



Measuring Audiences. Delivering Intelligence.

Auditoires mesurés. Décisions éclairées.

BBM Canada

Top-line Radio Statistics

S4 2007 (September 3–October 28, 2007)

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^e 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

TOP-LINE RADIO STATISTICS - HALIFAX CTRL S4-2007

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



| Universe | | S4 2007 | | | S3 2007** | | S2 2007** | | S1 2007 | | | S4 2006 | | |
|----------|--------------|---------|------------|----------|-----------|------------|-----------|------------|---------|------------|----------|---------|------------|----------|
| | | 338,141 | | | | | | | 339,886 | | | 339,886 | | |
| Station | Market | Share | Ctrl Reach | FC Reach | Share | Ctrl Reach | Share | Ctrl Reach | Share | Ctrl Reach | FC Reach | Share | Ctrl Reach | FC Reach |
| | | % | (000) | (000) | % | (000) | % | (000) | % | (000) | (000) | % | (000) | (000) |
| CBH FM | Halifax Ctrl | 2.1 | 14.8 | 23.6 | | | | | 2.1 | 15.4 | 22.4 | 3.6 | 20.0 | 31.7 |
| CBHAFM | Halifax Ctrl | 13.9 | 73.8 | 133.9 | | | | | 13.3 | 73.6 | 129.5 | 16.2 | 81.7 | 144.6 |
| CFDR | Halifax Ctrl | 5.9 | 21.7 | 40.7 | | | | | 3.4 | 21.4 | 37.8 | 3.6 | 18.0 | 35.0 |
| CFRQFM | Halifax Ctrl | 13.3 | 84.1 | 116.6 | | | | | 13.8 | 88.6 | 120.5 | 13.8 | 96.2 | 134.0 |
| CHFXFM | Halifax Ctrl | 12.0 | 54.7 | 85.2 | | | | | 14.6 | 69.8 | 95.8 | 13.3 | 66.9 | 106.2 |
| CHNSFM | Halifax Ctrl | 3.6 | 37.3 | 42.0 | | | | | 3.0 | 31.9 | 46.0 | 5.5 | 43.9 | 60.3 |
| CIOOFM | Halifax Ctrl | 16.7 | 109.4 | 131.8 | | | | | 18.5 | 112.4 | 146.2 | 13.8 | 97.7 | 115.6 |
| CJCH | Halifax Ctrl | 3.4 | 23.6 | 29.4 | | | | | 2.9 | 23.6 | 26.0 | 2.7 | 23.0 | 24.3 |
| CJNIFM | Halifax Ctrl | 2.7 | 25.0 | 30.4 | | | | | 1.7 | 18.1 | 20.6 | 1.9 | 17.5 | 22.0 |
| CKHZFM | Halifax Ctrl | 8.9 | 63.9 | 76.5 | | | | | 8.5 | 64.0 | 78.6 | 8.5 | 64.8 | 76.2 |
| CKULFM | Halifax Ctrl | 9.5 | 66.3 | 81.3 | | | | | 9.9 | 67.3 | 96.5 | 9.4 | 75.0 | 101.0 |

* = spill station

** = this market not measured during this survey

Note - Full Coverage Reach available for S1 and S4 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 - QUEBEC CITY CTRL S4-2007

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



| Universe | | S4 2007 | | | S3 2007 | | S2 2007 | | S1 2007 | | | S4 2006 | | |
|----------|------------------|---------|------------|----------|---------|------------|---------|------------|---------|------------|----------|---------|------------|----------|
| | | 648,672 | | | 640,667 | | 640,667 | | 640,667 | | | 640,667 | | |
| Station | Market | Share | Ctrl Reach | FC Reach | Share | Ctrl Reach | Share | Ctrl Reach | Share | Ctrl Reach | FC Reach | Share | Ctrl Reach | FC Reach |
| | | % | (000) | (000) | % | (000) | % | (000) | % | (000) | (000) | % | (000) | (000) |
| CBVFM | Quebec City Ctrl | 8.8 | 87.7 | 118.4 | 12.0 | 110.9 | 15.5 | 156.1 | 14.9 | 130.7 | 157.4 | 13.1 | 126.9 | 152.3 |
| CBVEFM | Quebec City Ctrl | 0.6 | 11.5 | 33.9 | 0.8 | 13.4 | 0.3 | 15.4 | 0.3 | 12.5 | 37.6 | 0.8 | 19.6 | 48.2 |
| CBVXFM | Quebec City Ctrl | 3.2 | 44.9 | 55.6 | 4.1 | 51.3 | 6.2 | 61.3 | 4.3 | 48.6 | 62.7 | 5.5 | 61.9 | 73.6 |
| CFELFM | Quebec City Ctrl | 0.6 | 11.1 | 20.3 | | | | | | | | | | |
| CFOMFM | Quebec City Ctrl | 13.9 | 167.2 | 237.8 | 13.9 | 136.5 | 13.3 | 146.2 | 13.6 | 147.1 | 218.1 | 14.7 | 148.1 | 201.8 |
| CHIKFM | Quebec City Ctrl | 13.2 | 176.8 | 260.4 | 13.8 | 176.0 | 11.2 | 170.9 | 12.5 | 173.1 | 268.6 | 14.0 | 177.5 | 274.8 |
| CHOIFM | Quebec City Ctrl | 12.1 | 155.7 | 250.6 | 10.5 | 140.8 | 15.5 | 167.9 | 12.8 | 163.6 | 273.0 | 11.5 | 151.7 | 265.6 |
| CHRC | Quebec City Ctrl | 5.1 | 63.6 | 77.8 | 4.1 | 50.6 | 5.2 | 64.2 | 7.3 | 94.0 | 113.0 | 7.4 | 79.8 | 99.4 |
| CITFFM | Quebec City Ctrl | 16.3 | 176.4 | 265.5 | 18.3 | 201.5 | 14.5 | 168.2 | 14.3 | 185.6 | 270.7 | 14.8 | 163.2 | 259.7 |
| CJECFM | Quebec City Ctrl | 2.8 | 46.2 | 55.2 | 4.1 | 55.4 | 3.6 | 48.6 | 5.2 | 68.3 | 76.1 | 4.6 | 56.8 | 66.2 |
| CJMFFM | Quebec City Ctrl | 11.7 | 174.7 | 243.3 | 8.2 | 122.4 | 7.1 | 108.7 | 8.0 | 127.8 | 188.9 | 7.1 | 111.6 | 161.4 |
| CJSQFM | Quebec City Ctrl | 2.8 | 39.5 | 46.4 | | | | | | | | | | |

* = spill station

** = this market not measured during this survey

Note - Full Coverage Reach available for S1 and S4 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 - SHERBROOKE CTRL S4-2007

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



| Universe | | S4 2007 | | | S3 2007** | | S2 2007** | | S1 2007 | | | S4 2006 | | |
|-----------|-----------------|---------|------------------|----------------|-----------|------------------|-----------|------------------|---------|------------------|----------------|---------|------------------|----------------|
| | | 197,455 | | | | | | | 195,376 | | | 195,376 | | |
| Station | Market | Share % | Ctrl Reach (000) | FC Reach (000) | Share % | Ctrl Reach (000) | Share % | Ctrl Reach (000) | Share % | Ctrl Reach (000) | FC Reach (000) | Share % | Ctrl Reach (000) | FC Reach (000) |
| CFGEFM | Sherbrooke Ctrl | 9.5 | 25.4 | 36.1 | | | | | 11.7 | 31.9 | 38.3 | 6.5 | 20.0 | 26.6 |
| CHLTFM*** | Sherbrooke Ctrl | 9.6 | 30.7 | 38.9 | | | | | 9.2 | 30.7 | 39.6 | 9.4 | 27.8 | 39.3 |
| CIMOFM | Sherbrooke Ctrl | 22.7 | 77.4 | 112.4 | | | | | 19.8 | 73.0 | 121.6 | 23.5 | 79.1 | 117.3 |
| CITEF4 | Sherbrooke Ctrl | 19.9 | 61.4 | 232.7 | | | | | 22.3 | 67.8 | 213.3 | 18.7 | 58.2 | 204.6 |

* = spill station

** = this market not measured during this survey

*** = call letter change from CHLT to CHLTFM

Note - Full Coverage Reach available for S1 and S4 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 S4-2007

