

# NUMERIS

## Top-line Radio Statistics

Spring 2017

February 27, 2017–April 23, 2017



## TOP-LINE RADIO STATISTICS



### St. John's CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 27, 2017 - April 23, 2017

Demographic: A12+

Area: 0009 (St. John's Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2017			
Universe: 187,610			
Station	Market	Share %	Ctrl Reach (000)
CBN	St John's Ctrl	15.8	45.2
CBN FM	St John's Ctrl	3.2	14.2
CHOZF+	St John's Ctrl	6.4	48.1
CJYQ	St John's Ctrl	1.0	6.2
CKIXFM	St John's Ctrl	13.3	56.5
CKSJFM	St John's Ctrl	17.4	65.5
VOCM	St John's Ctrl	20.4	64.0
VOCMFM	St John's Ctrl	12.5	57.0

### 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



### Halifax CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 27, 2017 - April 23, 2017

Demographic: A12+

Area: 2080 (Halifax Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2017			
Universe: 369,170			
Station	Market	Share %	Ctrl Reach (000)
CBAXFM	Halifax Ctrl	0.2	2.4
CBH FM	Halifax Ctrl	3.2	23.2
CBHAFM	Halifax Ctrl	16.8	80.9
CFLTFM	Halifax Ctrl	5.7	40.2
CFRQFM	Halifax Ctrl	13.3	74.0
CHFZFM	Halifax Ctrl	7.4	51.9
CHNSFM	Halifax Ctrl	6.0	48.6
CIOOFM	Halifax Ctrl	9.9	74.4
CJCHFM	Halifax Ctrl	8.2	68.9
CJNIFM	Halifax Ctrl	5.4	44.9
CKHYFM	Halifax Ctrl	3.2	28.9
CKHZFM	Halifax Ctrl	2.7	24.2
CKULFM	Halifax Ctrl	4.5	43.5

### 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 John CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 27, 2017 - April 23, 2017

Demographic: A12+

Area: 3029 (Saint John Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2017			
Universe: 111,180			
Station	Market	Share %	Ctrl Reach (000)
CBD FM	Saint John Ctrl	20.5	24.9
CFBC	Saint John Ctrl	1.6	3.3
CHNIFM	Saint John Ctrl	10.0	19.6
CHSJFM	Saint John Ctrl	23.9	31.2
CHWVFM	Saint John Ctrl	17.8	34.9
CIOKFM	Saint John Ctrl	6.6	17.7
CJYCFM	Saint John Ctrl	7.8	16.8

### 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



### Moncton CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 27, 2017 - April 23, 2017

Demographic: A12+

Area: 3009 (Moncton Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2017			
Universe: 134,790			
Station	Market	Share %	Ctrl Reach (000)
CBALFM	Moncton Ctrl	0.6	3.5
CBAMFM	Moncton Ctrl	11.4	20.2
CFBOFM	Moncton Ctrl	2.6	4.7
CFQMFM	Moncton Ctrl	7.6	16.9
CHOYFM	Moncton Ctrl	0.9	3.9
CJMOFM	Moncton Ctrl	12.5	26.1
CJXLFM	Moncton Ctrl	20.0	27.9
CKCWFM	Moncton Ctrl	11.0	34.0
CKNIFM	Moncton Ctrl	9.1	22.5

### 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



## Quebec City CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 27, 2017 - April 23, 2017

Demographic: A12+

Area: 4199 (Quebec City Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2017			
Universe: 719,360			
Station	Market	Share %	Ctrl Reach (000)
CBV FM	Quebec City Ctrl	15.6	154.6
CBVEFM	Quebec City Ctrl	0.5	10.1
CBVXFM	Quebec City Ctrl	2.3	41.4
CFELFM	Quebec City Ctrl	6.9	120.5
CFOMFM	Quebec City Ctrl	6.8	121.7
CHIKFM	Quebec City Ctrl	8.0	132.5
CHOIFM	Quebec City Ctrl	12.7	140.7
CHXXFM	Quebec City Ctrl	2.8	44.5
CITFFM	Quebec City Ctrl	10.1	132.4
CJECFM	Quebec City Ctrl	7.9	111.1
CJMFFM	Quebec City Ctrl	15.7	183.1
CJSQFM	Quebec City Ctrl	5.1	51.9

## TERMS

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**Universe** - Estimated Population of the Central Market Area.

