

# NUMERIS

## Top-line Radio Statistics

Fall 2018

September 3–October 28, 2018



# TOP-LINE RADIO STATISTICS



## St. John's CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 0009 (St. John's Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 194,920				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBN	St John's Ctrl	12.0	42.4	60.0
CBN FM	St John's Ctrl	2.6	13.1	21.2
CHOZF+	St John's Ctrl	5.7	50.6	133.2
CJYQ	St John's Ctrl	0.4	4.2	7.2
CKIXFM	St John's Ctrl	10.7	59.6	73.8
CKSJFM	St John's Ctrl	15.4	61.1	84.5
VOCM	St John's Ctrl	20.2	63.8	124.3
VOCMFM	St John's Ctrl	19.6	65.5	96.1

## 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

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 2010 (Sydney Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018

Universe: 86,360

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBI	Sydney Ctrl	19.0	19.4	25.8
CBI FM	Sydney Ctrl	1.6	3.9	7.1
CHERFM	Sydney Ctrl	16.1	20.3	22.6
CHRKFM	Sydney Ctrl	16.2	25.9	28.2
CJCB	Sydney Ctrl	3.6	5.9	7.3
CKCHFM	Sydney Ctrl	14.1	17.2	19.4
CKOAFM	Sydney Ctrl	15.3	14.1	15.5
CKPEFM	Sydney Ctrl	6.1	13.5	14.8

## 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



### Halifax CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 2080 (Halifax Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 384,710				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBAXFM	Halifax Ctrl	0.4	3.6	7.3
CBH FM	Halifax Ctrl	3.4	27.1	55.4
CBHAFM	Halifax Ctrl	19.3	84.6	164.1
CFLTFM	Halifax Ctrl	7.5	44.8	52.6
CFRQFM	Halifax Ctrl	11.2	62.8	89.9
CHFXFM	Halifax Ctrl	7.4	43.3	61.6
CHNSFM	Halifax Ctrl	6.6	45.9	59.7
CIOOFM	Halifax Ctrl	6.3	63.9	78.7
CJCHFM	Halifax Ctrl	7.9	68.1	84.3
CJNIFM	Halifax Ctrl	5.4	44.2	54.2
CKHYFM	Halifax Ctrl	1.5	23.7	30.9
CKHZFM	Halifax Ctrl	2.9	30.0	37.2
CKULFM	Halifax Ctrl	2.7	34.9	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



### Moncton CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 3009 (Moncton Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 146,310				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBALFM	Moncton Ctrl	2.7	5.7	18.5
CBAMFM	Moncton Ctrl	17.1	33.2	55.5
CFBOFM	Moncton Ctrl	1.2	3.4	5.0
CFQMFM	Moncton Ctrl	10.9	26.5	46.4
CHOYFM	Moncton Ctrl	0.1	1.6	2.9
CJMOFM	Moncton Ctrl	14.3	34.0	54.3
CJXLFM	Moncton Ctrl	14.7	29.4	51.2
CKCWFM	Moncton Ctrl	8.9	31.8	45.3
CKNIFM	Moncton Ctrl	9.8	28.3	37.0

### 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



## Saint John CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 3029 (Saint John Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 112,700				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBD FM	Saint John Ctrl	22.8	29.6	44.8
CFBC	Saint John Ctrl	1.3	2.5	3.2
CHNIFM	Saint John Ctrl	9.0	19.0	27.2
CHSJFM	Saint John Ctrl	24.6	31.7	51.0
CHWVFM	Saint John Ctrl	15.9	30.9	40.6
CIOKFM	Saint John Ctrl	5.7	14.7	26.2
CJYCFM	Saint John Ctrl	7.9	17.5	30.0

## 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



## Fredericton CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 3079 (Fredericton Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 116,090				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBZ FM	Fredericton Ctrl	2.2	6.5	22.0
CBZFFM	Fredericton Ctrl	21.9	28.0	39.4
CFRKFM	Fredericton Ctrl	12.1	19.5	23.1
CFXYFM	Fredericton Ctrl	12.3	21.5	26.2
CIBXFM	Fredericton Ctrl	13.8	28.7	34.6
CIHIFM	Fredericton Ctrl	13.5	24.4	28.2
CKHJ	Fredericton Ctrl	5.5	7.5	8.4

