

	Central AQH (000)					Central Cume (000)					Share of Hrs Tuned % (Comm/Orig)				
	S1/08	S2/08	S4/08	S1/09	% Diff S4/08 -S1/09	S1/08	S2/08	S4/08	S1/09	% Diff S4/08 -S1/09	S1/08	S2/08	S4/08	S1/09	% Diff S4/08 -S1/09
<b>Adults 12+</b>															
CHED	16.6	13.2	14.2	15.5	9	230.9	174.8	200.9	225.2	12	15.7	13.1	13.6	16.6	22
CHBNFM	8.8	9.6	11.4	10.4	-8	158.3	172.6	192.4	195.6	1	8.3	9.6	10.9	11.1	1
CISNFM	12.2	15.2	13.2	10.2	-22	142.1	194.8	157.2	132.0	-16	11.5	15.1	12.6	11.0	-12
CFMGFM	10.7	9.5	9.7	9.9	2	135.0	112.4	134.6	141.0	4	10.0	9.5	9.3	10.6	13
CFCW	8.0	8.6	8.2	8.0	-2	78.7	88.9	67.9	62.4	-8	7.5	8.5	7.8	8.6	10
CFBRFM	10.9	11.4	11.9	7.9	-33	143.4	163.4	158.0	138.2	-12	10.2	11.3	11.4	8.5	-25
CKNGFM	10.1	7.8	7.6	6.0	-21	153.1	133.7	127.7	131.2	2	9.5	7.8	7.3	6.4	-12
CKRAFM	2.8	5.7	8.0	5.6	-30	57.6	99.2	123.3	104.3	-15	2.6	5.7	7.6	6.0	-21
CHDIFM	7.7	5.4	5.9	5.3	-10	123.6	113.1	130.4	132.1	1	7.2	5.4	5.7	5.7	0
CIRKFM	5.7	5.2	5.5	4.8	-12	86.7	95.5	113.3	86.3	-23	5.3	5.1	5.3	5.2	-1
CKUA	4.0	2.7	3.7	3.6	-2	55.2	41.6	59.8	62.7	4	3.8	2.7	3.6	3.9	8
CHMCFM	3.4	2.3	2.1	3.4	61	60.5	39.8	53.7	58.9	9	3.2	2.3	2.0	3.6	80
CHQT	3.1	2.2	1.3	1.3	0	51.6	42.6	33.6	51.7	53	3.0	2.2	1.2	1.4	16
CFRN	2.2	1.8	1.8	1.3	-27	35.8	37.2	36.9	35.2	-4	2.1	1.8	1.7	1.4	-17
<b>Women 12+</b>															
CISNFM	8.2	9.1	7.7	7.0	-9	86.0	116.4	92.4	81.3	-12	15.8	18.5	15.3	15.3	0
CHED	6.7	5.5	5.9	6.6	11	98.5	66.4	81.6	94.0	15	13.0	11.0	11.6	14.3	23
CHBNFM	5.3	6.6	7.1	6.4	-9	94.8	104.6	117.1	120.5	2	10.2	13.2	14.0	14.0	0
CFMGFM	7.6	6.8	6.5	6.2	-4	87.3	70.9	85.5	85.5	0	14.7	13.7	12.8	13.5	5
CFCW	4.5	4.5	4.5	4.5	0	38.7	42.5	35.5	30.0	-15	8.6	9.2	8.9	9.8	10
CKNGFM	4.7	4.4	4.6	3.4	-26	77.6	72.7	69.6	72.9	4	9.0	9.0	9.1	7.5	-17
CFBRFM	3.1	3.0	2.5	2.8	12	58.3	62.3	59.2	55.8	-5	6.1	6.0	4.9	6.0	22
CKRAFM	1.9	2.6	4.3	2.3	-46	33.0	54.2	60.0	52.9	-11	3.6	5.2	8.5	5.1	-40
