



Measuring Audiences. Delivering Intelligence.

Auditoires mesurés. Décisions éclairées.

# BBM Canada

## Top-line Radio Statistics

### S1 2006 (January 9–March 5, 2006)

#### **BBM Canada**

1500 Don Mills Road, 3rd Floor  
Toronto, ON M3B 3L7  
416 445 9800 Tel  
416 445 8644 Fax

#### **Sondages BBM**

2055, rue Peel, 11<sup>e</sup> étage  
Montréal, QC H3A 1V4  
514 878 9711 Tél.  
514 878 4210 Téléc.

#### **BBM Canada**

10991 Shellbridge Way, Suite 208  
Richmond, BC V6X 3C6  
604 249 3500 Tel  
604 214 9648 Fax

[www.bbm.ca](http://www.bbm.ca)

# TOP-LINE RADIO STATISTICS - HALIFAX CTRL S1-2006

Source: BBM Canada  
 Demographics: A12+  
 Area: 2080 (Halifax Ctrl)  
 Timeblock: Monday-Sunday 5am-1am



Universe		S1 2006			S4 2005			S3 2005**		S2 2005**		S1 2005		
		335,611			335,636							332,606		
Station	Market	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach
		%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)	%	(000)	(000)
CBH FM	Halifax Ctrl	2.8	14.4	20.3	2.8	15.5	22.8					2.2	16.8	27.8
CBHAFM	Halifax Ctrl	14.7	76.5	138.5	10.6	57.2	107.6					16.4	79.5	137.0
CFDR	Halifax Ctrl	3.9	20.1	33.9	4.3	22.3	38.9					3.8	23.4	38.2
CFRQFM	Halifax Ctrl	17.8	103.4	130.8	18.0	109.6	144.6					18.2	106.3	142.3
CHFXFM	Halifax Ctrl	14.9	72.8	105.5	11.2	59.2	87.5					13.2	72.8	107.5
CHNS	Halifax Ctrl	3.5	22.4	24.0	3.7	25.3	28.8					3.6	24.6	31.1
CIOOFM	Halifax Ctrl	18.5	119.1	153.0	24.4	133.3	163.1					20.8	129.6	161.3
CJCH	Halifax Ctrl	2.7	19.5	27.1	3.3	24.0	28.2					3.9	23.4	29.3
CJNIFM	Halifax Ctrl	1.5	16.5	21.8	n/a	n/a	n/a					n/a	n/a	n/a
CKULFM	Halifax Ctrl	12.8	86.2	108.1	13.7	85.1	114.5					11.1	88.5	109.0

\* = spill station

\*\* = this market not measured during this survey

n/a = not measured

Note - Full Coverage Reach available for S1-2006, S1-2005 and S4-2005 surveys only

## TERMS

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

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

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

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

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

# TOP-LINE RADIO STATISTICS - QUEBEC CITY CTRL S1-2006

Source: BBM Canada  
 Demographics: A12+  
 Area: 4199 (Quebec City Ctrl)  
 Timeblock: Monday-Sunday 5am-1am



Universe		S1 2006			S4 2005			S3 2005		S2 2005**		S1 2005		
		635,723			635,717			631,377				631,330		
Station	Market	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach
		%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)	%	(000)	(000)
CBVFM	Quebec City Ctrl	11.0	112.4	138.2	10.2	97.1	126.9	10.2	97.8			11.5	121.6	145.9
CBVEFM	Quebec City Ctrl	1.6	13.5	37.2	0.5	12.5	30.6	0.5	13.3			0.8	15.8	37.7
CBVXFM	Quebec City Ctrl	3.4	44.6	60.3	3.1	47.4	59.3	3.6	46.8			3.5	61.2	69.9
CFOMFM	Quebec City Ctrl	15.6	161.7	224.3	12.9	124.7	192.7	13.1	124.2			12.5	137.1	193.6
CHIKFM	Quebec City Ctrl	12.0	159.4	259.3	12.2	172.3	260.4	12.9	173.3			10.2	160.9	261.6
CHOIFM	Quebec City Ctrl	15.9	185.1	314.5	14.0	167.1	290.5	15.0	189.7			22.2	225.6	427.9
CHRC	Quebec City Ctrl	6.2	80.8	100.3	6.7	78.3	99.5	6.6	71.5			6.7	87.7	121.4
CITFFM	Quebec City Ctrl	15.2	185.6	270.6	15.0	178.5	263.5	15.8	187.6			13.1	183.3	278.3
CJECFM	Quebec City Ctrl	5.5	77.4	90.9	6.0	83.3	99.0	6.6	82.2			4.6	68.0	77.0
CJMFFM	Quebec City Ctrl	6.3	102.0	143.6	6.6	99.2	142.4	4.4	97.7			4.8	88.6	130.3

\* = spill station

\*\* = this market not measured during this survey

Note - Full Coverage Reach available for S1-2006, S1-2005 and S4-2005 surveys only

## TERMS

**Central (Ctrl) Market Area** - A BBM defined geographical area, usually centered around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties or 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 - SHERBROOKE CTRL S1-2006

Source: BBM Canada  
 Demographics: A12+  
 Area: 4339 (Sherbrooke Ctrl)  
 Timeblock: Monday-Sunday 5am-1am



Universe		S1 2006			S4 2005			S3 2005**		S2 2005**		S1 2005		
		193,087			193,101							191,234		
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)
CFGEFM	Sherbrooke Ctrl	6.6	27.3	31.9	9.1	29.0	34.9					8.9	22.3	27.0
CHLT	Sherbrooke Ctrl	11.8	34.5	44.7	8.0	32.1	39.6					9.4	35.0	44.5
CIGRFM	Sherbrooke Ctrl	5.2	25.5	33.2	6.2	29.0	35.8					8.3	31.2	37.1
CIMOFM	Sherbrooke Ctrl	22.8	83.1	120.5	21.8	81.8	123.3					21.7	82.4	125.2
CITEF4	Sherbrooke Ctrl	22.0	70.2	236.8	20.9	66.3	232.4					19.4	68.5	251.1

\* = spill station

\*\* = this market not measured during this survey

Note - Full Coverage Reach available for S1-2006, S1-2005 and S4-2005 surveys only

## TERMS

**Central (Ctrl) Market Area** - A BBM defined geographical area, usually centered around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties or 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 - MONTREAL ANGLO CTRL S1-2006

