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BBM Canada

Top-line Radio Statistics

Spring 2014 (March 3-April 27, 2014)

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TOP-LINE RADIO STATISTICS



St. John's CTRL

Source: BBM Canada

Survey Period: March 3, 2014 - April 27, 2014

Demographic: A12+

Area: 0009 (St John's Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2014			
Universe: 182,789			
Station	Market	Share %	Ctrl Reach (000)
CBN	St John's Ctrl	16.2	41.2
CBN FM	St John's Ctrl	2.2	10.3
CHOZF+	St John's Ctrl	6.8	41.0
CJYQ	St John's Ctrl	0.5	4.4
CKIXFM	St John's Ctrl	12.3	65.6
CKSJFM	St John's Ctrl	13.0	50.6
VOCM	St John's Ctrl	26.8	72.4
VOCMFM	St John's Ctrl	13.2	48.7

TERMS

Central (Ctrl) Market Area - A BBM 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,

Universe - Estimated Population of the Central Market Area.

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

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

TOP-LINE RADIO STATISTICS

Halifax CTRL

Source: BBM Canada
Survey Period: March 3, 2014 - April 27, 2014
Demographic: A12+
Area: 2080 (Halifax Ctrl)
Daypart: Monday-Sunday 5am-1am



Spring 2014			
Universe: 366,823			
Station	Market	Share %	Ctrl Reach (000)
CBAXFM	Halifax Ctrl	0.5	5.4
CBH FM	Halifax Ctrl	3.2	23.7
CBHAFM	Halifax Ctrl	18.8	89.8
CFLTFM	Halifax Ctrl	5.1	40.8
CFRQFM	Halifax Ctrl	9.5	64.7
CHFXTM	Halifax Ctrl	13.9	70.4
CHNSFM	Halifax Ctrl	6.4	45.5
CIOOFM	Halifax Ctrl	11.1	90.1
CJCHFM	Halifax Ctrl	5.7	73.4
CJNIFM	Halifax Ctrl	4.6	38.8
CKHYFM	Halifax Ctrl	3.7	29.6
CKHZFM	Halifax Ctrl	2.9	43.3
CKULFM	Halifax Ctrl	4.1	35.5

TERMS

Central (Ctrl) Market Area - A BBM 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

Universe - Estimated Population of the Central Market Area.

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

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

TOP-LINE RADIO STATISTICS



Saint John CTRL

Source: BBM Canada

Survey Period: March 3, 2014 - April 27, 2014

Demographic: A12+

Area: 3029 (Saint John Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2014			
Universe: 115,263			
Station	Market	Share %	Ctrl Reach (000)
CBD FM	Saint John Ctrl	19.4	27.2
CFBC	Saint John Ctrl	1.5	3.8
CHNIFM	Saint John Ctrl	4.1	12.7
CHSJFM	Saint John Ctrl	26.2	35.6
CHWVFM	Saint John Ctrl	21.3	42.6
CIOKFM	Saint John Ctrl	5.6	22.8
CJYCFM	Saint John Ctrl	11.5	24.4

TERMS

Central (Ctrl) Market Area - A BBM 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,

Universe - Estimated Population of the Central Market Area.

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

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

TOP-LINE RADIO STATISTICS

Moncton CTRL

Source: BBM Canada

Survey Period: March 3, 2014 - April 27, 2014

Demographic: A12+

Area: 3009 (Moncton Ctrl)

Daypart: Monday-Sunday 5am-1am



Spring 2014			
Universe: 133,510			
Station	Market	Share %	Ctrl Reach (000)
CBALFM	Moncton Ctrl	1.6	6.4
CBAMFM	Moncton Ctrl	9.9	20.8
CFBOFM	Moncton Ctrl	1.4	4.5
CFQMFM	Moncton Ctrl	7.9	21.2
CHOYFM	Moncton Ctrl	0.5	2.3
CJMOFM	Moncton Ctrl	14.7	34.0
CJXLFM	Moncton Ctrl	19.5	28.4
CKCWFM	Moncton Ctrl	14.5	40.5
CKNIFM	Moncton Ctrl	5.5	11.0

TERMS

Central (Ctrl) Market Area - A BBM 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

Universe - Estimated Population of the Central Market Area.