CHDIFM	3.4	1.6	2.4	1.9	-20	61.2	45.5	60.1	59.7	-0	6.5	3.3	4.7	4.2	-10
CHMCFM	2.2	1.3	1.2	1.6	33	36.6	21.0	30.6	32.7	6	4.3	2.6	2.3	3.5	52
CKUA	1.2	1.5	1.7	1.3	-23	23.6	19.9	27.1	27.3	0	2.4	3.0	3.3	2.8	-15
CIRKFM	1.7	1.6	1.7	1.0	-41	29.9	35.2	38.2	29.8	-21	3.2	3.3	3.3	2.3	-30
CHQT	1.2	1.0	0.6	0.6	0	24.8	20.4	16.0	20.1	25	2.3	2.0	1.2	1.4	16
CFRN	0.1	0.1	0.1	0.1	0	3.7	4.0	3.9	5.0	28	0.3	0.2	0.3	0.3	0
<b>Men 12+</b>															
CHED	9.9	7.8	8.3	8.9	7	132.4	108.4	119.3	131.2	9	18.2	15.1	15.4	18.8	22
CFBRFM	7.7	8.5	9.4	5.1	-45	85.1	101.1	98.8	82.5	-16	14.2	16.5	17.5	10.8	-38
CHBNFM	3.5	3.1	4.3	4.0	-6	63.5	68.0	75.3	75.1	-0	6.4	6.0	8.0	8.4	5
CIRKFM	4.0	3.6	3.9	3.8	-2	56.8	60.3	75.1	56.4	-24	7.4	6.9	7.2	8.0	11
CFMGFM	3.0	2.8	3.2	3.7	15	47.7	41.5	49.1	55.5	13	5.6	5.4	6.0	7.8	30
CFCW	3.5	4.1	3.7	3.6	-2	39.9	46.4	32.4	32.4	0	6.5	7.9	6.9	7.5	8
CHDIFM	4.3	3.8	3.6	3.4	-5	62.4	67.6	70.3	72.4	2	7.8	7.4	6.6	7.1	7
CKRAFM	0.9	3.2	3.7	3.2	-13	24.6	45.0	63.3	51.4	-18	1.7	6.2	6.9	6.8	-1
CISNFM	4.0	6.1	5.5	3.2	-41	56.2	78.4	64.8	50.7	-21	7.4	11.8	10.1	6.8	-32
CKNGFM	5.5	3.4	3.0	2.6	-13	75.5	61.0	58.1	58.3	0	10.1	6.6	5.5	5.4	-1
CKUA	2.8	1.2	2.1	2.3	9	31.6	21.8	32.7	35.4	8	5.1	2.4	3.8	4.9	28
CHMCFM	1.2	1.1	0.9	1.7	88	23.9	18.8	23.1	26.2	13	2.2	2.1	1.7	3.7	117
CFRN	2.1	1.7	1.7	1.2	-29	32.1	33.2	33.0	30.2	-8	3.9	3.3	3.1	2.6	-16
CHQT	2.0	1.3	0.7	0.7	0	26.8	22.2	17.6	31.6	79	3.6	2.5	1.3	1.4	7
<b>Adults 18-24</b>															
CHBNFM	2.6	2.8	3.0	2.7	-10	42.7	48.4	49.5	47.8	-3	26.6	22.0	29.2	33.4	14
CHDIFM	1.2	1.5	1.3	1.6	23	28.3	29.4	29.3	35.9	22	11.7	11.8	13.1	19.8	51
CFBRFM	1.9	3.6	2.2	1.3	-40	20.8	37.3	37.2	29.4	-20	19.5	27.5	21.1	16.2	-23
CISNFM	0.8	1.6	1.2	1.2	0	14.8	24.9	17.8	20.2	13	8.4	12.1	11.3	14.5	28
CFMGFM	0.8	1.5	1.1	0.4	-63	11.2	16.1	14.8	11.7	-20	8.3	11.7	11.1	5.3	-52
CKRAFM	0.5	0.3	0.3	0.3	0	8.1	7.9	11.3	5.9	-47	4.6	2.0	3.1	3.4	9
