Deer Ctrl	11.9	19.0	30.7
CIZZFM	Red Deer Ctrl	9.8	11.7	41.2
CJUWF*	Red Deer/Lacombe	9.4	12.0	36.2
CKGYFM	Red Deer Ctrl	16.7	20.1	79.9
CKIKFM	Red Deer Ctrl	8.3	17.1	27.2
CKRIFM	Red Deer Ctrl	7.6	8.2	14.7

*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



Abbotsford CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 9090 (Abbotsford Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014				
Universe: 159,540				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CKQCFM	Abbotsford Ctrl	9.9	19.2	24.1
KWPZFM	Abbotsford Ctrl	9.4	25.2	133.1

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



Chilliwack CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 9080 (Chilliwack Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014				
Universe: 100,020				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFUNFM	Chilliwack Ctrl	9.1	8.2	301.8
CHWKFM	Chilliwack Ctrl	5.3	11.1	13.6
CKSRF+	Chilliwack Ctrl	23.0	27.6	40.5

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



Prince George CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 9349 (Prince George Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014

Universe: 76,510

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBYGFM	Prince George Ctrl	19.1	19.8	24.4
CIRXFM	Prince George Ctrl	14.2	15.5	18.0
CJCIF+	Prince George Ctrl	18.2	18.0	21.5
CKDVF+	Prince George Ctrl	18.0	17.5	18.1
CKKNFM	Prince George Ctrl	16.5	21.9	23.9

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

Kamloops CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 9209 (Kamloops Ctrl)

Daypart: Monday-Sunday 5am-1am



Fall 2014

Universe: 90,390

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBYKFM	Kamloops Ctrl	16.9	19.7	46.1
CHNL+	Kamloops Ctrl	16.6	21.9	34.3
CIFMFM	Kamloops Ctrl	15.0	22.3	27.8
CJKCFM	Kamloops Ctrl	14.4	15.6	19.3
CKBZFM	Kamloops Ctrl	11.0	19.4	21.9
CKRVFM	Kamloops Ctrl	8.2	19.3	22.3

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

Kelowna CTRL



Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 9230 (Kelowna Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014				
Universe: 173,480				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBTKFM	Kelowna Ctrl	16.3	30.6	136.1
CHSUFM	Kelowna Ctrl	13.6	47.0	50.9
CIGVF*	Kelowna/Penticton	16.7	39.7	62.8
CILKF+	Kelowna Ctrl	11.3	28.7	32.1
CJUIFM	Kelowna Ctrl	4.5	19.2	20.6
CKFR	Kelowna Ctrl	8.4	25.1	26.6
CKKOFM	Kelowna Ctrl	6.1	19.4	24.0
CKLZFM	Kelowna Ctrl	4.8	12.3	16.9
CKQQFM	Kelowna Ctrl	3.2	11.9	12.4

*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



Nanaimo CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 9149 (Nanaimo Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014

Universe: 97,010

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CHWFFM	Nanaimo Ctrl	5.1	9.9	14.4
CKWVFM	Nanaimo Ctrl	11.0	20.4	27.5

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



Victoria CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey September 1, 2014 - October 26, 2014

Demographic: A12+

Area: 9119 (Victoria Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2014				
Universe: 346,020				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBCVFM	Victoria Ctrl	17.0	72.4	129.7
CFAX	Victoria Ctrl	10.3	62.1	72.2
CHBEFM	Victoria Ctrl	7.4	63.3	66.8
CHTTFM	Victoria Ctrl	3.7	35.1	36.3
CIOCFM	Victoria Ctrl	6.0	42.5	53.4
CJZNFM	Victoria Ctrl	7.2	46.1	65.5
CKKQFM	Victoria Ctrl	14.8	66.6	91.6

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.