Source: BBM Canada  
 Demographics: A12+  
 Area: 4480 (Montreal Anglo Ctrl)  
 Timeblock: Monday-Sunday 5am-1am



Universe		S1 2006 693,854			S4 2005 693,870			S3 2005 689,874		S2 2005 689,926		S1 2005 689,921		
		Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach
Station	Market	%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)	%	(000)	(000)
CBF FM	Montreal Anglo Ctrl	0.3	11.1	624.1	0.4	8.9	615.1	0.4	9.1	0.4	10.7	0.7	12.4	652.2
CBFXFM	Montreal Anglo Ctrl	0.2	9.0	215.0	0.5	11.5	205.3	0.3	7.1	0.6	10.8	0.6	14.0	204.8
CBM FM	Montreal Anglo Ctrl	3.4	43.8	97.8	2.8	42.9	104.9	2.6	37.6	4.5	57.0	3.0	55.3	125.0
CBMEFM	Montreal Anglo Ctrl	6.8	86.0	117.6	5.2	63.4	90.1	6.2	87.5	6.9	89.8	7.4	88.2	127.6
CFAV	Montreal Anglo Ctrl	0.0	0.6	35.9	0.1	1.3	33.5	n/a	n/a	n/a	n/a	n/a	n/a	n/a
CFGLFM	Montreal Anglo Ctrl	0.6	7.3	683.6	0.5	10.4	662.5	0.7	12.7	0.3	5.9	0.7	9.7	619.3
CFQRFM	Montreal Anglo Ctrl	19.0	234.6	450.4	17.9	227.4	461.8	20.5	245.5	18.4	243.6	19.6	249.6	475.8
CHMPFM	Montreal Anglo Ctrl	0.5	7.1	577.1	0.6	9.0	494.8	0.4	7.3	0.4	11.9	0.3	11.9	481.6
CHOMFM	Montreal Anglo Ctrl	12.8	176.1	590.3	12.8	161.8	577.1	13.2	174.0	11.7	172.0	11.4	172.9	617.5
CINF	Montreal Anglo Ctrl	0.1	5.6	209.5	0.1	3.8	192.4	0.1	2.8	0.0	2.1	0.0	4.0	228.2
CINW	Montreal Anglo Ctrl	3.6	92.2	102.5	3.5	92.9	114.5	3.3	92.6	2.8	81.6	2.8	88.7	112.4
CISMFM	Montreal Anglo Ctrl	0.1	3.4	70.4	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
CITEF3	Montreal Anglo Ctrl	0.7	9.4	567.4	0.6	9.7	589.6	0.6	10.2	0.4	10.0	0.9	11.4	581.3
CJAD	Montreal Anglo Ctrl	20.0	210.2	263.0	20.8	213.3	258.6	19.5	218.1	20.5	223.1	21.8	215.8	281.4
CJFMFM	Montreal Anglo Ctrl	15.5	231.3	561.5	17.2	231.1	640.8	14.1	221.7	15.1	226.6	13.1	207.4	592.4
CJPXFM	Montreal Anglo Ctrl	2.5	43.8	374.3	3.3	53.2	391.8	2.9	47.4	2.6	52.6	3.0	56.9	393.4
CKAC	Montreal Anglo Ctrl	0.8	11.8	535.9	0.1	3.6	424.1	0.4	9.5	0.3	7.9	0.6	11.4	501.6
CKDGFM	Montreal Anglo Ctrl	0.7	9.5	13.3	0.5	5.6	11.6	n/a	n/a	n/a	n/a	n/a	n/a	n/a
CKGM	Montreal Anglo Ctrl	2.0	33.4	48.1	1.8	30.4	37.5	2.0	34.3	2.1	28.2	3.1	42.6	54.5
CKLXFM	Montreal Anglo Ctrl	0.9	23.4	149.1	1.0	23.1	141.8	1.5	24.4	1.1	22.3	1.4	24.2	154.1
CKMFFM	Montreal Anglo Ctrl	0.3	10.6	799.8	0.5	15.1	839.7	0.7	14.3	0.5	19.5	0.5	18.3	858.0
CKOIFM	Montreal Anglo Ctrl	0.8	17.7	832.8	0.7	23.6	890.9	1.3	28.5	0.9	24.8	0.6	26.9	980.0

\* = spill station

n/a = not measured

Note - Full Coverage Reach available for S1-2006, S1-2005 and S4-2005 surveys only

## TERMS

**Central (Ctrl) Market Area** - A BBM defined geographical area, usually centered around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties or 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 - MONTREAL FRANCO CTRL S1-2006

Source: BBM Canada  
 Demographics: A12+  
 Area: 4481 (Montreal Franco Ctrl)  
 Timeblock: Monday-Sunday 5am-1am