CHED	0.2	0.2	0.2	0.2	0	10.9	7.2	9.7	10.7	10	2.4	1.6	2.1	2.7	28
CKNGFM	0.8	0.8	0.2	0.2	0	13.4	15.9	11.4	12.3	7	7.7	6.5	2.4	2.0	-16
CIRKFM	0.6	0.3	0.4	0.2	-50	13.7	7.8	12.8	10.7	-16	6.5	2.7	3.5	2.1	-40
CFCW	0.0	0.0	0.0	0.0	-	0.0	0.0	0.6	0.7	16	-	-	0.0	0.3	-
CHQT	0.0	0.1	0.0	0.0	-	3.0	1.4	0.6	1.4	133	0.2	1.0	0.0	0.1	-
CFRN	0.1	0.0	0.0	0.0	-	2.8	0.6	1.8	0.7	-61	0.8	0.3	0.2	0.1	-50
CHMCFM	0.2	0.0	0.0	0.0	-	4.5	2.7	3.1	1.4	-54	2.3	0.4	0.2	0.2	0
CKUA	0.1	0.1	0.3	0.0	-	3.5	3.2	3.2	0.0	-	1.0	0.6	2.6	-	-

Important Notice Re: Trending

Central AQH (000) and Central Cume (000) trends will be affected by the population adjustment.  
Share of Hours Tuned (%) trending will factor out the population change.



	Central AQH (000)					Central Cume (000)					Share of Hrs Tuned % (Comm/Orig)				
	S1/08	S2/08	S4/08	S1/09	% Diff S4/08 -S1/09	S1/08	S2/08	S4/08	S1/09	% Diff S4/08 -S1/09	S1/08	S2/08	S4/08	S1/09	% Diff S4/08 -S1/09
<b>Women 18-24</b>															
CHBNFM	1.7	2.1	2.0	2.0	0	27.5	28.4	29.3	32.5	10	33.5	30.3	37.4	45.0	20
CISNFM	0.7	1.3	0.6	0.8	33	10.7	18.7	11.3	12.6	11	14.0	19.8	12.2	17.3	41
CHDIFM	0.5	0.5	0.6	0.6	0	14.5	13.3	19.3	19.2	-0	10.2	7.5	12.0	14.5	20
CFBRFM	0.4	0.9	0.6	0.5	-16	8.4	18.1	16.5	14.0	-15	7.2	13.7	11.2	10.8	-3
CFMGFM	0.8	1.2	0.8	0.2	-75	8.4	11.5	10.6	8.9	-16	15.1	18.2	15.7	4.2	-73
CKRAFM	0.3	0.2	0.1	0.1	0	5.3	4.8	6.0	5.2	-13	6.9	2.3	2.8	1.8	-35
CHED	0.1	0.0	0.0	0.1	-	6.1	1.8	2.0	3.7	85	1.1	0.6	0.8	1.4	75
CKNGFM	0.2	0.3	0.2	0.1	-50	9.9	6.6	7.3	8.1	10	3.9	5.0	3.0	3.1	3
CIRKFM	0.3	0.1	0.1	0.1	0	6.1	2.4	4.0	4.4	10	5.1	0.8	1.7	1.8	5
CFCW	0.0	0.0	0.0	0.0	-	0.0	0.0	0.0	0.0	-	-	-	-	-	-
CHQT	0.0	0.0	0.0	0.0	-	2.3	0.6	0.0	0.0	-	0.1	0.2	-	-	-
CFRN	0.0	0.0	0.0	0.0	-	0.0	0.6	0.0	0.0	-	-	0.5	-	-	-
CHMCFM	0.1	0.0	0.0	0.0	-	3.8	1.2	1.3	0.7	-46	2.8	0.2	0.3	0.1	-66
CKUA	0.0	0.1	0.2	0.0	-	0.8	2.4	2.0	0.0	-	0.1	0.9	3.1	-	-
<b>Men 18-24</b>															
