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# BBM Canada

## Top-line Radio Statistics

### S2 2006 (April 17–June 11, 2006)

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# TOP-LINE RADIO STATISTICS - QUEBEC CITY CTRL S2-2006

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



Universe		S2 2006		S1 2006			S4 2005			S3 2005		S2 2005**	
		635,723		635,723			635,717			631,377			
Station	Market	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)
CBVFM	Quebec City Ctrl	12.7	114.8	11.0	112.4	138.2	10.2	97.1	126.9	10.2	97.8		
CBVEFM	Quebec City Ctrl	0.7	16.4	1.6	13.5	37.2	0.5	12.5	30.6	0.5	13.3		
CBVXFM	Quebec City Ctrl	3.8	51.2	3.4	44.6	60.3	3.1	47.4	59.3	3.6	46.8		
CFOMFM	Quebec City Ctrl	12.9	135.6	15.6	161.7	224.3	12.9	124.7	192.7	13.1	124.2		
CHIKFM	Quebec City Ctrl	13.1	178.0	12.0	159.4	259.3	12.2	172.3	260.4	12.9	173.3		
CHOIFM	Quebec City Ctrl	12.6	158.1	15.9	185.1	314.5	14.0	167.1	290.5	15.0	189.7		
CHRC	Quebec City Ctrl	8.0	87.1	6.2	80.8	100.3	6.7	78.3	99.5	6.6	71.5		
CITFFM	Quebec City Ctrl	17.9	193.5	15.2	185.6	270.6	15.0	178.5	263.5	15.8	187.6		
CJECFM	Quebec City Ctrl	5.9	72.5	5.5	77.4	90.9	6.0	83.3	99.0	6.6	82.2		
CJMFFM	Quebec City Ctrl	5.3	100.4	6.3	102.0	143.6	6.6	99.2	142.4	4.4	97.7		

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

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

## TERMS

**Central (Ctrl) Market Area** - A BBM 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 - MONTREAL ANGLO CTRL S2-2006

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



Universe		S2 2006		S1 2006			S4 2005			S3 2005		S2 2005	
		693,854		693,854			693,870			689,874		689,926	
Station	Market	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach
		%	(000)	%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)
CBF FM	Montreal Anglo Ctrl	0.6	10.2	0.3	11.1	624.1	0.4	8.9	615.1	0.4	9.1	0.4	10.7
CBFXFM	Montreal Anglo Ctrl	0.2	8.2	0.2	9.0	215.0	0.5	11.5	205.3	0.3	7.1	0.6	10.8
CBM FM	Montreal Anglo Ctrl	3.9	44.8	3.4	43.8	97.8	2.8	42.9	104.9	2.6	37.6	4.5	57.0
CBMEFM	Montreal Anglo Ctrl	6.9	84.8	6.8	86.0	117.6	5.2	63.4	90.1	6.2	87.5	6.9	89.8
CFAV	Montreal Anglo Ctrl	0.0	0.3	0.0	0.6	35.9	0.1	1.3	33.5	n/a	n/a	n/a	n/a
CFGLFM	Montreal Anglo Ctrl	0.8	7.8	0.6	7.3	683.6	0.5	10.4	662.5	0.7	12.7	0.3	5.9
CFQRFM	Montreal Anglo Ctrl	18.1	211.3	19.0	234.6	450.4	17.9	227.4	461.8	20.5	245.5	18.4	243.6
CHMPFM	Montreal Anglo Ctrl	0.2	8.1	0.5	7.1	577.1	0.6	9.0	494.8	0.4	7.3	0.4	11.9
CHOMFM	Montreal Anglo Ctrl	11.7	169.0	12.8	176.1	590.3	12.8	161.8	577.1	13.2	174.0	11.7	172.0
CINF	Montreal Anglo Ctrl	0.1	3.3	0.1	5.6	209.5	0.1	3.8	192.4	0.1	2.8	0.0	2.1
CINW	Montreal Anglo Ctrl	2.9	81.3	3.6	92.2	102.5	3.5	92.9	114.5	3.3	92.6	2.8	81.6
CISMFM	Montreal Anglo Ctrl	0.1	3.4	0.1	3.4	70.4	n/a	n/a	n/a	n/a	n/a	n/a	n/a
CITEF3	Montreal Anglo Ctrl	0.6	9.5	0.7	9.4	567.4	0.6	9.7	589.6	0.6	10.2	0.4	10.0
CJAD	Montreal Anglo Ctrl	19.8	212.2	20.0	210.2	263.0	20.8	213.3	258.6	19.5	218.1	20.5	223.1
CJFMFM	Montreal Anglo Ctrl	16.2	219.3	15.5	231.3	561.5	17.2	231.1	640.8	14.1	221.7	15.1	226.6
CJPXFM	Montreal Anglo Ctrl	2.5	39.4	2.5	43.8	374.3	3.3	53.2	391.8	2.9	47.4	2.6	52.6
CKAC	Montreal Anglo Ctrl	0.3	9.0	0.8	11.8	535.9	0.1	3.6	424.1	0.4	9.5	0.3	7.9
CKDGM	Montreal Anglo Ctrl	0.7	13.0	0.7	9.5	13.3	0.5	5.6	11.6	n/a	n/a	n/a	n/a
CKGM	Montreal Anglo Ctrl	2.2	33.0	2.0	33.4	48.1	1.8	30.4	37.5	2.0	34.3	2.1	28.2
CKLXFM	Montreal Anglo Ctrl	1.4	22.6	0.9	23.4	149.1	1.0	23.1	141.8	1.5	24.4	1.1	22.3
CKMFFM	Montreal Anglo Ctrl	0.4	12.6	0.3	10.6	799.8	0.5	15.1	839.7	0.7	14.3	0.5	19.5
CKOIFM	Montreal Anglo Ctrl	1.0	22.1	0.8	17.7	832.8	0.7	23.6	890.9	1.3	28.5	0.9	24.8