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



| Universe | | S4 2007 | | | S3 2007 | | S2 2007 | | S1 2007 | | | S4 2006 | | |
|----------|---------------------|---------|------------------|----------------|---------|------------------|---------|------------------|---------|------------------|----------------|---------|------------------|----------------|
| | | 708,918 | | | 705,104 | | 705,104 | | 705,104 | | | 705,104 | | |
| Station | Market | Share % | Ctrl Reach (000) | FC Reach (000) | Share % | Ctrl Reach (000) | Share % | Ctrl Reach (000) | Share % | Ctrl Reach (000) | FC Reach (000) | Share % | Ctrl Reach (000) | FC Reach (000) |
| CBF FM | Montreal Anglo Ctrl | 0.5 | 10.2 | 749.2 | 0.4 | 6.7 | 0.1 | 6.1 | 0.3 | 7.8 | 568.1 | 0.3 | 7.4 | 574.4 |
| CBFXFM | Montreal Anglo Ctrl | 0.6 | 11.2 | 272.5 | 0.2 | 9.5 | 0.2 | 11.9 | 0.6 | 13.9 | 198.9 | 0.3 | 10.3 | 200.9 |
| CBM FM | Montreal Anglo Ctrl | 3.0 | 37.5 | 96.7 | 3.4 | 42.4 | 3.5 | 40.7 | 3.7 | 50.3 | 92.6 | 2.5 | 36.4 | 92.4 |
| CBMEFM | Montreal Anglo Ctrl | 6.2 | 76.2 | 112.7 | 4.7 | 67.3 | 8.4 | 81.1 | 8.0 | 88.7 | 113.2 | 4.5 | 58.0 | 99.2 |
| CFGLFM | Montreal Anglo Ctrl | 0.5 | 6.8 | 659.9 | 0.6 | 7.3 | 0.3 | 9.0 | 0.6 | 9.2 | 744.5 | 0.9 | 13.5 | 683.0 |
| CFQRFM | Montreal Anglo Ctrl | 16.9 | 223.1 | 477.7 | 18.3 | 208.6 | 18.3 | 229.2 | 19.8 | 232.7 | 462.7 | 18.6 | 240.0 | 483.2 |
| CHMPFM | Montreal Anglo Ctrl | 0.4 | 7.4 | 593.8 | 0.4 | 5.3 | 0.3 | 6.5 | 0.2 | 4.9 | 591.6 | 0.5 | 8.8 | 575.8 |
| CHOMFM | Montreal Anglo Ctrl | 11.0 | 164.7 | 602.7 | 11.1 | 153.1 | 14.0 | 180.6 | 11.4 | 163.4 | 581.0 | 11.5 | 155.5 | 596.0 |
| CINF | Montreal Anglo Ctrl | 0.1 | 2.5 | 189.6 | 0.1 | 5.0 | 0.1 | 4.3 | 0.1 | 5.1 | 193.0 | 0.1 | 4.6 | 183.5 |
| CINW | Montreal Anglo Ctrl | 4.1 | 62.3 | 81.3 | 3.4 | 56.3 | 3.6 | 73.8 | 3.2 | 69.2 | 92.7 | 3.2 | 75.0 | 105.9 |
| CITEF3 | Montreal Anglo Ctrl | 0.7 | 9.3 | 572 | 0.7 | 6.5 | 0.7 | 7.6 | 0.9 | 10.7 | 626.5 | 0.8 | 9.4 | 592.4 |
| CJAD | Montreal Anglo Ctrl | 20.9 | 203.3 | 270.1 | 18.0 | 184.5 | 17.3 | 207.5 | 20.1 | 233.1 | 301.6 | 19.0 | 205.9 | 279.8 |
| CJFMFM | Montreal Anglo Ctrl | 16.9 | 226.1 | 607.3 | 18.1 | 235.0 | 14.1 | 226.3 | 13.5 | 206.2 | 564.3 | 20.3 | 252.4 | 622.9 |
| CJPXFM | Montreal Anglo Ctrl | 2.5 | 44.0 | 324.1 | 4.2 | 49.9 | 2.4 | 41.8 | 2.1 | 42.8 | 340.9 | 2.2 | 32.0 | 316.6 |
| CKAC | Montreal Anglo Ctrl | 0.4 | 8.8 | 260 | 0.1 | 4.7 | 0.1 | 4.7 | 0.4 | 10.7 | 460.4 | 0.5 | 7.2 | 425.5 |
| CKGM | Montreal Anglo Ctrl | 2.2 | 34.2 | 46.5 | 2.1 | 30.6 | 2.8 | 43.0 | 2.1 | 47.8 | 60.7 | 2.0 | 37.4 | 50.8 |
| CKLXFM | Montreal Anglo Ctrl | 1.6 | 27.0 | 156.1 | 0.7 | 19.9 | 1.1 | 25.8 | 1.0 | 22.8 | 126.0 | 0.9 | 19.8 | 159.7 |
| CKMFFM | Montreal Anglo Ctrl | 0.3 | 10.4 | 596.3 | 0.5 | 7.0 | 0.4 | 12.2 | 0.2 | 7.5 | 826.4 | 0.7 | 17.4 | 824.5 |
| CKOIFM | Montreal Anglo Ctrl | 0.6 | 29.5 | 786.6 | 0.9 | 22.0 | 1.1 | 21.8 | 0.4 | 16.5 | 852.0 | 1.0 | 28.1 | 840.2 |

n/a = not measured

* = spill station

** = this market not measured during this survey

Note - Full Coverage Reach available for S1 and S4 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 S4-2007

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



| Universe | | S4 2007 | | | S3 2007 | | S2 2007 | | S1 2007 | | | S4 2006 | | |
|----------|----------------------|-----------|------------|----------|-----------|------------|-----------|------------|-----------|------------|----------|-----------|------------|----------|
| | | 2,535,481 | | | 2,505,622 | | 2,505,622 | | 2,505,622 | | | 2,505,622 | | |
| Station | Market | Share | Ctrl Reach | FC Reach | Share | Ctrl Reach | Share | Ctrl Reach | Share | Ctrl Reach | FC Reach | Share | Ctrl Reach | FC Reach |
| | | % | (000) | (000) | % | (000) | % | (000) | % | (000) | (000) | % | (000) | (000) |
| CBF FM | Montreal Franco Ctrl | 15.1 | 552.8 | 749.2 | 12.0 | 451.7 | 9.2 | 350.8 | 11.3 | 383.7 | 568.1 | 9.8 | 384.7 | 574.4 |
| CBFXFM | Montreal Franco Ctrl | 3.6 | 201.2 | 272.5 | 1.8 | 131.0 | 1.7 | 109.3 | 1.7 | 123.4 | 198.9 | 1.5 | 112.1 | 200.9 |
| CBM FM | Montreal Franco Ctrl | 0.2 | 35.0 | 96.7 | 0.4 | 33.5 | 0.5 | 35.1 | 0.4 | 19.0 | 92.6 | 0.4 | 28.1 | 92.4 |
| CBMEFM | Montreal Franco Ctrl | 0.3 | 22.1 | 112.7 | 0.2 | 18.2 | 0.1 | 14.3 | 0.1 | 9.6 | 113.2 | 0.2 | 21.0 | 99.2 |
| CFGFLM | Montreal Franco Ctrl | 13.2 | 520.0 | 659.9 | 14.4 | 519.2 | 13.6 | 549.6 | 14.5 | 610.9 | 744.5 | 13.4 | 556.5 | 683.0 |
| CFQRFM | Montreal Franco Ctrl | 2.6 | 172.3 | 477.7 | 3.7 | 215.6 | 2.7 | 165.1 | 2.5 | 179.3 | 462.7 | 3.2 | 172.4 | 483.2 |
| CHMPFM | Montreal Franco Ctrl | 11.1 | 455.3 | 593.8 | 8.9 | 391.1 | 12.1 | 546.6 | 10.4 | 475.3 | 591.6 | 9.9 | 442.7 | 575.8 |
| CHOMFM | Montreal Franco Ctrl | 4.8 | 287.9 | 602.7 | 4.7 | 310.4 | 4.9 | 304.0 | 4.0 | 281.6 | 581.0 | 3.9 | 272.2 | 596.0 |
| CINF | Montreal Franco Ctrl | 1.5 | 145.8 | 189.6 | 1.1 | 124.5 | 1.0 | 127.0 | 1.0 | 143.6 | 193.0 | 1.2 | 134.0 | 183.5 |
| CINW | Montreal Franco Ctrl | 0.0 | 5.8 | 81.3 | 0.0 | 3.9 | 0.0 | 4.4 | 0.1 | 6.6 | 92.7 | 0.2 | 12.8 | 105.9 |
| CITEF3 | Montreal Franco Ctrl | 11.0 | 440.1 | 572 | 10.5 | 443.6 | 10.9 | 484.3 | 11.4 | 503.5 | 626.5 | 11.5 | 456.1 | 592.4 |
| CJAD | Montreal Franco Ctrl | 0.3 | 15.8 | 270.1 | 0.0 | 4.7 | 0.3 | 23.4 | 0.4 | 21.9 | 301.6 | 0.4 | 20.5 | 279.8 |
| CJFMFM | Montreal Franco Ctrl | 3.9 | 296.5 | 607.3 | 4.0 | 318.7 | 4.1 | 301.5 | 3.4 | 270.7 | 564.3 | 3.6 | 278.4 | 622.9 |
| CJPXFM | Montreal Franco Ctrl | 3.5 | 218.6 | 324.1 | 4.4 | 220.2 | 4.6 | 225.5 | 4.0 | 229.3 | 340.9 | 4.6 | 222.8 | 316.6 |
| CKAC | Montreal Franco Ctrl | 3.0 | 183.2 | 260 | 2.3 | 143.6 | 3.1 | 196.8 | 5.0 | 333.6 | 460.4 | 5.2 | 298.8 | 425.5 |
| CKGM | Montreal Franco Ctrl | 0.0 | 5.8 | 46.5 | 0.0 | 4.5 | 0.0 | 5.6 | 0.1 | 7.7 | 60.7 | 0.2 | 8.9 | 50.8 |
| CKLXFM | Montreal Franco Ctrl | 1.8 | 117.5 | 156.1 | 2.2 | 125.9 | 1.2 | 99.4 | 1.7 | 91.9 | 126.0 | 2.0 | 126.5 | 159.7 |
| CKMFFM | Montreal Franco Ctrl | 7.6 | 429.9 | 596.3 | 8.6 | 479.9 | 13.9 | 645.0 | 12.8 | 621.2 | 826.4 | 12.6 | 614.0 | 824.5 |
| CKOIFM | Montreal Franco Ctrl | 8.1 | 506.1 | 786.6 | 9.9 | 554.9 | 7.7 | 530.7 | 8.4 | 566.1 | 852.0 | 9.2 | 560.7 | 840.2 |