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

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

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

## TOP-LINE RADIO STATISTICS



### Sherbrooke CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 27, 2017 - April 23, 2017

Demographic: A12+

Area: 4339 (Sherbrooke Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2017			
Universe: 217,510			
Station	Market	Share %	Ctrl Reach (000)
CBFF10	Sherbrooke Ctrl	13.0	42.6
CBFXF2	Sherbrooke Ctrl	4.3	12.7
CFGEFM	Sherbrooke Ctrl	8.2	26.1
CIMOFM	Sherbrooke Ctrl	21.1	70.9
CITEF4	Sherbrooke Ctrl	20.3	61.0
CKOYFM	Sherbrooke Ctrl	10.6	33.2

### 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



## Trois-Rivieres CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 27, 2017 - April 23, 2017

Demographic: A12+

Area: 4659 (Trois-Rivieres Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2017			
Universe: 141,030			
Station	Market	Share %	Ctrl Reach (000)
CBFFM8	Trois-Rivieres Ctrl	11.1	20.6
CBFXF1	Trois-Rivieres Ctrl	3.8	8.1
CHEYFM	Trois-Rivieres Ctrl	13.8	29.4
CIGBFM	Trois-Rivieres Ctrl	16.4	45.1
CJEBFM	Trois-Rivieres Ctrl	12.8	25.3
CKBNFM	Trois-Rivieres Ctrl	6.5	10.1
CKOBFM	Trois-Rivieres Ctrl	9.2	16.8

## 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



### Saguenay CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 27, 2017 - April 23, 2017

Demographic: A12+

Area: 4120 (Saguenay Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2017			
Universe: 151,180			
Station	Market	Share %	Ctrl Reach (000)
CBJ FM	Saguenay Ctrl	10.2	22.7
CBJXFM	Saguenay Ctrl	5.0	7.0
CFIXFM	Saguenay Ctrl	20.1	50.3
CILMF+	Saguenay Ctrl	8.1	18.8
CJABFM	Saguenay Ctrl	17.3	49.1
CKYKFM	Saguenay Ctrl	21.2	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



### Ottawa-Gatineau Anglo CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 27, 2017 - April 23, 2017

Demographic: A12+

Area: 5071 (Ottawa-Gatineau Anglo Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2017			
Universe: 823,920			
Station	Market	Share %	Ctrl Reach (000)
CBO FM	Ottawa-Gat. Anglo Ctrl	25.5	236.9
CBOFFM	Ottawa-Gat. Anglo Ctrl	0.8	17.4
CBOQFM	Ottawa-Gat. Anglo Ctrl	5.3	85.0
CBOXFM	Ottawa-Gat. Anglo Ctrl	0.7	16.8
CFGO	Ottawa-Gat. Anglo Ctrl	4.0	66.3
CFRA	Ottawa-Gat. Anglo Ctrl	7.7	90.1
CFTXFM	Ottawa-Gat. Anglo Ctrl	0.0	0.9
CHEZFM	Ottawa-Gat. Anglo Ctrl	6.4	105.4
CHLXFM	Ottawa-Gat. Anglo Ctrl	0.0	4.2
CIDGFM	Ottawa-Gat. Anglo Ctrl	1.7	29.8
CIHTFM	Ottawa-Gat. Anglo Ctrl	8.2	186.4
CILVFM	Ottawa-Gat. Anglo Ctrl	5.2	122.1
CIMFFM	Ottawa-Gat. Anglo Ctrl	0.6	13.4
CISSFM	Ottawa-Gat. Anglo Ctrl	2.8	90.5
CIWW	Ottawa-Gat. Anglo Ctrl	1.1	26.8
CJMJFM	Ottawa-Gat. Anglo Ctrl	5.1	94.0
CJOTFM	Ottawa-Gat. Anglo Ctrl	4.6	71.4
CJWLFM	Ottawa-Gat. Anglo Ctrl	2.9	44.2
CKBYFM*	Ott-Gat.Anglo Ctrl/Smiths Falls	3.9	52.0
CKKLFM	Ottawa-Gat. Anglo Ctrl	2.8	52.1
CKOFFM	Ottawa-Gat. Anglo Ctrl	0.1	2.5
CKQBFM	Ottawa-Gat. Anglo Ctrl	2.8	98.4
CKTFFM	Ottawa-Gat. Anglo Ctrl	0.1	6.5