n/a = not measured

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

## TERMS

**Central (Ctrl) Market Area** - A BBM 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 - MONTREAL FRANCO CTRL S2-2006

Source: BBM Canada

Demographics: A12+

Area: 4481 (Montreal Franco Ctrl)

Timeblock: Monday-Sunday 5am-1am



Universe		S2 2006		S1 2006			S4 2005			S3 2005		S2 2005	
		2,481,039		2,481,039			2,481,054			2,456,047		2,456,091	
Station	Market	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach
		%	(000)	%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)
CBF FM	Montreal Franco Ctrl	12.2	424.4	11.1	437.5	624.1	11.2	404.4	615.1	8.7	352.6	11.0	429.9
CBFXFM	Montreal Franco Ctrl	2.3	143.0	2.2	139.4	215.0	1.7	124.9	205.3	2.2	119.8	1.8	112.7
CBM FM	Montreal Franco Ctrl	0.3	28.5	0.7	35.3	97.8	0.5	34.0	104.9	0.8	30.2	0.3	27.1
CBMEFM	Montreal Franco Ctrl	0.1	18.8	0.2	17.5	117.6	0.2	19.5	90.1	0.3	26.5	0.2	15.5
CFAV	Montreal Franco Ctrl	0.7	25.9	0.7	34.5	35.9	0.8	28.3	33.5	n/a	n/a	n/a	n/a
CFGLFM	Montreal Franco Ctrl	13.7	516.2	15.4	553.9	683.6	12.8	520.8	662.5	15.2	575.3	13.6	559.2
CFQRFM	Montreal Franco Ctrl	2.8	172.2	2.8	170.6	450.4	3.5	187.5	461.8	3.0	213.9	2.6	194.9
CHMPFM	Montreal Franco Ctrl	8.3	400.9	8.9	445.7	577.1	7.7	381.0	494.8	5.7	326.9	7.7	402.9
CHOMFM	Montreal Franco Ctrl	4.5	277.6	3.8	255.4	590.3	4.6	296.2	577.1	4.3	321.8	4.3	296.5
CINF	Montreal Franco Ctrl	1.0	126.1	1.4	155.6	209.5	1.3	147.6	192.4	1.4	156.7	1.2	154.8
CINW	Montreal Franco Ctrl	0.1	13.0	0.0	5.1	102.5	0.1	10.7	114.5	0.3	20.6	0.1	12.4
CISMFM	Montreal Franco Ctrl	0.3	33.8	0.5	59.6	70.4	n/a	n/a	n/a	n/a	n/a	n/a	n/a
CITEF3	Montreal Franco Ctrl	9.1	417.7	9.7	456.5	567.4	10.1	466.0	589.6	10.1	485.7	10.6	483.6
CJAD	Montreal Franco Ctrl	0.2	15.3	0.5	26.5	263.0	0.3	16.2	258.1	0.4	26.9	0.5	30.3
CJFMFM	Montreal Franco Ctrl	4.0	309.8	3.5	265.6	561.5	4.2	343.3	640.8	4.1	368.6	4.3	316.8
CJPXFM	Montreal Franco Ctrl	5.0	262.9	4.6	256.0	374.3	4.9	261.7	391.8	4.0	260.0	4.9	268.1
CKAC	Montreal Franco Ctrl	5.5	291.8	7.5	376.3	535.9	5.6	294.9	424.1	6.3	293.9	6.8	324.7
CKDGFM	Montreal Franco Ctrl	0.0	3.2	0.1	3.8	13.3	0.1	5.5	11.6	n/a	n/a	n/a	n/a
CKGM	Montreal Franco Ctrl	0.1	7.0	0.1	11.2	48.1	0.0	5.0	37.5	0.0	6.6	0.1	10.8
CKLXFM	Montreal Franco Ctrl	1.8	116.1	1.8	114.5	149.1	2.1	108.4	141.8	1.5	108.3	1.3	108.6
CKMFFM	Montreal Franco Ctrl	10.4	556.3	11.0	597.5	799.8	12.3	606.5	839.7	12.4	651.3	11.4	594.8
CKOIFM	Montreal Franco Ctrl	9.6	577.9	7.7	541.6	832.8	9.0	559.2	890.9	10.1	627.8	10.6	641.0