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

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

TOP-LINE RADIO STATISTICS



Quebec City CTRL

Source: BBM Canada

Survey Period: March 3, 2014 - April 27, 2014

Demographic: A12+

Area: 4199 (Quebec City Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2014			
Universe: 707,805			
Station	Market	Share %	Ctrl Reach (000)
CBV FM	Quebec City Ctrl	12.4	130.2
CBVEFM	Quebec City Ctrl	0.5	13.0
CBVXFM	Quebec City Ctrl	3.3	52.1
CFELFM	Quebec City Ctrl	5.0	118.8
CFOMFM	Quebec City Ctrl	9.2	124.9
CHIKFM	Quebec City Ctrl	6.6	159.1
CHOIFM	Quebec City Ctrl	15.8	177.6
CHXXFM	Quebec City Ctrl	3.7	57.7
CITFFM	Quebec City Ctrl	13.2	176.4
CJECFM	Quebec City Ctrl	5.3	83.3
CJMFFM	Quebec City Ctrl	14.2	176.5
CJSQFM	Quebec City Ctrl	4.8	52.8

TERMS

Central (Ctrl) Market Area - A BBM 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,

Universe - Estimated Population of the Central Market Area.

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

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

TOP-LINE RADIO STATISTICS

Sherbrooke CTRL

Source: BBM Canada

Survey Period: March 3, 2014 - April 27, 2014

Demographic: A12+

Area: 4339 (Sherbrooke Ctrl)

Daypart: Monday-Sunday 5am-1am



Spring 2014			
Universe: 212,708			
Station	Market	Share %	Ctrl Reach (000)
CBFF10	Sherbrooke Ctrl	12.9	42.1
CBXF2	Sherbrooke Ctrl	3.4	13.5
CFGEFM	Sherbrooke Ctrl	9.5	24.1
CIMOFM	Sherbrooke Ctrl	20.2	72.5
CITEF4	Sherbrooke Ctrl	23.1	69.7
CKOYFM	Sherbrooke Ctrl	9.8	33.3

TERMS

Central (Ctrl) Market Area - A BBM 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,

Universe - Estimated Population of the Central Market Area.

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

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

TOP-LINE RADIO STATISTICS



Trois Rivieres CTRL

Source: BBM Canada
Survey Period: March 3, 2014 - April 27, 2014
Demographic: A12+
Area: 4659 (Trois-Rivieres Ctrl)
Daypart: Monday-Sunday 5am-1am

Spring 2014			
Universe: 140,698			
Station	Market	Share %	Ctrl Reach (000)
CBFFM8	Trois-Rivieres Ctrl	9.3	18.3
CBFXF1	Trois-Rivieres Ctrl	4.7	10.2
CHEYFM	Trois-Rivieres Ctrl	13.1	31.7
CIGBFM	Trois-Rivieres Ctrl	18.0	41.4
CJEBFM	Trois-Rivieres Ctrl	16.6	27.8
CKBNFM	Trois-Rivieres Ctrl	5.8	9.9
CKOBFM	Trois-Rivieres Ctrl	8.2	19.1

TERMS

Central (Ctrl) Market Area - A BBM 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,

Universe - Estimated Population of the Central Market Area.

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

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

TOP-LINE RADIO STATISTICS



Saguenay CTRL

Source: BBM Canada

Survey Period: March 3, 2014 - April 27, 2014

Demographic: A12+

Area: 4120 (Saguenay Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2014			
Universe: 150,276			
Station	Market	Share %	Ctrl Reach (000)
CBJ FM	Saguenay Ctrl	11.1	26.2
CBJXFM	Saguenay Ctrl	5.2	9.7
CFIXFM	Saguenay Ctrl	24.6	57.8
CJABFM	Saguenay Ctrl	16.4	55.5
CKRSFM	Saguenay Ctrl	7.6	19.7
CKYKFM	Saguenay Ctrl	12.2	31.9

TERMS

Central (Ctrl) Market Area - A BBM 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,

Universe - Estimated Population of the Central Market Area.