CHDIFM	0.6	1.0	0.7	1.0	42	13.8	16.2	10.0	16.7	67	13.4	16.5	14.3	25.9	81
CFBRFM	1.6	2.6	1.6	0.8	-50	12.5	19.2	20.7	15.3	-26	32.6	43.0	31.5	22.5	-28
CHBNFM	0.9	0.8	1.0	0.7	-30	15.2	20.0	20.2	15.3	-24	19.2	12.6	20.5	19.7	-3
CISNFM	0.1	0.2	0.5	0.4	-20	4.2	6.2	6.5	7.7	18	2.6	3.4	10.3	11.2	8
CKRAFM	0.1	0.1	0.2	0.2	0	2.8	3.1	5.3	0.7	-86	2.1	1.6	3.4	5.3	55
CHED	0.2	0.2	0.2	0.2	0	4.8	5.4	7.7	7.0	-9	3.9	2.8	3.5	4.3	22
CFMGFM	0.1	0.3	0.3	0.2	-33	2.8	4.6	4.1	2.8	-31	1.1	4.3	6.2	6.7	8
CIRKFM	0.4	0.3	0.3	0.1	-66	7.6	5.4	8.8	6.3	-28	7.9	4.8	5.5	2.4	-56
CFCW	0.0	0.0	0.0	0.0	-	0.0	0.0	0.6	0.7	16	-	-	0.1	0.6	500
CKNGFM	0.6	0.5	0.1	0.0	-	3.5	9.2	4.1	4.2	2	11.7	8.1	1.9	0.8	-57
CHQT	0.0	0.1	0.0	0.0	-	0.7	0.8	0.6	1.4	133	0.3	1.9	0.1	0.2	100
CFRN	0.1	0.0	0.0	0.0	-	2.8	0.0	1.8	0.7	-61	1.6	-	0.5	0.1	-80
CHMCFM	0.1	0.0	0.0	0.0	-	0.7	1.5	1.8	0.7	-61	1.7	0.6	0.2	0.3	50
CKUA	0.1	0.0	0.1	0.0	-	2.8	0.8	1.2	0.0	-	2.1	0.3	2.2	-	-
<b>Adults 18-34</b>															
CHBNFM	4.8	5.3	5.8	5.9	1	78.5	98.4	100.2	108.6	8	16.0	18.9	19.7	26.3	33
CFBRFM	6.1	6.2	6.6	4.3	-34	71.0	77.8	84.7	74.4	-12	20.5	21.8	22.3	19.1	-14
CHDIFM	4.1	3.9	3.9	3.2	-17	67.1	74.2	77.8	85.4	9	13.7	13.7	13.3	14.5	9
CISNFM	3.3	4.3	3.1	2.6	-16	34.7	64.7	49.7	43.3	-12	11.0	15.1	10.5	11.5	9
CIRKFM	1.3	1.0	1.5	1.6	6	22.1	19.5	31.6	23.0	-27	4.3	3.5	5.0	7.0	40
CFMGFM	2.5	2.6	1.8	1.2	-33	38.1	35.0	34.4	37.1	7	8.2	9.2	6.0	5.4	-10
CKNGFM	3.0	1.9	2.6	1.1	-57	49.2	41.3	44.5	41.0	-7	10.0	6.8	8.8	4.9	-44
CHED	1.6	0.8	1.1	1.0	-9	43.6	27.3	36.2	34.8	-3	5.2	2.8	3.8	4.4	15
CKRAFM	0.6	0.8	0.8	0.7	-12	13.9	22.6	27.4	19.6	-28	1.9	2.9	2.6	3.2	23
CKUA	0.3	0.2	1.4	0.3	-78	9.0	8.3	15.7	8.5	-45	0.9	0.7	4.6	1.5	-67
CHMCFM	0.4	0.2	0.2	0.2	0	12.0	7.9	11.3	10.0	-11	1.5	0.6	0.5	1.0	100
CHQT	0.4	0.2	0.0	0.1	-	7.6	3.1	1.3	9.3	615	1.5	0.9	0.0	0.5	-
CFRN	1.1	0.7	0.8	0.1	-87	14.3	11.5	13.1	9.1	-30	3.6	2.6	2.7	0.6	-77
CFCW	0.5	0.1	0.0	0.0	-	3.7	5.1	1.3	0.7	-46	1.8	0.5	0.0	0.1	-
