

NUMERIS

Top-line Radio Statistics

Spring 2018
February 26, 2018–April 22, 2018

The markets of Saint John CTRL, Kingston CTRL, Windsor CTRL, Regina CTRL, Saskatoon CTRL, Lethbridge CTRL, Red Deer CTRL, Kelowna CTRL, Kamloops CTRL and Prince George CTRL were not measured during the Spring 2018 Radio Diary Survey.



TOP-LINE RADIO STATISTICS



St. John's CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 26, 2018 - April 22, 2018

Demographic: A12+

Area: 0009 (St. John's Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2018			
Universe: 192,900			
Station	Market	Share %	Ctrl Reach (000)
CBN	St John's Ctrl	15.4	43.2
CBN FM	St John's Ctrl	1.6	8.8
CHOZF+	St John's Ctrl	6.8	49.2
CJYQ	St John's Ctrl	1.1	4.4
CKIXFM	St John's Ctrl	11.9	65.0
CKSJFM	St John's Ctrl	17.5	60.6
VOCM	St John's Ctrl	21.6	61.5
VOCMFM	St John's Ctrl	13.6	60.3

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.

TOP-LINE RADIO STATISTICS



Halifax CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 26, 2018 - April 22, 2018

Demographic: A12+

Area: 2080 (Halifax Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2018			
Universe: 380,260			
Station	Market	Share %	Ctrl Reach (000)
CBAXFM	Halifax Ctrl	0.2	2.7
CBH FM	Halifax Ctrl	3.7	24.4
CBHAFM	Halifax Ctrl	17.2	86.7
CFLTFM	Halifax Ctrl	6.1	44.0
CFRQFM	Halifax Ctrl	10.1	56.5
CHFXFM	Halifax Ctrl	9.3	56.6
CHNSFM	Halifax Ctrl	5.5	38.3
CIOOFM	Halifax Ctrl	10.4	75.9
CJCHFM	Halifax Ctrl	7.3	63.2
CJNIFM	Halifax Ctrl	6.1	45.8
CKHYFM	Halifax Ctrl	2.6	26.6
CKHZFM	Halifax Ctrl	3.3	30.2
CKULFM	Halifax Ctrl	3.8	40.8

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.

TOP-LINE RADIO STATISTICS



Moncton CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 26, 2018 - April 22, 2018

Demographic: A12+

Area: 3009 (Moncton Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2018			
Universe: 137,820			
Station	Market	Share %	Ctrl Reach (000)
CBALFM	Moncton Ctrl	0.7	3.5
CBAMFM	Moncton Ctrl	10.3	22.4
CFBOFM	Moncton Ctrl	1.3	3.2
CFQMFM	Moncton Ctrl	9.6	24.9
CHOYFM	Moncton Ctrl	1.6	2.6
CJMOFM	Moncton Ctrl	12.3	26.4
CJXLFM	Moncton Ctrl	14.5	27.9
CKCWFM	Moncton Ctrl	12.1	37.4
CKNIFM	Moncton Ctrl	14.9	25.6

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.

TOP-LINE RADIO STATISTICS



Quebec City CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 26, 2018 - April 22, 2018

Demographic: A12+

Area: 4199 (Quebec City Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2018

Universe: 727,840

Station	Market	Share %	Ctrl Reach (000)
CBV FM	Quebec City Ctrl	16.0	165.2
CBVEFM	Quebec City Ctrl	0.3	10.4
CBVXFM	Quebec City Ctrl	4.5	58.6
CFELFM	Quebec City Ctrl	3.6	88.5
CFOMFM	Quebec City Ctrl	7.8	116.1
CHIKFM	Quebec City Ctrl	7.1	118.9
CHOIFM	Quebec City Ctrl	14.4	136.9
CHXXFM	Quebec City Ctrl	5.8	71.7
CITFFM	Quebec City Ctrl	9.0	142.9
CJECFM	Quebec City Ctrl	10.5	138.5
CJMFFM	Quebec City Ctrl	11.4	153.6

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.

TOP-LINE RADIO STATISTICS



Sherbrooke CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 26, 2018 - April 22, 2018

Demographic: A12+

Area: 4339 (Sherbrooke Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2018			
Universe: 220,260			
Station	Market	Share %	Ctrl Reach (000)
CBFF10	Sherbrooke Ctrl	16.9	48.2
CBFXF2	Sherbrooke Ctrl	3.1	12.2
CFGEFM	Sherbrooke Ctrl	9.2	24.8
CIMOFM	Sherbrooke Ctrl	16.7	60.1
CITEF4	Sherbrooke Ctrl	21.3	72.1
CKOYFM	Sherbrooke Ctrl	11.1	40.5

TERMS

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

Universe - Estimated Population of the Central Market Area.