Universe		S1 2006			S4 2005			S3 2005		S2 2005		S1 2005		
		2,481,039			2,481,054			2,456,047		2,456,091		2,456,099		
Station	Market	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach
		%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)	%	(000)	(000)
CBF FM	Montreal Franco Ctrl	11.1	437.5	624.1	11.2	404.4	615.1	8.7	352.6	11.0	429.9	12.2	450.0	652.2
CBFXFM	Montreal Franco Ctrl	2.2	139.4	215.0	1.7	124.9	205.3	2.2	119.8	1.8	112.7	2.1	127.6	204.8
CBM FM	Montreal Franco Ctrl	0.7	35.3	97.8	0.5	34.0	104.9	0.8	30.2	0.3	27.1	0.8	36.5	125.0
CBMEFM	Montreal Franco Ctrl	0.2	17.5	117.6	0.2	19.5	90.1	0.3	26.5	0.2	15.5	0.2	12.9	127.6
CFAV	Montreal Franco Ctrl	0.7	34.5	35.9	0.8	28.3	33.5	n/a	n/a	n/a	n/a	n/a	n/a	n/a
CFGLFM	Montreal Franco Ctrl	15.4	553.9	683.6	12.8	520.8	662.5	15.2	575.3	13.6	559.2	12.5	488.4	619.3
CFQRFM	Montreal Franco Ctrl	2.8	170.6	450.4	3.5	187.5	461.8	3.0	213.9	2.6	194.9	2.4	177.8	475.8
CHMPFM	Montreal Franco Ctrl	8.9	445.7	577.1	7.7	381.0	494.8	5.7	326.9	7.7	402.9	6.2	381.4	481.6
CHOMFM	Montreal Franco Ctrl	3.8	255.4	590.3	4.6	296.2	577.1	4.3	321.8	4.3	296.5	4.2	298.2	617.5
CINF	Montreal Franco Ctrl	1.4	155.6	209.5	1.3	147.6	192.4	1.4	156.7	1.2	154.8	1.6	167.9	228.2
CINW	Montreal Franco Ctrl	0.0	5.1	102.5	0.1	10.7	114.5	0.3	20.6	0.1	12.4	0.1	10.2	112.4
CISMFM	Montreal Franco Ctrl	0.5	59.6	70.4	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
CITEF3	Montreal Franco Ctrl	9.7	456.5	567.4	10.1	466.0	589.6	10.1	485.7	10.6	483.6	10.7	476.9	581.3
CJAD	Montreal Franco Ctrl	0.5	26.5	263.0	0.3	16.2	258.1	0.4	26.9	0.5	30.3	0.8	39.9	307.3
CJFMFM	Montreal Franco Ctrl	3.5	265.6	561.5	4.2	343.3	640.8	4.1	368.6	4.3	316.8	3.7	294.9	592.4
CJPXFM	Montreal Franco Ctrl	4.6	256.0	374.3	4.9	261.7	391.8	4.0	260.0	4.9	268.1	4.7	258.8	393.4
CKAC	Montreal Franco Ctrl	7.5	376.3	535.9	5.6	294.9	424.1	6.3	293.9	6.8	324.7	7.6	358.4	501.6
CKDGM	Montreal Franco Ctrl	0.1	3.8	13.3	0.1	5.5	11.6	n/a	n/a	n/a	n/a	n/a	n/a	n/a
CKGM	Montreal Franco Ctrl	0.1	11.2	48.1	0.0	5.0	37.5	0.0	6.6	0.1	10.8	0.1	9.3	54.5
CKLXFM	Montreal Franco Ctrl	1.8	114.5	149.1	2.1	108.4	141.8	1.5	108.3	1.3	108.6	1.7	119.0	154.1
CKMFFM	Montreal Franco Ctrl	11.0	597.5	799.8	12.3	606.5	839.7	12.4	651.3	11.4	594.8	11.8	646.7	858.0
CKOIFM	Montreal Franco Ctrl	7.7	541.6	832.8	9.0	559.2	890.9	10.1	627.8	10.6	641.0	9.9	640.6	980.0

\* = spill station

n/a = not measured

Note - Full Coverage Reach available for S1-2006, S1-2005 and S4-2005 surveys only

## TERMS

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

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

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

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

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

# TOP-LINE RADIO STATISTICS - OTTAWA GATINEAU ANGLO CTRL S1-2006

Source: BBM Canada  
 Demographics: A12+  
 Area: 5071 (Ottawa-Gatineau Anglo Ctrl)  
 Timeblock: Monday-Sunday 5am-1am



Universe		S1 2006 696,754			S4 2005 696,767			S3 2005 691,823		S2 2005**		S1 2005 691,787		
		Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach
Station	Market	%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)	%	(000)	(000)
CBO FM	Ottawa-Gat. Anglo Ctrl	12.6	160.3	274.0	8.5	130.6	218.4	13.7	157.0			14.9	177.9	288.4
CBOFFM	Ottawa-Gat. Anglo Ctrl	0.5	12.5	73.7	0.4	9.9	64.0	0.3	12.4			0.2	7.6	67.5
CBOQFM	Ottawa-Gat. Anglo Ctrl	5.3	71.7	93.6	4.9	62.1	83.7	4.7	64.4			6.0	72.2	98.7
CBOXFM	Ottawa-Gat. Anglo Ctrl	1.2	18.4	41.9	0.6	15.1	39.8	0.4	14.5			0.4	10.9	41.9
CFGO	Ottawa-Gat. Anglo Ctrl	3.9	73.6	92.2	3.6	65.2	79.5	2.6	53.1			3.2	54.7	66.4
CFRA	Ottawa-Gat. Anglo Ctrl	13.3	139.1	204.7	14.9	149.3	204.6	12.0	130.8			9.9	124.9	186.4
CHEZFM	Ottawa-Gat. Anglo Ctrl	8.3	134.3	206.1	9.6	146.7	226.4	9.9	143.8			8.1	138.0	215.5
CHLXFM	Ottawa-Gat. Anglo Ctrl	2.2	33.4	69.2	2.2	34.8	76.6	2.0	30.7			1.9	31.3	74.8
CIHTFM	Ottawa-Gat. Anglo Ctrl	9.0	154.8	237.9	7.9	142.7	216.5	9.5	154.9			7.9	149.1	244.3
CILVFM	Ottawa-Gat. Anglo Ctrl	2.1	39.0	46.0	n/a	n/a	n/a	n/a	n/a			n/a	n/a	n/a
CIMFFM	Ottawa-Gat. Anglo Ctrl	1.3	18.9	153.7	0.7	14.3	174.5	0.5	15.5			0.7	13.4	161.6
CISSFM	Ottawa-Gat. Anglo Ctrl	4.4	77.7	126.7	3.7	84.6	123.4	5.1	93.2			3.8	89.4	136.6
CIWW	Ottawa-Gat. Anglo Ctrl	2.8	44.4	58.5	4.2	57.9	78.3	2.7	51.7			4.6	60.7	78.6
CJMJFM	Ottawa-Gat. Anglo Ctrl	11.2	168.2	233.3	11.8	145.2	224.7	12.6	168.9			12.6	169.0	255.7
CJRC	Ottawa-Gat. Anglo Ctrl	0.1	3.6	63.4	0.1	2.7	73.4	0.4	3.4			0.3	4.4	54.3
CKBYFM*	Smiths Falls/Ott.-Gat.Anglo Ctrl	5.8	78.0		5.8	68.6		5.1	71.2			5.9	70.4	
CKKLFM	Ottawa-Gat. Anglo Ctrl	4.3	98.2	145.1	5.5	113.8	161.9	4.8	103.6			6.6	109.1	188.4
CKQBFM	Ottawa-Gat. Anglo Ctrl	6.4	125.6	238.8	9.7	169.5	295.7	7.0	152.8			7.2	151.9	267.5
CKTFFM	Ottawa-Gat. Anglo Ctrl	0.7	14.5	132.0	0.5	16.4	140.3	0.1	7.6			0.3	11.3	142.1

