

NUMERIS

Top-line Radio Statistics

Fall 2015
September 7–November 1, 2015



TOP-LINE RADIO STATISTICS



St. John's CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 0009 (St. John's Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 185,890				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBN	St John's Ctrl	16.8	44.9	58.6
CBN FM	St John's Ctrl	3.3	17.5	24.1
CHOZF+	St John's Ctrl	5.2	43.0	117.8
CJYQ	St John's Ctrl	0.8	4.2	7.4
CKIXFM	St John's Ctrl	11.8	61.0	79.1
CKSJFM	St John's Ctrl	12.3	47.9	66.8
VOCM	St John's Ctrl	24.7	71.9	127.6
VOCMFM	St John's Ctrl	14.6	62.4	82.9

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



Halifax CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 2080 (Halifax Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 359,520				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBAXFM	Halifax Ctrl	0.6	5.1	8.0
CBH FM	Halifax Ctrl	3.8	28.1	48.4
CBHAFM	Halifax Ctrl	19.6	97.1	171.7
CFLTFM	Halifax Ctrl	5.4	42.9	46.9
CFRQFM	Halifax Ctrl	9.8	62.7	88.9
CHFXFM	Halifax Ctrl	9.8	55.9	71.5
CHNSFM	Halifax Ctrl	6.2	44.7	56.7
CIOOFM	Halifax Ctrl	8.8	86.0	109.6
CJCHFM	Halifax Ctrl	7.7	76.3	102.8
CJNIFM	Halifax Ctrl	6.1	48.5	64.2
CKHYFM	Halifax Ctrl	3.6	29.0	36.9
CKHZFM	Halifax Ctrl	3.0	35.8	44.8
CKULFM	Halifax Ctrl	3.4	47.0	52.6

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



Sydney CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 2010 (Sydney Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015

Universe: 89,240

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBI	Sydney Ctrl	22.1	23.8	30.0
CBI FM	Sydney Ctrl	2.5	5.0	6.2
CHERFM	Sydney Ctrl	9.8	19.9	21.8
CHRKFM	Sydney Ctrl	22.0	32.6	35.7
CJCB	Sydney Ctrl	4.5	8.9	9.7
CKCHFM	Sydney Ctrl	16.9	23.2	24.9
CKPEFM	Sydney Ctrl	9.6	19.7	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



Saint John CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 3029 (Saint John Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 111,720				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBD FM	Saint John Ctrl	17.8	27.4	50.1
CFBC	Saint John Ctrl	1.5	2.6	3.3
CHNIFM	Saint John Ctrl	11.7	25.1	39.2
CHSJFM	Saint John Ctrl	21.2	32.6	55.4
CHWVFM	Saint John Ctrl	18.5	38.8	54.8
CIOKFM	Saint John Ctrl	8.4	24.3	43.8
CJYCFM	Saint John Ctrl	9.2	19.7	31.4

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



Fredericton CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 3079 (Fredericton Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 102,740				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBZ FM	Fredericton Ctrl	3.4	5.1	16.1
CBZFFM	Fredericton Ctrl	20.7	24.2	43.3
CFRKFM	Fredericton Ctrl	12.2	18.1	25.3
CFXYFM	Fredericton Ctrl	12.9	25.8	32.4
CIBXFM	Fredericton Ctrl	16.5	31.5	38.2
CIHIFM	Fredericton Ctrl	11.1	19.2	21.0
CKHJ	Fredericton Ctrl	6.2	9.1	9.7

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



Moncton CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 3009 (Moncton Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 132,630				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBALFM	Moncton Ctrl	1.3	3.6	14.0
CBAMFM	Moncton Ctrl	11.6	21.1	49.6
CFBOFM	Moncton Ctrl	0.6	3.7	5.2
CFQMFM	Moncton Ctrl	7.2	19.3	41.7
CHOYFM	Moncton Ctrl	0.4	1.7	4.2
CJMOFM	Moncton Ctrl	13.3	27.3	47.5
CJXLFM	Moncton Ctrl	19.0	27.2	56.3
CKCWFM	Moncton Ctrl	13.8	38.1	52.5
CKNIFM	Moncton Ctrl	11.1	23.5	31.0

TERMS

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

Universe - Estimated Population of the Central Market Area.