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

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

TOP-LINE RADIO STATISTICS



Trois-Rivieres CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 26, 2018 - April 22, 2018

Demographic: A12+

Area: 4659 (Trois-Rivieres Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2018

Universe: 141,420

Station	Market	Share %	Ctrl Reach (000)
CBFFM8	Trois-Rivieres Ctrl	9.5	21.2
CBFXF1	Trois-Rivieres Ctrl	4.0	8.4
CHEYFM	Trois-Rivieres Ctrl	15.5	36.2
CIGBFM	Trois-Rivieres Ctrl	16.6	38.9
CJEBFM	Trois-Rivieres Ctrl	13.0	25.1
CKBNFM	Trois-Rivieres Ctrl	4.5	11.4
CKOBFM	Trois-Rivieres Ctrl	9.1	19.9

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.

TOP-LINE RADIO STATISTICS



Saguenay CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 26, 2018 - April 22, 2018

Demographic: A12+

Area: 4120 (Saguenay Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2018			
Universe: 148,820			
Station	Market	Share %	Ctrl Reach (000)
CBJ FM	Saguenay Ctrl	12.5	26.6
CBJXFM	Saguenay Ctrl	3.4	7.8
CFIXFM	Saguenay Ctrl	26.0	57.4
CJABFM	Saguenay Ctrl	13.5	43.3
CKYKFM	Saguenay Ctrl	19.6	46.3

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.

TOP-LINE RADIO STATISTICS



Ottawa-Gatineau Anglo CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 26, 2018 - April 22, 2018

Demographic: A12+

Area: 5071 (Ottawa-Gatineau Anglo Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2018			
Universe: 834,330			
Station	Market	Share %	Ctrl Reach (000)
CBO FM	Ottawa-Gat. Anglo Ctrl	22.3	235.6
CBOFFM	Ottawa-Gat. Anglo Ctrl	0.9	16.4
CBOQFM	Ottawa-Gat. Anglo Ctrl	4.7	70.3
CBOXFM	Ottawa-Gat. Anglo Ctrl	0.8	16.3
CFGO	Ottawa-Gat. Anglo Ctrl	2.7	52.1
CFRA	Ottawa-Gat. Anglo Ctrl	9.4	104.1
CFTXFM	Ottawa-Gat. Anglo Ctrl	0.1	4.2
CHEZFM	Ottawa-Gat. Anglo Ctrl	8.0	110.5
CHLXFM	Ottawa-Gat. Anglo Ctrl	0.3	7.2
CIDGFM	Ottawa-Gat. Anglo Ctrl	1.8	28.3
CIHTFM	Ottawa-Gat. Anglo Ctrl	7.2	174.7
CILVFM	Ottawa-Gat. Anglo Ctrl	4.5	91.7
CIMFFM	Ottawa-Gat. Anglo Ctrl	0.4	8.1
CISSFM	Ottawa-Gat. Anglo Ctrl	3.5	81.1
CIWW	Ottawa-Gat. Anglo Ctrl	1.4	35.8
CJMJFM	Ottawa-Gat. Anglo Ctrl	5.7	104.0
CJOTFM	Ottawa-Gat. Anglo Ctrl	4.6	74.0
CJWLFM	Ottawa-Gat. Anglo Ctrl	3.2	41.8
CKBYFM*	Ott-Gat.Anglo Ctrl/Smiths Falls	2.3	41.3
CKKLFM	Ottawa-Gat. Anglo Ctrl	3.3	48.4
CKOFFM	Ottawa-Gat. Anglo Ctrl	0.3	6.0
CKQBFM	Ottawa-Gat. Anglo Ctrl	2.8	85.2
CKTFFM	Ottawa-Gat. Anglo Ctrl	0.2	7.9

*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.

