

# NUMERIS

## Top-line Radio Statistics

### Spring 2020

The introduction of Continuous Measurement will create a rip in trend that will be reflected in the Fall 2019 and Spring 2020 releases. Please refer to [www.numeriscanada.com](http://www.numeriscanada.com) for more information.



# TOP-LINE RADIO STATISTICS



## St. John's CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 0009 (St. John's Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 195,570				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBN	St John's Ctrl	12.1	31.1	44.7
CBN FM	St John's Ctrl	2.0	10.6	18.2
CHOZF+	St John's Ctrl	7.1	47.4	131.0
CJYQ	St John's Ctrl	1.1	4.4	6.9
CKIXFM	St John's Ctrl	8.7	44.9	56.3
CKSJFM	St John's Ctrl	17.3	61.5	85.2
VOCM	St John's Ctrl	19.9	57.1	104.1
VOCMFM	St John's Ctrl	17.3	55.8	88.1

## 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



## Sydney CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 2010 (Sydney Ctrl)  
Daypart: Monday-Sunday 5am-1am

### Spring 2020 Universe: 85,390

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBI	Sydney Ctrl	16.4	17.1	22.7
CBI FM	Sydney Ctrl	1.9	3.5	4.9
CHERFM	Sydney Ctrl	17.7	18.0	20.5
CHRFM	Sydney Ctrl	19.2	27.8	32.4
CJCB	Sydney Ctrl	2.9	5.4	6.9
CKCHFM	Sydney Ctrl	13.3	18.1	21.2
CKOAFM	Sydney Ctrl	15.4	15.3	17.8
CKPEFM	Sydney Ctrl	7.6	13.2	15.9

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# TOP-LINE RADIO STATISTICS



## Halifax CTRL

Source: Numeris  
 Release: Radio Diary Spring 2020  
 Demographic: A12+  
 Area: 2080 (Halifax Ctrl)  
 Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 395,040				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBH FM	Halifax Ctrl	3.5	26.6	53.4
CBHAFM	Halifax Ctrl	18.5	91.3	170.0
CFLTFM	Halifax Ctrl	6.8	52.7	67.8
CFRQFM	Halifax Ctrl	12.4	77.5	102.1
CHFXFM	Halifax Ctrl	7.3	41.9	57.6
CHNSFM	Halifax Ctrl	6.0	43.3	64.2
CIOOFM	Halifax Ctrl	8.5	73.4	96.4
CJCHFM	Halifax Ctrl	7.1	68.3	91.5
CJNIFM	Halifax Ctrl	5.9	51.7	65.6
CKHYFM	Halifax Ctrl	0.7	8.8	13.0
CKHZFM	Halifax Ctrl	2.7	23.1	33.0
CKULFM	Halifax Ctrl	6.5	57.3	67.1

### 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



## Moncton CTRL

Source: Numeris

Release: Radio Diary Spring 2020

Demographic: A12+

Area: 3009 (Moncton Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 149,660				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBAMFM	Moncton Ctrl	12.8	25.3	47.6
CFBOFM	Moncton Ctrl	1.2	5.2	7.4
CFQMFM	Moncton Ctrl	11.2	25.2	42.2
CHOYFM	Moncton Ctrl	0.9	2.8	6.6
CJMOFM	Moncton Ctrl	13.5	30.6	51.9
CJXLFM	Moncton Ctrl	14.7	30.9	52.2
CKCWFM	Moncton Ctrl	10.7	35.5	46.3
CKNIFM	Moncton Ctrl	12.3	27.2	34.9

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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  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 3029 (Saint John Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 115,040				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBD FM	Saint John Ctrl	21.1	27.8	43.2
CFBC	Saint John Ctrl	1.2	2.0	3.1
CHNIFM	Saint John Ctrl	9.5	20.7	33.1
CHSJFM	Saint John Ctrl	28.8	31.3	53.0
CHWVFM	Saint John Ctrl	14.7	35.9	53.2
CIOKFM	Saint John Ctrl	5.6	21.5	40.6
CJYCFM	Saint John Ctrl	10.0	23.0	35.1

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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