n/a = not measured

* = spill station

** = this market not measured during this survey

Note - Full Coverage Reach available for S1 and S4 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 ANGLO CTRL S4-2007

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



| Universe | | S4 2007 | | | S3 2007 | | S2 2007 | | S1 2007 | | | S4 2006 | | |
|-----------|-----------------------------------|---------|------------------|----------------|---------|------------------|---------|------------------|---------|------------------|----------------|---------|------------------|----------------|
| | | 703,173 | | | 708,089 | | 708,089 | | 708,089 | | | 708,089 | | |
| Station | Market | Share % | Ctrl Reach (000) | FC Reach (000) | Share % | Ctrl Reach (000) | Share % | Ctrl Reach (000) | Share % | Ctrl Reach (000) | FC Reach (000) | Share % | Ctrl Reach (000) | FC Reach (000) |
| CBO FM | Ottawa-Gat. Anglo Ctrl | 21.1 | 227.0 | 327.2 | 12.4 | 149.2 | 18.8 | 190.4 | 16.0 | 179.9 | 296.8 | 15.8 | 170.9 | 279.4 |
| CBOFFM | Ottawa-Gat. Anglo Ctrl | 0.4 | 15.4 | 82.7 | 0.5 | 9.2 | 0.4 | 13.0 | 0.3 | 11.9 | 76.0 | 0.3 | 7.1 | 68.1 |
| CBOQFM | Ottawa-Gat. Anglo Ctrl | 5.0 | 65.7 | 87.5 | 4.4 | 49.6 | 4.6 | 73.4 | 4.4 | 64.0 | 86.5 | 5.7 | 70.0 | 98.4 |
| CBOXFM | Ottawa-Gat. Anglo Ctrl | 0.6 | 15.1 | 33.1 | 0.2 | 9.2 | 0.4 | 11.6 | 0.6 | 15.3 | 42.3 | 0.5 | 15.0 | 43.7 |
| CFGO | Ottawa-Gat. Anglo Ctrl | 2.7 | 66.0 | 83.2 | 3.2 | 58.3 | 3.9 | 98.1 | 3.0 | 72.0 | 90.5 | 2.3 | 44.2 | 58.7 |
| CFRA | Ottawa-Gat. Anglo Ctrl | 9.9 | 106.9 | 150.0 | 10.7 | 125.0 | 10.6 | 125.6 | 10.7 | 129.1 | 204.0 | 11.9 | 128.8 | 189.1 |
| CFTXFM | Ottawa-Gat. Anglo Ctrl | 0.0 | 2.6 | 30.0 | 0.1 | 1.6 | 0.0 | 0.4 | 0.0 | 0.5 | 18.4 | 0.0 | 0.3 | 13.8 |
| CHEZFM | Ottawa-Gat. Anglo Ctrl | 8.4 | 126.6 | 209.5 | 5.4 | 109.6 | 6.8 | 112.2 | 7.2 | 116.6 | 206.2 | 8.4 | 127.9 | 214.3 |
| CHLXFM | Ottawa-Gat. Anglo Ctrl | 1.7 | 33.4 | 66.9 | 1.4 | 24.4 | 1.4 | 26.1 | 1.3 | 28.6 | 64.3 | 1.2 | 24.0 | 57.0 |
| CIHTFM | Ottawa-Gat. Anglo Ctrl | 8.1 | 143.8 | 233.8 | 12.5 | 172.0 | 9.1 | 147.2 | 7.3 | 128.3 | 223.2 | 7.5 | 137.5 | 232.1 |
| CILVFM | Ottawa-Gat. Anglo Ctrl | 4.8 | 85.6 | 102.8 | 4.1 | 61.3 | 2.6 | 57.1 | 3.3 | 66.7 | 79.0 | 3.1 | 65.1 | 71.7 |
| CIMFFM | Ottawa-Gat. Anglo Ctrl | 0.6 | 11.2 | 141.1 | 0.4 | 8.2 | 0.4 | 11.2 | 0.7 | 14.5 | 143.1 | 0.9 | 10.8 | 138.8 |
| CISSEFM | Ottawa-Gat. Anglo Ctrl | 2.8 | 59.5 | 92.5 | 4.9 | 82.0 | 3.8 | 74.3 | 4.1 | 72.6 | 111.6 | 2.5 | 60.2 | 104.6 |
| CIWW | Ottawa-Gat. Anglo Ctrl | 1.4 | 28.3 | 36.6 | 1.5 | 29.4 | 1.4 | 31.0 | 1.9 | 33.0 | 45.5 | 2.4 | 42.7 | 53.6 |
| CJMJFM | Ottawa-Gat. Anglo Ctrl | 8.1 | 119.9 | 193.8 | 13.4 | 166.4 | 9.9 | 145.0 | 11.9 | 144.5 | 224.0 | 8.3 | 130.1 | 196.7 |
| CJRCFM*** | Ottawa-Gat. Anglo Ctrl | 0.1 | 1.6 | 53.5 | 0.0 | 0.0 | 0.0 | 0.4 | 0.2 | 5.0 | 66.6 | 0.1 | 2.0 | 55.3 |
| CJWLFM | Ottawa-Gat. Anglo Ctrl | 4.8 | 56.4 | 79.5 | 4.4 | 51.6 | 4.7 | 59.7 | 6.2 | 60.1 | 85.7 | 5.1 | 60.1 | 72.5 |
| CKBYFM* | Ott.-Gat. Anglo Ctrl/ Smith Falls | 3.0 | 39.7 | 113.7 | 4.7 | 64.9 | 5.5 | 67.4 | 4.4 | 58.9 | | 5.1 | 65.2 | |
| CKKLFM | Ottawa-Gat. Anglo Ctrl | 2.8 | 68.6 | 119.2 | 3.6 | 79.7 | 4.7 | 80.7 | 4.6 | 89.6 | 144.0 | 5.4 | 90.7 | 136.8 |
| CKQBFM | Ottawa-Gat. Anglo Ctrl | 6.4 | 129.6 | 241.4 | 5.4 | 112.6 | 5.6 | 111.1 | 5.2 | 111.9 | 227.6 | 6.4 | 124.6 | 236.3 |
| CKTFFM | Ottawa-Gat. Anglo Ctrl | 0.6 | 12.6 | 124.3 | 0.2 | 5.0 | 0.3 | 9.5 | 0.5 | 10.4 | 122.2 | 0.4 | 7.4 | 126.0 |

* = spill station

** = this market not measured during this survey

*** = call letter change from CJRC to CJRCFM

Note - Full Coverage Reach available for S1 and S4 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 S4-2007