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

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

TOP-LINE RADIO STATISTICS

Ottawa-Gatineau Anglo CTRL

Source: BBM Canada

Survey Period: March 3, 2014 - April 27, 2014

Demographic: A12+

Area: 5071 (Ottawa-Gatineau Anglo Ctrl)

Daypart: Monday-Sunday 5am-1am



Spring 2014			
Universe: 818,500			
Station	Market	Share %	Ctrl Reach (000)
CBO FM	Ottawa-Gat. Anglo Ctrl	20.0	218.8
CBOFFM	Ottawa-Gat. Anglo Ctrl	0.6	17.8
CBOQFM	Ottawa-Gat. Anglo Ctrl	5.6	75.0
CBOXFM	Ottawa-Gat. Anglo Ctrl	0.9	18.1
CFGO	Ottawa-Gat. Anglo Ctrl	3.0	59.8
CFRA	Ottawa-Gat. Anglo Ctrl	8.9	98.3
CFTXFM	Ottawa-Gat. Anglo Ctrl	0.0	1.6
CHEZFM	Ottawa-Gat. Anglo Ctrl	6.7	106.4
CHLXFM	Ottawa-Gat. Anglo Ctrl	0.3	4.6
CIDGFM	Ottawa-Gat. Anglo Ctrl	1.1	24.7
CIHTFM	Ottawa-Gat. Anglo Ctrl	8.0	199.6
CILVFM	Ottawa-Gat. Anglo Ctrl	6.1	114.7
CIMFFM	Ottawa-Gat. Anglo Ctrl	0.8	11.4
CISSFM	Ottawa-Gat. Anglo Ctrl	5.7	128.5
CIWW	Ottawa-Gat. Anglo Ctrl	0.9	21.9
CJMJFM	Ottawa-Gat. Anglo Ctrl	6.9	105.2
CJOTFM	Ottawa-Gat. Anglo Ctrl	2.3	38.4
CJWLFM	Ottawa-Gat. Anglo Ctrl	2.6	44.7
CKBYF*	Ott-Gat. Anglo Ctrl/Smiths Falls	6.1	93.4
CKKLFM	Ottawa-Gat. Anglo Ctrl	2.6	58.4
CKOFFM	Ottawa-Gat. Anglo Ctrl	0.1	3.4
CKQBFM	Ottawa-Gat. Anglo Ctrl	2.4	71.0
CKTFFM	Ottawa-Gat. Anglo Ctrl	0.1	3.7

*Spill Station

TERMS

Central (Ctrl) Market Area - A BBM 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,

Universe - Estimated Population of the Central Market Area.

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

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

TOP-LINE RADIO STATISTICS



Ottawa-Gatineau Franco CTRL

Source: BBM Canada

Survey Period: March 3, 2014 - April 27, 2014

Demographic: A12+

Area: 5072 (Ottawa-Gatineau Franco Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2014			
Universe: 342,733			
Station	Market	Share %	Ctrl Reach (000)
CBO FM	Ottawa-Gat. Franco Ctrl	2.0	12.8
CBOFFM	Ottawa-Gat. Franco Ctrl	15.2	71.3
CBOQFM	Ottawa-Gat. Franco Ctrl	2.1	12.4
CBOXFM	Ottawa-Gat. Franco Ctrl	3.5	25.1
CFGO	Ottawa-Gat. Franco Ctrl	0.5	4.7
CFRA	Ottawa-Gat. Franco Ctrl	0.5	6.4
CFTXFM	Ottawa-Gat. Franco Ctrl	0.6	6.1
CHEZFM	Ottawa-Gat. Franco Ctrl	3.3	25.2
CHLXFM	Ottawa-Gat. Franco Ctrl	4.9	24.4
CIDGFM	Ottawa-Gat. Franco Ctrl	0.2	1.9
CIHTFM	Ottawa-Gat. Franco Ctrl	7.2	62.8
CILVFM	Ottawa-Gat. Franco Ctrl	1.0	10.5
CIMFFM	Ottawa-Gat. Franco Ctrl	23.1	93.6
CISSFM	Ottawa-Gat. Franco Ctrl	4.1	38.2
CIWW	Ottawa-Gat. Franco Ctrl	0.1	1.9
CJMJFM	Ottawa-Gat. Franco Ctrl	2.4	18.8
CJOTFM	Ottawa-Gat. Franco Ctrl	0.2	5.0
CJWLFM	Ottawa-Gat. Franco Ctrl	1.1	5.3
	Ott-Gat. Franco Ctrl/Smiths Falls		
CKBYF*	Falls	1.6	11.9
CKKLFM	Ottawa-Gat. Franco Ctrl	1.4	12.2
CKOFFM	Ottawa-Gat. Franco Ctrl	7.5	44.3
CKQBFM	Ottawa-Gat. Franco Ctrl	1.9	23.6
CKTFFM	Ottawa-Gat. Franco Ctrl	10.8	76.1

*Spill Station

TERMS

Central (Ctrl) Market Area - A BBM 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,

Universe - Estimated Population of the Central Market Area.