<b>Women 18-34</b>															
CHBNFM	2.6	3.7	3.4	3.5	2	45.5	55.5	59.1	63.5	7	18.1	27.9	26.7	31.0	16
CISNFM	2.6	2.6	1.5	2.0	33	25.4	41.6	30.3	29.1	-3	17.8	19.4	11.9	17.6	47
CFBRFM	1.7	1.4	1.3	1.8	38	30.5	31.7	33.4	34.9	4	11.7	10.7	10.5	16.4	56
CHDIFM	1.8	1.0	1.7	1.3	-23	34.1	31.2	39.0	40.8	4	12.2	7.8	13.8	11.4	-17
CFMGFM	1.9	2.0	1.1	0.8	-27	26.4	21.5	21.3	26.9	26	12.9	15.4	8.9	7.3	-17
CKNGFM	1.5	1.1	1.8	0.6	-66	27.9	23.1	26.5	24.7	-6	9.9	8.2	14.4	5.2	-63
CIRKFM	0.6	0.2	0.3	0.4	33	9.4	8.1	11.8	10.2	-13	3.9	1.5	2.7	4.0	48
CKRAFM	0.4	0.7	0.4	0.3	-25	8.6	15.6	15.2	12.4	-18	2.6	5.0	3.1	2.6	-16
CHED	0.7	0.2	0.4	0.2	-50	18.4	9.0	12.6	10.2	-19	4.6	1.5	3.4	1.6	-52
CHMCFM	0.3	0.1	0.1	0.2	100	8.7	3.4	5.6	6.5	16	2.2	0.5	0.8	1.5	87
CKUA	0.1	0.1	0.4	0.1	-75	2.4	4.6	5.6	5.8	3	0.5	0.7	3.4	1.2	-64
CFCW	0.5	0.1	0.0	0.0	-	2.5	2.1	0.7	0.0	-	3.6	0.6	0.0	-	-
CHQT	0.0	0.1	0.0	0.0	-	3.1	1.3	0.7	1.4	100	0.1	0.5	0.0	0.2	-
CFRN	0.0	0.0	0.1	0.0	-	0.0	0.6	1.4	0.0	-	-	0.2	0.4	-	-

Important Notice Re: Trending

Central AQH (000) and Central Cume (000) trends will be affected by the population adjustment.  
Share of Hours Tuned (%) trending will factor out the population change.



	Central AQH (000)					Central Cume (000)					Share of Hrs Tuned % (Comm/Orig)				
	S1/08	S2/08	S4/08	S1/09	% Diff S4/08 -S1/09	S1/08	S2/08	S4/08	S1/09	% Diff S4/08 -S1/09	S1/08	S2/08	S4/08	S1/09	% Diff S4/08 -S1/09
<b>Men 18-34</b>															
CFBRFM	4.4	4.7	5.3	2.4	-54	40.5	46.1	51.3	39.5	-23	28.9	31.7	31.1	21.8	-29
CHBNFM	2.1	1.6	2.4	2.4	0	33.1	42.9	41.1	45.1	9	14.1	10.9	14.4	21.6	50
CHDIFM	2.3	2.8	2.2	2.0	-9	33.0	43.0	38.8	44.6	14	15.2	19.0	12.9	17.8	37
CIRKFM	0.7	0.8	1.1	1.1	0	12.7	11.4	19.8	12.8	-35	4.6	5.2	6.8	10.1	48
CHED	0.9	0.6	0.7	0.8	14	25.3	18.3	23.6	24.6	4	5.7	4.0	4.2	7.2	71
CISNFM	0.7	1.7	1.6	0.6	-62	9.3	23.1	19.4	14.2	-26	4.5	11.3	9.4	5.3	-43