n/a = not measured

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

## 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 - OTTAWA GATINEAU ANGLO CTRL S2-2006

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



Universe		S2 2006		S1 2006			S4 2005			S3 2005		S2 2005**	
		696,754		696,754			696,767			691,823			
Station	Market	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)
CBO FM	Ottawa-Gat. Anglo Ctrl	14.6	168.8	12.6	160.3	274.0	8.5	130.6	218.4	13.7	157.0		
CBOFFM	Ottawa-Gat. Anglo Ctrl	0.3	11.6	0.5	12.5	73.7	0.4	9.9	64.0	0.3	12.4		
CBOQFM	Ottawa-Gat. Anglo Ctrl	5.2	76.4	5.3	71.7	93.6	4.9	62.1	83.7	4.7	64.4		
CBOXFM	Ottawa-Gat. Anglo Ctrl	0.4	16.9	1.2	18.4	41.9	0.6	15.1	39.8	0.4	14.5		
CFGO	Ottawa-Gat. Anglo Ctrl	3.2	57.7	3.9	73.6	92.2	3.6	65.2	79.5	2.6	53.1		
CFRA	Ottawa-Gat. Anglo Ctrl	10.5	118.2	13.3	139.1	204.7	14.9	149.3	204.6	12.0	130.8		
CFTXFM	Ottawa-Gat. Anglo Ctrl	0.0	0.9	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		
CHEZFM	Ottawa-Gat. Anglo Ctrl	7.9	132.7	8.3	134.3	206.1	9.6	146.7	226.4	9.9	143.8		
CHLXFM	Ottawa-Gat. Anglo Ctrl	1.3	27.5	2.2	33.4	69.2	2.2	34.8	76.6	2.0	30.7		
CIHTFM	Ottawa-Gat. Anglo Ctrl	11.1	159.8	9.0	154.8	237.9	7.9	142.7	216.5	9.5	154.9		
CILVFM	Ottawa-Gat. Anglo Ctrl	2.1	44.3	2.1	39.0	46.0	n/a	n/a	n/a	n/a	n/a		
CIMFFM	Ottawa-Gat. Anglo Ctrl	0.4	13.5	1.3	18.9	153.7	0.7	14.3	174.5	0.5	15.5		
CISSEFM	Ottawa-Gat. Anglo Ctrl	4.7	80.6	4.4	77.7	126.7	3.7	84.6	123.4	5.1	93.2		
CIWW	Ottawa-Gat. Anglo Ctrl	2.7	43.8	2.8	44.4	58.5	4.2	57.9	78.3	2.7	51.7		
CJMJFM	Ottawa-Gat. Anglo Ctrl	10.7	148.6	11.2	168.2	233.3	11.8	145.2	224.7	12.6	168.9		
CJRC	Ottawa-Gat. Anglo Ctrl	0.1	3.3	0.1	3.6	63.4	0.1	2.7	73.4	0.4	3.4		
CJWLFM	Ottawa-Gat. Anglo Ctrl	4.4	56.1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		
CKBYFM*	Smiths Falls/Ott.-Gat.Anglo Ctrl	5.7	67.4	5.8	78.0		5.8	68.6		5.1	71.2		
CKKLFM	Ottawa-Gat. Anglo Ctrl	4.0	100.7	4.3	98.2	145.1	5.5	113.8	161.9	4.8	103.6		
CKQBFM	Ottawa-Gat. Anglo Ctrl	6.5	131.1	6.4	125.6	238.8	9.7	169.5	295.7	7.0	152.8		
CKTFFM	Ottawa-Gat. Anglo Ctrl	0.5	12.4	0.7	14.5	132.0	0.5	16.4	140.3	0.1	7.6		