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



| Universe | | S4 2007 | | | S3 2007 | | S2 2007 | | S1 2007 | | | S4 2006 | | |
|-----------|------------------------------------|---------|------------------|----------------|---------|------------------|---------|------------------|---------|------------------|----------------|---------|------------------|----------------|
| | | 312,404 | | | 311,043 | | 311,043 | | 311,043 | | | 311,043 | | |
| Station | Market | Share % | Ctrl Reach (000) | FC Reach (000) | Share % | Ctrl Reach (000) | Share % | Ctrl Reach (000) | Share % | Ctrl Reach (000) | FC Reach (000) | Share % | Ctrl Reach (000) | FC Reach (000) |
| CBO FM | Ottawa-Gat. Franco Ctrl | 0.9 | 5.6 | 327.2 | 0.7 | 7.2 | 1.0 | 8.2 | 0.8 | 7.7 | 296.8 | 0.7 | 7.3 | 279.4 |
| CBOFFM | Ottawa-Gat. Franco Ctrl | 11.6 | 58.0 | 82.7 | 8.3 | 47.6 | 11.1 | 54.5 | 9.4 | 48.3 | 76.0 | 10.5 | 52.4 | 68.1 |
| CBOQFM | Ottawa-Gat. Franco Ctrl | 0.8 | 7.2 | 87.5 | 0.9 | 6.1 | 0.8 | 7.6 | 1.0 | 8.2 | 86.5 | 1.2 | 9.2 | 98.4 |
| CBOXFM | Ottawa-Gat. Franco Ctrl | 2.2 | 16.0 | 33.1 | 2.3 | 17.6 | 3.6 | 24.7 | 2.9 | 21.0 | 42.3 | 3.2 | 21.3 | 43.7 |
| CFG0 | Ottawa-Gat. Franco Ctrl | 0.4 | 5.7 | 83.2 | 0.3 | 3.0 | 1.1 | 8.4 | 0.6 | 5.5 | 90.5 | 0.4 | 3.3 | 58.7 |
| CFRA | Ottawa-Gat. Franco Ctrl | 1.0 | 5.4 | 150.0 | 1.3 | 8.2 | 0.9 | 4.5 | 1.4 | 11.4 | 204.0 | 1.0 | 6.0 | 189.1 |
| CFTXFM | Ottawa-Gat. Franco Ctrl | 2.2 | 25.5 | 30.0 | 2.8 | 21.5 | 1.4 | 15.7 | 1.5 | 11.4 | 18.4 | 0.7 | 12.0 | 13.8 |
| CHEZFM | Ottawa-Gat. Franco Ctrl | 3.6 | 23.3 | 209.5 | 5.0 | 31.5 | 3.7 | 26.4 | 3.5 | 26.0 | 206.2 | 3.3 | 28.9 | 214.3 |
| CHLXFM | Ottawa-Gat. Franco Ctrl | 4.8 | 30.9 | 66.9 | 3.9 | 28.7 | 4.8 | 29.0 | 4.6 | 32.6 | 64.3 | 5.2 | 29.8 | 57.0 |
| CIHTFM | Ottawa-Gat. Franco Ctrl | 4.3 | 44.9 | 233.8 | 7.5 | 57.7 | 6.9 | 53.0 | 4.9 | 48.1 | 223.2 | 6.8 | 49.8 | 232.1 |
| CILVFM | Ottawa-Gat. Franco Ctrl | 1.1 | 7.4 | 102.8 | 0.2 | 2.4 | 0.3 | 3.6 | 0.2 | 3.7 | 79.0 | 0.1 | 2.2 | 71.7 |
| CIMFFM | Ottawa-Gat. Franco Ctrl | 20.8 | 107.8 | 141.1 | 26.3 | 121.4 | 21.7 | 106.9 | 24.1 | 110.0 | 143.1 | 26.4 | 109.0 | 138.8 |
| CISSFM | Ottawa-Gat. Franco Ctrl | 1.9 | 11.4 | 92.5 | 2.1 | 13.5 | 1.4 | 13.3 | 1.4 | 13.9 | 111.6 | 0.8 | 12.4 | 104.6 |
| CIWW | Ottawa-Gat. Franco Ctrl | 0.5 | 2.6 | 36.6 | 0.5 | 3.7 | 0.7 | 5.0 | 0.4 | 5.3 | 45.5 | 0.4 | 4.6 | 53.6 |
| CJMJFM | Ottawa-Gat. Franco Ctrl | 5.3 | 28.5 | 193.8 | 4.3 | 27.0 | 3.3 | 21.9 | 4.1 | 20.8 | 224.0 | 3.4 | 17.3 | 196.7 |
| CJRCFM*** | Ottawa-Gat. Franco Ctrl | 9.0 | 46.2 | 53.5 | 7.2 | 42.1 | 9.5 | 52.4 | 10.7 | 55.8 | 66.6 | 9.5 | 45.7 | 55.3 |
| CJWLFM | Ottawa-Gat. Franco Ctrl | 5.2 | 18.4 | 79.5 | 2.6 | 16.3 | 2.2 | 12.2 | 3.6 | 16.9 | 85.7 | 1.5 | 8.9 | 72.5 |
| CKBYFM* | Ott.-Gat. Franco Ctrl/ Smith Falls | 1.4 | 7.6 | 113.7 | 1.4 | 11.1 | 0.9 | 7.1 | 1.3 | 10.2 | | 1.5 | 10.2 | |
| CKKLFM | Ottawa-Gat. Franco Ctrl | 2.2 | 17.3 | 119.2 | 1.8 | 17.0 | 1.6 | 16.5 | 2.2 | 15.1 | 144.0 | 1.1 | 11.4 | 136.8 |
| CKQBFM | Ottawa-Gat. Franco Ctrl | 2.8 | 27.1 | 241.4 | 2.0 | 26.5 | 2.8 | 27.5 | 1.8 | 20.8 | 227.6 | 1.6 | 21.7 | 236.3 |
| CKTFFM | Ottawa-Gat. Franco Ctrl | 13.8 | 87.9 | 124.3 | 14.6 | 94.8 | 16.3 | 92.4 | 15.4 | 91.0 | 122.2 | 17.5 | 103.9 | 126.0 |

* = spill station

** = this market not measured during this survey

*** = call letter change from CJRC to CJRCFM

Note - Full Coverage Reach available for S1 and S4 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 S4-2007

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



| Universe | | S4 2007 | | | S3 2007 | | S2 2007 | | S1 2007 | | | S4 2006 | | |
|----------|-------------------|-----------|------------|----------|-----------|------------|-----------|------------|-----------|------------|----------|-----------|------------|----------|
| | | 4,703,102 | | | 4,647,487 | | 4,647,487 | | 4,647,487 | | | 4,647,487 | | |
| Station | Market | Share | Ctrl Reach | FC Reach | Share | Ctrl Reach | Share | Ctrl Reach | Share | Ctrl Reach | FC Reach | Share | Ctrl Reach | FC Reach |
| | | % | (000) | (000) | % | (000) | % | (000) | % | (000) | (000) | % | (000) | (000) |
| CBL FM | Toronto Ctrl | 2.6 | 235.3 | 382.9 | 1.4 | 184.4 | 1.8 | 169.4 | 1.9 | 207.8 | 349.9 | 2.3 | 229.4 | 367.7 |
| CBLAFM | Toronto Ctrl | 8.4 | 642.4 | 1,035.3 | 7.0 | 534.5 | 5.4 | 463.7 | 7.6 | 526.2 | 900.9 | 7.3 | 563.8 | 899.9 |
| CFMJ | Toronto Ctrl | 2.0 | 257.9 | 342.3 | 1.7 | 215.5 | 1.4 | 200.2 | 1.9 | 284.6 | 381.5 | 1.6 | 237.0 | 313.8 |
| CFMZFM | Toronto Ctrl | 5.2 | 424.8 | 535.2 | 4.0 | 382.4 | 4.6 | 395.8 | 5.0 | 443.9 | 553.6 | 5.2 | 423.6 | 539.7 |
| CFNYFM | Toronto Ctrl | 3.8 | 520.4 | 829.5 | 4.9 | 597.1 | 4.4 | 514.1 | 4.8 | 567.8 | 849.9 | 4.8 | 572.6 | 879.4 |
| CFRB | Toronto Ctrl | 5.7 | 446.3 | 603.4 | 5.9 | 428.1 | 5.1 | 440.3 | 5.4 | 485.3 | 641.1 | 5.8 | 458.4 | 617.9 |
| CFTR | Toronto Ctrl | 4.4 | 858.6 | 1,086.9 | 5.2 | 932.9 | 6.3 | 1,054.1 | 5.4 | 975.7 | 1,193.3 | 5.3 | 970.0 | 1,170.2 |
| CFXJFM | Toronto Ctrl | 3.0 | 393.9 | 424.9 | 2.3 | 358.7 | 3.3 | 387.8 | 2.2 | 344.9 | 372.6 | 2.8 | 389.0 | 420.8 |
| CHFIFM | Toronto Ctrl | 9.6 | 780.5 | 945.0 | 8.5 | 738.2 | 9.6 | 809.3 | 9.2 | 796.9 | 944.3 | 9.1 | 775.8 | 945.7 |
| CHUM | Toronto Ctrl | 1.0 | 143.8 | 186.4 | 1.3 | 169.5 | 1.0 | 129.6 | 1.6 | 158.3 | 191.5 | 1.0 | 136.7 | 175.8 |
| CHUMFM | Toronto Ctrl | 8.9 | 885.8 | 1,166.3 | 9.2 | 915.3 | 10.4 | 978.0 | 8.4 | 862.2 | 1,078.8 | 8.2 | 843.2 | 1,109.4 |
| CHWO | Toronto Ctrl | 3.7 | 266.6 | 466.9 | 4.7 | 305.2 | 3.9 | 281.5 | 4.7 | 275.5 | 491.0 | 4.0 | 251.7 | 465.7 |
| CIDCFM | Toronto Ctrl | 4.7 | 617.0 | 783.7 | 5.5 | 710.2 | 4.5 | 580.8 | 5.1 | 660.4 | 844.3 | 4.4 | 595.3 | 775.9 |
| CILQFM | Toronto Ctrl | 6.3 | 659.2 | 984.5 | 7.4 | 718.2 | 6.5 | 642.7 | 6.4 | 676.2 | 983.8 | 6.8 | 649.7 | 970.1 |
| CINGFM* | Toronto Ctrl/Hamt | 1.6 | 156.6 | 349.0 | 0.9 | 126.7 | 1.3 | 146.0 | 1.6 | 163.0 | | 1.8 | 158.1 | |
| CJAQFM | Toronto Ctrl | 1.8 | 317.4 | 377.5 | 2.2 | 353.8 | 2.4 | 304.9 | 2.3 | 361.1 | 425.2 | 2.6 | 403.8 | 480.9 |
| CJBC | Toronto Ctrl | 0.1 | 15.7 | 22.6 | 0.3 | 15.3 | 0.1 | 8.8 | 0.0 | 15.6 | 24.5 | 0.1 | 17.9 | 25.3 |
| CJBCFM | Toronto Ctrl | 0.3 | 40.3 | 46.1 | 0.3 | 28.5 | 0.1 | 20.0 | 0.1 | 23.0 | 30.6 | 0.1 | 29.0 | 35.2 |
| CJCL | Toronto Ctrl | 2.3 | 293.2 | 431.9 | 2.1 | 323.0 | 2.7 | 350.6 | 1.9 | 263.7 | 381.8 | 2.1 | 277.5 | 411.6 |
| CJEZFM | Toronto Ctrl | 5.6 | 570.7 | 655.0 | 6.1 | 622.5 | 6.2 | 594.1 | 6.1 | 612.8 | 703.7 | 6.0 | 620.1 | 703.2 |
| CJRTFM | Toronto Ctrl | 2.3 | 246.9 | 306.3 | 1.6 | 227.7 | 1.7 | 202.0 | 1.7 | 215.2 | 263.0 | 1.6 | 215.1 | 269.8 |
| CKDXFM | Toronto Ctrl | 0.9 | 96.5 | 127.7 | 0.9 | 101.5 | 1.2 | 140.6 | 1.5 | 103.8 | 138.2 | 1.8 | 126.3 | 165.4 |
| CKFMFM | Toronto Ctrl | 4.2 | 647.1 | 877.4 | 3.8 | 592.6 | 3.8 | 605.8 | 3.5 | 564.1 | 768.5 | 3.8 | 598.3 | 821.4 |