\*Spill Station

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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 February 27, 2017 - April 23, 2017

Demographic: A12+

Area: 5072 (Ottawa-Gatineau Franco Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2017			
Universe: 346,700			
Station	Market	Share %	Ctrl Reach (000)
CBO FM	Ottawa-Gat. Franco Ctrl	2.0	12.4
CBOFFM	Ottawa-Gat. Franco Ctrl	13.1	70.0
CBOQFM	Ottawa-Gat. Franco Ctrl	1.7	10.2
CBOXFM	Ottawa-Gat. Franco Ctrl	3.8	22.2
CFGO	Ottawa-Gat. Franco Ctrl	0.5	6.1
CFRA	Ottawa-Gat. Franco Ctrl	0.8	7.0
CFTXFM	Ottawa-Gat. Franco Ctrl	4.3	27.3
CHEZFM	Ottawa-Gat. Franco Ctrl	2.7	24.2
CHLXFM	Ottawa-Gat. Franco Ctrl	4.2	26.1
CIDGFM	Ottawa-Gat. Franco Ctrl	1.9	9.6
CIHTFM	Ottawa-Gat. Franco Ctrl	5.9	53.4
CILVFM	Ottawa-Gat. Franco Ctrl	1.3	11.4
CIMFFM	Ottawa-Gat. Franco Ctrl	16.5	79.2
CISSFM	Ottawa-Gat. Franco Ctrl	2.1	29.5
CIWW	Ottawa-Gat. Franco Ctrl	0.1	1.9
CJMJFM	Ottawa-Gat. Franco Ctrl	1.2	13.8
CJOTFM	Ottawa-Gat. Franco Ctrl	1.1	10.9
CJWLFM	Ottawa-Gat. Franco Ctrl	1.1	7.9
CKBYFM*	Ott-Gat. Franco Ctrl/Smiths Falls	1.0	9.2
CKKLFM	Ottawa-Gat. Franco Ctrl	2.2	16.5
CKOFFM	Ottawa-Gat. Franco Ctrl	10.0	51.4
CKQBFM	Ottawa-Gat. Franco Ctrl	3.9	33.5
CKTFFM	Ottawa-Gat. Franco Ctrl	11.7	77.0

\*Spill Station

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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 February 27, 2017 - April 23, 2017

Demographic: A12+

Area: 5109 (Kingston Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2017			
Universe: 151,780			
Station	Market	Share %	Ctrl Reach (000)
CFLYFM	Kingston Ctrl	12.4	12.4
CFMKFM	Kingston Ctrl	9.5	9.5
CIKRFM	Kingston Ctrl	11.5	11.5
CKLCFM	Kingston Ctrl	3.8	3.8
CKWSFM	Kingston Ctrl	3.1	3.1
CKXCFM	Kingston Ctrl	18.9	18.9
WLYKFM	Kingston Ctrl	2.5	2.5

## 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



## Belleville-Trenton CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 27, 2017 - April 23, 2017

Demographic: A12+

Area: 5139 (Belleville-Trenton Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2017			
Universe: 115,230			
Station	Market	Share %	Ctrl Reach (000)
CHCQFM	Belleville-Trenton Ctrl	11.6	24.9
CIGLFM	Belleville-Trenton Ctrl	13.6	25.3
CJBQ	Belleville-Trenton Ctrl	18.5	25.6
CJOJFM	Belleville-Trenton Ctrl	11.8	26.1
CJTTFM	Belleville-Trenton Ctrl	10.4	15.2