CKNGFM	1.5	0.8	0.8	0.5	-37	21.3	18.2	18.1	16.3	-9	10.0	5.5	4.7	4.6	-2
CKRAFM	0.2	0.2	0.4	0.4	0	5.3	7.1	12.2	7.2	-40	1.2	1.1	2.3	3.8	65
CFMGFM	0.6	0.6	0.6	0.4	-33	11.7	13.6	13.1	10.2	-22	3.8	3.7	3.8	3.4	-10
CKUA	0.2	0.1	0.9	0.2	-77	6.6	3.8	10.1	2.8	-72	1.2	0.7	5.6	1.8	-67
CHQT	0.4	0.2	0.0	0.1	-	4.5	1.8	0.6	7.9	1216	2.8	1.2	0.0	0.8	-
CFRN	1.1	0.7	0.8	0.1	-87	14.3	10.9	11.7	9.1	-22	7.1	4.7	4.5	1.1	-75
CHMCFM	0.1	0.1	0.1	0.1	0	3.2	4.5	5.7	3.5	-38	0.8	0.7	0.3	0.5	66
CFCW	0.0	0.1	0.0	0.0	-	1.3	3.0	0.6	0.7	16	0.1	0.4	0.0	0.2	-
<b>Adults 18-49</b>															
CHBNFM	6.5	7.3	8.5	8.6	1	110.6	132.2	141.3	148.8	5	10.2	12.5	14.0	17.1	22
CFBRFM	9.8	9.8	10.4	6.7	-35	115.9	130.6	131.1	116.4	-11	15.4	16.8	17.1	13.3	-22
CISNFM	7.9	9.7	7.7	6.3	-18	82.9	121.3	92.5	82.9	-10	12.5	16.6	12.8	12.5	-2
CHDIFM	6.4	4.8	5.1	4.8	-5	94.7	96.5	108.2	113.3	4	10.0	8.2	8.5	9.4	10
CHED	5.5	3.4	4.6	4.6	0	107.8	72.0	89.9	98.4	9	8.7	5.8	7.6	9.1	19
CKNGFM	8.3	6.5	6.1	4.4	-27	113.5	104.5	100.8	98.8	-1	13.0	11.1	10.1	8.7	-13
CFMGFM	6.3	4.6	5.0	4.0	-20	77.3	61.5	78.2	73.6	-5	10.0	7.9	8.2	8.0	-2
CIRKFM	4.1	3.8	4.3	3.3	-23	61.5	65.5	86.0	59.2	-31	6.5	6.5	7.1	6.5	-8
CKRAFM	1.6	3.5	4.0	2.8	-30	38.5	64.8	74.4	62.8	-15	2.6	6.0	6.6	5.5	-16
CKUA	1.3	0.8	2.0	1.7	-15	23.5	19.2	30.0	27.2	-9	2.1	1.3	3.2	3.4	6
CHMCFM	1.5	0.8	0.9	1.4	55	30.5	19.7	27.0	27.4	1	2.3	1.4	1.5	2.9	93
CFRN	1.8	1.5	1.4	1.1	-21	26.2	28.4	26.0	24.2	-6	2.8	2.5	2.3	2.1	-8
CFCW	1.4	1.0	0.4	0.4	0	15.8	16.4	6.7	3.2	-52	2.1	1.7	0.7	0.8	14
CHQT	1.2	0.9	0.2	0.4	100	20.5	12.4	9.6	19.6	104	1.8	1.5	0.3	0.7	133
<b>Women 18-49</b>															
CHBNFM	3.6	4.9	5.1	5.1	0	66.7	77.1	86.2	89.6	3	12.0	17.7	18.6	21.8	17
CISNFM	6.0	6.1	4.3	4.7	9	54.3	77.8	56.2	52.8	-6	19.8	22.0	15.4	20.0	29
CKNGFM	4.0	3.8	3.7	2.6	-29	61.9	57.8	53.5	55.2	3	13.1	13.6	13.4	10.9	-18
CFBRFM	2.7	2.6	2.1	2.5	19	46.6	51.2	50.7	49.9	-1	8.9	9.3	7.5	10.5	40