## 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



## Saguenay CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 4120 (Saguenay Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018

Universe: 148,530

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBJ FM	Saguenay Ctrl	12.2	30.3	47.3
CBJXFM	Saguenay Ctrl	3.0	7.8	14.2
CFIXFM	Saguenay Ctrl	23.1	56.3	93.3
CJABFM	Saguenay Ctrl	12.8	40.5	71.4
CKYKFM	Saguenay Ctrl	25.7	52.4	80.5

## 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



## Quebec City CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 4199 (Quebec City Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 727,200				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBV FM	Quebec City Ctrl	19.9	179.4	230.2
CBVEFM	Quebec City Ctrl	0.8	14.2	34.0
CBVXFM	Quebec City Ctrl	3.1	48.8	62.0
CFELFM	Quebec City Ctrl	3.9	70.8	94.9
CFOMFM	Quebec City Ctrl	7.6	124.4	171.6
CHIKFM	Quebec City Ctrl	7.1	99.2	190.5
CHOIFM	Quebec City Ctrl	12.9	141.8	248.9
CHXXFM	Quebec City Ctrl	4.5	77.7	110.4
CITFFM	Quebec City Ctrl	10.1	150.8	239.3
CJECFM	Quebec City Ctrl	10.2	133.0	166.4
CJMFFM	Quebec City Ctrl	11.7	151.3	237.2

## 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



## Sherbrooke CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 4339 (Sherbrooke Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 221,080				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBFF10	Sherbrooke Ctrl	16.8	52.8	75.2
CBFXF2	Sherbrooke Ctrl	3.8	18.3	21.6
CFGEFM	Sherbrooke Ctrl	7.3	25.0	30.2
CIMOFM	Sherbrooke Ctrl	15.4	63.8	86.0
CITEF4	Sherbrooke Ctrl	21.2	67.8	170.4
CKOYFM	Sherbrooke Ctrl	11.9	40.6	54.6

## TERMS

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

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

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

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

# TOP-LINE RADIO STATISTICS

## Drummondville CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 4369 (Drummondville Ctrl)

Daypart: Monday-Sunday 5am-1am



Fall 2018

Universe: 92,780

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CHRD FM	Drummondville Ctrl	21.7	26.6	31.4
CJDM FM	Drummondville Ctrl	24.5	29.4	34.3

## TERMS

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

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

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

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

# TOP-LINE RADIO STATISTICS



## Trois-Rivieres CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 4659 (Trois-Rivieres Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 142,370				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBFFM8	Trois-Rivieres Ctrl	11.8	21.0	56.2
CBFXF1	Trois-Rivieres Ctrl	6.1	10.6	26.3
CHEYFM	Trois-Rivieres Ctrl	14.7	34.3	76.9
CIGBFM	Trois-Rivieres Ctrl	17.3	40.0	83.4
CJEBFM	Trois-Rivieres Ctrl	12.3	29.7	61.0
CKBNFM	Trois-Rivieres Ctrl	4.6	10.2	16.7
CKOBFM	Trois-Rivieres Ctrl	9.9	21.2	41.3