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

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

TOP-LINE RADIO STATISTICS



Kingston CTRL

Source: BBM Canada

Survey Period: March 3, 2014 - April 27, 2014

Demographic: A12+

Area: 5109 (Kingston Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2014			
Universe: 148,253			
Station	Market	Share %	Ctrl Reach (000)
CFLYFM	Kingston Ctrl	10.4	39.3
CFMKFM	Kingston Ctrl	5.7	15.0
CIKRFM	Kingston Ctrl	8.6	23.4
CKLCFM	Kingston Ctrl	4.8	13.5
CKWSFM	Kingston Ctrl	6.8	18.9
CKXCFM	Kingston Ctrl	21.5	28.8
WLYKFM	Kingston Ctrl	2.5	15.0

TERMS

Central (Ctrl) Market Area - A BBM 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,

Universe - Estimated Population of the Central Market Area.

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

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

TOP-LINE RADIO STATISTICS

Belleville-Trenton CTRL

Source: BBM Canada

Survey Period: March 3, 2014 - April 27, 2014

Demographic: A12+

Area: 5139 (Belleville-Trenton Ctrl)

Daypart: Monday-Sunday 5am-1am



Spring 2014			
Universe: 114,920			
Station	Market	Share %	Ctrl Reach (000)
CHCQFM	Belleville-Trenton Ctrl	15.3	25.1
CIGLFM	Belleville-Trenton Ctrl	12.2	30.4
CJBQ	Belleville-Trenton Ctrl	24.4	32.9
CJOJFM	Belleville-Trenton Ctrl	10.7	28.6
CJTNFM	Belleville-Trenton Ctrl	5.6	13.9

TERMS

Central (Ctrl) Market Area - A BBM 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,

Universe - Estimated Population of the Central Market Area.

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

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

TOP-LINE RADIO STATISTICS



Oshawa-Whitby CTRL

Source: BBM Canada

Survey Period: March 3, 2014 - April 27, 2014

Demographic: A12+

Area: 5187 (Oshawa-Whitby Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2014			
Universe: 360,806			
Station	Market	Share %	Ctrl Reach (000)
CJKXFM	Oshawa-Whitby Ctrl	12.3	62.5
CKDO	Oshawa-Whitby Ctrl	5.2	27.9
CKGEFM	Oshawa-Whitby Ctrl	5.2	35.9

TERMS

Central (Ctrl) Market Area - A BBM 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,

Universe - Estimated Population of the Central Market Area.

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

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

TOP-LINE RADIO STATISTICS



Hamilton CTRL

Source: BBM Canada
Survey Period: March 3, 2014 - April 27, 2014
Demographic: A12+
Area: 5269 (Hamilton Ctrl)
Daypart: Monday-Sunday 5am-1am

Spring 2014			
Universe: 670,687			
Station	Market	Share %	Ctrl Reach (000)
CHAM	Hamilton Ctrl	0.8	24.7
CHKXFM	Hamilton Ctrl	7.1	60.8
CHML	Hamilton Ctrl	4.9	67.4
CHTZF*	Hamilton Ctrl/St.Cath.	1.3	27.9
CINGFM	Hamilton Ctrl	4.1	49.0
CJXYFM	Hamilton Ctrl	4.4	56.9
CKLHFM	Hamilton Ctrl	9.5	105.7
CKOC	Hamilton Ctrl	4.4	40.1

*Spill Station

TERMS

Central (Ctrl) Market Area - A BBM 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,

Universe - Estimated Population of the Central Market Area.