* = spill station

** = this market not measured during this survey

Note - Full Coverage Reach available for S1 and S4 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 S4-2007

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



| Universe | | S1 2007 | | | S3 2007 | | S2 2007 | | S1 2007 | | | S4 2006 | | |
|----------|---------------|---------|------------|----------|---------|------------|---------|------------|---------|------------|----------|---------|------------|----------|
| | | 637,638 | | | 631,857 | | 631,857 | | 631,857 | | | 631,857 | | |
| Station | Market | Share | Ctrl Reach | FC Reach | Share | Ctrl Reach | Share | Ctrl Reach | Share | Ctrl Reach | FC Reach | Share | Ctrl Reach | FC Reach |
| | | % | (000) | (000) | % | (000) | % | (000) | % | (000) | (000) | % | (000) | (000) |
| CHAM | Hamilton Ctrl | 1.0 | 16.9 | 94.0 | 1.8 | 24.7 | 1.3 | 20.8 | 2.0 | 21.7 | 125.2 | 2.4 | 29.9 | 121.8 |
| CHML | Hamilton Ctrl | 6.9 | 86.2 | 137.2 | 5.9 | 83.4 | 7.8 | 92.9 | 7.9 | 101.4 | 156.4 | 7.0 | 94.2 | 143.3 |
| CINGFM | Hamilton Ctrl | 4.4 | 53.4 | 349.0 | 5.6 | 58.0 | 3.9 | 44.5 | 4.6 | 60.0 | 382.5 | 4.7 | 50.2 | 360.8 |
| CIWVFM | Hamilton Ctrl | 1.2 | 22.1 | 65.0 | 1.7 | 18.2 | 1.8 | 21.9 | 1.3 | 15.9 | 69.8 | 1.6 | 22.0 | 65.9 |
| CJXYFM | Hamilton Ctrl | 4.7 | 71.2 | 190.5 | 8.3 | 95.5 | 8.0 | 103.4 | 6.5 | 85.3 | 239.0 | 5.7 | 81.0 | 241.8 |
| CKLHFM | Hamilton Ctrl | 14.2 | 151.2 | 203.0 | 12.4 | 129.6 | 12.9 | 148.0 | 15.3 | 152.5 | 211.0 | 14.9 | 138.7 | 197.3 |
| CKOC | Hamilton Ctrl | 3.5 | 44.8 | 142.5 | 3.0 | 49.1 | 4.0 | 49.6 | 2.9 | 43.4 | 132.2 | 2.2 | 32.5 | 122.1 |

* = spill station

** = this market not measured during this survey

Note - Full Coverage Reach available for S1 and S4 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 - ST.CATHARINES-NIAGARA CTRL S4-2007

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



| Universe | | S4 2007 | | | S3 2007** | | S2 2007** | | S1 2007 | | | S4 2006 | | |
|----------|----------------------------|---------|------------|----------|-----------|------------|-----------|------------|---------|------------|----------|---------|------------|----------|
| | | 352,111 | | | | | | | 349,518 | | | 349,518 | | |
| Station | Market | Share | Ctrl Reach | FC Reach | Share | Ctrl Reach | Share | Ctrl Reach | Share | Ctrl Reach | FC Reach | Share | Ctrl Reach | FC Reach |
| | | % | (000) | (000) | % | (000) | % | (000) | % | (000) | (000) | % | (000) | (000) |
| CFLZFM | St.Catharines-Niagara Ctrl | 1.7 | 17.0 | 18.1 | | | | | 1.0 | 9.1 | 9.1 | 1.3 | 11.6 | 12.3 |
| CHREFM | St.Catharines-Niagara Ctrl | 12.5 | 67.2 | 106.2 | | | | | 14.8 | 79.3 | 102.9 | 11.2 | 62.8 | 105.7 |
| CHTZFM | St.Catharines-Niagara Ctrl | 9.5 | 57.6 | 256.0 | | | | | 8.1 | 56.4 | 242.7 | 9.8 | 62.9 | 267.0 |
| CIXLFM | St.Catharines-Niagara Ctrl | 4.5 | 30.4 | 38.0 | | | | | 5.4 | 34.5 | 42.6 | 4.9 | 29.8 | 42.9 |
| CKEYFM | St.Catharines-Niagara Ctrl | 2.4 | 38.0 | 41.0 | | | | | 2.6 | 36.9 | 46.1 | 2.7 | 35.9 | 44.7 |
| CKTB | St.Catharines-Niagara Ctrl | 6.5 | 39.0 | 72.3 | | | | | 5.2 | 36.9 | 58.6 | 5.5 | 40.3 | 67.7 |

* = spill station

** = this market not measured during this survey

Note - Full Coverage Reach available for S1 and S4 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 - KITCHENER-WATERLOO CTRL S4-2007

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



| Universe | | S4 2007 | | | S3 2007** | | S2 2007** | | S1 2007 | | | S4 2006 | | |
|----------|--------------------------|---------|------------|----------|-----------|------------|-----------|------------|---------|------------|----------|---------|------------|----------|
| | | 404,036 | | | | | | | 396,161 | | | 396,161 | | |
| Station | Market | Share | Ctrl Reach | FC Reach | Share | Ctrl Reach | Share | Ctrl Reach | Share | Ctrl Reach | FC Reach | Share | Ctrl Reach | FC Reach |
| | | % | (000) | (000) | % | (000) | % | (000) | % | (000) | (000) | % | (000) | (000) |
| CFCAFM | Kitchener-Waterloo. Ctrl | 12.4 | 83.9 | 193.2 | | | | | 12.0 | 93.8 | 186.2 | 11.3 | 88.5 | 187.7 |
| CHYFM | Kitchener-Waterloo. Ctrl | 16.0 | 100.6 | 161.7 | | | | | 13.9 | 97.1 | 159.7 | 13.4 | 96.5 | 162.8 |
| CIKZFM | Kitchener-Waterloo. Ctrl | 3.4 | 30.5 | 63.5 | | | | | 6.0 | 41.5 | 53.3 | 7.0 | 40.8 | 61.8 |
| CJDVFM | Kitchener-Waterloo. Ctrl | 6.6 | 45.5 | 61.1 | | | | | 7.8 | 54.7 | 76.1 | 6.4 | 40.1 | 54.6 |
| CJTWF | Kitchener-Waterloo. Ctrl | 2.1 | 17.4 | 21.7 | | | | | 1.2 | 15.2 | 23.3 | 1.3 | 16.9 | 22.0 |
| CKBTFM | Kitchener-Waterloo. Ctrl | 7.4 | 80.5 | 180.7 | | | | | 6.6 | 74.3 | 157.6 | 7.0 | 67.8 | 146.0 |
| CKDKFM* | Kit-Wat. Ctrl/Woodstock | 3.7 | 38.7 | 166.5 | | | | | 2.0 | 34.9 | | 2.6 | 34.2 | |
| CKGL | Kitchener-Waterloo. Ctrl | 4.3 | 49.3 | 68.9 | | | | | 4.8 | 59.4 | 76.5 | 5.1 | 45.1 | 59.7 |
| CKKW | Kitchener-Waterloo. Ctrl | 2.1 | 20.2 | 25.2 | | | | | 2.7 | 18.8 | 27.8 | 1.9 | 16.0 | 19.4 |
| CKWRFM | Kitchener-Waterloo. Ctrl | 3.3 | 26.8 | 34.0 | | | | | 1.7 | 19.5 | 28.9 | 2.1 | 22.2 | 31.0 |