## Fredericton CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 3079 (Fredericton Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 118,680				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBZ FM	Fredericton Ctrl	3.2	7.5	28.3
CBZFFM	Fredericton Ctrl	15.4	26.8	40.7
CFRKFM	Fredericton Ctrl	8.7	20.2	26.2
CFXYFM	Fredericton Ctrl	12.2	23.3	28.5
CIBXFM	Fredericton Ctrl	11.7	29.2	31.8
CIHIFM	Fredericton Ctrl	18.0	27.3	35.4
CKHJ	Fredericton Ctrl	6.6	7.6	9.6

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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  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 4120 (Saguenay Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 147,310				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBJ FM	Saguenay Ctrl	13.9	27.6	47.7
CBJXFM	Saguenay Ctrl	2.8	9.4	16.6
CFIXFM	Saguenay Ctrl	25.3	55.8	92.4
CJABFM	Saguenay Ctrl	11.6	33.0	60.3
CKYKFM	Saguenay Ctrl	22.8	46.5	66.6

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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.

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# TOP-LINE RADIO STATISTICS



## Quebec City CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 4199 (Quebec City Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 729,170				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBV FM	Quebec City Ctrl	16.9	167.0	221.8
CBVEFM	Quebec City Ctrl	0.3	11.4	36.9
CBVXFM	Quebec City Ctrl	3.7	52.8	62.4
CFELFM	Quebec City Ctrl	3.6	61.2	78.9
CFOMFM	Quebec City Ctrl	10.5	130.1	186.3
CHIKFM	Quebec City Ctrl	6.0	99.3	165.7
CHOIFM	Quebec City Ctrl	14.9	141.1	264.7
CHXXFM	Quebec City Ctrl	2.1	51.6	75.7
CITFFM	Quebec City Ctrl	8.4	129.5	227.0
CJECFM	Quebec City Ctrl	13.0	137.3	182.7
CJMFFM	Quebec City Ctrl	12.0	139.6	206.3

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# TOP-LINE RADIO STATISTICS



## Sherbrooke CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 4339 (Sherbrooke Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 224,870				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBFF10	Sherbrooke Ctrl	13.0	38.0	72.5
CBFXF2	Sherbrooke Ctrl	2.5	12.0	18.8
CFGEFM	Sherbrooke Ctrl	13.2	32.5	40.4
CIMOFM	Sherbrooke Ctrl	18.3	54.6	85.1
CITEF4	Sherbrooke Ctrl	18.4	71.5	183.5
CKOYFM	Sherbrooke Ctrl	10.2	41.1	52.2

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# TOP-LINE RADIO STATISTICS



## Trois-Rivieres CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 4659 (Trois-Rivieres Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 142,650				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBFFM8	Trois-Rivieres Ctrl	10.0	19.2	52.5
CBFXF1	Trois-Rivieres Ctrl	6.5	11.2	30.5
CHEYFM	Trois-Rivieres Ctrl	18.3	40.7	105.3
CIGBFM	Trois-Rivieres Ctrl	11.7	34.0	80.5
CJEBFM	Trois-Rivieres Ctrl	14.8	27.9	78.4
CKBNFM	Trois-Rivieres Ctrl	8.2	11.2	20.0
CKOBFM	Trois-Rivieres Ctrl	11.5	25.3	45.0