\* = spill station; Full Coverage numbers not available in this report

\*\* = this market not measured during this survey

Note - Full Coverage Reach available for S1-2006, S1-2005 and S4-2005 surveys only

## TERMS

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

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

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

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

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

# TOP-LINE RADIO STATISTICS - OTTAWA GATINEAU FRANCO S1-2006

Source: BBM Canada  
 Demographics: A12+  
 Area: 5072 (Ottawa-Gatineau Franco Ctrl)  
 Timeblock: Monday-Sunday 5am-1am



Universe		S1 2006 305,444			S4 2005 305,441			S3 2005 300,549		S2 2005**		S1 2005 300,551		
		Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach
Station	Market	%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)	%	(000)	(000)
CBO FM	Ottawa-Gat. Franco Ctrl	0.9	8.8	274.0	0.3	5.7	218.4	0.6	7.7			0.9	9.4	288.4
CBOFFM	Ottawa-Gat. Franco Ctrl	12.8	56.1	73.7	9.1	46.6	64.0	8.4	45.0			10.0	50.5	67.5
CBOQFM	Ottawa-Gat. Franco Ctrl	0.6	6.2	93.6	1.1	8.0	83.7	1.2	10.6			1.5	8.8	98.7
CBOXFM	Ottawa-Gat. Franco Ctrl	2.7	18.4	41.9	2.5	16.4	39.8	2.8	17.8			2.7	21.9	41.9
CFGO	Ottawa-Gat. Franco Ctrl	0.5	6.2	92.2	0.5	4.5	79.5	0.4	4.5			0.4	3.6	66.4
CFRA	Ottawa-Gat. Franco Ctrl	1.3	11.7	204.7	0.7	8.9	204.6	1.5	11.7			1.7	9.7	186.4
CHEZFM	Ottawa-Gat. Franco Ctrl	2.7	23.6	206.1	3.3	23.8	226.4	2.8	27.5			2.7	24.8	215.5
CHLXFM	Ottawa-Gat. Franco Ctrl	5.4	33.7	69.2	5.0	36.7	76.6	6.5	36.1			5.2	37.9	74.8
CIHTFM	Ottawa-Gat. Franco Ctrl	6.5	47.9	237.9	4.1	44.3	216.5	8.2	53.7			4.9	40.0	244.3
CILVFM	Ottawa-Gat. Franco Ctrl	0.6	5.2	46.0	n/a	n/a	n/a	n/a	n/a			n/a	n/a	n/a
CIMFFM	Ottawa-Gat. Franco Ctrl	22.3	109.7	153.7	26.9	119.4	174.5	23.4	106.1			23.8	109.0	161.6
CISSFM	Ottawa-Gat. Franco Ctrl	1.9	18.4	126.7	1.3	16.6	123.4	1.8	18.4			1.9	17.4	136.6
CIWW	Ottawa-Gat. Franco Ctrl	0.7	6.7	58.5	1.1	8.6	78.3	0.9	6.7			0.6	7.0	78.6
CJMJFM	Ottawa-Gat. Franco Ctrl	4.8	23.0	233.3	3.2	22.0	224.7	4.9	27.6			5.0	26.7	255.7
CJRC	Ottawa-Gat. Franco Ctrl	9.9	53.3	63.4	10.7	55.0	73.4	8.8	46.7			9.8	44.3	54.3
CKBYFM*	Smiths Falls/Ott.-Gat. Franco Ctrl	1.9	10.6		2.2	13.8		1.4	9.8			1.0	11.1	
CKKLFM	Ottawa-Gat. Franco Ctrl	1.9	16.8	145.1	1.5	18.0	161.9	1.5	20.0			2.7	23.6	188.4
CKQBFM	Ottawa-Gat. Franco Ctrl	2.7	23.0	238.8	3.6	31.1	295.7	4.5	36.0			3.1	30.5	267.5
CKTFFM	Ottawa-Gat. Franco Ctrl	16.9	97.9	132.0	18.4	103.0	140.3	16.4	100.7			18.1	99.8	142.1

\* = spill station; Full Coverage numbers not available in this report

\*\* = this market not measured during this survey

Note - Full Coverage Reach available for S1-2006, S1-2005 and S4-2005 surveys only

## TERMS

**Central (Ctrl) Market Area** - A BBM defined geographical area, usually centered around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties or 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 - TORONTO CTRL S1-2006

Source: BBM Canada  
 Demographics: A12+  
 Area: 5199 (Toronto Ctrl)  
 Timeblock: Monday-Sunday 5am-1am