\* = spill station. Note - Full coverage not available for spill station for this market

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

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

## TERMS

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

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

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

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

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

# TOP-LINE RADIO STATISTICS - OTTAWA GATINEAU FRANCO S2-2006

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



Universe		S2 2006		S1 2006			S4 2005			S3 2005		S2 2005**	
		305,444		305,444			305,441			300,549			
Station	Market	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)
CBO FM	Ottawa-Gat. Franco Ctrl	0.9	8.0	0.9	8.8	274.0	0.3	5.7	218.4	0.6	7.7		
CBOFFM	Ottawa-Gat. Franco Ctrl	12.5	57.1	12.8	56.1	73.7	9.1	46.6	64.0	8.4	45.0		
CBOQFM	Ottawa-Gat. Franco Ctrl	1.4	8.1	0.6	6.2	93.6	1.1	8.0	83.7	1.2	10.6		
CBOXFM	Ottawa-Gat. Franco Ctrl	2.3	18.7	2.7	18.4	41.9	2.5	16.4	39.8	2.8	17.8		
CFGO	Ottawa-Gat. Franco Ctrl	0.3	4.8	0.5	6.2	92.2	0.5	4.5	79.5	0.4	4.5		
CFRA	Ottawa-Gat. Franco Ctrl	1.1	10.1	1.3	11.7	204.7	0.7	8.9	204.6	1.5	11.7		
CFTXFM	Ottawa-Gat. Anglo Ctrl	0.7	12.1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		
CHEZFM	Ottawa-Gat. Franco Ctrl	2.2	26.0	2.7	23.6	206.1	3.3	23.8	226.4	2.8	27.5		
CHLXFM	Ottawa-Gat. Franco Ctrl	5.5	30.7	5.4	33.7	69.2	5.0	36.7	76.6	6.5	36.1		
CIHTFM	Ottawa-Gat. Franco Ctrl	8.2	53.2	6.5	47.9	237.9	4.1	44.3	216.5	8.2	53.7		
CILVFM	Ottawa-Gat. Franco Ctrl	0.2	2.2	0.6	5.2	46.0	n/a	n/a	n/a	n/a	n/a		
CIMFFM	Ottawa-Gat. Franco Ctrl	22.0	105.1	22.3	109.7	153.7	26.9	119.4	174.5	23.4	106.1		
CISSEFM	Ottawa-Gat. Franco Ctrl	1.1	14.0	1.9	18.4	126.7	1.3	16.6	123.4	1.8	18.4		
CIWW	Ottawa-Gat. Franco Ctrl	0.7	5.3	0.7	6.7	58.5	1.1	8.6	78.3	0.9	6.7		
CJMJFM	Ottawa-Gat. Franco Ctrl	3.0	19.3	4.8	23.0	233.3	3.2	22.0	224.7	4.9	27.6		
CJRC	Ottawa-Gat. Franco Ctrl	11.2	50.5	9.9	53.3	63.4	10.7	55.0	73.4	8.8	46.7		
CJWLFM	Ottawa-Gat. Anglo Ctrl	1.7	10.0	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		
CKBYFM*	Smiths Falls/Ott.-Gat. Franco Ctrl	2.4	12.1	1.9	10.6		2.2	13.8		1.4	9.8		
CKKLFM	Ottawa-Gat. Franco Ctrl	1.6	17.4	1.9	16.8	145.1	1.5	18.0	161.9	1.5	20.0		
CKQBFM	Ottawa-Gat. Franco Ctrl	2.1	23.1	2.7	23.0	238.8	3.6	31.1	295.7	4.5	36.0		
CKTFFM	Ottawa-Gat. Franco Ctrl	15.1	96.4	16.9	97.9	132.0	18.4	103.0	140.3	16.4	100.7		