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# TOP-LINE RADIO STATISTICS



## Ottawa-Gatineau Anglo CTRL

Source: Numeris

Release: Radio Diary Spring 2020

Demographic: A12+

Area: 5071 (Ottawa-Gatineau Anglo Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 897,120				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBO FM	Ottawa-Gat. Anglo Ctrl	21.8	240.7	388.0
CBOFFM	Ottawa-Gat. Anglo Ctrl	0.7	19.7	113.1
CBOQFM	Ottawa-Gat. Anglo Ctrl	4.5	78.1	107.8
CBOXFM	Ottawa-Gat. Anglo Ctrl	0.6	15.5	51.7
CFGO	Ottawa-Gat. Anglo Ctrl	3.1	54.2	64.6
CFPOFM	Ottawa-Gat. Anglo Ctrl	0.1	6.6	8.2
CFRA	Ottawa-Gat. Anglo Ctrl	8.4	92.4	135.9
CFTXFM	Ottawa-Gat. Anglo Ctrl	0.0	2.6	21.0
CHEZFM	Ottawa-Gat. Anglo Ctrl	5.1	102.4	175.3
CHLXFM	Ottawa-Gat. Anglo Ctrl	0.6	7.4	57.5
CIDGFM	Ottawa-Gat. Anglo Ctrl	1.7	39.1	54.6
CIHTFM	Ottawa-Gat. Anglo Ctrl	7.8	179.5	255.7
CILVFM	Ottawa-Gat. Anglo Ctrl	4.1	96.2	117.7
CIMFFM	Ottawa-Gat. Anglo Ctrl	0.5	13.1	137.4
CISSF	Ottawa-Gat. Anglo Ctrl	3.4	83.7	124.2
CIWW	Ottawa-Gat. Anglo Ctrl	2.2	44.4	55.8
CJMFM	Ottawa-Gat. Anglo Ctrl	7.8	113.9	164.8
CJOTFM	Ottawa-Gat. Anglo Ctrl	4.0	83.9	114.3
CJWLFM	Ottawa-Gat. Anglo Ctrl	3.4	49.4	61.3
CKBYFM*	Ott-Gat.Anglo Ctrl/Smiths Falls	3.5	47.8	97.7
CKKLFM	Ottawa-Gat. Anglo Ctrl	3.0	66.3	120.3
CKOFFM	Ottawa-Gat. Anglo Ctrl	0.1	3.7	51.9
CKQBFM	Ottawa-Gat. Anglo Ctrl	3.2	92.0	147.3
CKTFFM	Ottawa-Gat. Anglo Ctrl	0.6	10.9	90.6

\*Spill Station

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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



## Ottawa-Gatineau Franco CTRL

Source: Numeris  
 Release: Radio Diary Spring 2020  
 Demographic: A12+  
 Area: 5072 (Ottawa-Gatineau Franco Ctrl)  
 Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 355,350				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBO FM	Ottawa-Gat. Franco Ctrl	1.7	13.3	388.0
CBOFFM	Ottawa-Gat. Franco Ctrl	16.2	78.8	113.1
CBOQFM	Ottawa-Gat. Franco Ctrl	1.4	11.7	107.8
CBOXFM	Ottawa-Gat. Franco Ctrl	4.8	30.3	51.7
CFGO	Ottawa-Gat. Franco Ctrl	0.4	3.9	64.6
CFPOFM	Ottawa-Gat. Franco Ctrl	0.2	0.8	8.2
CFRA	Ottawa-Gat. Franco Ctrl	0.8	6.3	135.9
CFTXFM	Ottawa-Gat. Franco Ctrl	1.7	16.5	21.0
CHEZFM	Ottawa-Gat. Franco Ctrl	2.9	24.1	175.3
CHLXFM	Ottawa-Gat. Franco Ctrl	8.7	45.0	57.5
CIDGFM	Ottawa-Gat. Franco Ctrl	0.9	8.9	54.6
CIHTFM	Ottawa-Gat. Franco Ctrl	3.5	44.0	255.7
CILVFM	Ottawa-Gat. Franco Ctrl	0.6	9.7	117.7
CIMFFM	Ottawa-Gat. Franco Ctrl	17.5	90.2	137.4
CISSFM	Ottawa-Gat. Franco Ctrl	1.0	16.5	124.2
CIWW	Ottawa-Gat. Franco Ctrl	0.1	1.8	55.8
CJMJFM	Ottawa-Gat. Franco Ctrl	2.0	17.0	164.8
CJOTFM	Ottawa-Gat. Franco Ctrl	1.4	13.9	114.3
CJWLFM	Ottawa-Gat. Franco Ctrl	1.4	8.2	61.3
CKBYFM*	Ott-Gat.Franco Ctrl/Smiths Falls	1.0	6.9	97.7
CKKLFM	Ottawa-Gat. Franco Ctrl	2.6	16.8	120.3
CKOFFM	Ottawa-Gat. Franco Ctrl	8.1	43.1	51.9
CKQBFM	Ottawa-Gat. Franco Ctrl	1.4	24.7	147.3
CKTFFM	Ottawa-Gat. Franco Ctrl	10.9	66.7	90.6