Universe		S1 2006			S4 2005			S3 2005		S2 2005		S1 2005		
		4,557,645			4,557,613			4,450,659		4,450,659		4,450,657		
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)
CBL FM	Toronto Ctrl	2.5	240.4	400.3	2.2	209.2	352.2	1.4	174.3	2.5	258.1	2.3	232.0	398.9
CBLAFM	Toronto Ctrl	6.7	514.3	894.2	3.9	383.3	666.7	6.0	508.6	8.3	621.2	6.7	548.5	954.6
CFMJ	Toronto Ctrl	1.6	260.8	349.2	1.5	239.2	321.8	0.9	189.5	0.9	160.6	1.0	170.7	247.5
CFMXFM	Toronto Ctrl	5.4	437.0	556.6	4.8	406.3	521.7	4.7	386.4	4.6	412.7	5.0	386.5	514.2
CFNYFM	Toronto Ctrl	4.5	592.0	915.7	4.7	584.9	887.6	4.5	600.0	5.1	604.6	4.4	610.4	942.2
CFRB	Toronto Ctrl	7.1	549.5	722.0	6.8	520.0	718.0	6.2	526.2	6.9	541.8	6.9	518.9	704.8
CFTR	Toronto Ctrl	5.8	986.1	1,202.0	5.4	954.0	1,188.3	5.5	1,035.3	4.9	876.1	5.1	919.1	1,141.5
CFXJFM	Toronto Ctrl	2.6	368.1	400.2	3.2	381.5	409.4	3.4	423.6	3.0	417.2	3.2	435.4	469.9
CHFIFM	Toronto Ctrl	9.0	823.7	999.2	9.0	810.3	1,004.0	6.4	756.0	6.6	724.5	5.7	682.9	814.7
CHUM	Toronto Ctrl	1.0	141.7	173.5	1.1	152.1	197.4	2.2	177.1	1.2	168.0	1.2	164.4	208.4
CHUMFM	Toronto Ctrl	7.9	776.3	1,014.9	9.1	840.7	1,087.2	7.8	806.3	8.6	824.0	6.8	710.2	936.4
CHWO	Toronto Ctrl	4.5	311.6	538.5	4.7	326.2	547.9	4.8	304.2	4.4	314.2	5.6	339.0	555.8
CIDCFM	Toronto Ctrl	4.9	562.2	746.4	4.4	533.2	692.3	4.7	530.6	4.3	552.3	4.1	516.1	687.5
CILQFM	Toronto Ctrl	6.3	653.7	981.7	6.1	669.3	1,009.9	5.8	672.4	6.4	654.5	6.9	670.2	995.8
CINGFM*	Hamilton/Toronto Ctrl	1.5	135.7		1.4	155.9		1.4	129.9	1.4	157.0	1.5	159.7	
CJAQFM	Toronto Ctrl	2.4	385.5	457.8	2.3	426.1	495.4	2.7	421.3	3.0	457.9	4.1	471.4	551.8
CJBC	Toronto Ctrl	0.2	17.1	22.0	0.1	15.2	22.2	0.0	10.9	0.1	18.6	0.1	13.2	20.0
CJBCFM	Toronto Ctrl	0.3	37.0	46.9	0.1	25.1	30.8	0.2	25.8	0.3	37.4	0.1	33.9	47.3
CJCL	Toronto Ctrl	2.1	267.9	401.8	2.3	303.8	443.2	2.3	294.5	2.1	305.4	2.0	260.0	379.3
CJEZFM	Toronto Ctrl	6.6	686.9	789.1	7.9	678.9	779.4	8.2	709.3	7.3	731.4	8.5	793.4	925.8
CJRTFM	Toronto Ctrl	1.9	213.4	274.3	2.1	249.8	317.2	1.7	231.8	1.9	245.2	1.8	205.3	276.4
CKDXFM	Toronto Ctrl	1.2	130.8	165.8	1.4	113.7	154.1	1.4	117.8	1.4	141.8	1.7	136.4	178.9
CKFMFM	Toronto Ctrl	3.4	568.0	774.1	3.8	565.7	751.5	3.8	562.6	3.6	602.4	3.7	542.9	757.4

\* = spill station; Full Coverage numbers not available in this report  
 Note - Full Coverage Reach available for S1-2006, S1-2005 and S4-2005 surveys only

## TERMS

**Central (Ctrl) Market Area** - A BBM defined geographical area, usually centered around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties or 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 S1-2006

Source: BBM Canada  
 Demographics: A12+  
 Area: 5269 (Hamilton Ctrl)  
 Timeblock: Monday-Sunday 5am-1am



Universe		S1 2006			S4 2005			S3 2005		S2 2005**		S1 2005		
		626,663			626,688			626,668				617,125		
Station	Market	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach
		%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)	%	(000)	(000)
CHAM	Hamilton Ctrl	1.8	26.6	122.7	3.3	34.4	114.7	1.9	26.2			2.8	31.2	112.0
CHML	Hamilton Ctrl	7.3	102.6	147.6	7.3	97.6	147.4	6.7	92.9			8.2	105.3	148.5
CINGFM	Hamilton Ctrl	5.4	60.3	369.6	4.9	53.7	385.1	4.9	56.5			4.6	57.4	370.5
CIWVFM	Hamilton Ctrl	2.1	23.9	73.7	1.2	21.7	63.0	1.9	25.0			0.7	18.0	60.0
CJXYFM	Hamilton Ctrl	7.1	89.9	313.2	6.1	83.4	258.4	6.8	88.5			7.3	100.6	299.6
CKLHFM	Hamilton Ctrl	13.0	143.3	203.3	12.8	133.1	180.4	12.3	136.7			12.9	144.5	196.6
CKOC	Hamilton Ctrl	3.9	46.1	148.7	4.1	50.8	159.8	4.1	55.2			3.4	52.1	173.8

\* = spill station

\*\* = this market not measured during this survey

Note - Full Coverage Reach available for S1-2006, S1-2005 and S4-2005 surveys only

## TERMS

**Central (Ctrl) Market Area** - A BBM defined geographical area, usually centered around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomerations, Cities, Counties or 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 S1-2006

Source: BBM Canada  
 Demographics: A12+  
 Area: 5299 (St.Catharines-Niagara Ctrl)  
 Timeblock: Monday-Sunday 5am-1am



Universe		S1 2006			S4 2005			S3 2005**		S2 2005**		S1 2005		
		348,822			348,833							349,538		
Station	Market	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach
		%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)	%	(000)	(000)
CHREFM	St.Catharines-Niagara Ctrl	13.5	69.9	106.0	12.3	65.7	102.2					13.5	65.5	100.7
CHTZFM	St.Catharines-Niagara Ctrl	8.5	57.3	263.4	8.2	53.5	248.9					8.5	60.5	261.6
CIXLFM	St.Catharines-Niagara Ctrl	3.8	26.7	35.0	3.5	25.5	47.2					2.4	19.2	29.8
CKEYFM	St.Catharines-Niagara Ctrl	2.4	33.1	39.2	2.4	33.3	37.6					2.5	27.2	31.6
CKTB	St.Catharines-Niagara Ctrl	5.7	38.3	71.8	7.4	44.9	83.6					5.0	37.4	68.8

\* = spill station

\*\* = this market not measured during this survey

n/a = not measured

Note - Full Coverage Reach available for S1-2006, S1-2005 and S4-2005 surveys only

## TERMS

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

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

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

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

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

# TOP-LINE RADIO STATISTICS - KITCHENER-WATERLOO CTRL S1-2006

Source: BBM Canada  
 Demographics: A12+  
 Area: 5339 (Kitchener-Waterloo Ctrl)  
 Timeblock: Monday-Sunday 5am-1am