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

** = this market not measured during this survey

Note - Full Coverage Reach available for S1 and S4 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 - LONDON CTRL S4-2007

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



| Universe | | S4 2007 | | | S3 2007** | | S2 2007** | | S1 2007 | | | S4 2006 | | |
|----------|--------------------|---------|------------------|----------------|-----------|------------------|-----------|------------------|---------|------------------|----------------|---------|------------------|----------------|
| | | 409,934 | | | | | | | 405,295 | | | 405,295 | | |
| Station | Market | Share % | Ctrl Reach (000) | FC Reach (000) | Share % | Ctrl Reach (000) | Share % | Ctrl Reach (000) | Share % | Ctrl Reach (000) | FC Reach (000) | Share % | Ctrl Reach (000) | FC Reach (000) |
| CFHKFM | London Ctrl | 10.0 | 100.1 | 128.5 | | | | | 8.3 | 87.5 | 116.5 | 7.5 | 80.5 | 98.2 |
| CFPL | London Ctrl | 4.5 | 46.2 | 58.6 | | | | | 4.0 | 39.8 | 55.3 | 3.7 | 37.9 | 58.4 |
| CFPLFM | London Ctrl | 10.4 | 78.9 | 162.7 | | | | | 10.0 | 78.8 | 179.4 | 11.0 | 85.3 | 178.3 |
| CHSTFM | London Ctrl | 11.5 | 90.1 | 102.3 | | | | | 12.3 | 86.3 | 108.7 | 11.0 | 78.1 | 93.2 |
| CIQMFM | London Ctrl | 12.9 | 87.4 | 110.1 | | | | | 14.0 | 92.9 | 125.7 | 15.7 | 100.5 | 140.0 |
| CJBK | London Ctrl | 3.7 | 38.5 | 44.5 | | | | | 3.6 | 38.3 | 54.7 | 3.5 | 38.8 | 48.7 |
| CJBXFM | London Ctrl | 12.5 | 74.5 | 164.3 | | | | | 9.4 | 63.5 | 153.8 | 13.7 | 83.3 | 190.3 |
| CKDKFM* | Lond. Ctrl/Wdstock | 5.3 | 51.8 | 166.5 | | | | | 3.9 | 49.1 | | 4.1 | 52.7 | |
| CKSL | London Ctrl | 2.5 | 16.5 | 16.6 | | | | | 3.5 | 23.2 | 23.5 | 2.0 | 14.6 | 18.2 |

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

** = this market not measured during this survey

Note - Full Coverage Reach available for S1 and S4 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 - WINDSOR CTRL S4-2007

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



| Universe | | S4 2007 | | | S3 2007** | | S2 2007** | | S1 2007 | | | S4 2006 | | |
|----------|--------------|---------|------------|----------|-----------|------------|-----------|------------|---------|------------|----------|---------|------------|----------|
| | | 290,635 | | | | | | | 290,076 | | | 290,076 | | |
| Station | Market | Share | Ctrl Reach | FC Reach | Share | Ctrl Reach | Share | Ctrl Reach | Share | Ctrl Reach | FC Reach | Share | Ctrl Reach | FC Reach |
| | | % | (000) | (000) | % | (000) | % | (000) | % | (000) | (000) | % | (000) | (000) |
| CBE | Windsor Ctrl | 4.9 | 20.0 | 38.3 | | | | | 4.0 | 20.6 | 28.7 | 4.0 | 18.7 | 34.8 |
| CBE FM | Windsor Ctrl | 1.3 | 8.6 | 13.8 | | | | | 2.5 | 10.7 | 15.4 | 1.7 | 11.1 | 19.0 |
| CBEF | Windsor Ctrl | 0.2 | 1.6 | 2.0 | | | | | 0.1 | 1.0 | 1.9 | 0.5 | 3.0 | 3.3 |
| CIDRFM | Windsor Ctrl | 3.0 | 29.0 | 37.3 | | | | | 2.9 | 24.6 | 32.0 | 4.9 | 41.1 | 53.2 |
| CIMXFM | Windsor Ctrl | 6.5 | 54.9 | 84.9 | | | | | 8.2 | 57.4 | 75.2 | 9.3 | 65.8 | 90.1 |
| CKLW | Windsor Ctrl | 18.4 | 110.8 | 136.5 | | | | | 16.9 | 109.1 | 134.8 | 17.9 | 101.0 | 130.9 |
| CKWW | Windsor Ctrl | 3.0 | 19.5 | 23.9 | | | | | 4.3 | 19.4 | 24.6 | 3.6 | 19.2 | 24.8 |

* = spill station

** = this market not measured during this survey

Note - Full Coverage Reach available for S1 and S4 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 S4-2007

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



| Universe | | S4 2007 | | | S3 2007 | | S2 2007 | | S1 2007 | | | S4 2006 | | |
|----------|---------------|---------|------------|----------|---------|------------|---------|------------|---------|------------|----------|---------|------------|----------|
| | | Share | Ctrl Reach | FC Reach | Share | Ctrl Reach | Share | Ctrl Reach | Share | Ctrl Reach | FC Reach | Share | Ctrl Reach | FC Reach |
| Station | Market | % | (000) | (000) | % | (000) | % | (000) | % | (000) | (000) | % | (000) | (000) |
| CBW | Winnipeg Ctrl | 10.3 | 88.3 | 133.0 | 8.1 | 81.9 | 9.1 | 87.7 | 9.6 | 85.7 | 128.9 | 9.7 | 92.2 | 142.7 |
| CBW FM | Winnipeg Ctrl | 3.3 | 35.5 | 45.5 | 2.2 | 31.4 | 3.3 | 38.4 | 3.7 | 37.2 | 50.1 | 4.0 | 49.8 | 64.0 |
| CFEQFM | Winnipeg Ctrl | 2.2 | 37.6 | 41.8 | 3.2 | 44.7 | 1.5 | 29.2 | 3.0 | 39.3 | 40.7 | 1.9 | 32.6 | 36.1 |
| CFQXFM | Winnipeg Ctrl | 7.5 | 97.6 | 146.8 | 7.3 | 93.1 | 8.9 | 89.2 | 8.9 | 91.9 | 136.8 | 8.4 | 93.1 | 135.5 |
| CFRW | Winnipeg Ctrl | 2.8 | 32.0 | 41.9 | 3.1 | 39.3 | 2.9 | 38.8 | 1.9 | 29.8 | 45.2 | 2.7 | 41.1 | 44.8 |
| CFWMFM | Winnipeg Ctrl | 7.3 | 107.1 | 130.0 | 8.0 | 119.3 | 5.2 | 89.9 | 6.2 | 90.5 | 111.8 | 5.9 | 95.8 | 121.2 |
| CHIQFM | Winnipeg Ctrl | 5.6 | 85.3 | 103.9 | 6.3 | 100.6 | 6.3 | 98.5 | 5.1 | 79.2 | 92.7 | 5.9 | 101.6 | 109.1 |
| CHNKFM | Winnipeg Ctrl | 1.0 | 17.6 | 19.2 | 1.4 | 14.9 | 0.9 | 16.8 | 0.8 | 13.6 | 13.9 | 0.6 | 11.2 | 11.2 |
| CITIFM | Winnipeg Ctrl | 8.0 | 103.3 | 130.8 | 8.1 | 111.3 | 8.6 | 98.8 | 8.3 | 95.9 | 116.4 | 6.2 | 88.8 | 105.0 |
| CJKRFM | Winnipeg Ctrl | 7.1 | 103.5 | 137.7 | 7.6 | 112.1 | 7.3 | 95.4 | 8.1 | 92.8 | 128.8 | 8.0 | 101.5 | 134.4 |
| CJOB | Winnipeg Ctrl | 17.2 | 179.0 | 227.1 | 16.1 | 163.1 | 17.0 | 160.9 | 18.0 | 167.0 | 220.9 | 18.4 | 183.5 | 235.3 |
| CJZZFM | Winnipeg Ctrl | 2.0 | 35.3 | 42.2 | 2.8 | 43.5 | 2.3 | 38.6 | 1.7 | 30.0 | 33.3 | 2.4 | 41.9 | 46.0 |
| CKMMFM | Winnipeg Ctrl | 9.0 | 158.3 | 191.5 | 9.5 | 152.3 | 9.4 | 153.6 | 7.2 | 132.7 | 174.6 | 9.5 | 151.1 | 181.2 |
| CKSB | Winnipeg Ctrl | 0.7 | 6.4 | 8.6 | 0.2 | 2.4 | 0.2 | 5.5 | 0.3 | 5.4 | 6.0 | 0.2 | 3.0 | 3.6 |
| CKY FM | Winnipeg Ctrl | 5.4 | 71.2 | 82.5 | 4.4 | 68.9 | 6.7 | 82.5 | 5.7 | 67.5 | 77.8 | 6.9 | 87.5 | 99.4 |