\*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  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 5109 (Kingston Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 156,120				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFLYFM	Kingston Ctrl	16.9	38.1	49.8
CFMKFM	Kingston Ctrl	9.9	23.3	42.8
CIKRFM	Kingston Ctrl	11.3	26.1	47.9
CKLCFM	Kingston Ctrl	1.5	6.4	12.2
CKWSFM	Kingston Ctrl	2.3	12.8	17.8
CKXCFM	Kingston Ctrl	15.7	27.3	43.0
WLYKFM	Kingston Ctrl	2.0	13.0	17.0

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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



## Belleville-Trenton-Prince Edward County CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 5139 (Bell-Trnt-PEC Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 122,070				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CHCQFM	Bell-Trnt-PEC Ctrl	12.4	25.4	50.7
CIGLFM	Bell-Trnt-PEC Ctrl	10.7	20.5	23.6
CJBQ	Bell-Trnt-PEC Ctrl	19.5	27.3	38.1
CJOJFM	Bell-Trnt-PEC Ctrl	14.1	33.1	53.4
CJTTFM	Bell-Trnt-PEC Ctrl	10.1	19.2	25.5

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# TOP-LINE RADIO STATISTICS



## Peterborough CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 5159 (Peterborough Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 112,960				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CHUCFM*	Peterborough/Cobourg	1.5	7.4	40.5
CJMBFM	Peterborough Ctrl	0.5	3.0	3.5
CJWVFM	Peterborough Ctrl	15.9	24.9	41.9
CKPTFM	Peterborough Ctrl	7.8	21.1	27.2
CKQMFM	Peterborough Ctrl	20.9	29.1	65.4
CKRUFM	Peterborough Ctrl	5.3	14.0	18.5
CKSGFM*	Peterborough/Cobourg	0.4	3.2	15.4
CKWFFM	Peterborough Ctrl	8.4	21.1	70.6

\*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



## Oshawa-Whitby CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 5187 (Oshawa-Whitby Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 391,720				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CJKXFM	Oshawa-Whitby Ctrl	12.2	68.0	184.8
CKDO	Oshawa-Whitby Ctrl	5.2	30.1	42.0
CKGEFM	Oshawa-Whitby Ctrl	6.3	44.8	121.9

## 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



## Barrie CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 5239 (Barrie Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 186,240				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFJBFM	Barrie Ctrl	14.1	37.4	173.4
CHAYFM	Barrie Ctrl	4.9	22.1	88.1
CICXFM*	Barrie/Orillia	8.7	25.1	88.5
CICZFM*	Barrie/Midland	4.6	22.5	127.1
CIQBFM	Barrie Ctrl	3.5	15.5	56.4
CKMBFM	Barrie Ctrl	21.1	50.8	104.2

\*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



## Hamilton CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 5269 (Hamilton Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 710,550				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CHAM	Hamilton Ctrl	0.6	17.5	92.3
CHKXFM	Hamilton Ctrl	7.4	84.8	272.4
CHML	Hamilton Ctrl	5.8	65.9	91.2
CHTGFM*	Hamilton/Haldimand	1.6	17.5	41.8
CHTZFM*	Hamilton Ctrl/St.Cath.	2.4	38.0	240.3
CINGFM	Hamilton Ctrl	2.6	43.0	131.8
CJXYFM	Hamilton Ctrl	4.5	58.1	150.4
CKLHFM	Hamilton Ctrl	8.8	92.9	148.4
CKOC	Hamilton Ctrl	0.4	10.0	19.6

\*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



## St. Catharines-Niagara CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 5299 (St. Catharines-Niagara Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 374,520				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFLZFM	St.Catharines-Niagara Ctrl	1.4	9.9	10.7
CHREFM	St.Catharines-Niagara Ctrl	10.7	67.1	108.5
CHTZFM	St.Catharines-Niagara Ctrl	7.1	46.0	240.3
CIXLFM	St.Catharines-Niagara Ctrl	12.1	55.5	98.9
CJEDFM	St.Catharines-Niagara Ctrl	1.5	14.6	16.3
CKTB	St.Catharines-Niagara Ctrl	7.4	38.9	54.7
CKYYFM	St.Catharines-Niagara Ctrl	4.6	32.3	33.7