Universe		S1 2006			S4 2005			S3 2005**		S2 2005**		S1 2005		
		390,176			390,185							386,450		
Station	Market	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach
		%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)	%	(000)	(000)
CFCAFM	Kitchener-Waterloo Ctrl	13.3	95.7	229.1	10.9	87.0	184.4					13.3	95.3	235.4
CHYMFM	Kitchener-Waterloo Ctrl	13.4	93.8	157.8	12.8	93.1	170.9					16.1	119.1	201.0
CIKZFM	Kitchener-Waterloo Ctrl	5.6	33.8	61.3	4.8	24.3	39.8					4.4	27.4	36.5
CJDVFM	Kitchener-Waterloo Ctrl	7.0	48.8	63.3	7.6	55.7	70.2					6.1	51.8	67.3
CJTWFM	Kitchener-Waterloo Ctrl	1.2	13.9	18.0	1.7	17.3	23.3					1.9	16.4	20.2
CKBTFM	Kitchener-Waterloo Ctrl	5.0	57.3	141.4	7.0	52.9	124.5					5.3	64.6	142.6
CKDKFM*	Woodstock/Kit-Wat Ctrl	3.2	34.9		3.8	36.8						2.8	31.8	
CKGL	Kitchener-Waterloo Ctrl	4.0	45.0	64.9	4.3	43.4	60.5					3.1	43.7	54.0
CKKW	Kitchener-Waterloo Ctrl	1.8	13.3	16.7	2.2	16.4	19.4					2.7	19.1	27.2
CKWRFM	Kitchener-Waterloo Ctrl	2.3	22.1	34.3	1.6	18.1	27.0					1.8	22.0	30.3

\* = spill station; Full Coverage numbers not available in this report

\*\* = this market not measured during this survey

Note - Full Coverage Reach available for S1-2006, S1-2005 and S4-2005 surveys only

## TERMS

**Central (Ctrl) Market Area** - A BBM defined geographical area, usually centered around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties or 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 S1-2006

Source: BBM Canada  
 Demographics: A12+  
 Area: 5369 (London Ctrl)  
 Timeblock: Monday-Sunday 5am-1am



Universe		S1 2006			S4 2005			S3 2005**		S2 2005**		S1 2005		
		402,317			402,314							400,004		
Station	Market	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach
		%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)	%	(000)	(000)
CFHKFM	London Ctrl	7.4	80.2	106.5	7.6	89.6	116.9					6.0	81.6	116.3
CFPL	London Ctrl	3.3	38.5	51.0	3.9	49.0	64.2					2.6	33.7	45.4
CFPLFM	London Ctrl	12.6	100.0	176.7	11.6	93.5	194.2					9.5	93.7	213.2
CHSTFM	London Ctrl	11.5	82.2	97.6	10.9	83.2	105.1					12.0	99.0	123.0
CIOMFM	London Ctrl	13.2	97.5	126.7	14.4	97.6	131.3					15.4	105.1	139.6
CJBK	London Ctrl	3.3	39.4	47.5	4.9	41.0	46.0					3.7	36.7	43.4
CJBXFM	London Ctrl	13.6	78.0	175.7	11.1	66.4	161.4					11.7	73.2	162.9
CKDKFM*	Woodstock/London Ctrl	5.6	56.5		5.6	57.0						5.8	58.6	
CKSL	London Ctrl	1.5	14.0	16.0	2.7	22.1	23.8					2.5	16.2	16.8

\* = spill station; Full Coverage numbers not available in this report

\*\* = this market not measured during this survey

Note - Full Coverage Reach available for S1-2006, S1-2005 and S4-2005 surveys only

## TERMS

**Central (Ctrl) Market Area** - A BBM defined geographical area, usually centered around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomerations, Cities, Counties or 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 S1-2006

Source: BBM Canada  
 Demographics: A12+  
 Area: 5409 (Windsor Ctrl)  
 Timeblock: Monday-Sunday 5am-1am



Universe		S1 2006			S4 2005			S3 2005**		S2 2005**		S1 2005		
		285,816			285,797							285,729		
Station	Market	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach
		%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)	%	(000)	(000)
CBE	Windsor Ctrl	4.4	20.4	35.7	2.2	11.6	24.0					4.5	21.1	34.6
CBE FM	Windsor Ctrl	2.1	10.6	20.5	2.8	11.6	17.6					2.8	11.2	17.1
CBEF	Windsor Ctrl	0.3	1.2	1.4	0.4	1.3	1.8					0.4	1.3	2.8
CIDRFM	Windsor Ctrl	6.4	40.1	55.8	6.7	45.0	59.4					8.0	44.5	56.6
CIMXFM	Windsor Ctrl	7.7	56.4	72.7	9.4	66.5	94.4					6.8	55.8	80.6
CKLW	Windsor Ctrl	17.0	107.6	132.9	15.2	97.3	129.7					17.4	110.7	143.9
CKWW	Windsor Ctrl	5.1	22.3	27.9	5.2	24.0	33.5					4.7	21.6	31.5

\* = spill station

\*\* = this market not measured during this survey

Note - Full Coverage Reach available for S1-2006, S1-2005 and S4-2005 surveys only

## TERMS

**Central (Ctrl) Market Area** - A BBM defined geographical area, usually centered around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties or 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 S1-2006

Source: BBM Canada  
 Demographics: A12+  
 Area: 6119 (Winnipeg Ctrl)  
 Timeblock: Monday-Sunday 5am-1am



Universe		S1 2006 617,317			S4 2005 617,288			S3 2005 610,376		S2 2005**		S1 2005 610,310		
		Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach
Station	Market	%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)	%	(000)	(000)
CBW	Winnipeg Ctrl	9.3	81.2	124.2	6.0	74.2	111.3	8.1	80.9			8.1	83.5	132.8
CBW FM	Winnipeg Ctrl	3.1	39.9	48.3	2.4	40.7	48.0	2.8	36.5			3.5	49.7	62.9
CFEQFM	Winnipeg Ctrl	1.3	34.2	37.2	1.5	30.6	34.8	1.6	30.6			1.0	24.2	25.6
CFQXFM	Winnipeg Ctrl	10.1	102.8	142.0	10.1	107.2	153.3	9.8	106.1			8.7	98.5	140.6
CFRW	Winnipeg Ctrl	2.8	33.0	42.3	3.0	37.8	48.8	3.3	41.6			2.8	36.1	45.0
CFWMFM	Winnipeg Ctrl	8.3	117.7	140.2	7.1	111.4	140.1	7.6	131.8			7.7	122.4	148.5
CHIQFM	Winnipeg Ctrl	5.7	88.4	103.1	5.9	93.0	110.0	4.6	104.3			7.4	117.5	129.6
CITIFM	Winnipeg Ctrl	6.8	92.4	109.4	6.6	91.8	112.2	6.3	98.8			6.2	96.6	114.4
CJKRFM	Winnipeg Ctrl	7.5	106.5	142.1	8.2	115.2	149.8	10.1	127.4			9.8	125.2	164.5
CJOB	Winnipeg Ctrl	16.2	162.0	219.5	20.4	194.7	250.8	17.2	185.2			16.4	170.2	228.6
CJZZFM	Winnipeg Ctrl	2.5	37.2	41.4	2.7	37.6	40.4	2.2	37.2			2.8	47.0	54.7
CKFEFM***	Winnipeg Ctrl	1.5	21.8	22.5	1.7	25.9	27.7	3.2	34.2			2.3	26.7	29.6
CKMMFM	Winnipeg Ctrl	9.9	158.7	186.8	8.8	148.7	181.5	7.8	141.5			8.9	149.7	180.2
CKSB	Winnipeg Ctrl	0.1	2.3	2.6	0.6	4.8	5.3	0.2	3.5			0.3	4.5	6.7
CKY FM	Winnipeg Ctrl	5.7	76.8	91.4	4.2	64.4	74.3	4.6	63.7			3.8	60.1	67.3