\* = spill station. Note - Full coverage not available for spill station for this market

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

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

## TERMS

**Central (Ctrl) Market Area** - A BBM 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 - TORONTO CTRL S2-2006

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



Universe		S2 2006		S1 2006			S4 2005			S3 2005		S2 2005	
		4,557,645		4,557,645			4,557,613			4,450,659		4,450,659	
Station	Market	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach
		%	(000)	%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)
CBL FM	Toronto Ctrl	2.6	208.9	2.5	240.4	400.3	2.2	209.2	352.2	1.4	174.3	2.5	258.1
CBLAFM	Toronto Ctrl	6.0	488.1	6.7	514.3	894.2	3.9	383.3	666.7	6.0	508.6	8.3	621.2
CFMJ	Toronto Ctrl	1.4	204.5	1.6	260.8	349.2	1.5	239.2	321.8	0.9	189.5	0.9	160.6
CFMXFM	Toronto Ctrl	4.4	355.1	5.4	437.0	556.6	4.8	406.3	521.7	4.7	386.4	4.6	412.7
CFNYFM	Toronto Ctrl	4.8	604.8	4.5	592.0	915.7	4.7	584.9	887.6	4.5	600.0	5.1	604.6
CFRB	Toronto Ctrl	6.6	499.9	7.1	549.5	722.0	6.8	520.0	718.0	6.2	526.2	6.9	541.8
CFTR	Toronto Ctrl	5.4	926.3	5.8	986.1	1,202.0	5.4	954.0	1,188.3	5.5	1,035.3	4.9	876.1
CFXJFM	Toronto Ctrl	2.6	367.4	2.6	368.1	400.2	3.2	381.5	409.4	3.4	423.6	3.0	417.2
CHFIFM	Toronto Ctrl	8.6	798.6	9.0	823.7	999.2	9.0	810.3	1,004.0	6.4	756.0	6.6	724.5
CHUM	Toronto Ctrl	0.9	128.4	1.0	141.7	173.5	1.1	152.1	197.4	2.2	177.1	1.2	168.0
CHUMFM	Toronto Ctrl	8.8	822.3	7.9	776.3	1,014.9	9.1	840.7	1,087.2	7.8	806.3	8.6	824.0
CHWO	Toronto Ctrl	3.8	267.2	4.5	311.6	538.5	4.7	326.2	547.9	4.8	304.2	4.4	314.2
CIDCFM	Toronto Ctrl	4.6	575.9	4.9	562.2	746.4	4.4	533.2	692.3	4.7	530.6	4.3	552.3
CILQFM	Toronto Ctrl	7.0	670.4	6.3	653.7	981.7	6.1	669.3	1,009.9	5.8	672.4	6.4	654.5
CINGFM*	Hamilton/Toronto Ctrl	1.4	152.8	1.5	135.7		1.4	155.9		1.4	129.9	1.4	157.0
CJAQFM	Toronto Ctrl	2.8	418.5	2.4	385.5	457.8	2.3	426.1	495.4	2.7	421.3	3.0	457.9
CJBC	Toronto Ctrl	0.1	12.8	0.2	17.1	22.0	0.1	15.2	22.2	0.0	10.9	0.1	18.6
CJBCFM	Toronto Ctrl	0.3	27.4	0.3	37.0	46.9	0.1	25.1	30.8	0.2	25.8	0.3	37.4
CJCL	Toronto Ctrl	2.6	332.3	2.1	267.9	401.8	2.3	303.8	443.2	2.3	294.5	2.1	305.4
CJEZFM	Toronto Ctrl	6.9	663.6	6.6	686.9	789.1	7.9	678.9	779.4	8.2	709.3	7.3	731.4
CJRTFM	Toronto Ctrl	1.5	191.8	1.9	213.4	274.3	2.1	249.8	317.2	1.7	231.8	1.9	245.2
CKDXFM	Toronto Ctrl	1.1	124.9	1.2	130.8	165.8	1.4	113.7	154.1	1.4	117.8	1.4	141.8
CKFMFM	Toronto Ctrl	3.7	562.2	3.4	568.0	774.1	3.8	565.7	751.5	3.8	562.6	3.6	602.4