## 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



## Brantford CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 5320 (Brantford Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 131,230				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBLAF2	Brantford Ctrl	5.8	9.6	92.4
CKPC	Brantford Ctrl	1.4	3.4	5.4
CKPCFM	Brantford Ctrl	16.4	22.2	171.1

## 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



## Kitchener-Cambridge-Waterloo CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 5339 (Kitchener-Cambridge-Waterloo Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 497,140				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBLAF2*	Kit-Cam-Wat Ctrl/Brantf	9.8	59.1	92.4
CFCAFM	Kit-Cam-Waterloo Ctrl	4.4	47.0	96.7
CHYMFM	Kit-Cam-Waterloo Ctrl	14.1	93.8	163.1
CIKZFM	Kit-Cam-Waterloo Ctrl	5.8	44.7	74.7
CIMJFM*	Kit-Cam-Wat Ctrl/Guelph	2.6	22.6	81.1
CJDVFM	Kit-Cam-Waterloo Ctrl	6.6	43.3	57.6
CJIQFM	Kit-Cam-Waterloo Ctrl	1.6	20.3	33.3
CJTWFM	Kit-Cam-Waterloo Ctrl	1.5	15.6	18.8
CKBTFM	Kit-Cam-Waterloo Ctrl	3.7	51.3	85.3
CKGL	Kit-Cam-Waterloo Ctrl	5.9	63.9	83.9
CKKWFM	Kit-Cam-Waterloo Ctrl	7.4	47.5	59.5

\*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



## Guelph CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 5358 (Guelph Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 142,300				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CIMJFM	Guelph Ctrl	11.5	37.6	81.1
CJOY	Guelph Ctrl	6.5	11.3	13.2

## 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



## London CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 5369 (London Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 466,420				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBCLFM	London Ctrl	10.7	72.2	109.4
CFHKFM	London Ctrl	10.9	80.9	99.8
CFPL	London Ctrl	4.3	40.5	51.3
CFPLFM	London Ctrl	10.0	75.1	159.7
CHSTFM	London Ctrl	8.2	71.2	86.9
CIQMFM	London Ctrl	9.4	99.5	131.8
CJBK	London Ctrl	2.5	26.0	30.0
CJBXFM	London Ctrl	8.8	65.9	124.6
CKDKFM*	London/Woodstock	2.1	21.4	98.4
CKLOFM	London Ctrl	6.3	54.0	80.5
CKOTFM*	London/Tillsonburg	5.4	38.8	69.6

\*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



## Sarnia CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 5390 (Sarnia Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 114,650				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFGXFM	Sarnia Ctrl	26.7	39.4	46.3
CHKSFM	Sarnia Ctrl	11.2	22.8	28.6
CHOKFM	Sarnia Ctrl	16.9	25.7	29.7

## 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



## Chatham-Wallaceburg CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 5400 (Chatham-Wallaceburg Ctrl)  
Daypart: Monday-Sunday 5am-1am

**Spring 2020**  
**Universe: 92,370**

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFCO	Chatham-Wallaceburg Ctrl	16.0	21.8	35.0
CKSYFM	Chatham-Wallaceburg Ctrl	19.8	30.4	36.7
CKUEFM	Chatham-Wallaceburg Ctrl	15.3	19.7	53.0
CKXSFM	Chatham-Wallaceburg Ctrl	7.7	7.1	8.7

### 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



## Windsor CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 5409 (Windsor Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 301,960				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBE FM	Windsor Ctrl	1.7	10.4	21.9
CBEWFM	Windsor Ctrl	8.2	29.5	58.2
CHYRFM*	Windsor/Leamington	3.8	28.3	45.2
CIDRFM	Windsor Ctrl	4.9	28.5	35.4
CIMXFM	Windsor Ctrl	2.3	18.9	29.5
CJWFFM	Windsor Ctrl	3.7	19.2	26.1
CKLW	Windsor Ctrl	15.8	77.7	97.6
CKUEFM*	Windsor/Chatham	4.6	24.0	53.0
CKWW	Windsor Ctrl	1.7	8.1	10.9