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

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

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

TOP-LINE RADIO STATISTICS



Drummondville CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 4369 (Drummondville Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 90,990				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CHRDFM	Drummondville Ctrl	27.7	29.7	33.9
CJDMFM	Drummondville Ctrl	27.8	39.3	47.0

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



Quebec City CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 4199 (Quebec City Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 712,570				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBV FM	Quebec City Ctrl	12.3	132.8	178.2
CBVEFM	Quebec City Ctrl	0.6	9.6	36.8
CBVXFM	Quebec City Ctrl	3.2	40.3	51.7
CFELFM	Quebec City Ctrl	5.4	127.4	146.0
CFOMFM	Quebec City Ctrl	7.2	113.2	150.8
CHIKFM	Quebec City Ctrl	9.4	148.2	241.2
CHOIFM	Quebec City Ctrl	11.1	156.5	257.8
CHXXFM	Quebec City Ctrl	4.4	59.0	90.9
CITFFM	Quebec City Ctrl	12.3	165.2	244.7
CJECFM	Quebec City Ctrl	7.9	113.6	132.2
CJMFFM	Quebec City Ctrl	17.7	207.0	280.3
CJSQFM	Quebec City Ctrl	2.5	41.9	45.1

TERMS

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Universe - Estimated Population of the Central Market Area.

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

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

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

TOP-LINE RADIO STATISTICS



Sherbrooke CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 4339 (Sherbrooke Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 213,790				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBFF10	Sherbrooke Ctrl	14.8	41.6	58.7
CBFXF2	Sherbrooke Ctrl	3.4	10.3	11.5
CFGEFM	Sherbrooke Ctrl	7.3	25.5	31.8
CIMOFM	Sherbrooke Ctrl	21.0	71.1	95.6
CITEF4	Sherbrooke Ctrl	22.1	66.3	176.0
CKOYFM	Sherbrooke Ctrl	10.6	33.9	41.1

TERMS

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Universe - Estimated Population of the Central Market Area.

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

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

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

TOP-LINE RADIO STATISTICS



Trois-Rivieres CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 4659 (Trois-Rivieres Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 140,280				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBFFM8	Trois-Rivieres Ctrl	8.7	17.5	42.9
CBFXF1	Trois-Rivieres Ctrl	5.6	10.7	26.0
CHEYFM	Trois-Rivieres Ctrl	15.5	35.9	81.3
CIGBFM	Trois-Rivieres Ctrl	16.8	39.4	81.5
CJEBFM	Trois-Rivieres Ctrl	16.5	30.2	71.2
CKBNFM	Trois-Rivieres Ctrl	9.0	14.7	26.0
CKOBFM	Trois-Rivieres Ctrl	7.2	16.9	32.1

TERMS

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Universe - Estimated Population of the Central Market Area.

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

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

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

TOP-LINE RADIO STATISTICS



Saguenay CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 4120 (Saguenay Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015

Universe: 151,970

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBJ FM	Saguenay Ctrl	10.4	26.4	42.0
CBJXFM	Saguenay Ctrl	4.8	9.6	13.2
CFIXFM	Saguenay Ctrl	31.9	61.5	92.8
CILMF+	Saguenay Ctrl	7.1	20.6	24.4
CJABFM	Saguenay Ctrl	17.5	50.9	94.0
CKYKFM	Saguenay Ctrl	15.7	38.9	59.2

TERMS

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Universe - Estimated Population of the Central Market Area.