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

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

TOP-LINE RADIO STATISTICS

St. Catharines-Niagara CTRL

Source: BBM Canada

Survey Period: March 3, 2014 - April 27, 2014

Demographic: A12+

Area: 5299 (St. Catharines-Niagara Ctrl)

Daypart: Monday-Sunday 5am-1am



Spring 2014			
Universe: 362,080			
Station	Market	Share %	Ctrl Reach (000)
CHREFM	St.Catharines-Niagara Ctrl	12.5	72.8
CHTZFM	St.Catharines-Niagara Ctrl	7.9	50.6
CIXLFM	St.Catharines-Niagara Ctrl	9.2	44.9
CJEDF+	St.Catharines-Niagara Ctrl	3.2	38.9
CKTB	St.Catharines-Niagara Ctrl	5.1	33.2

TERMS

Central (Ctrl) Market Area - A BBM 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,

Universe - Estimated Population of the Central Market Area.

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

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

TOP-LINE RADIO STATISTICS



Kitchener-Waterloo CTRL

Source: BBM Canada

Survey Period: March 3, 2014 - April 27, 2014

Demographic: A12+

Area: 5339 (Kitchener-Waterloo Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2014			
Universe: 441,007			
Station	Market	Share %	Ctrl Reach (000)
CBLAF2*	Kitchener-Wat/Brantf Ctrl	6.3	51.1
CFCAFM	Kitchener-Waterloo Ctrl	8.1	58.4
CHYMFM	Kitchener-Waterloo Ctrl	17.4	109.4
CIKZFM	Kitchener-Waterloo Ctrl	6.9	50.1
CJDVFM	Kitchener-Waterloo Ctrl	7.1	42.8
CJIQFM	Kitchener-Waterloo Ctrl	0.8	11.9
CJTWFM	Kitchener-Waterloo Ctrl	2.1	21.9
CKBTFM	Kitchener-Waterloo Ctrl	7.6	96.4
CKGL	Kitchener-Waterloo Ctrl	4.8	55.4
CKKWFM	Kitchener-Waterloo Ctrl	3.7	28.0

* Spill Station

TERMS

Central (Ctrl) Market Area - A BBM 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,

Universe - Estimated Population of the Central Market Area.

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

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

TOP-LINE RADIO STATISTICS



London CTRL

Source: BBM Canada
Survey Period: March 3, 2014 - April 27, 2014
Demographic: A12+
Area: 5369 (London Ctrl)
Daypart: Monday-Sunday 5am-1am

Spring 2014			
Universe: 439,825			
Station	Market	Share %	Ctrl Reach (000)
CBCLFM	London Ctrl	10.2	64.2
CFHKFM	London Ctrl	8.1	86.0
CFPL	London Ctrl	3.2	39.7
CFPLFM	London Ctrl	10.1	82.4
CHSTFM	London Ctrl	6.5	55.2
CIQMFM	London Ctrl	10.3	101.0
CJBK	London Ctrl	4.9	36.5
CJBXFM	London Ctrl	11.7	83.8
CKDKF*	London Ctrl/Woodstock	1.0	24.0
CKLOFM	London Ctrl	4.0	41.1
CKSL	London Ctrl	0.9	21.5

*Spill Station

TERMS

Central (Ctrl) Market Area - A BBM 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,

Universe - Estimated Population of the Central Market Area.

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

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

TOP-LINE RADIO STATISTICS



Windsor CTRL

Source: BBM Canada
Survey Period: March 3, 2014 - April 27, 2014
Demographic: A12+
Area: 5409 (Windsor Ctrl)
Daypart: Monday-Sunday 5am-1am

Spring 2014			
Universe: 286,175			
Station	Market	Share %	Ctrl Reach (000)
CBE FM	Windsor Ctrl	2.0	9.2
CBEWFM	Windsor Ctrl	4.7	22.4
CHYRF*	Windsor Ctrl/Leaming	4.3	24.7
CIDRFM	Windsor Ctrl	4.3	25.4
CIMXFM	Windsor Ctrl	2.2	26.9
CJWFFM	Windsor Ctrl	3.7	20.9
CKLW	Windsor Ctrl	18.5	95.3
CKUEF*	Windsor Ctrl/Chatham	1.7	11.4
CKWW	Windsor Ctrl	2.3	10.3
WDVDFM	Windsor Ctrl	3.8	33.0

*Spill Station

TERMS

Central (Ctrl) Market Area - A BBM 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,

Universe - Estimated Population of the Central Market Area.