* = spill station

** = this market not measured during this survey

Note - Full Coverage Reach available for S1 and S4 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 S4-2007

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



| Universe | | S4 2007 | | | S3 2007 | | S2 2007 | | S1 2007 | | | S4 2006 | | |
|----------|--------------|---------|------------|----------|---------|------------|---------|------------|---------|------------|----------|---------|------------|----------|
| | | 954,463 | | | 938,156 | | 938,156 | | 938,156 | | | 938,156 | | |
| Station | Market | Share | Ctrl Reach | FC Reach | Share | Ctrl Reach | Share | Ctrl Reach | Share | Ctrl Reach | FC Reach | Share | Ctrl Reach | FC Reach |
| | | % | (000) | (000) | % | (000) | % | (000) | % | (000) | (000) | % | (000) | (000) |
| CBR | Calgary Ctrl | 6.7 | 119.9 | 170.6 | 7.8 | 138.5 | 7.3 | 115.3 | 7.3 | 129.2 | 190.8 | 7.4 | 121.2 | 171.3 |
| CBRFM | Calgary Ctrl | 3.0 | 60.7 | 77.6 | 4.3 | 61.1 | 2.2 | 50.0 | 3.5 | 65.5 | 88.9 | 3.4 | 67.5 | 86.3 |
| CFAC | Calgary Ctrl | 2.7 | 84.5 | 108.7 | 1.9 | 47.5 | 2.7 | 80.9 | 3.8 | 102.6 | 131.8 | 2.4 | 61.6 | 90.9 |
| CFEXFM | Calgary Ctrl | 3.3 | 86.6 | 94.4 | 3.7 | 73.0 | 4.1 | 88.1 | 3.9 | 94.5 | 95.8 | | | |
| CFFR | Calgary Ctrl | 2.6 | 81.2 | 105.1 | 2.5 | 77.6 | 1.5 | 59.9 | 1.9 | 75.2 | 94.2 | 1.5 | 60.8 | 86.9 |
| CFGQFM | Calgary Ctrl | 5.5 | 105.6 | 125.0 | 4.2 | 91.9 | 5.6 | 122.1 | 8.9 | 152.2 | 167.7 | 5.9 | 126.1 | 141.3 |
| CFULFM | Calgary Ctrl | 1.2 | 32.0 | 37.5 | 1.9 | 35.3 | 1.7 | 35.2 | | | | | | |
| CHFMFM | Calgary Ctrl | 9.2 | 171.9 | 183.0 | 7.9 | 166.7 | 7.7 | 170.0 | 9.8 | 184.5 | 196.7 | 10.5 | 190.9 | 204.5 |
| CHQR | Calgary Ctrl | 10.5 | 160.5 | 231.2 | 7.8 | 123.9 | 7.2 | 121.2 | 8.1 | 136.8 | 204.2 | 9.8 | 162.7 | 226.1 |
| CIBKFM | Calgary Ctrl | 7.6 | 188.7 | 217.8 | 9.0 | 188.9 | 8.5 | 205.7 | 8.8 | 213.3 | 230.9 | 8.9 | 211.9 | 229.9 |
| CIQXFM | Calgary Ctrl | 2.8 | 54.8 | 60.2 | 1.7 | 52.9 | 1.4 | 44.6 | 2.4 | 67.7 | 69.6 | 2.5 | 52.0 | 55.8 |
| CJAYFM | Calgary Ctrl | 7.2 | 163.7 | 185.4 | 7.8 | 156.0 | 7.9 | 202.3 | 8.9 | 198.3 | 239.1 | 12.4 | 211.5 | 248.7 |
| CKCEFMM | Calgary Ctrl | 3.0 | 89.2 | 99.6 | 3.8 | 72.5 | 3.7 | 79.8 | | | | | | |
| CKISFM | Calgary Ctrl | 7.8 | 175.2 | 180.9 | 7.4 | 157.9 | 10.7 | 205.9 | 8.2 | 192.1 | 209.2 | 9.7 | 207.8 | 221.6 |
| CKMX | Calgary Ctrl | 4.1 | 46.1 | 98.9 | 2.7 | 48.6 | 4.5 | 56.3 | 3.2 | 47.0 | 78.1 | 2.9 | 47.7 | 88.5 |
| CKRYFM | Calgary Ctrl | 9.7 | 171.1 | 203.2 | 11.5 | 167.3 | 11.4 | 168.1 | 10.9 | 161.2 | 204.1 | 12.7 | 178.9 | 228.6 |

* = spill station

** = this market not measured during this survey

Note - Full Coverage Reach available for S1 and S4 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 S4-2007

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



| Universe | | S4 2007 | | | S3 2007 | | S2 2007 | | S1 2007 | | | S4 2006 | | |
|----------|-----------------------|---------|------------|----------|---------|------------|---------|------------|---------|------------|----------|---------|------------|----------|
| | | Share | Ctrl Reach | FC Reach | Share | Ctrl Reach | Share | Ctrl Reach | Share | Ctrl Reach | FC Reach | Share | Ctrl Reach | FC Reach |
| Station | Market | % | (000) | (000) | % | (000) | % | (000) | % | (000) | (000) | % | (000) | (000) |
| | | | 901,010 | | | 890,528 | | 890,528 | | 890,528 | | | 890,528 | |
| CBX | Edmonton Ctrl | 5.1 | 83.4 | 144.3 | 4.7 | 84.8 | 9.8 | 153.3 | 6.9 | 113.3 | 154.2 | 6.0 | 104.5 | 143.0 |
| CBX FM | Edmonton Ctrl | 2.1 | 38.6 | 44.7 | 2.8 | 45.0 | 5.3 | 83.4 | 2.8 | 56.8 | 62.3 | 2.6 | 52.9 | 56.8 |
| CFBRFM | Edmonton Ctrl | 10.9 | 168.9 | 198.5 | 11.6 | 201.3 | 7.7 | 137.7 | 9.3 | 153.9 | 188.5 | 8.2 | 154.0 | 178.3 |
| CFCW* | Edmonton Ctrl/Camrose | 6.5 | 69.1 | 158.6 | 5.7 | 65.1 | 3.1 | 42.9 | 6.7 | 66.5 | | 4.5 | 59.1 | |
| CFCWFM* | Edmonton Ctrl/Camrose | 0.1 | 4.8 | 26.1 | 0.1 | 7.8 | 0.0 | 4.2 | 0.1 | 8.3 | | 0.1 | 5.0 | |
| CFMGFM | Edmonton Ctrl | 9.2 | 140.6 | 153.3 | 8.4 | 133.7 | 7.7 | 137.6 | 8.0 | 131.7 | 139.1 | 7.6 | 137.4 | 151.4 |
| CFRN | Edmonton Ctrl | 1.6 | 39.4 | 49.2 | 1.8 | 31.9 | 1.2 | 38.2 | 0.9 | 33.8 | 41.1 | 1.3 | 31.4 | 41.0 |
| CHBNFM | Edmonton Ctrl | 7.8 | 160.0 | 172.6 | 6.0 | 137.9 | 6.5 | 153.8 | 6.8 | 150.3 | 164.2 | 6.8 | 136.7 | 147.8 |
| CHDIFM | Edmonton Ctrl | 4.8 | 119.1 | 138.3 | 6.3 | 138.9 | 8.0 | 152.8 | 6.8 | 132.0 | 158.6 | 5.7 | 133.2 | 146.5 |
| CHED | Edmonton Ctrl | 11.7 | 184.7 | 250.3 | 11.9 | 182.9 | 12.3 | 196.5 | 11.9 | 225.9 | 285.9 | 11.5 | 219.2 | 299.1 |
| CHFA | Edmonton Ctrl | 0.0 | 3.7 | 11.2 | 0.0 | 1.5 | 0.1 | 1.9 | 0.2 | 4.7 | 11.2 | 0.1 | 2.3 | 7.1 |
| CHMCFM | Edmonton Ctrl | 2.8 | 63.5 | 66.8 | 3.0 | 55.8 | 3.7 | 72.4 | 2.8 | 62.8 | 64.6 | 4.1 | 70.7 | 76.5 |
| CHQT | Edmonton Ctrl | 3.8 | 57.9 | 72.9 | 3.3 | 63.3 | 2.1 | 45.6 | 3.6 | 66.8 | 88.5 | 3.5 | 59.2 | 85.2 |
| CIRKFM | Edmonton Ctrl | 5.9 | 104.5 | 126.0 | 7.5 | 137.1 | 4.1 | 93.8 | 4.7 | 95.6 | 117.8 | 7.3 | 133.8 | 151.3 |
| CISNFM | Edmonton Ctrl | 8.2 | 133.6 | 170.8 | 6.3 | 133.4 | 5.6 | 98.5 | 8.9 | 132.2 | 169.0 | 9.8 | 139.1 | 190.1 |
| CKNGFM | Edmonton Ctrl | 8.7 | 150.3 | 170.7 | 8.2 | 163.3 | 8.7 | 153.7 | 9.1 | 161.7 | 182.9 | 7.9 | 159.7 | 185.0 |
| CKRAFM | Edmonton Ctrl | 2.4 | 64.9 | 81.3 | 2.7 | 58.3 | 2.0 | 50.2 | 2.8 | 71.7 | 85.7 | 3.7 | 79.7 | 99.4 |
| CKUA | Edmonton Ctrl | 2.7 | 45.0 | 139.1 | | | | | | | | | | |