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

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

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

TOP-LINE RADIO STATISTICS



Ottawa-Gatineau Anglo CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 5071 (Ottawa-Gatineau Anglo Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 814,910				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBO FM	Ottawa-Gat. Anglo Ctrl	22.9	225.7	373.2
CBOFFM	Ottawa-Gat. Anglo Ctrl	0.8	22.5	108.7
CBOQFM	Ottawa-Gat. Anglo Ctrl	5.3	69.9	101.4
CBOXFM	Ottawa-Gat. Anglo Ctrl	0.8	16.7	48.3
CFG0	Ottawa-Gat. Anglo Ctrl	3.0	57.5	74.4
CFRA	Ottawa-Gat. Anglo Ctrl	10.9	116.3	171.3
CFTXFM	Ottawa-Gat. Anglo Ctrl	0.0	1.0	11.2
CHEZFM	Ottawa-Gat. Anglo Ctrl	7.5	120.7	196.7
CHLXFM	Ottawa-Gat. Anglo Ctrl	0.3	4.2	36.0
CIDGFM	Ottawa-Gat. Anglo Ctrl	0.5	19.4	25.5
CIHTFM	Ottawa-Gat. Anglo Ctrl	8.7	206.4	309.5
CILVFM	Ottawa-Gat. Anglo Ctrl	5.4	110.3	135.6
CIMFFM	Ottawa-Gat. Anglo Ctrl	0.5	10.3	129.1
CISSFM	Ottawa-Gat. Anglo Ctrl	3.2	106.8	172.1
CIWW	Ottawa-Gat. Anglo Ctrl	1.1	30.3	39.2
CJMJFM	Ottawa-Gat. Anglo Ctrl	6.8	105.3	159.9
CJOTFM	Ottawa-Gat. Anglo Ctrl	3.5	65.3	94.4
CJWLFM	Ottawa-Gat. Anglo Ctrl	2.6	43.5	59.4
CKBYFM*	Ott-Gat.Anglo Ctrl/Smiths Falls	3.3	61.7	142.3
CKKLFM	Ottawa-Gat. Anglo Ctrl	2.9	51.4	97.7
CKOFFM	Ottawa-Gat. Anglo Ctrl	0.2	2.1	49.0
CKQBFM	Ottawa-Gat. Anglo Ctrl	3.3	107.9	186.2
CKTFFM	Ottawa-Gat. Anglo Ctrl	0.2	8.0	110.1

*Spill Station

TERMS

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Universe - Estimated Population of the Central Market Area.

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

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

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

TOP-LINE RADIO STATISTICS



Ottawa-Gatineau Franco CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 5072 (Ottawa-Gatineau Franco Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 342,110				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBO FM	Ottawa-Gat. Franco Ctrl	1.4	12.6	373.2
CBOFFM	Ottawa-Gat. Franco Ctrl	14.4	73.5	108.7
CBOQFM	Ottawa-Gat. Franco Ctrl	1.8	13.5	101.4
CBOXFM	Ottawa-Gat. Franco Ctrl	4.2	26.7	48.3
CFGO	Ottawa-Gat. Franco Ctrl	0.5	5.1	74.4
CFRA	Ottawa-Gat. Franco Ctrl	1.1	8.0	171.3
CFTXFM	Ottawa-Gat. Franco Ctrl	0.5	7.8	11.2
CHEZFM	Ottawa-Gat. Franco Ctrl	4.3	29.3	196.7
CHLXFM	Ottawa-Gat. Franco Ctrl	4.2	30.2	36.0
CIDGFM	Ottawa-Gat. Franco Ctrl	0.2	3.4	25.5
CIHTFM	Ottawa-Gat. Franco Ctrl	5.2	58.4	309.5
CILVFM	Ottawa-Gat. Franco Ctrl	1.5	16.8	135.6
CIMFFM	Ottawa-Gat. Franco Ctrl	17.7	93.4	129.1
CISSFM	Ottawa-Gat. Franco Ctrl	3.4	34.8	172.1
CIWW	Ottawa-Gat. Franco Ctrl	0.0	1.0	39.2
CJMJFM	Ottawa-Gat. Franco Ctrl	2.6	21.4	159.9
CJOTFM	Ottawa-Gat. Franco Ctrl	1.6	14.3	94.4
CJWLFM	Ottawa-Gat. Franco Ctrl	2.0	10.2	59.4
CKBYF*	Ott-Gat. Franco Ctrl/Smiths Falls	0.4	5.8	142.3
CKKLFM	Ottawa-Gat. Franco Ctrl	2.1	12.1	97.7
CKOFFM	Ottawa-Gat. Franco Ctrl	6.9	43.2	49.0
CKQBFM	Ottawa-Gat. Franco Ctrl	4.2	42.7	186.2
CKTFFM	Ottawa-Gat. Franco Ctrl	11.8	78.6	110.1

*Spill Station

TERMS

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Universe - Estimated Population of the Central Market Area.