TOP-LINE RADIO STATISTICS



Ottawa-Gatineau Franco CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 26, 2018 - April 22, 2018

Demographic: A12+

Area: 5072 (Ottawa-Gatineau Franco Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2018			
Universe: 349,200			
Station	Market	Share %	Ctrl Reach (000)
CBO FM	Ottawa-Gat. Franco Ctrl	1.8	12.1
CBOFFM	Ottawa-Gat. Franco Ctrl	18.1	83.2
CBOQFM	Ottawa-Gat. Franco Ctrl	1.2	10.6
CBOXFM	Ottawa-Gat. Franco Ctrl	4.7	29.6
CFG0	Ottawa-Gat. Franco Ctrl	0.4	4.2
CFRA	Ottawa-Gat. Franco Ctrl	0.5	4.3
CFTXFM	Ottawa-Gat. Franco Ctrl	3.5	28.3
CHEZFM	Ottawa-Gat. Franco Ctrl	2.6	24.1
CHLXFM	Ottawa-Gat. Franco Ctrl	7.5	38.3
CIDGFM	Ottawa-Gat. Franco Ctrl	1.0	8.0
CIHTFM	Ottawa-Gat. Franco Ctrl	4.9	48.5
CILVFM	Ottawa-Gat. Franco Ctrl	0.7	8.9
CIMFFM	Ottawa-Gat. Franco Ctrl	15.6	83.7
CISSFM	Ottawa-Gat. Franco Ctrl	1.3	26.6
CIWW	Ottawa-Gat. Franco Ctrl	0.1	1.1
CJMJFM	Ottawa-Gat. Franco Ctrl	3.2	18.5
CJOTFM	Ottawa-Gat. Franco Ctrl	1.3	13.0
CJWLFM	Ottawa-Gat. Franco Ctrl	0.8	5.7
CKBYFM*	Ott-Gat. Franco Ctrl/Smiths Falls	0.8	5.9
CKKLFM	Ottawa-Gat. Franco Ctrl	2.1	11.3
CKOFFM	Ottawa-Gat. Franco Ctrl	8.0	37.1
CKQBFM	Ottawa-Gat. Franco Ctrl	2.4	34.3
CKTFFM	Ottawa-Gat. Franco Ctrl	9.8	66.5

*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.

TOP-LINE RADIO STATISTICS



Belleville-Trenton-Prince Edward County CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 26, 2018 - April 22, 2018

Demographic: A12+

Area: 5139 (Bell-Trnt-PEC Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2018			
Universe: 114,570			
Station	Market	Share %	Ctrl Reach (000)
CHCQFM	Bell-Trnt-PEC Ctrl	13.4	25.3
CIGLFM	Bell-Trnt-PEC Ctrl	10.8	25.7
CJBQ	Bell-Trnt-PEC Ctrl	19.9	27.1
CJOJFM	Bell-Trnt-PEC Ctrl	13.1	28.4
CJTTFM	Bell-Trnt-PEC Ctrl	6.7	14.6

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.

TOP-LINE RADIO STATISTICS



Oshawa-Whitby CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 26, 2018 - April 22, 2018

Demographic: A12+

Area: 5187 (Oshawa-Whitby Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2018			
Universe: 378,300			
Station	Market	Share %	Ctrl Reach (000)
CJKXFM	Oshawa-Whitby Ctrl	11.0	64.4
CKDO	Oshawa-Whitby Ctrl	4.1	31.5
CKGEFM	Oshawa-Whitby Ctrl	6.3	43.0

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.

TOP-LINE RADIO STATISTICS



Kitchener-Waterloo CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 26, 2018 - April 22, 2018

Demographic: A12+

Area: 5339 (Kitchener-Waterloo Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2018			
Universe: 452,960			
Station	Market	Share %	Ctrl Reach (000)
CBLAFM*	Kitchener-Wat/Brantf Ctrl	9.7	55.5
CFCAFM	Kitchener-Waterloo Ctrl	3.2	47.4
CHYMFM	Kitchener-Waterloo Ctrl	12.1	71.7
CIKZFM	Kitchener-Waterloo Ctrl	6.2	41.0
CJDVFM	Kitchener-Waterloo Ctrl	6.7	50.0
CJIQFM	Kitchener-Waterloo Ctrl	1.8	17.6
CJTWFM	Kitchener-Waterloo Ctrl	1.5	16.9
CKBTFM	Kitchener-Waterloo Ctrl	4.0	66.7
CKGL	Kitchener-Waterloo Ctrl	7.3	59.6
CKKWFM	Kitchener-Waterloo Ctrl	7.2	43.9

* 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.