## TERMS

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

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

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

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

# TOP-LINE RADIO STATISTICS



## Ottawa-Gatineau Anglo CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 5071 (Ottawa-Gatineau Anglo Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 880,380				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBO FM	Ottawa-Gat. Anglo Ctrl	23.5	227.5	389.6
CBOFFM	Ottawa-Gat. Anglo Ctrl	1.0	17.1	117.0
CBOQFM	Ottawa-Gat. Anglo Ctrl	5.3	76.2	109.4
CBOXFM	Ottawa-Gat. Anglo Ctrl	0.5	10.7	50.0
CFGO	Ottawa-Gat. Anglo Ctrl	2.7	51.2	60.9
CFRA	Ottawa-Gat. Anglo Ctrl	10.4	109.3	148.5
CFTXFM	Ottawa-Gat. Anglo Ctrl	0.1	3.2	27.2
CHEZFM	Ottawa-Gat. Anglo Ctrl	5.1	111.1	176.3
CHLXFM	Ottawa-Gat. Anglo Ctrl	0.3	4.6	51.8
CIDGFM	Ottawa-Gat. Anglo Ctrl	2.0	42.6	55.6
CIHTFM	Ottawa-Gat. Anglo Ctrl	7.3	164.8	237.5
CILVFM	Ottawa-Gat. Anglo Ctrl	5.6	88.2	111.7
CIMFFM	Ottawa-Gat. Anglo Ctrl	0.4	10.8	136.1
CISSFM	Ottawa-Gat. Anglo Ctrl	3.9	81.3	123.4
CIWW	Ottawa-Gat. Anglo Ctrl	1.2	32.7	38.7
CJMJFM	Ottawa-Gat. Anglo Ctrl	4.6	86.1	125.6
CJOTFM	Ottawa-Gat. Anglo Ctrl	6.2	83.5	103.9
CJWLFM	Ottawa-Gat. Anglo Ctrl	3.4	44.2	53.1
CKBYFM*	Ott-Gat.Anglo Ctrl/Smiths Falls	3.2	39.2	72.5
CKKLFM	Ottawa-Gat. Anglo Ctrl	2.4	43.6	74.4
CKOFFM	Ottawa-Gat. Anglo Ctrl	0.3	2.3	61.9
CKQBFM	Ottawa-Gat. Anglo Ctrl	2.2	70.4	123
CKTFFM	Ottawa-Gat. Anglo Ctrl	0.1	4.2	78.5

\*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 September 3 - October 28, 2018

Demographic: A12+

Area: 5072 (Ottawa-Gatineau Franco Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 349,990				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBO FM	Ottawa-Gat. Franco Ctrl	2.3	15.9	389.6
CBOFFM	Ottawa-Gat. Franco Ctrl	17.6	84.8	117.0
CBOQFM	Ottawa-Gat. Franco Ctrl	1.6	11.1	109.4
CBOXFM	Ottawa-Gat. Franco Ctrl	6.3	30.7	50.0
CFGO	Ottawa-Gat. Franco Ctrl	0.6	3.7	60.9
CFRA	Ottawa-Gat. Franco Ctrl	0.7	6.8	148.5
CFTXFM	Ottawa-Gat. Franco Ctrl	4.1	23.3	27.2
CHEZFM	Ottawa-Gat. Franco Ctrl	2.4	19.3	176.3
CHLXFM	Ottawa-Gat. Franco Ctrl	7.3	42.8	51.8
CIDGFM	Ottawa-Gat. Franco Ctrl	0.5	5.7	55.6
CIHTFM	Ottawa-Gat. Franco Ctrl	3.5	42.0	237.5
CILVFM	Ottawa-Gat. Franco Ctrl	1.0	11.7	111.7
CIMFFM	Ottawa-Gat. Franco Ctrl	12.8	84.2	136.1
CISSFM	Ottawa-Gat. Franco Ctrl	1.6	21.4	123.4
CIWW	Ottawa-Gat. Franco Ctrl	0.3	2.1	38.7
CJMJFM	Ottawa-Gat. Franco Ctrl	1.1	11.7	125.6
CJOTFM	Ottawa-Gat. Franco Ctrl	1.2	10.8	103.9
CJWLFM	Ottawa-Gat. Franco Ctrl	0.5	6.2	53.1
CKBYFM*	Ott-Gat. Franco Ctrl/Smiths Falls	0.7	4.7	72.5
CKKLFM	Ottawa-Gat. Franco Ctrl	2.0	14.4	74.4
CKOFFM	Ottawa-Gat. Franco Ctrl	9.7	53.6	61.9
CKQBFM	Ottawa-Gat. Franco Ctrl	2.8	26.9	123
CKTFFM	Ottawa-Gat. Franco Ctrl	9.7	61.1	78.5

\*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



## Kingston CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 5109 (Kingston Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 153,970				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFLYFM	Kingston Ctrl	15.0	35.1	59.6
CFMKFM	Kingston Ctrl	9.3	22.9	32.8
CIKRFM	Kingston Ctrl	7.8	24.8	52.8
CKLCFM	Kingston Ctrl	7.6	18.2	28.3
CKWSFM	Kingston Ctrl	3.3	18.3	26.4
CKXCFM	Kingston Ctrl	14.5	24.1	41.8
WLYKFM	Kingston Ctrl	1.3	9.5	18.1