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

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

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

TOP-LINE RADIO STATISTICS



Kingston CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 5109 (Kingston Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 150,460				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFLYFM	Kingston Ctrl	11.4	37.3	64.7
CFMKFM	Kingston Ctrl	6.7	16.8	21.9
CIKRFM	Kingston Ctrl	10.4	30.3	43.4
CKLCFM	Kingston Ctrl	6.3	18.6	25.7
CKWSFM	Kingston Ctrl	6.3	19.4	20.2
CKXCFM	Kingston Ctrl	18.7	29.5	37.6
WLYKFM	Kingston Ctrl	4.7	20.7	23.1

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



Belleville-Trenton CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 5139 (Belleville-Trenton Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015

Universe: 116,240

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CHCQFM	Belleville-Trenton Ctrl	13.3	23.9	32.7
CIGLFM	Belleville-Trenton Ctrl	13.5	33.3	51.1
CJBQ	Belleville-Trenton Ctrl	20.3	26.2	34.9
CJOJFM	Belleville-Trenton Ctrl	14.3	29.2	48.5
CJTNFM	Belleville-Trenton Ctrl	8.6	18.5	22.0

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



Peterborough CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 5159 (Peterborough Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 110,720				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CHUCF*	Peterborough/Cobourg	1.8	8.1	36.7
CJMBFM	Peterborough Ctrl	3.1	8.2	9.4
CJWVFM	Peterborough Ctrl	8.0	20.0	29.4
CKPTFM	Peterborough Ctrl	7.0	27.7	30.8
CKQMFM	Peterborough Ctrl	17.7	29.3	73.4
CKRUFM	Peterborough Ctrl	7.3	16.1	27.2
CKSGF*	Peterborough/Cobourg	2.9	14.6	36.7
CKWFFM	Peterborough Ctrl	12.4	28.4	93.5

*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 September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 5187 (Oshawa-Whitby Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 366,510				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CJKXFM	Oshawa-Whitby Ctrl	9.3	61.2	168.6
CKDO	Oshawa-Whitby Ctrl	5.9	31.9	53.6
CKGEFM	Oshawa-Whitby Ctrl	5.5	29.9	62.2

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



Barrie CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 5239 (Barrie Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 175,170				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFJBFM	Barrie Ctrl	16.2	50.2	164.0
CHAYFM	Barrie Ctrl	7.2	22.3	98.3
CICXF*	Barrie/Orillia	10.5	27.9	144.7
CICZF*	Barrie/Midland	5.7	26.0	106.7
CIQBFM	Barrie Ctrl	5.1	38.1	96.4
CKMBFM	Barrie Ctrl	14.6	44.3	104.6

*Spill Station

TERMS

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

Universe - Estimated Population of the Central Market Area.

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

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

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

TOP-LINE RADIO STATISTICS



Brantford CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 5320 (Brantford Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 125,510				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBLAF2	Brantford Ctrl	4.6	6.8	96.2
CKPC	Brantford Ctrl	2.1	8.4	8.7
CKPCFM	Brantford Ctrl	15.7	27.0	122.4

TERMS

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

Universe - Estimated Population of the Central Market Area.

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

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

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

TOP-LINE RADIO STATISTICS



Guelph CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 5358 (Guelph Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 131,390				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CIMJFM	Guelph Ctrl	6.2	25.9	60.6
CJOY	Guelph Ctrl	6.4	11.2	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



Kitchener-Waterloo CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 5339 (Kitchener-Waterloo Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 442,790				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBLAF*	Kitchener-Wat/Brantf Ctrl	9.1	55.3	96.2
CFCAFM	Kitchener-Waterloo Ctrl	4.8	59.4	137.2
CHYMFM	Kitchener-Waterloo Ctrl	15.1	98.5	179.7
CIKZFM	Kitchener-Waterloo Ctrl	5.6	49.9	94.1
CJDVFM	Kitchener-Waterloo Ctrl	6.4	49.2	70.4
CJIQFM	Kitchener-Waterloo Ctrl	1.6	18.0	28.3
CJTWFM	Kitchener-Waterloo Ctrl	2.3	18.3	21.4
CKBTFM	Kitchener-Waterloo Ctrl	5.3	79.1	138.8
CKGL	Kitchener-Waterloo Ctrl	5.9	76.4	116.9
CKKWF	Kitchener-Waterloo Ctrl	4.1	34.8	47.0