\*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  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 5479 (Sudbury Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 148,600				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBBSFM	Sudbury Ctrl	2.7	6.3	11.2
CBCSFM	Sudbury Ctrl	14.1	33.9	93.9
CHNOFM	Sudbury Ctrl	18.4	42.6	49.7
CICSFM	Sudbury Ctrl	17.5	34.2	39.0
CIGMFM	Sudbury Ctrl	9.8	33.7	41.3
CJMXFM	Sudbury Ctrl	11.5	30.2	35.5
CJRQFM	Sudbury Ctrl	13.8	29.9	39.0

## 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



## Thunder Bay CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 5539 (Thunder Bay Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 109,830				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBQ FM	Thunder Bay Ctrl	3.2	5.7	12.8
CBQTFM	Thunder Bay Ctrl	20.7	22.5	40.0
CFQKF+	Thunder Bay Ctrl	2.4	10.5	11.0
CJSDFM	Thunder Bay Ctrl	12.4	20.6	25.3
CJUKFM	Thunder Bay Ctrl	15.8	24.7	26.2
CKPRFM	Thunder Bay Ctrl	21.3	32.3	37.9
CKTGFM	Thunder Bay Ctrl	15.4	20.8	25.0

## 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



## Winnipeg CTRL

Source: Numeris  
 Release: Radio Diary Spring 2020  
 Demographic: A12+  
 Area: 6119 (Winnipeg Ctrl)  
 Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 754,400				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBW	Winnipeg Ctrl	13.9	116.5	164.6
CBW FM	Winnipeg Ctrl	4.0	57.1	72.1
CFJLFM	Winnipeg Ctrl	2.0	38.3	46.4
CFPGFM	Winnipeg Ctrl	3.5	62.8	73.9
CFQXFM	Winnipeg Ctrl	8.4	105.9	139.0
CFRW	Winnipeg Ctrl	3.8	58.4	73.7
CFWMFM	Winnipeg Ctrl	7.7	121.3	143.3
CHIQFM	Winnipeg Ctrl	5.3	77.4	93.6
CHWEFM	Winnipeg Ctrl	3.5	88.5	98.9
CITIFM	Winnipeg Ctrl	5.2	68.6	89.2
CJKRFM	Winnipeg Ctrl	4.3	72.6	85.1
CJOB	Winnipeg Ctrl	10.7	109.5	145.1
CKMMFM	Winnipeg Ctrl	5.2	121.7	138.1
CKY FM	Winnipeg Ctrl	5.3	70.3	86.4

### 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



## Regina CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 7069 (Regina Ctrl)  
Daypart: Monday-Sunday 5am-1am

### Spring 2020 Universe: 230,970

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBK	Regina Ctrl	3.0	9.5	73.7
CBK FM	Regina Ctrl	3.4	13.8	25.2
CBKRFM	Regina Ctrl	9.4	28.9	38.9
CFWFFM	Regina Ctrl	12.3	37.3	51.3
CHBDFM	Regina Ctrl	10.6	31.0	41.8
CHMXFM	Regina Ctrl	5.8	30.8	40.9
CIZLFM	Regina Ctrl	14.8	65.5	86.1
CJME	Regina Ctrl	9.4	34.2	61.7
CKCKFM	Regina Ctrl	13.2	40.7	62.9
CKRM	Regina Ctrl	9.0	25.2	69.7

## 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



## Saskatoon CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 7109 (Saskatoon Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 296,020				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBK1FM	Saskatoon Ctrl	7.5	26.7	29.6
CBKSFM	Saskatoon Ctrl	4.7	25.4	28.2
CFMCFM	Saskatoon Ctrl	15.8	100.5	116.4
CFWDFM	Saskatoon Ctrl	9.8	50.6	58.4
CJDJFM	Saskatoon Ctrl	7.8	45.8	52.2
CJMKFM	Saskatoon Ctrl	10.5	50.1	58.3
CJWW	Saskatoon Ctrl	8.3	22.5	62.2
CKBLFM	Saskatoon Ctrl	8.9	44.8	58.8
CKOM	Saskatoon Ctrl	11.7	47.0	80.5

## 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



## Lethbridge CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 8019 (Lethbridge Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 107,300				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFRVFM	Lethbridge Ctrl	11.0	19.7	43.6
CHLBFM	Lethbridge Ctrl	21.4	29.5	49.2
CJBZFM	Lethbridge Ctrl	7.3	16.4	24.7
CJOCFM	Lethbridge Ctrl	13.4	24.8	35.8
CJRXXFM	Lethbridge Ctrl	8.4	16.9	28.7
CKBDFM	Lethbridge Ctrl	4.5	11.4	13.0