\* = spill station. Note - Full coverage not available for spill station for this market

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

## TERMS

**Central (Ctrl) Market Area** - A BBM 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 S2-2006

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



Universe		S2 2006		S1 2006			S4 2005			S3 2005		S2 2005**	
		626,663		626,663			626,688			626,668			
Station	Market	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)
CHAM	Hamilton Ctrl	1.8	21.8	1.8	26.6	122.7	3.3	34.4	114.7	1.9	26.2		
CHML	Hamilton Ctrl	7.8	94.6	7.3	102.6	147.6	7.3	97.6	147.4	6.7	92.9		
CINGFM	Hamilton Ctrl	5.3	63.7	5.4	60.3	369.6	4.9	53.7	385.1	4.9	56.5		
CIWVFM	Hamilton Ctrl	1.6	20.8	2.1	23.9	73.7	1.2	21.7	63.0	1.9	25.0		
CJXYFM	Hamilton Ctrl	6.9	94.1	7.1	89.9	313.2	6.1	83.4	258.4	6.8	88.5		
CKLHFM	Hamilton Ctrl	14.8	156.6	13.0	143.3	203.3	12.8	133.1	180.4	12.3	136.7		
CKOC	Hamilton Ctrl	3.7	49.6	3.9	46.1	148.7	4.1	50.8	159.8	4.1	55.2		

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

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

## TERMS

**Central (Ctrl) Market Area** - A BBM 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 S2-2006

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



Universe		S2 2006		S1 2006			S4 2005			S3 2005		S2 2005**	
		617,317		617,317			617,288			610,376			
Station	Market	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)
CBW	Winnipeg Ctrl	8.0	76.6	9.3	81.2	124.2	6.0	74.2	111.3	8.1	80.9		
CBW FM	Winnipeg Ctrl	2.7	35.5	3.1	39.9	48.3	2.4	40.7	48.0	2.8	36.5		
CFEQFM	Winnipeg Ctrl	1.8	32.5	1.3	34.2	37.2	1.5	30.6	34.8	1.6	30.6		
CFQXFM	Winnipeg Ctrl	9.6	106.8	10.1	102.8	142.0	10.1	107.2	153.3	9.8	106.1		
CFRW	Winnipeg Ctrl	3.3	35.9	2.8	33.0	42.3	3.0	37.8	48.8	3.3	41.6		
CFWMFM	Winnipeg Ctrl	7.0	100.1	8.3	117.7	140.2	7.1	111.4	140.1	7.6	131.8		
CHIQFM	Winnipeg Ctrl	5.7	86.1	5.7	88.4	103.1	5.9	93.0	110.0	4.6	104.3		
CITIFM	Winnipeg Ctrl	9.6	99.0	6.8	92.4	109.4	6.6	91.8	112.2	6.3	98.8		
CJKRFM	Winnipeg Ctrl	7.6	101.4	7.5	106.5	142.1	8.2	115.2	149.8	10.1	127.4		
CJOB	Winnipeg Ctrl	15.8	163.8	16.2	162.0	219.5	20.4	194.7	250.8	17.2	185.2		
CJZZFM	Winnipeg Ctrl	2.6	41.3	2.5	37.2	41.4	2.7	37.6	40.4	2.2	37.2		
CKFEFM***	Winnipeg Ctrl	0.7	12.3	1.5	21.8	22.5	1.7	25.9	27.7	3.2	34.2		
CKMMFM	Winnipeg Ctrl	10.6	151.0	9.9	158.7	186.8	8.8	148.7	181.5	7.8	141.5		
CKSB	Winnipeg Ctrl	0.2	2.9	0.1	2.3	2.6	0.6	4.8	5.3	0.2	3.5		
CKY FM	Winnipeg Ctrl	4.9	76.0	5.7	76.8	91.4	4.2	64.4	74.3	4.6	63.7		