* 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 September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 5369 (London Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 441,670				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBCLFM	London Ctrl	10.0	56.8	96.8
CFHKFM	London Ctrl	6.8	86.8	120.2
CFPL	London Ctrl	3.9	40.8	51.4
CFPLFM	London Ctrl	9.3	68.4	130.3
CHSTFM	London Ctrl	10.1	63.6	75.4
CIQMFM	London Ctrl	8.3	100.1	135.1
CJBK	London Ctrl	4.6	45.5	56.6
CJBXFM	London Ctrl	10.9	78.7	145.2
CKDKF*	London/Woodstock	2.0	24.5	89.0
CKLOFM	London Ctrl	8.0	55.9	67.1
CKSL	London Ctrl	1.3	21.4	23.6

*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



Chatham-Wallaceburg CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 5400 (Chatham-Wallaceburg Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015

Universe: 91,850

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFCO	Chatham-Wallaceburg Ctrl	13.8	20.1	27.9
CKSYFM	Chatham-Wallaceburg Ctrl	31.6	35.9	45.1
CKUEFM	Chatham-Wallaceburg Ctrl	4.5	9.7	28.4
CKXSFM	Chatham-Wallaceburg Ctrl	4.4	6.6	7.6

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



Sarnia CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 5390 (Sarnia Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 115,930				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFGXFM	Sarnia Ctrl	23.2	44.6	48.5
CHKSFM	Sarnia Ctrl	12.8	25.6	34.3
CHOKFM	Sarnia Ctrl	18.1	33.7	41.2

TERMS

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

Universe - Estimated Population of the Central Market Area.

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

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

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

TOP-LINE RADIO STATISTICS



Hamilton CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 5269 (Hamilton Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 671,100				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CHAM	Hamilton Ctrl	0.9	19.7	139.5
CHKXFM	Hamilton Ctrl	9.6	83.4	278.4
CHML	Hamilton Ctrl	4.6	67.6	89.0
CHTZF*	Hamilton Ctrl/St.Cath.	1.3	29.2	207.6
CINGFM	Hamilton Ctrl	3.2	50.8	147.1
CJXYFM	Hamilton Ctrl	4.2	59.9	162.7
CKLHFM	Hamilton Ctrl	7.9	110.3	143.5
CKOC	Hamilton Ctrl	0.9	22.0	52.8

*Spill Station

TERMS

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

Universe - Estimated Population of the Central Market Area.

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

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

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

TOP-LINE RADIO STATISTICS



St. Catharines-Niagara CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 5299 (St. Catharines-Niagara Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 365,940				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFLZFM	St.Catharines-Niagara Ctrl	0.9	21.9	22.6
CHREFM	St.Catharines-Niagara Ctrl	12.4	68.4	86.0
CHTZFM	St.Catharines-Niagara Ctrl	8.8	56.6	207.6
CIXLFM	St.Catharines-Niagara Ctrl	9.1	55.1	94.4
CJEDFM	St.Catharines-Niagara Ctrl	0.9	14.6	15.6
CKTB	St.Catharines-Niagara Ctrl	5.3	34.8	43.7
CKYYFM	St.Catharines-Niagara Ctrl	3.1	25.8	26.0

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



Windsor CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 5409 (Windsor Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 291,390				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBE FM	Windsor Ctrl	1.8	11.2	18.1
CBEWFM	Windsor Ctrl	7.4	26.3	51.1
CHYRF*	Windsor/Leamington	3.7	32.1	47.0
CIDRFM	Windsor Ctrl	5.8	39.0	45.9
CIMXFM	Windsor Ctrl	3.8	32.4	41.2
CJWFFM	Windsor Ctrl	4.1	22.1	28.8
CKLW	Windsor Ctrl	16.8	89.5	113.1
CKUEF*	Windsor/Chatham	1.7	15.2	28.4
CKWW	Windsor Ctrl	2.8	12.7	17.9