TOP-LINE RADIO STATISTICS



London CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 26, 2018 - April 22, 2018

Demographic: A12+

Area: 5369 (London Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2018			
Universe: 452,150			
Station	Market	Share %	Ctrl Reach (000)
CBCLFM	London Ctrl	8.8	64.0
CFHKFM	London Ctrl	9.9	87.6
CFPL	London Ctrl	4.4	49.8
CFPLFM	London Ctrl	9.3	71.8
CHSTFM	London Ctrl	9.3	65.3
CIQMFM	London Ctrl	9.9	107.8
CJBK	London Ctrl	3.2	29.8
CJBXFM	London Ctrl	10.4	69.6
CKDKFM*	London/Woodstock	1.2	19.2
CKLOFM	London Ctrl	7.0	45.6
CKOTFM*	London/Tillsonburg	10.4	56.2

*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.

TOP-LINE RADIO STATISTICS



Hamilton CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 26, 2018 - April 22, 2018

Demographic: A12+

Area: 5269 (Hamilton Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2018			
Universe: 702,360			
Station	Market	Share %	Ctrl Reach (000)
CHAM	Hamilton Ctrl	0.5	18.7
CHKXFM	Hamilton Ctrl	6.8	77.9
CHML	Hamilton Ctrl	4.9	57.8
CHTGFM*	Hamilton/Haldimand	1.4	12.8
CHTZFM*	Hamilton Ctrl/St.Cath.	1.7	35.3
CINGFM	Hamilton Ctrl	2.7	41.4
CJXYFM	Hamilton Ctrl	4.4	56.7
CKLHFM	Hamilton Ctrl	8.7	107.0
CKOC	Hamilton Ctrl	0.1	4.6

*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.

TOP-LINE RADIO STATISTICS



St. Catharines-Niagara CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 26, 2018 - April 22, 2018

Demographic: A12+

Area: 5299 (St. Catharines-Niagara Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2018			
Universe: 368,100			
Station	Market	Share %	Ctrl Reach (000)
CFLZFM	St.Catharines-Niagara Ctrl	1.8	10.9
CHREFM	St.Catharines-Niagara Ctrl	12.0	66.3
CHTZFM	St.Catharines-Niagara Ctrl	7.7	46.9
CIXLFM	St.Catharines-Niagara Ctrl	12.6	55.9
CJEDFM	St.Catharines-Niagara Ctrl	0.9	10.7
CKTB	St.Catharines-Niagara Ctrl	5.1	35.4
CKYYFM	St.Catharines-Niagara Ctrl	3.3	18.4

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.

TOP-LINE RADIO STATISTICS



Winnipeg CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 26, 2018 - April 22, 2018

Demographic: A12+

Area: 6119 (Winnipeg Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2018 Universe: 717,900			
Station	Market	Share %	Ctrl Reach (000)
CBW	Winnipeg Ctrl	14.2	123.0
CBW FM	Winnipeg Ctrl	3.1	49.2
CFJLFM	Winnipeg Ctrl	1.6	40.6
CFPGFM	Winnipeg Ctrl	3.2	58.7
CFQXFM	Winnipeg Ctrl	10.3	93.0
CFRW	Winnipeg Ctrl	5.4	75.1
CFWMFM	Winnipeg Ctrl	5.7	81.2
CHIQFM	Winnipeg Ctrl	5.2	75.8
CHWEFM	Winnipeg Ctrl	4.0	102.0
CITIFM	Winnipeg Ctrl	5.9	83.9
CIURFM	Winnipeg Ctrl	0.4	5.7
CJKRFM	Winnipeg Ctrl	3.5	68.8
CJOB	Winnipeg Ctrl	10.9	102.6
CKMMFM	Winnipeg Ctrl	5.5	132.6
CKSBFM	Winnipeg Ctrl	0.1	3.7
CKY FM	Winnipeg Ctrl	4.3	64.5

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.

TOP-LINE RADIO STATISTICS



Victoria CTRL

Source: Numeris

Survey Period: Radio Diary Survey February 26, 2018 - April 22, 2018

Demographic: A12+

Area: 9119 (Victoria Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2018			
Universe: 353,040			
Station	Market	Share %	Ctrl Reach (000)
CBCVFM	Victoria Ctrl	19.2	85.9
CFAX	Victoria Ctrl	10.0	58.5
CHBEFM	Victoria Ctrl	4.7	52.4
CHTTFM	Victoria Ctrl	1.8	25.3
CIOCFM	Victoria Ctrl	9.3	54.9
CJZNFM	Victoria Ctrl	5.7	44.4
CKKQFM	Victoria Ctrl	15.3	75.8

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.