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

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

TOP-LINE RADIO STATISTICS

Winnipeg CTRL

Source: BBM Canada

Survey Period: March 3, 2014 - April 27, 2014

Demographic: A12+

Area: 6119 (Winnipeg Ctrl)

Daypart: Monday-Sunday 5am-1am



Spring 2014			
Universe: 680,539			
Station	Market	Share %	Ctrl Reach (000)
CBW	Winnipeg Ctrl	11.7	103.8
CBW FM	Winnipeg Ctrl	3.5	53.1
CFJLFM	Winnipeg Ctrl	1.2	16.0
CFQXFM	Winnipeg Ctrl	9.1	101.2
CFRW	Winnipeg Ctrl	3.5	53.6
CFWMFM	Winnipeg Ctrl	6.8	102.4
CHIQFM	Winnipeg Ctrl	5.5	77.9
CHWEFM	Winnipeg Ctrl	4.3	106.2
CITIFM	Winnipeg Ctrl	7.9	96.7
CJGVFM	Winnipeg Ctrl	2.0	50.0
CJKRFM	Winnipeg Ctrl	4.2	68.1
CJOB	Winnipeg Ctrl	12.0	121.1
CKMMFM	Winnipeg Ctrl	7.0	158.9
CKSBFM	Winnipeg Ctrl	0.5	5.2
CKY FM	Winnipeg Ctrl	6.5	87.4

TERMS

Central (Ctrl) Market Area - A BBM 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,

Universe - Estimated Population of the Central Market Area.

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

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

TOP-LINE RADIO STATISTICS



Regina CTRL

Source: BBM Canada
Survey Period: March 3, 2014 - April 27, 2014
Demographic: A12+
Area: 7069 (Regina Ctrl)
Daypart: Monday-Sunday 5am-1am

Spring 2014			
Universe: 191,258			
Station	Market	Share %	Ctrl Reach (000)
CBK FM	Regina Ctrl	3.7	11.2
CBK+	Regina Ctrl	8.9	27.5
CFWFFM	Regina Ctrl	10.5	33.3
CHBDFM	Regina Ctrl	11.8	37.6
CHMXFM	Regina Ctrl	6.3	28.3
CIZLFM	Regina Ctrl	17.3	67.8
CJME	Regina Ctrl	8.4	25.4
CKCKFM	Regina Ctrl	11.7	38.3
CKRM	Regina Ctrl	10.5	25.8

TERMS

Central (Ctrl) Market Area - A BBM 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,

Universe - Estimated Population of the Central Market Area.

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

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

TOP-LINE RADIO STATISTICS



Saskatoon CTRL

Source: BBM Canada

Survey Period: March 3, 2014 - April 27, 2014

Demographic: A12+

Area: 7109 (Saskatoon Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2014			
Universe: 240,815			
Station	Market	Share %	Ctrl Reach (000)
CBK1FM	Saskatoon Ctrl	7.9	25.4
CBKSFM	Saskatoon Ctrl	3.7	16.8
CFMCFM	Saskatoon Ctrl	16.9	84.6
CFWDFM	Saskatoon Ctrl	8.4	40.3
CJDJFM	Saskatoon Ctrl	9.4	45.0
CJMKFM	Saskatoon Ctrl	9.5	40.4
CJWW	Saskatoon Ctrl	14.3	27.3
CKBLFM	Saskatoon Ctrl	7.9	35.3
CKOM	Saskatoon Ctrl	9.1	35.4

TERMS

Central (Ctrl) Market Area - A BBM 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,

Universe - Estimated Population of the Central Market Area.

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

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

TOP-LINE RADIO STATISTICS



Lethbridge CTRL

Source: BBM Canada

Survey Period: March 3, 2014 - April 27, 2014

Demographic: A12+

Area: 8019 (Lethbridge Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2014			
Universe: 97,208			
Station	Market	Share %	Ctrl Reach (000)
CFRVFM	Lethbridge Ctrl	14.9	24.7
CHLBFM	Lethbridge Ctrl	23.5	25.5
CJBZF*	Lethbridge/Taber	7.9	21.0
CJOCFM	Lethbridge Ctrl	14.4	22.0
CJRXXM	Lethbridge Ctrl	8.7	14.1

*Spill Station

TERMS

Central (Ctrl) Market Area - A BBM 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,

Universe - Estimated Population of the Central Market Area.