*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



Sudbury CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 5479 (Sudbury Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 149,210				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBBSFM	Sudbury Ctrl	2.1	5.1	8.2
CBBXFM	Sudbury Ctrl	0.4	1.8	2.6
CBCSFM	Sudbury Ctrl	14.4	31.3	104.3
CHNOFM	Sudbury Ctrl	11.1	34.9	40.9
CICSFM	Sudbury Ctrl	15.1	37.2	42.6
CIGMFM	Sudbury Ctrl	13.0	39.8	47.3
CJMXFM	Sudbury Ctrl	15.3	39.0	50.3
CJRQFM	Sudbury Ctrl	13.9	38.3	49.7

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



Thunder Bay CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 5539 (Thunder Bay Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 113,220				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBQ FM	Thunder Bay Ctrl	4.4	9.1	11.2
CBQTFM	Thunder Bay Ctrl	19.0	29.8	51.8
CFQKF+	Thunder Bay Ctrl	1.4	7.1	7.2
CJSDFM	Thunder Bay Ctrl	15.5	26.9	30.4
CJUKFM	Thunder Bay Ctrl	10.5	31.8	31.9
CKPRFM	Thunder Bay Ctrl	22.2	39.2	45.8
CKTGFM	Thunder Bay Ctrl	18.4	29.8	33.3

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

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 6119 (Winnipeg Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 694,920				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBW	Winnipeg Ctrl	15.3	134.6	190.3
CBW FM	Winnipeg Ctrl	4.0	64.2	72.8
CFJLFM	Winnipeg Ctrl	2.2	26.2	29.1
CFQXFM	Winnipeg Ctrl	7.4	98.2	128.3
CFRW	Winnipeg Ctrl	3.5	67.9	84.2
CFWMFM	Winnipeg Ctrl	6.0	98.6	116.6
CHIQFM	Winnipeg Ctrl	3.9	76.5	96.5
CHWEFM	Winnipeg Ctrl	4.5	117.6	130.0
CITIFM	Winnipeg Ctrl	9.4	104.6	128.2
CIURFM	Winnipeg Ctrl	0.7	23.5	23.5
CJGVFM	Winnipeg Ctrl	2.5	53.5	59.8
CJKRFM	Winnipeg Ctrl	3.1	53.9	64.2
CJOB	Winnipeg Ctrl	10.9	127.2	157.2
CKMMFM	Winnipeg Ctrl	9.0	164.8	192.9
CKSBFM	Winnipeg Ctrl	0.2	2.9	8.5
CKY FM	Winnipeg Ctrl	4.9	78.5	85.5

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



Regina CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 7069 (Regina Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 204,660				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBK	Regina Ctrl	3.3	13.7	89.3
CBK FM	Regina Ctrl	5.2	18.4	24.4
CBKRFM	Regina Ctrl	9.0	25.9	27.2
CFWFFM	Regina Ctrl	10.2	34.5	50.1
CHBDFM	Regina Ctrl	12.5	37.3	49.6
CHMXFM	Regina Ctrl	7.5	29.3	33.1
CIZLFM	Regina Ctrl	16.0	62.5	90.3
CJME	Regina Ctrl	7.7	28.0	53.4
CKCKFM	Regina Ctrl	8.5	39.4	59.1
CKRM	Regina Ctrl	8.6	32.7	85.6

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



Saskatoon CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 7109 (Saskatoon Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 256,690				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBK1FM	Saskatoon Ctrl	7.6	31.0	31.2
CBKSFM	Saskatoon Ctrl	4.0	23.7	24.9
CFMCFM	Saskatoon Ctrl	18.2	93.1	114.3
CFWDFM	Saskatoon Ctrl	7.6	41.2	51.5
CJDJFM	Saskatoon Ctrl	9.4	43.2	49.3
CJMKFM	Saskatoon Ctrl	9.5	37.5	40.3
CJWW	Saskatoon Ctrl	10.7	25.9	75.2
CKBLFM	Saskatoon Ctrl	8.6	44.3	57.8
CKOM	Saskatoon Ctrl	10.1	41.4	79.7

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



Lethbridge CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 8019 (Lethbridge Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 102,720				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFRVFM	Lethbridge Ctrl	18.3	28.4	52.9
CHLBFM	Lethbridge Ctrl	18.3	28.3	54.9
CJBZF*	Lethbridge/Taber	5.8	20.7	36.1
CJOCFM	Lethbridge Ctrl	12.6	22.3	36.1
CJRXFM	Lethbridge Ctrl	9.4	19.3	32.5
CKBDFM	Lethbridge Ctrl	6.8	13.6	15.3