## TERMS

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

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

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

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

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

# TOP-LINE RADIO STATISTICS



## Belleville-Trenton-Prince Edward County CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 5139 (Bell-Trnt-PEC Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 119,270				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CHCQFM	Bell-Trnt-PEC Ctrl	17.2	24.0	48.3
CIGLFM	Bell-Trnt-PEC Ctrl	8.9	25.1	32.0
CJBQ	Bell-Trnt-PEC Ctrl	20.4	24.2	33.6
CJOJFM	Bell-Trnt-PEC Ctrl	12.1	28.6	41.2
CJTNFM	Bell-Trnt-PEC Ctrl	7.7	20.1	32.4

## 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



## Peterborough CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 5159 (Peterborough Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 111,000				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CHUCFM*	Peterborough/Cobourg	2.0	8.2	36.8
CJMBFM	Peterborough Ctrl	0.2	1.8	2.1
CJWVFM	Peterborough Ctrl	12.7	21.2	33.9
CKPTFM	Peterborough Ctrl	5.4	17.7	18.9
CKQMFM	Peterborough Ctrl	22.1	29.0	70.7
CKRUFM	Peterborough Ctrl	5.6	14.8	17.0
CKSGFM*	Peterborough/Cobourg	0.5	3.2	23.5
CKWFFM	Peterborough Ctrl	13.7	25.9	63.5

\*Spill Station

## TERMS

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

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

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

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

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

## TOP-LINE RADIO STATISTICS



### Oshawa-Whitby CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 5187 (Oshawa-Whitby Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 384,470				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CJKXFM	Oshawa-Whitby Ctrl	8.5	56.4	129.1
CKDO	Oshawa-Whitby Ctrl	5.6	37.6	43.8
CKGEFM	Oshawa-Whitby Ctrl	5.7	36.3	107.0

### 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



## Barrie CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 5239 (Barrie Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 183,260				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFJBFM	Barrie Ctrl	13.7	43.4	178.1
CHAYFM	Barrie Ctrl	5.8	28.4	109.5
CICXFM*	Barrie/Orillia	10.7	30.8	118.0
CICZFM*	Barrie/Midland	4.2	19.8	102.3
CIQBFM	Barrie Ctrl	2.2	14.9	29.6
CKMBFM	Barrie Ctrl	18.5	49.1	119.5

\*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



## Hamilton CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 5269 (Hamilton Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 701,100				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CHAM	Hamilton Ctrl	0.7	15.4	117.3
CHKXFM	Hamilton Ctrl	6.2	72.1	265.0
CHML	Hamilton Ctrl	6.5	73.6	104.3
CHTGFM*	Hamilton/Haldimand	1.1	16.0	31.8
CHTZFM*	Hamilton Ctrl/St.Cath.	2.5	37.6	210.6
CINGFM	Hamilton Ctrl	3.0	42.7	153.1
CJXYFM	Hamilton Ctrl	3.6	47.0	172.1
CKLHFM	Hamilton Ctrl	8.6	99.2	140.4
CKOC	Hamilton Ctrl	0.6	11.0	23.7

\*Spill Station

## TERMS

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

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

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

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

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

# TOP-LINE RADIO STATISTICS



## St. Catharines-Niagara CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 5299 (St. Catharines-Niagara Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 370,300				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFLZFM	St.Catharines-Niagara Ctrl	1.3	12.0	13.0
CHREFM	St.Catharines-Niagara Ctrl	10.8	62.6	102.2
CHTZFM	St.Catharines-Niagara Ctrl	6.6	44.5	210.6
CIXLFM	St.Catharines-Niagara Ctrl	12.7	58.1	92.0
CJEDFM	St.Catharines-Niagara Ctrl	1.7	15.2	16.1
CKTB	St.Catharines-Niagara Ctrl	7.1	36.3	51.2
CKYYFM	St.Catharines-Niagara Ctrl	3.8	28.3	29.2