### 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



## Oshawa-Whitby CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 27, 2017 - April 23, 2017

Demographic: A12+

Area: 5187 (Oshawa-Whitby Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2017			
Universe: 371,930			
Station	Market	Share %	Ctrl Reach (000)
CJKXFM	Oshawa-Whitby Ctrl	10.2	56.4
CKDO	Oshawa-Whitby Ctrl	5.0	33.9
CKGEFM	Oshawa-Whitby Ctrl	4.4	36.5

### 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



## Kitchener-Waterloo CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 27, 2017 - April 23, 2017

Demographic: A12+

Area: 5339 (Kitchener-Waterloo Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2017			
Universe: 456,930			
Station	Market	Share %	Ctrl Reach (000)
CBLAFM*	Kitchener-Wat/Brantf Ctrl	7.7	51.0
CFCAFM	Kitchener-Waterloo Ctrl	5.4	59.6
CHYMFM	Kitchener-Waterloo Ctrl	12.6	91.2
CIKZFM	Kitchener-Waterloo Ctrl	7.3	50.1
CJDVFM	Kitchener-Waterloo Ctrl	7.4	46.4
CJIQFM	Kitchener-Waterloo Ctrl	1.5	19.4
CJTWFM	Kitchener-Waterloo Ctrl	1.5	20.9
CKBTFM	Kitchener-Waterloo Ctrl	5.5	75.1
CKGL	Kitchener-Waterloo Ctrl	5.2	61.0
CKKWFM	Kitchener-Waterloo Ctrl	5.4	50.3

\* 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



## London CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 27, 2017 - April 23, 2017

Demographic: A12+

Area: 5369 (London Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2017			
Universe: 448,180			
Station	Market	Share %	Ctrl Reach (000)
CBCLFM	London Ctrl	10.6	71.4
CFHKFM	London Ctrl	7.3	79.7
CFPL	London Ctrl	4.0	51.5
CFPLFM	London Ctrl	7.3	71.2
CHSTFM	London Ctrl	7.2	62.0
CIQMFM	London Ctrl	9.4	109.1
CJBK	London Ctrl	3.4	29.0
CJBXFM	London Ctrl	11.7	80.1
CKDKFM*	London/Woodstock	2.0	23.3
CKLOFM	London Ctrl	7.9	54.7
CKOTFM*	London/Tillsonburg	9.3	53.3

\*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



### Hamilton CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 27, 2017 - April 23, 2017

Demographic: A12+

Area: 5269 (Hamilton Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2017			
Universe: 683,590			
Station	Market	Share %	Ctrl Reach (000)
CHAM	Hamilton Ctrl	0.6	15.8
CHKXFM	Hamilton Ctrl	8.0	86.5
CHML	Hamilton Ctrl	5.6	63.8
CHTGFM*	Hamilton/Haldimand	1.3	11.2
CHTZFM*	Hamilton Ctrl/St.Cath.	2.4	39.2
CINGFM	Hamilton Ctrl	2.8	48.1
CJXYFM	Hamilton Ctrl	3.0	56.1
CKLHFM	Hamilton Ctrl	9.4	101.3
CKOC	Hamilton Ctrl	0.5	9.0

\*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



### St. Catharines-Niagara CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 27, 2017 - April 23, 2017

Demographic: A12+

Area: 5299 (St. Catharines-Niagara Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2017			
Universe: 367,520			
Station	Market	Share %	Ctrl Reach (000)
CFLZFM	St.Catharines-Niagara Ctrl	1.1	11.8
CHREFM	St.Catharines-Niagara Ctrl	12.9	69.7
CHTZFM	St.Catharines-Niagara Ctrl	6.6	47.1
CIXLFM	St.Catharines-Niagara Ctrl	10.5	48.1
CJEDFM	St.Catharines-Niagara Ctrl	0.7	11.3
CKTB	St.Catharines-Niagara Ctrl	6.6	35.9
CKYYFM	St.Catharines-Niagara Ctrl	3.0	27.8