\* = spill station

\*\* = this market not measured during this survey

\*\*\* = Call Letter change from CHNRFM to CKFEFM

Note - Full Coverage Reach available for S1-2006, S1-2005 and S4-2005 surveys only

## TERMS

**Central (Ctrl) Market Area** - A BBM defined geographical area, usually centered around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties or 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 - CALGARY CTRL S1-2006

Source: BBM Canada  
 Demographics: A12+  
 Area: 8069 (Calgary Ctrl)  
 Timeblock: Monday-Sunday 5am-1am



Universe		S1 2006			S4 2005			S3 2005		S2 2005**		S1 2005		
		918,721			918,716			894,192				894,143		
Station	Market	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach
		%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)	%	(000)	(000)
CBR	Calgary Ctrl	7.6	128.2	176.0	4.9	104.1	157.1	5.4	110.2			6.9	114.6	171.6
CBRFM	Calgary Ctrl	2.8	64.4	79.2	3.4	73.9	89.5	3.0	65.4			4.2	73.7	89.3
CFAC	Calgary Ctrl	3.3	95.9	127.2	2.5	68.5	90.1	2.4	52.9			2.0	46.5	64.7
CFFR	Calgary Ctrl	3.0	63.0	116.6	2.3	57.8	126.3	2.3	58.9			2.1	62.2	118.2
CFGQFM	Calgary Ctrl	6.6	138.5	156.4	5.5	126.7	140.9	6.0	119.8			5.9	140.7	161.7
CHFMFM	Calgary Ctrl	8.1	180.2	189.4	9.5	195.5	214.1	7.3	184.8			9.1	185.4	196.8
CHQR	Calgary Ctrl	9.4	147.6	225.8	10.2	166.9	234.5	9.9	149.4			8.9	142.2	208.4
CIBKFM	Calgary Ctrl	8.2	199.2	219.6	9.2	200.6	232.8	9.1	202.3			7.6	185.8	212.2
CIQXFM	Calgary Ctrl	3.1	63.9	74.0	2.6	65.3	75.7	2.1	57.2			2.5	56.2	62.9
CJAYFM	Calgary Ctrl	10.7	234.7	273.3	10.3	225.5	270.6	11.9	241.3			12.9	237.6	288.3
CKISFM	Calgary Ctrl	10.8	231.2	257.2	11.5	231.2	257.0	13.7	258.6			13.1	269.4	298.6
CKMX	Calgary Ctrl	2.6	36.7	68.0	2.6	43.5	74.4	2.7	47.2			1.9	47.0	76.6
CKRYFM	Calgary Ctrl	12.5	187.6	234.7	13.7	187.5	252.2	13.3	197.6			12.2	185.9	236.3

\* = spill station

\*\* = this market not measured during this survey

Note - Full Coverage Reach available for S1-2006, S1-2005 and S4-2005 surveys only

## TERMS

**Central (Ctrl) Market Area** - A BBM defined geographical area, usually centered around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties or 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 - EDMONTON CTRL S1-2006

Source: BBM Canada  
 Demographics: A12+  
 Area: 8119 (Edmonton Ctrl)  
 Timeblock: Monday-Sunday 5am-1am



Universe		S1 2006			S4 2005			S3 2005		S2 2005**		S1 2005		
		877,481			877,511			860,822				860,795		
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)
CBX	Edmonton Ctrl	5.4	96.0	143.0	4.4	77.5	110.1	4.2	83.6			5.6	100.1	151.0
CBX FM	Edmonton Ctrl	2.9	49.2	58.3	2.5	52.0	53.8	2.7	51.6			2.3	52.7	57.4
CFBRFM	Edmonton Ctrl	8.7	150.5	185.8	5.5	142.7	176.6	7.8	153.0			8.2	173.8	203.4
CFCW*	Camrose/Edmonton Ctrl	8.2	78.8		9.9	94.1		6.6	86.9			7.1	75.9	
CFCWFM*	Camrose/Edmonton Ctrl	0.1	4.7		n/a	n/a		n/a	n/a			n/a	n/a	
CFMGFM	Edmonton Ctrl	7.0	129.2	144.2	9.5	152.7	169.7	8.7	151.4			9.8	154.8	165.7
CFRN	Edmonton Ctrl	1.3	28.6	31.9	1.5	31.1	36.9	1.9	33.8			1.6	36.5	41.0
CHBNFM	Edmonton Ctrl	5.9	128.2	143.9	4.4	112.8	122.9	4.8	112.1			3.2	100.3	108.6
CHDIFM	Edmonton Ctrl	6.1	134.1	152.3	5.7	140.8	149.9	5.7	135.4			n/a	n/a	n/a
CHED	Edmonton Ctrl	11.7	202.7	285.9	12.0	194.6	271.3	10.4	209.4			13.8	205.7	268.3
CHFA	Edmonton Ctrl	0.1	3.8	11.8	0.1	3.7	6.4	0.1	2.4			0.1	2.7	12.4
CHMCFM	Edmonton Ctrl	2.9	59.4	61.7	n/a	n/a	n/a	n/a	n/a			n/a	n/a	n/a
CHQT	Edmonton Ctrl	3.2	60.9	86.4	5.4	80.3	101.1	3.7	76.9			4.5	81.3	106.3
CIRKFM	Edmonton Ctrl	6.2	120.0	156.6	7.6	148.7	183.1	9.0	160.5			8.9	179.4	217.3
CISNFM	Edmonton Ctrl	10.5	159.8	198.1	11.2	182.0	229.0	10.6	166.0			11.3	181.7	241.0
CKNGFM	Edmonton Ctrl	7.0	168.1	190.7	7.7	162.1	186.4	7.0	173.2			8.0	177.2	202.6
CKRAFM	Edmonton Ctrl	2.7	83.4	103.1	4.2	145.2	155.8	5.5	156.6			7.3	184.6	169.4
CKUA	Edmonton Ctrl	2.5	56.7	161.0	3.2	63.0	164.3	3.4	62.3			3.1	60.1	208.9