## 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



## Brantford CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 5320 (Brantford Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 128,480				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBLAF2	Brantford Ctrl	4.7	7.3	107.6
CKPC	Brantford Ctrl	2.0	4.3	6.8
CKPCFM	Brantford Ctrl	15.6	24.0	184.4

## 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



## Kitchener-Cambridge-Waterloo CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 5339 (Kitchener-Cambridge-Waterloo Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 486,890				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBLAF2*	Kit-Cam-Wat/Brantf Ctrl	9.5	62.1	107.6
CFCAFM	Kit-Cam-Waterloo Ctrl	3.8	48.9	94.8
CHYMFM	Kit-Cam-Waterloo Ctrl	12.6	84.3	135.2
CIKZFM	Kit-Cam-Waterloo Ctrl	7.7	52.6	75.0
CJDVFM	Kit-Cam-Waterloo Ctrl	5.2	38.6	49.4
CJIQFM	Kit-Cam-Waterloo Ctrl	1.7	20.7	34.7
CJTWFM	Kit-Cam-Waterloo Ctrl	0.8	13.7	14.7
CKBTFM	Kit-Cam-Waterloo Ctrl	4.6	58.9	97.9
CKGL	Kit-Cam-Waterloo Ctrl	4.4	57.4	69.8
CKKWFM	Kit-Cam-Waterloo Ctrl	4.7	41.6	49.0

\*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



## Guelph CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 5358 (Guelph Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 138,550				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CIMJFM	Guelph Ctrl	12.6	32.4	72.4
CJOY	Guelph Ctrl	5.3	9.8	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



## London CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 5369 (London Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 457,120				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBCLFM	London Ctrl	13.3	81.1	119.7
CFHKFM	London Ctrl	8.8	72.4	92.1
CFPL	London Ctrl	4.4	41.6	52.8
CFPLFM	London Ctrl	8.0	67.2	149.1
CHSTFM	London Ctrl	8.5	65.6	85.6
CIQMFM	London Ctrl	8.7	88.0	115.4
CJBK	London Ctrl	3.2	23.9	29.3
CJBXFM	London Ctrl	8.6	61.4	120.5
CKDKFM*	London/Woodstock	2.4	22.5	103.9
CKLOFM	London Ctrl	5.9	47.0	63.6
CKOTFM*	London/Tillsonburg	8.0	48.7	103.2

\*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



## Sarnia CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 5390 (Sarnia Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 113,900				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFGXFM	Sarnia Ctrl	21.9	40.0	45.9
CHKSFM	Sarnia Ctrl	13.0	21.0	28.2
CHOKFM	Sarnia Ctrl	13.2	26.4	28.5

## 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



## Chatham-Wallaceburg CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 5400 (Chatham-Wallaceburg Ctrl)

Daypart: Monday-Sunday 5am-1am

**Fall 2018**

**Universe: 90,540**

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFCO	Chatham-Wallaceburg Ctrl	14.4	20.9	27.8
CKSYFM	Chatham-Wallaceburg Ctrl	18.5	24.2	34.5
CKUEFM	Chatham-Wallaceburg Ctrl	12.7	19.0	42.5
CKXSFM	Chatham-Wallaceburg Ctrl	5.3	6.8	9.1

## 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



## Windsor CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 5409 (Windsor Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 296,660				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBE FM	Windsor Ctrl	1.4	10.5	16.7
CBEWFM	Windsor Ctrl	7.4	29.3	55.7
CHYRFM*	Windsor/Leamington	3.4	28.5	42.8
CIDRFM	Windsor Ctrl	5.8	28.4	34.7
CIMXFM	Windsor Ctrl	5.5	23.8	34.8
CJWFFM	Windsor Ctrl	3.4	18.5	25.7
CKLW	Windsor Ctrl	17.7	82.8	105.6
CKUEFM*	Windsor/Chatham	3.1	15.1	42.5
CKWW	Windsor Ctrl	1.7	9.8	12.5