### 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



## Windsor CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 27, 2017 - April 23, 2017

Demographic: A12+

Area: 5409 (Windsor Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2017			
Universe: 292,560			
Station	Market	Share %	Ctrl Reach (000)
CBE FM	Windsor Ctrl	2.1	10.2
CBEWFM	Windsor Ctrl	6.7	23.8
CHYRFM*	Windsor/Leamington	4.8	31.3
CIDRFM	Windsor Ctrl	4.8	28.6
CIMXFM	Windsor Ctrl	3.0	23.7
CJWFFM	Windsor Ctrl	4.6	19.8
CKLW	Windsor Ctrl	18.1	87.4
CKUEFM*	Windsor/Chatham	3.6	19.5
CKWW	Windsor Ctrl	2.2	10.5

\*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



## Winnipeg CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 27, 2017 - April 23, 2017

Demographic: A12+

Area: 6119 (Winnipeg Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2017			
Universe: 705,460			
Station	Market	Share %	Ctrl Reach (000)
CBW	Winnipeg Ctrl	14.5	118.6
CBW FM	Winnipeg Ctrl	3.6	54.3
CFJLFM	Winnipeg Ctrl	1.5	24.6
CFPGFM	Winnipeg Ctrl	2.6	47.4
CFQXFM	Winnipeg Ctrl	9.0	118.5
CFRW	Winnipeg Ctrl	4.4	67.1
CFWMFM	Winnipeg Ctrl	5.9	101.2
CHIQFM	Winnipeg Ctrl	5.6	77.8
CHWEFM	Winnipeg Ctrl	4.7	94.7
CITIFM	Winnipeg Ctrl	7.4	83.3
CIURFM	Winnipeg Ctrl	0.1	7.0
CJKRFM	Winnipeg Ctrl	4.7	68.4
CJOB	Winnipeg Ctrl	10.9	110.5
CKMMFM	Winnipeg Ctrl	8.0	156.7
CKSBFM	Winnipeg Ctrl	0.2	2.9
CKY FM	Winnipeg Ctrl	4.1	66.8

### 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



## Regina CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 27, 2017 - April 23, 2017

Demographic: A12+

Area: 7069 (Regina Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2017			
Universe: 207,950			
Station	Market	Share %	Ctrl Reach (000)
CBK	Regina Ctrl	4.1	11.3
CBK FM	Regina Ctrl	4.3	13.7
CBKRFM	Regina Ctrl	7.4	23.2
CFWFFM	Regina Ctrl	12.2	37.4
CHBDFM	Regina Ctrl	12.4	33.9
CHMXFM	Regina Ctrl	7.6	33.1
CIZLFM	Regina Ctrl	14.5	65.8
CJME	Regina Ctrl	6.4	23.1
CKCKFM	Regina Ctrl	11.3	38.9
CKRM	Regina Ctrl	10.3	26.4

## TERMS

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

**Universe** - Estimated Population of the Central Market Area.

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

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

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

# TOP-LINE RADIO STATISTICS



## Saskatoon CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 27, 2017 - April 23, 2017

Demographic: A12+

Area: 7109 (Saskatoon Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2017			
Universe: 265,180			
Station	Market	Share %	Ctrl Reach (000)
CBK1FM	Saskatoon Ctrl	9.1	32.6
CBKSFM	Saskatoon Ctrl	4.6	20.9
CFMCFM	Saskatoon Ctrl	18.8	97.2
CFWDFM	Saskatoon Ctrl	7.2	36.9
CJDJFM	Saskatoon Ctrl	9.4	40.3
CJMKFM	Saskatoon Ctrl	12.0	42.4
CJWW	Saskatoon Ctrl	9.1	22.9
CKBLFM	Saskatoon Ctrl	7.4	37.1
CKOM	Saskatoon Ctrl	8.2	39.1