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

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

TOP-LINE RADIO STATISTICS



Red Deer CTRL

Source: BBM Canada

Survey Period: March 3, 2014 - April 27, 2014

Demographic: A12+

Area: 8079 (Red Deer Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2014			
Universe: 81,332			
Station	Market	Share %	Ctrl Reach (000)
CFDVFM	Red Deer Ctrl	8.9	13.2
CHUBFM	Red Deer Ctrl	11.2	19.7
CIZZFM	Red Deer Ctrl	13.3	14.9
CJUWF*	Red Deer/Lacombe	9.0	12.0
CKGYFM	Red Deer Ctrl	20.4	22.7
CKIKFM	Red Deer Ctrl	8.6	16.8
CKRIFM	Red Deer Ctrl	5.8	8.9

*Spill Station

TERMS

Central (Ctrl) Market Area - A BBM 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,

Universe - Estimated Population of the Central Market Area.

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

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

TOP-LINE RADIO STATISTICS



Victoria CTRL

Source: BBM Canada

Survey Period: March 3, 2014 - April 27, 2014

Demographic: A12+

Area: 9119 (Victoria Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2014			
Universe: 343,128			
Station	Market	Share %	Ctrl Reach (000)
CBCVFM	Victoria Ctrl	15.8	66.3
CFAX	Victoria Ctrl	9.7	59.3
CHBEFM	Victoria Ctrl	10.3	72.2
CHTTFM	Victoria Ctrl	3.7	31.3
CIOCFM	Victoria Ctrl	7.6	44.3
CJZNFM	Victoria Ctrl	6.5	47.5
CKKQFM	Victoria Ctrl	10.6	68.2

TERMS

Central (Ctrl) Market Area - A BBM 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,

Universe - Estimated Population of the Central Market Area.

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

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

TOP-LINE RADIO STATISTICS



Kamloops CTRL

Source: BBM Canada

Survey Period: March 3, 2014 - April 27, 2014

Demographic: A12+

Area: 9209 (Kamloops Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2014			
Universe: 89,772			
Station	Market	Share %	Ctrl Reach (000)
CBYKFM	Kamloops Ctrl	16.0	17.9
CHNL+	Kamloops Ctrl	18.9	19.3
CIFMFM	Kamloops Ctrl	13.6	18.7
CJKCFM	Kamloops Ctrl	15.7	18.6
CKBZFM	Kamloops Ctrl	12.5	23.2
CKRVFM	Kamloops Ctrl	9.0	19.8

TERMS

Central (Ctrl) Market Area - A BBM 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,

Universe - Estimated Population of the Central Market Area.

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

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

TOP-LINE RADIO STATISTICS



Kelowna CTRL

Source: BBM Canada
Survey Period: March 3, 2014 - April 27, 2014
Demographic: A12+
Area: 9230 (Kelowna Ctrl)
Daypart: Monday-Sunday 5am-1am

Spring 2014			
Universe: 162,712			
Station	Market	Share %	Ctrl Reach (000)
CBTKFM	Kelowna Ctrl	13.2	31.9
CHSUFM	Kelowna Ctrl	14.5	40.3
CIGVF*	Kelowna/Penticton	10.7	24.2
CILKF+	Kelowna Ctrl	15.7	31.0
CJUIFM	Kelowna Ctrl	3.7	18.0
CKFR	Kelowna Ctrl	12.3	29.2
CKKOFM	Kelowna Ctrl	5.2	18.5
CKLZFM	Kelowna Ctrl	7.9	17.5
CKQQFM	Kelowna Ctrl	3.0	11.6

*Spill Station

TERMS

Central (Ctrl) Market Area - A BBM 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,

Universe - Estimated Population of the Central Market Area.

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

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

TOP-LINE RADIO STATISTICS

Prince George CTRL

Source: BBM Canada

Survey Period: March 3, 2014 - April 27, 2014

Demographic: A12+

Area: 9349 (Prince George Ctrl)

Daypart: Monday-Sunday 5am-1am



Spring 2014 Universe: 76,577

Station	Market	Share %	Ctrl Reach (000)
CBYGFM	Prince George Ctrl	21.4	17.3
CIRXFM	Prince George Ctrl	12.0	12.1
CJCIF+	Prince George Ctrl	20.3	16.5
CKDVF+	Prince George Ctrl	17.1	18.5
CKKNFM	Prince George Ctrl	16.8	23.1

TERMS

Central (Ctrl) Market Area - A BBM 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,

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.