\*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



## Sudbury CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 5479 (Sudbury Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 148,510				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBBSFM	Sudbury Ctrl	4.6	9.5	11.3
CBBXFM	Sudbury Ctrl	0.3	0.8	1.9
CBCSFM	Sudbury Ctrl	17.5	38.2	96.8
CHNOFM	Sudbury Ctrl	14.7	41.8	46.9
CICSFM	Sudbury Ctrl	14.8	30.8	40.6
CIGMFM	Sudbury Ctrl	9.0	31.3	35.5
CJMXFM	Sudbury Ctrl	15.8	33.9	40.6
CJRQFM	Sudbury Ctrl	10.9	32.8	38.2

## 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



## Thunder Bay CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 5539 (Thunder Bay Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 108,800				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBQ FM	Thunder Bay Ctrl	5.6	7.8	11.1
CBQTFM	Thunder Bay Ctrl	18.8	24.4	46.8
CFQKF+	Thunder Bay Ctrl	1.5	5.3	5.7
CJSDFM	Thunder Bay Ctrl	18.9	26.1	28.7
CJUKFM	Thunder Bay Ctrl	15.5	28.5	29.0
CKPRFM	Thunder Bay Ctrl	14.3	27.1	32.4
CTKGFM	Thunder Bay Ctrl	18.7	27.9	31.4

## TERMS

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

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

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

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

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

# TOP-LINE RADIO STATISTICS



## Winnipeg CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 6119 (Winnipeg Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 734,420				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBW	Winnipeg Ctrl	14.4	121.5	180.4
CBW FM	Winnipeg Ctrl	3.7	48.8	60.3
CFJLFM	Winnipeg Ctrl	1.3	40.5	43.2
CFPGFM	Winnipeg Ctrl	2.4	55.4	61.3
CFQXFM	Winnipeg Ctrl	10.1	102.4	132.8
CFRW	Winnipeg Ctrl	4.9	63.7	78.7
CFWMFM	Winnipeg Ctrl	5.3	100.5	122.7
CHIQFM	Winnipeg Ctrl	5.1	79.6	91.3
CHWEFM	Winnipeg Ctrl	4.0	101.9	108.3
CITIFM	Winnipeg Ctrl	4.9	82.7	107.2
CJKRFM	Winnipeg Ctrl	5.3	77.7	93.1
CJOB	Winnipeg Ctrl	11.0	114.5	149.9
CKMMFM	Winnipeg Ctrl	7.1	148.9	165.4
CKSB10	Winnipeg Ctrl	0.2	4.0	6.2
CKSBFM	Winnipeg Ctrl	0.3	4.7	8.7
CKY FM	Winnipeg Ctrl	5.4	81.9	89.2

## 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



## Regina CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 7069 (Regina Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 218,660				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBK	Regina Ctrl	3.9	11.9	85.7
CBK FM	Regina Ctrl	3.9	14.0	28.1
CBKRFM	Regina Ctrl	7.7	23.1	26.6
CFWFFM	Regina Ctrl	13.0	38.8	49.8
CHBDFM	Regina Ctrl	11.0	33.0	46.8
CHMXFM	Regina Ctrl	5.0	33.2	40.5
CIZLFM	Regina Ctrl	14.6	67.7	90.3
CJME	Regina Ctrl	8.3	30.8	62.9
CKCKFM	Regina Ctrl	11.8	44.0	68.3
CKRM	Regina Ctrl	9.9	31.5	83.1

## 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



## Saskatoon CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 7109 (Saskatoon Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 282,650				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBK1FM	Saskatoon Ctrl	7.7	35.6	37.0
CBKSFM	Saskatoon Ctrl	3.9	20.5	21.2
CFMCFM	Saskatoon Ctrl	16.9	97.6	117.4
CFWDFM	Saskatoon Ctrl	9.6	48.6	54.7
CJDJFM	Saskatoon Ctrl	9.5	47.9	59.7
CJMKFM	Saskatoon Ctrl	12.1	53.6	62.1
CJWW	Saskatoon Ctrl	8.5	24.5	66.9
CKBLFM	Saskatoon Ctrl	5.8	36.9	53.6
CKOM	Saskatoon Ctrl	12.3	44.6	79.0

## 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



## Lethbridge CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 8019 (Lethbridge Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 106,400				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFRVFM	Lethbridge Ctrl	11.5	20.5	39.8
CHLBFM	Lethbridge Ctrl	17.0	23.7	44.8
CJBZFM*	Lethbridge/Taber	8.7	18.4	28.3
CJOCFM	Lethbridge Ctrl	17.8	27.7	41.0
CJRXFM	Lethbridge Ctrl	10.1	17.0	26.9
CKBDFM	Lethbridge Ctrl	4.7	11.8	14.5