\* = spill station; Full Coverage numbers not available in this report

\*\* = this market not measured during this survey

n/a = not measured

Note - Full Coverage Reach available for S1-2006, S1-2005 and S4-2005 surveys only

## TERMS

**Central (Ctrl) Market Area** - A BBM defined geographical area, usually centered around one urban centre. The definition of a Central Market Area generally corresponds to Statistics Canada Census Metropolitan Areas, Census Agglomeration, Cities, Counties or 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 - VANCOUVER CTRL S1-2006

Source: BBM Canada  
 Demographics: A12+  
 Area: 9109 (Vancouver Ctrl)  
 Timeblock: Monday-Sunday 5am-1am



Universe		S1 2006			S4 2005			S3 2005		S2 2005		S1 2005		
		1,930,544			1,930,529			1,895,094		1,895,100		1,895,050		
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)
CBU	Vancouver Ctrl	8.4	261.8	590.9	5.0	182.7	421.5	7.6	222.9	8.9	265.2	8.5	259.3	574.2
CBU FM	Vancouver Ctrl	6.1	188.1	289.3	6.1	191.9	282.6	5.5	218.8	5.8	188.4	5.6	178.9	268.3
CBUFFM	Vancouver Ctrl	0.6	14.4	19.5	0.2	12.1	15.7	0.1	9.0	0.1	8.8	0.1	6.3	10.0
CFBTFM	Vancouver Ctrl	5.2	302.1	348.0	6.2	311.1	370.4	6.6	308.3	5.6	281.0	5.1	293.0	350.8
CFMIFM	Vancouver Ctrl	6.3	278.6	392.9	6.3	280.4	425.7	7.2	294.2	6.3	319.3	7.1	298.1	438.1
CFOXF+	Vancouver Ctrl	4.8	217.1	273.4	4.3	219.2	281.7	4.5	220.2	5.1	224.1	4.7	238.1	321.9
CFUN	Vancouver Ctrl	1.6	77.8	98.7	1.6	81.7	107.1	1.0	57.6	1.5	63.8	1.5	58.7	74.5
CHMJ	Vancouver Ctrl	0.9	64.7	79.1	1.0	51.5	70.6	0.4	32.1	0.3	30.5	0.7	48.4	59.9
CHQMFM	Vancouver Ctrl	9.4	351.1	406.9	8.8	368.6	437.1	10.1	363.1	9.5	379.5	9.2	373.1	429.0
CISL	Vancouver Ctrl	1.6	92.6	115.2	2.6	110.7	148.9	2.3	116.4	2.3	106.5	1.9	113.2	163.1
CJJRFM	Vancouver Ctrl	5.9	227.6	317.0	6.6	211.3	309.1	6.6	232.9	6.0	221.9	6.4	219.0	334.8
CKBD	Vancouver Ctrl	3.9	148.7	198.6	4.3	165.8	229.0	4.4	160.4	4.0	147.3	4.3	154.9	208.9
CKCLFM*	Chilliwack/Van. Ctrl	2.4	124.1		2.9	136.8		3.1	140.8	3.0	144.5	3.0	145.2	
CKLGF	Vancouver Ctrl	8.3	341.5	409.1	7.3	353.8	427.8	7.0	320.7	8.4	373.8	10.0	387.3	483.9
CKNW	Vancouver Ctrl	14.7	456.9	554.6	14.8	458.6	567.1	12.1	335.5	12.0	358.3	11.6	372.1	455.9
CKST	Vancouver Ctrl	1.4	83.4	98.4	1.9	108.2	123.3	1.4	80.8	1.5	80.6	1.4	72.6	81.4
CKWX	Vancouver Ctrl	3.7	312.3	353.5	4.6	360.4	412.6	4.5	340.5	3.8	319.2	3.3	279.8	318.8
CKZZFM	Vancouver Ctrl	4.5	309.0	375.9	5.4	332.9	397.8	5.3	293.1	4.8	325.7	5.9	357.2	429.6

\* = spill station; Full Coverage numbers not available in this report  
 Note - Full Coverage Reach available for S1-2006, S1-2005 and S4-2005 surveys only

## TERMS

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

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

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

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

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

# TOP-LINE RADIO STATISTICS - VICTORIA CTRL S1-2006

Source: BBM Canada  
 Demographics: A12+  
 Area: 9119 (Victoria Ctrl)  
 Timeblock: Monday-Sunday 5am-1am



Universe		S1 2006			S4 2005			S3 2005**		S2 2005**		S1 2005		
		312,044			312,071							306,169		
Station	Market	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach
		%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)	%	(000)	(000)
CBCVFM	Victoria Ctrl	6.0	39.5	83.0	5.9	35.8	64.6					8.8	43.6	96.6
CFAX	Victoria Ctrl	12.7	72.9	76.8	16.7	81.4	86.9					14.2	68.8	72.6
CHBEFM	Victoria Ctrl	4.6	27.4	28.9	3.1	24.7	24.7					3.4	26.3	26.9
CHTTFM	Victoria Ctrl	9.1	51.9	54.9	8.1	44.6	51.3					7.0	44.5	45.6
CIOCFM	Victoria Ctrl	8.6	56.7	72.4	7.9	52.7	66.8					10.9	63.5	81.2
CJZNFM	Victoria Ctrl	6.6	39.9	66.6	5.8	42.0	72.6					5.8	49.3	74.7
CKKQFM	Victoria Ctrl	10.4	67.0	117.3	12.4	72.2	122.8					10.2	69.7	111.3

\* = spill station

\*\* = this market not measured during this survey

Note - Full Coverage Reach available for S1-2006, S1-2005 and S4-2005 surveys only

## TERMS

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