## 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



## Red Deer CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 8079 (Red Deer Ctrl)  
Daypart: Monday-Sunday 5am-1am

### Spring 2020 Universe: 91,130

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFDVFM	Red Deer Ctrl	6.4	11.9	23.1
CHUBFM	Red Deer Ctrl	14.4	20.3	42.5
CIZZFM	Red Deer Ctrl	8.6	17.3	56.1
CKEXFM	Red Deer Ctrl	6.2	11.2	22.0
CKGYFM	Red Deer Ctrl	16.5	20.9	77.3
CKIKFM	Red Deer Ctrl	6.6	15.7	29.1

## 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.

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# TOP-LINE RADIO STATISTICS



## Chilliwack CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 9080 (Chilliwack Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 109,390				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CHWKFM	Chilliwack Ctrl	14.5	17.2	19.2
CKKSFM	Chilliwack Ctrl	4.1	11.1	192.9
CKSRF+	Chilliwack Ctrl	13.3	20.7	29.1

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# TOP-LINE RADIO STATISTICS



## Abbotsford CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 9090 (Abbotsford Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 168,670				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CKQCFM	Abbotsford Ctrl	4.5	13.0	20.3
KWPZFM	Abbotsford Ctrl	5.7	24.2	124.1

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# TOP-LINE RADIO STATISTICS



## Victoria CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 9119 (Victoria Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 363,230				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBCVFM	Victoria Ctrl	20.4	81.4	167.6
CFAX	Victoria Ctrl	12.0	59.3	71.3
CHBEFM	Victoria Ctrl	5.1	40.9	44.3
CHTTFM	Victoria Ctrl	2.1	21.4	24.9
CIOCFM	Victoria Ctrl	7.1	52.8	60.4
CJZNFM	Victoria Ctrl	8.5	49.4	63.1
CKKQFM	Victoria Ctrl	15.8	75.4	108.7

## TERMS

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# TOP-LINE RADIO STATISTICS



## Kamloops CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 9209 (Kamloops Ctrl)  
Daypart: Monday-Sunday 5am-1am

### Spring 2020 Universe: 95,580

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBYKFM	Kamloops Ctrl	17.2	19.4	43.1
CHNL+	Kamloops Ctrl	15.4	20.0	29.6
CIFMFM	Kamloops Ctrl	13.0	17.5	24.7
CJKCFM	Kamloops Ctrl	15.1	16.4	21.1
CKBZFM	Kamloops Ctrl	10.4	22.1	33.5
CKRVFM	Kamloops Ctrl	15.5	21.3	24.4

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# TOP-LINE RADIO STATISTICS



## Kelowna CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 9230 (Kelowna Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2020				
Universe: 187,370				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBTKFM	Kelowna Ctrl	19.1	42.3	145.6
CHSUFM	Kelowna Ctrl	6.1	39.6	44.1
CIGVFM*	Kelowna/Penticton	9.0	33.0	57.9
CILKF+	Kelowna Ctrl	6.6	30.2	34.9
CKFR	Kelowna Ctrl	6.4	20.4	22.7
CKKOFM	Kelowna Ctrl	6.2	20.1	29.5
CKLZFM	Kelowna Ctrl	10.8	27.5	33.6
CKOOFM	Kelowna Ctrl	8.6	27.9	33.3
CKQQFM	Kelowna Ctrl	11.6	37.0	40.0

\*Spill Station

## TERMS

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# TOP-LINE RADIO STATISTICS



## Prince George CTRL

Source: Numeris  
Release: Radio Diary Spring 2020  
Demographic: A12+  
Area: 9349 (Prince George Ctrl)  
Daypart: Monday-Sunday 5am-1am

### Spring 2020 Universe: 76,880

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBYGFM	Prince George Ctrl	23.6	16.1	26.9
CIRXFM	Prince George Ctrl	15.3	14.7	17.3
CJCIF+	Prince George Ctrl	13.3	14.4	15.6
CKDVF+	Prince George Ctrl	21.9	16.8	17.5
CKKNFM	Prince George Ctrl	12.2	19.0	25.4

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