n/a = not measured

* = spill station

** = this market not measured during this survey

Note - Full Coverage Reach available for S1 and S4 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 S4-2007

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



| Universe | | S4 2007 | | | S3 2007 | | S2 2007 | | S1 2007 | | | S4 2006 | | |
|----------|---------------------------|-----------|------------|----------|-----------|------------|-----------|------------|-----------|------------|----------|-----------|------------|----------|
| | | 2,006,573 | | | 1,936,100 | | 1,936,100 | | 1,936,100 | | | 1,963,100 | | |
| Station | Market | Share | Ctrl Reach | FC Reach | Share | Ctrl Reach | Share | Ctrl Reach | Share | Ctrl Reach | FC Reach | Share | Ctrl Reach | FC Reach |
| | | % | (000) | (000) | % | (000) | % | (000) | % | (000) | (000) | % | (000) | (000) |
| CBU | Vancouver Ctrl | 8.4 | 265.4 | 588.9 | 8.1 | 238.7 | 8.4 | 231.2 | 8.7 | 263.6 | 568.3 | 9.0 | 254.8 | 580.6 |
| CBU FM | Vancouver Ctrl | 6.0 | 205.4 | 321.9 | 5.5 | 171.5 | 6.5 | 181.8 | 7.4 | 229.2 | 315.7 | 6.5 | 206.2 | 307.4 |
| CBUFFM | Vancouver Ctrl | 0.2 | 13.0 | 18.1 | 0.2 | 11.0 | 0.1 | 7.8 | 0.3 | 12.7 | 14.8 | 0.0 | 6.6 | 11.9 |
| CFBTFM | Vancouver Ctrl | 8.3 | 405.4 | 483.3 | 7.6 | 394.5 | 7.6 | 388.1 | 6.8 | 346.6 | 410.6 | 6.7 | 344.3 | 403.1 |
| CFMIFM | Vancouver Ctrl | 6.2 | 285.2 | 384.2 | 8.8 | 308.9 | 6.1 | 264.5 | 7.3 | 279.9 | 405.0 | 6.2 | 256.8 | 378.4 |
| CFOXF+ | Vancouver Ctrl | 4.7 | 209.6 | 259.8 | 5.0 | 211.9 | 4.7 | 194.1 | 4.8 | 198.8 | 262.0 | 4.8 | 212.8 | 280.2 |
| CFUN | Vancouver Ctrl | 1.8 | 77.1 | 98.6 | 1.6 | 77.2 | 1.6 | 74.0 | 1.4 | 72.4 | 105.9 | 1.8 | 69.6 | 90.8 |
| CHMJ | Vancouver Ctrl | 0.7 | 105.6 | 115.2 | 0.5 | 94.2 | 0.3 | 60.3 | 0.4 | 67.6 | 73.9 | 0.2 | 27.8 | 33.5 |
| CHQMFM | Vancouver Ctrl | 7.7 | 305.7 | 356.1 | 7.2 | 309.2 | 8.2 | 341.0 | 8.4 | 341.1 | 378.4 | 9.4 | 352.3 | 403.6 |
| CISL | Vancouver Ctrl | 1.6 | 89.1 | 120.6 | 1.5 | 89.0 | 1.9 | 98.1 | 2.3 | 103.5 | 134.7 | 2.0 | 108.8 | 140.0 |
| CJJRFM | Vancouver Ctrl | 7.3 | 237.3 | 347.4 | 6.0 | 215.5 | 5.8 | 218.0 | 6.2 | 219.3 | 307.5 | 6.8 | 219.1 | 322.3 |
| CKBD | Vancouver Ctrl | 2.3 | 132.3 | 174.7 | 3.0 | 123.2 | 3.1 | 129.0 | 2.8 | 129.1 | 166.0 | 3.2 | 124.2 | 168.4 |
| CKCLFM* | Vancouver Ctrl/Chilliwack | 4.5 | 161.7 | 200.2 | 3.5 | 177.3 | 4.1 | 166.4 | 5.4 | 223.5 | | 3.6 | 184.9 | |
| CKLGMF | Vancouver Ctrl | 6.1 | 235.7 | 294.4 | 6.2 | 271.8 | 6.8 | 265.6 | 5.6 | 261.4 | 318.4 | 7.7 | 286.5 | 343.5 |
| CKNW | Vancouver Ctrl | 10.0 | 324.7 | 389.9 | 10.0 | 328.7 | 10.0 | 306.3 | 9.9 | 342.7 | 408.0 | 10.5 | 348.3 | 420.8 |
| CKST | Vancouver Ctrl | 3.5 | 168.3 | 200.1 | 3.0 | 137.5 | 3.2 | 188.5 | 3.5 | 211.7 | 248.0 | 3.2 | 159.5 | 191.9 |
| CKWX | Vancouver Ctrl | 4.4 | 319.2 | 376.7 | 4.8 | 331.9 | 4.4 | 314.8 | 4.7 | 346.7 | 386.2 | 3.7 | 313.6 | 363.5 |
| CKZZFM | Vancouver Ctrl | 3.6 | 256.7 | 305.9 | 4.9 | 285.3 | 4.4 | 288.9 | 3.6 | 263.5 | 334.4 | 4.8 | 308.1 | 359.7 |

* = spill station

** = this market not measured during this survey

Note - Full Coverage Reach available for S1 and S4 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 - VICTORIA CTRL S4-2007

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



| Universe | | S4 2006 | | | S3 2007** | | S2 2007** | | S1 2007 | | | S4 2006 | | |
|----------|---------------|---------|------------------|----------------|-----------|------------------|-----------|------------------|---------|------------------|----------------|---------|------------------|----------------|
| | | 315,664 | | | | | | | 314,492 | | | 314,492 | | |
| Station | Market | Share % | Ctrl Reach (000) | FC Reach (000) | Share % | Ctrl Reach (000) | Share % | Ctrl Reach (000) | Share % | Ctrl Reach (000) | FC Reach (000) | Share % | Ctrl Reach (000) | FC Reach (000) |
| CBCVFM | Victoria Ctrl | 9.9 | 45.8 | 79.1 | | | | | 8.4 | 41.9 | 86.6 | 8.6 | 48.1 | 90.0 |
| CFAX | Victoria Ctrl | 10.0 | 67.5 | 74.9 | | | | | 14.9 | 78.1 | 80.2 | 14.0 | 74.5 | 77.7 |
| CHBEFM | Victoria Ctrl | 5.0 | 30.4 | 31.9 | | | | | 3.3 | 27.3 | 27.4 | 4.7 | 26.8 | 28.7 |
| CHTTFM | Victoria Ctrl | 4.4 | 31.5 | 37.9 | | | | | 8.4 | 42.3 | 45.1 | 9.5 | 46.1 | 49.5 |
| CIOCFM | Victoria Ctrl | 10.1 | 54.1 | 65.6 | | | | | 12.4 | 63.9 | 80.8 | 10.2 | 62.4 | 79.0 |
| CJZNFM | Victoria Ctrl | 5.7 | 46.6 | 78.4 | | | | | 4.6 | 35.2 | 59.2 | 5.4 | 38.2 | 58.5 |
| CKKQFM | Victoria Ctrl | 10.6 | 65.0 | 110.6 | | | | | 9.6 | 61.5 | 105.8 | 12.2 | 70.8 | 106.4 |

* = spill station

** = this market not measured during this survey

Note - Full Coverage Reach available for S1 and S4 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.