\*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



## Red Deer CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 8079 (Red Deer Ctrl)

Daypart: Monday-Sunday 5am-1am

**Fall 2018**

**Universe: 91,640**

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CFDVFM	Red Deer Ctrl	8.7	14.4	24.4
CHUBFM	Red Deer Ctrl	13.8	21.4	43.2
CIZZFM	Red Deer Ctrl	11.6	17.4	43.8
CKEXFM	Red Deer Ctrl	5.5	11.3	22.3
CKGYFM	Red Deer Ctrl	15.5	20.2	64.4
CKIKFM	Red Deer Ctrl	5.7	15.4	30.7

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# TOP-LINE RADIO STATISTICS



## Chilliwack CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 9080 (Chilliwack Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 105,840				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CKKSFM	Chilliwack Ctrl	6.6	12.7	218.1
CKSRF+	Chilliwack Ctrl	20.4	24.4	34.3

## TERMS

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# TOP-LINE RADIO STATISTICS



## Abbotsford CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 9090 (Abbotsford Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 164,930				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CKQCFM	Abbotsford Ctrl	4.9	9.2	12.7
KWPZFM	Abbotsford Ctrl	4.6	16.0	127.8

## 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



## Victoria CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 9119 (Victoria Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 357,920				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBCVFM	Victoria Ctrl	21.5	84.0	145.4
CFAX	Victoria Ctrl	10.1	54.6	64.1
CHBEFM	Victoria Ctrl	3.6	38.1	43.0
CHTTFM	Victoria Ctrl	2.3	24.8	39.1
CIOCFM	Victoria Ctrl	8.7	41.8	44.5
CJZNFM	Victoria Ctrl	5.8	41.8	63.6
CKKQFM	Victoria Ctrl	15.6	79.5	121.9

## TERMS

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## TOP-LINE RADIO STATISTICS



### Kamloops CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 9209 (Kamloops Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 93,500				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBYKFM	Kamloops Ctrl	17.7	22.5	44.2
CHNL+	Kamloops Ctrl	15.9	18.1	30.0
CIFMFM	Kamloops Ctrl	13.2	18.3	28.5
CJKCFM	Kamloops Ctrl	9.2	12.2	15.8
CKBZFM	Kamloops Ctrl	13.4	20.8	23.3
CKRVFM	Kamloops Ctrl	15.5	22.2	24.7

### TERMS

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

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

# TOP-LINE RADIO STATISTICS



## Kelowna CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 9230 (Kelowna Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018				
Universe: 185,050				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBTKFM	Kelowna Ctrl	16.5	41.1	159.6
CHSUFM	Kelowna Ctrl	5.8	36.3	39.0
CILKF+	Kelowna Ctrl	7.6	25.0	27.6
CKFR	Kelowna Ctrl	5.0	18.4	19.9
CKKOFM	Kelowna Ctrl	6.9	22.0	26.6
CKLZFM	Kelowna Ctrl	12.3	25.6	29.3
CKOOFM	Kelowna Ctrl	9.8	26.9	32.5
CKQQFM	Kelowna Ctrl	13.2	40.6	43.8
CIGVFM*	Kelowna/Penticton	9.9	28.3	54.1

\*Spill Station

## TERMS

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# TOP-LINE RADIO STATISTICS



## Prince George CTRL

Source: Numeris

Survey Period: Radio Diary Survey September 3 - October 28, 2018

Demographic: A12+

Area: 9349 (Prince George Ctrl)

Daypart: Monday-Sunday 5am-1am

Fall 2018

Universe: 75,140

Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)
CBYGFM	Prince George Ctrl	25.0	17.5	24.2
CIRXFM	Prince George Ctrl	9.8	13.5	17.3
CJCIF+	Prince George Ctrl	14.2	16.1	17.7
CKDVF+	Prince George Ctrl	17.9	17.2	17.5
CKKNFM	Prince George Ctrl	17.2	21.3	24.3

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