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

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

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

## TERMS

**Central (Ctrl) Market Area** - A BBM 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 - CALGARY CTRL S2-2006

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



Universe		S2 2006		S1 2006			S4 2005			S3 2005		S2 2005**	
		918,721		918,721			918,716			894,192			
Station	Market	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)
CBR	Calgary Ctrl	6.0	109.0	7.6	128.2	176.0	4.9	104.1	157.1	5.4	110.2		
CBRFM	Calgary Ctrl	3.6	64.6	2.8	64.4	79.2	3.4	73.9	89.5	3.0	65.4		
CFAC	Calgary Ctrl	3.3	109.5	3.3	95.9	127.2	2.5	68.5	90.1	2.4	52.9		
CFFR	Calgary Ctrl	1.3	58.7	3.0	63.0	116.6	2.3	57.8	126.3	2.3	58.9		
CFGQFM	Calgary Ctrl	6.4	122.2	6.6	138.5	156.4	5.5	126.7	140.9	6.0	119.8		
CHFMFM	Calgary Ctrl	8.0	188.8	8.1	180.2	189.4	9.5	195.5	214.1	7.3	184.8		
CHQR	Calgary Ctrl	9.4	161.9	9.4	147.6	225.8	10.2	166.9	234.5	9.9	149.4		
CIBKFM	Calgary Ctrl	9.2	216.2	8.2	199.2	219.6	9.2	200.6	232.8	9.1	202.3		
CIQXFM	Calgary Ctrl	2.6	56.4	3.1	63.9	74.0	2.6	65.3	75.7	2.1	57.2		
CJAYFM	Calgary Ctrl	10.5	212.3	10.7	234.7	273.3	10.3	225.5	270.6	11.9	241.3		
CKISFM	Calgary Ctrl	11.4	219.5	10.8	231.2	257.2	11.5	231.2	257.0	13.7	258.6		
CKMX	Calgary Ctrl	3.2	39.4	2.6	36.7	68.0	2.6	43.5	74.4	2.7	47.2		
CKRYFM	Calgary Ctrl	13.2	180.3	12.5	187.6	234.7	13.7	187.5	252.2	13.3	197.6		

\*\* = this market not measured during this survey  
 Note - Full Coverage Reach available for S1-2006 and S4-2005 surveys only

## TERMS

**Central (Ctrl) Market Area** - A BBM 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 - EDMONTON CTRL S2-2006

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



Universe		S2 2006		S1 2006			S4 2005			S3 2005		S2 2005**	
		877,481		877,481			877,511			860,822			
Station	Market	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)
CBX	Edmonton Ctrl	5.3	88.5	5.4	96.0	143.0	4.4	77.5	110.1	4.2	83.6		
CBX FM	Edmonton Ctrl	2.5	49.8	2.9	49.2	58.3	2.5	52.0	53.8	2.7	51.6		
CFBRFM	Edmonton Ctrl	9.0	158.4	8.7	150.5	185.8	5.5	142.7	176.6	7.8	153.0		
CFCW*	Camrose/Edmonton Ctrl	7.0	77.6	8.2	78.8		9.9	94.1		6.6	86.9		
CFCWFM*	Camrose/Edmonton Ctrl	0.1	5.2	0.1	4.7		n/a	n/a		n/a	n/a		
CFMGFM	Edmonton Ctrl	8.0	126.6	7.0	129.2	144.2	9.5	152.7	169.7	8.7	151.4		
CFRN	Edmonton Ctrl	1.8	26.3	1.3	28.6	31.9	1.5	31.1	36.9	1.9	33.8		
CHBNFM	Edmonton Ctrl	4.6	119.4	5.9	128.2	143.9	4.4	112.8	122.9	4.8	112.1		
CHDIFM	Edmonton Ctrl	6.3	113.5	6.1	134.1	152.3	5.7	140.8	149.9	5.7	135.4		
CHED	Edmonton Ctrl	13.2	256.2	11.7	202.7	285.9	12.0	194.6	271.3	10.4	209.4		
CHFA	Edmonton Ctrl	0.0	1.9	0.1	3.8	11.8	0.1	3.7	6.4	0.1	2.4		
CHMCFM	Edmonton Ctrl	3.4	71.2	2.9	59.4	61.7	n/a	n/a	n/a	n/a	n/a		
CHQT	Edmonton Ctrl	3.3	67.4	3.2	60.9	86.4	5.4	80.3	101.1	3.7	76.9		
CIRKFM	Edmonton Ctrl	6.2	122.8	6.2	120.0	156.6	7.6	148.7	183.1	9.0	160.5		
CISNFM	Edmonton Ctrl	9.2	147.1	10.5	159.8	198.1	11.2	182.0	229.0	10.6	166.0		
CKNGFM	Edmonton Ctrl	7.2	148.4	7.0	168.1	190.7	7.7	162.1	186.4	7.0	173.2		
CKRAFM	Edmonton Ctrl	3.7	97.6	2.7	83.4	103.1	4.2	145.2	155.8	5.5	156.6		
CKUA	Edmonton Ctrl	2.7	55.3	2.5	56.7	161.0	3.2	63.0	164.3	3.4	62.3		