CFMGFM	4.8	3.4	3.6	2.4	-33	54.2	39.5	50.1	46.0	-8	16.0	12.3	12.9	10.2	-20
CHDIFM	2.8	1.4	2.1	1.6	-23	46.1	40.1	50.2	50.1	-0	9.2	5.1	7.6	6.7	-11
CKRAFM	0.9	1.9	2.2	1.4	-36	21.7	38.9	36.7	35.4	-3	3.1	6.7	8.1	5.8	-28
CHED	1.8	1.2	1.3	1.1	-15	42.3	22.0	31.7	34.7	9	5.8	4.3	4.8	4.7	-2
CIRKFM	1.0	1.2	1.4	0.7	-50	21.5	25.7	29.3	22.5	-23	3.4	4.3	4.9	3.0	-38
CHMCFM	1.1	0.4	0.6	0.7	16	20.7	9.4	15.6	15.5	-0	3.7	1.5	2.3	2.9	26
CKUA	0.4	0.4	0.7	0.6	-14	8.9	8.6	11.9	12.4	4	1.2	1.3	2.6	2.5	-3
CFCW	0.9	0.4	0.4	0.1	-75	7.4	7.1	4.3	1.0	-76	2.9	1.6	1.4	0.5	-64
CFRN	0.1	0.1	0.1	0.1	0	2.4	1.4	2.2	2.3	4	0.2	0.2	0.2	0.3	50
CHQT	0.2	0.1	0.1	0.0	-	9.7	3.7	4.2	4.6	9	0.7	0.4	0.2	0.2	0
<b>Men 18-49</b>															
CFBRFM	7.1	7.2	8.3	4.3	-48	69.3	79.4	80.4	66.5	-17	21.2	23.6	25.2	15.9	-36
CHED	3.8	2.2	3.3	3.5	6	65.4	50.0	58.1	63.7	9	11.3	7.2	9.8	12.9	31
CHBNFM	2.9	2.4	3.4	3.5	2	43.9	55.1	55.2	59.2	7	8.7	7.9	10.2	12.9	26
CHDIFM	3.6	3.4	3.0	3.2	6	48.6	56.4	58.0	63.2	8	10.7	11.1	9.2	11.8	28
CIRKFM	3.1	2.6	3.0	2.6	-13	40.1	39.9	56.7	36.7	-35	9.3	8.5	9.0	9.5	5
CKNGFM	4.3	2.7	2.4	1.8	-25	51.5	46.7	47.3	43.6	-7	13.0	8.9	7.3	6.8	-6
CISNFM	2.0	3.5	3.5	1.6	-54	28.6	43.6	36.3	30.1	-17	5.9	11.7	10.5	6.0	-42
CFMGFM	1.5	1.2	1.4	1.6	14	23.1	22.0	28.1	27.6	-1	4.5	4.0	4.3	6.0	39
CKRAFM	0.7	1.6	1.8	1.4	-22	16.8	25.9	37.8	27.4	-27	2.1	5.3	5.4	5.3	-1
CKUA	1.0	0.4	1.2	1.1	-8	14.6	10.5	18.1	14.8	-18	2.9	1.4	3.8	4.1	7
CFRN	1.7	1.4	1.3	1.0	-23	23.8	27.1	23.8	21.9	-7	5.2	4.7	4.0	3.7	-7
CHMCFM	0.3	0.4	0.3	0.8	166	9.8	10.3	11.4	11.9	4	1.0	1.4	0.8	2.8	250
CFCW	0.5	0.6	0.0	0.3	-	8.4	9.3	2.4	2.2	-8	1.4	1.9	0.1	1.1	1000
CHQT	1.0	0.8	0.1	0.3	200	10.8	8.7	5.3	15.0	183	2.8	2.5	0.4	1.2	200

Important Notice Re: Trending

Central AQH (000) and Central Cume (000) trends will be affected by the population adjustment.  
Share of Hours Tuned (%) trending will factor out the population change.