*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



Red Deer CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 8079 (Red Deer Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 90,390				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFDVFM	Red Deer Ctrl	7.2	13.4	29.4
CHUBFM	Red Deer Ctrl	10.4	18.8	31.5
CIZZFM	Red Deer Ctrl	11.7	16.4	44.8
CJUVF*	Red Deer/Lacombe	11.0	13.3	31.1
CKGYFM	Red Deer Ctrl	16.7	19.0	78.8
CKIKFM	Red Deer Ctrl	9.1	22.9	33.1
CKRIFM	Red Deer Ctrl	7.0	12.4	19.9

*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



Abbotsford CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 9090 (Abbotsford Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 157,570				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CKQCFM	Abbotsford Ctrl	2.1	10.1	21
KWPZFM	Abbotsford Ctrl	9.9	29.9	137.3

TERMS

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

TOP-LINE RADIO STATISTICS



Chilliwack CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 9080 (Chilliwack Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 100,360				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CKKSFM	Chilliwack Ctrl	7.1	13.6	302.9
CKSRF+	Chilliwack Ctrl	24.0	28.1	37.1

TERMS

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

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TOP-LINE RADIO STATISTICS



Prince George CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 9349 (Prince George Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015

Universe: 76,860

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBYGFM	Prince George Ctrl	20.1	17.9	28.1
CIRXFM	Prince George Ctrl	15.9	19.4	23.6
CJCIF+	Prince George Ctrl	19.7	18.0	20.1
CKDVF+	Prince George Ctrl	13.9	17.8	17.9
CKKNFM	Prince George Ctrl	14.0	21.2	22.6

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.

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

TOP-LINE RADIO STATISTICS



Kamloops CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 9209 (Kamloops Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015

Universe: 90,670

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBYKFM	Kamloops Ctrl	18.2	21.7	47.6
CHNL+	Kamloops Ctrl	17.0	20.1	31.0
CIFMFM	Kamloops Ctrl	12.0	20.3	34.5
CJKCFM	Kamloops Ctrl	14.6	21.1	27.2
CKBZFM	Kamloops Ctrl	14.7	27.5	31.8
CKRVFM	Kamloops Ctrl	9.1	20.5	22.8

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



Kelowna CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 9230 (Kelowna Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 173,830				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBTKFM	Kelowna Ctrl	15.8	36.0	145.7
CHSUFM	Kelowna Ctrl	10.2	40.2	42.8
CIGVF*	Kelowna/Penticton	15.7	32.3	53.8
CILKF+	Kelowna Ctrl	9.7	28.8	31.0
CJUIFM	Kelowna Ctrl	10.5	21.3	22.7
CKFR	Kelowna Ctrl	7.3	23.1	24.9
CKKOFM	Kelowna Ctrl	7.0	18.6	23.4
CKLZFM	Kelowna Ctrl	9.7	21.8	23.5
CKQQFM	Kelowna Ctrl	4.8	16.3	16.6

*Spill Station

TERMS

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Universe - Estimated Population of the Central Market Area.

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

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

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

TOP-LINE RADIO STATISTICS



Nanaimo CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 9149 (Nanaimo Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015

Universe: 94,850

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CHWFFM	Nanaimo Ctrl	6.2	11.7	12.5
CKWVFM	Nanaimo Ctrl	11.4	19.6	20.9

TERMS

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

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

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

TOP-LINE RADIO STATISTICS



Victoria CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 7, 2015 - November 1, 2015

Demographic: A12+

Area: 9119 (Victoria Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2015				
Universe: 341,780				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBCVFM	Victoria Ctrl	18.2	76.2	148.3
CFAX	Victoria Ctrl	10.2	64.5	71.3
CHBEFM	Victoria Ctrl	7.8	57.5	57.5
CHTTFM	Victoria Ctrl	1.6	19.1	20.3
CIOCFM	Victoria Ctrl	6.5	48.5	55.3
CJZNFM	Victoria Ctrl	8.7	48.2	67.8
CKKQFM	Victoria Ctrl	11.8	65.6	105.5

TERMS

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