\* = spill station. Note - Full coverage not available for spill station for this market

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

n/a = not measured

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

## TERMS

**Central (Ctrl) Market Area** - A BBM 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 - VANCOUVER CTRL S2-2006

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



Universe		S2 2006		S1 2006			S4 2005			S3 2005		S2 2005	
		1,930,544		1,930,544			1,930,529			1,895,094		1,895,100	
Station	Market	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach
		%	(000)	%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)
CBU	Vancouver Ctrl	8.3	255.3	8.4	261.8	590.9	5.0	182.7	421.5	7.6	222.9	8.9	265.2
CBU FM	Vancouver Ctrl	5.9	186.3	6.1	188.1	289.3	6.1	191.9	282.6	5.5	218.8	5.8	188.4
CBUFFM	Vancouver Ctrl	0.2	12.4	0.6	14.4	19.5	0.2	12.1	15.7	0.1	9.0	0.1	8.8
CFBTFM	Vancouver Ctrl	7.3	351.6	5.2	302.1	348.0	6.2	311.1	370.4	6.6	308.3	5.6	281.0
CFMIFM	Vancouver Ctrl	7.4	297.4	6.3	278.6	392.9	6.3	280.4	425.7	7.2	294.2	6.3	319.3
CFOXF+	Vancouver Ctrl	4.7	212.9	4.8	217.1	273.4	4.3	219.2	281.7	4.5	220.2	5.1	224.1
CFUN	Vancouver Ctrl	1.5	76.6	1.6	77.8	98.7	1.6	81.7	107.1	1.0	57.6	1.5	63.8
CHMJ	Vancouver Ctrl	0.7	54.2	0.9	64.7	79.1	1.0	51.5	70.6	0.4	32.1	0.3	30.5
CHQMFM	Vancouver Ctrl	9.6	348.3	9.4	351.1	406.9	8.8	368.6	437.1	10.1	363.1	9.5	379.5
CISL	Vancouver Ctrl	1.8	79.4	1.6	92.6	115.2	2.6	110.7	148.9	2.3	116.4	2.3	106.5
CJJRFM	Vancouver Ctrl	6.1	189.9	5.9	227.6	317.0	6.6	211.3	309.1	6.6	232.9	6.0	221.9
CKBD	Vancouver Ctrl	3.6	130.0	3.9	148.7	198.6	4.3	165.8	229.0	4.4	160.4	4.0	147.3
CKCLFM*	Chilliwack/Van. Ctrl	3.0	139.3	2.4	124.1		2.9	136.8		3.1	140.8	3.0	144.5
CKLGM	Vancouver Ctrl	7.6	326.2	8.3	341.5	409.1	7.3	353.8	427.8	7.0	320.7	8.4	373.8
CKNW	Vancouver Ctrl	10.3	331.1	14.7	456.9	554.6	14.8	458.6	567.1	12.1	335.5	12.0	358.3
CKST	Vancouver Ctrl	1.6	88.4	1.4	83.4	98.4	1.9	108.2	123.3	1.4	80.8	1.5	80.6
CKWX	Vancouver Ctrl	4.0	285.8	3.7	312.3	353.5	4.6	360.4	412.6	4.5	340.5	3.8	319.2
CKZZFM	Vancouver Ctrl	6.3	348.8	4.5	309.0	375.9	5.4	332.9	397.8	5.3	293.1	4.8	325.7

\* = spill station. Note - Full coverage not available for spill station for this market

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

## 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.