## 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



## Lethbridge CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 27, 2017 - April 23, 2017

Demographic: A12+

Area: 8019 (Lethbridge Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2017			
Universe: 102,560			
Station	Market	Share %	Ctrl Reach (000)
CFRVFM	Lethbridge Ctrl	13.5	24.9
CHLBFM	Lethbridge Ctrl	19.7	25.1
CJBZFM*	Lethbridge/Taber	6.0	19.1
CJOCFM	Lethbridge Ctrl	14.6	22.6
CJRXFM	Lethbridge Ctrl	10.6	17.2
CKBDFM	Lethbridge Ctrl	5.4	13.2

\*Spill Station

## TERMS

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

**Universe** - Estimated Population of the Central Market Area.

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

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

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

# TOP-LINE RADIO STATISTICS



## Red Deer CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 27, 2017 - April 23, 2017

Demographic: A12+

Area: 8079 (Red Deer Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2017			
Universe: 92,090			
Station	Market	Share %	Ctrl Reach (000)
CFDVFM	Red Deer Ctrl	10.7	13.2
CHUBFM	Red Deer Ctrl	11.0	20.1
CIZZFM	Red Deer Ctrl	11.5	16.0
CJUVFM*	Red Deer/Lacombe	7.8	10.6
CKGYFM	Red Deer Ctrl	16.3	19.6
CKIKFM	Red Deer Ctrl	9.4	18.5
CKRIFM	Red Deer Ctrl	5.3	10.2

\*Spill Station

## TERMS

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

**Universe** - Estimated Population of the Central Market Area.

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

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

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



# TOP-LINE RADIO STATISTICS



## Prince George CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 27, 2017 - April 23, 2017

Demographic: A12+

Area: 9349 (Prince George Ctrl)

Daypart: Monday-Sunday 5am-1am

## Spring 2017 Universe: 76,110

Station	Market	Share %	Ctrl Reach (000)
CBYGFM	Prince George Ctrl	17.7	14.1
CIRXFM	Prince George Ctrl	18.6	20.0
CJCIF+	Prince George Ctrl	15.4	16.6
CKDVF+	Prince George Ctrl	15.5	18.4
CKKNFM	Prince George Ctrl	19.5	25.5

### 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



## Kamloops CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 27, 2017 - April 23, 2017

Demographic: A12+

Area: 9209 (Kamloops Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2017			
Universe: 90,270			
Station	Market	Share %	Ctrl Reach (000)
CBYKFM	Kamloops Ctrl	19.7	20.7
CHNL+	Kamloops Ctrl	13.2	16.1
CIFMFM	Kamloops Ctrl	13.5	20.1
CJKCFM	Kamloops Ctrl	9.7	13.6
CKBZFM	Kamloops Ctrl	16.2	24.7
CKRVFM	Kamloops Ctrl	9.6	16.7

## 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



## Kelowna CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 27, 2017 - April 23, 2017

Demographic: A12+

Area: 9230 (Kelowna Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2017			
Universe: 175,050			
Station	Market	Share %	Ctrl Reach (000)
CBTKFM	Kelowna Ctrl	19.3	43.2
CHSUFM	Kelowna Ctrl	9.1	32.4
CIGVFM*	Kelowna/Penticton	13.9	30.8
CILKF+	Kelowna Ctrl	8.2	19.4
CJUIFM	Kelowna Ctrl	6.4	16.1
CKFR	Kelowna Ctrl	6.7	21.2
CKKOFM	Kelowna Ctrl	9.0	23.3
CKLZFM	Kelowna Ctrl	10.1	22.6
CKQQFM	Kelowna Ctrl	2.9	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



### Victoria CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 27, 2017 - April 23, 2017

Demographic: A12+

Area: 9119 (Victoria Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2017			
Universe: 343,560			
Station	Market	Share %	Ctrl Reach (000)
CBCVFM	Victoria Ctrl	19.7	81.5
CFAX	Victoria Ctrl	10.1	52.4
CHBEFM	Victoria Ctrl	5.5	45.8
CHTTFM	Victoria Ctrl	2.6	26.6
CIOCFM	Victoria Ctrl	6.7	43.7
CJZNFM	Victoria Ctrl	6.2	45.2
CKKQFM	Victoria Ctrl	14.4	67.9

### 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.