	Central AQH (000)					Central Cume (000)					Share of Hrs Tuned % (Comm/Orig)				
	S1/08	S2/08	S4/08	S1/09	% Diff S4/08 -S1/09	S1/08	S2/08	S4/08	S1/09	% Diff S4/08 -S1/09	S1/08	S2/08	S4/08	S1/09	% Diff S4/08 -S1/09
<b>Adults 18-54</b>															
CHBNFM	6.8	7.7	9.1	8.9	-2	116.5	137.0	148.2	156.1	5	9.2	11.3	12.8	14.7	14
CISNFM	9.0	11.5	9.4	7.9	-15	95.3	141.6	108.4	98.8	-8	12.2	16.9	13.2	13.1	-0
CFBRFM	10.1	10.3	11.3	7.3	-35	124.5	136.7	138.2	123.0	-11	13.8	15.1	15.8	12.0	-24
CHED	7.5	4.5	5.9	6.1	3	131.4	86.3	109.9	122.3	11	10.2	6.6	8.3	10.1	21
CFMGFM	7.9	6.1	6.2	5.8	-6	94.5	78.7	93.2	89.6	-3	10.7	8.9	8.7	9.7	11
CKNGFM	9.2	7.1	7.1	5.0	-29	126.4	115.6	113.4	108.7	-4	12.6	10.4	9.9	8.3	-16
CHDIFM	6.5	4.8	5.3	4.9	-7	97.6	98.3	111.6	116.6	4	8.8	7.1	7.5	8.1	8
CIRKFM	4.9	4.6	5.0	4.0	-20	72.3	78.1	98.1	69.3	-29	6.7	6.7	7.1	6.6	-7
CKRAFM	1.8	4.9	5.6	3.9	-30	42.8	79.4	92.4	78.9	-14	2.5	7.1	7.9	6.4	-18
CKUA	2.1	1.0	2.4	2.0	-16	31.2	22.3	35.4	33.4	-5	2.8	1.4	3.3	3.4	3
CHMCFM	1.9	1.4	1.1	1.8	63	37.6	25.4	33.0	35.0	6	2.5	2.0	1.6	3.0	87
CFRN	1.9	1.6	1.6	1.1	-31	28.9	30.6	29.2	25.9	-11	2.6	2.3	2.2	1.8	-18
CFCW	2.1	1.5	0.9	1.0	11	21.9	24.6	13.0	8.8	-32	2.9	2.3	1.2	1.7	41
CHQT	1.9	1.3	0.5	0.6	20	28.5	22.8	14.8	26.9	81	2.6	1.9	0.7	0.9	28
<b>Women 18-54</b>															
CISNFM	6.5	7.4	5.5	5.6	1	60.7	89.0	65.8	62.2	-5	18.9	22.4	16.6	19.9	19
CHBNFM	3.7	5.2	5.5	5.3	-3	69.0	80.0	90.4	94.0	3	10.7	15.7	16.5	18.7	13
CFMGFM	5.6	4.5	4.5	3.7	-17	64.6	52.0	61.0	57.4	-5	16.3	13.8	13.6	13.1	-3
CKNGFM	4.3	4.0	4.4	2.7	-38	67.3	62.6	61.2	59.9	-2	12.3	12.2	13.3	9.6	-27
CFBRFM	2.8	2.7	2.2	2.7	22	49.6	53.4	52.9	51.9	-1	8.2	8.3	6.6	9.4	42
CKRAFM	1.1	2.3	3.2	1.9	-40	24.0	45.6	46.6	42.4	-9	3.1	6.9	9.6	6.8	-29
CHDIFM	2.8	1.4	2.2	1.6	-27	47.8	40.7	51.8	51.1	-1	8.0	4.3	6.6	5.6	-15
CHED	2.5	1.5	1.6	1.5	-6	52.1	26.2	38.8	44.1	13	7.1	4.6	4.9	5.3	8
CIRKFM	1.5	1.5	1.5	0.9	-40	25.5	29.2	31.6	25.9	-18	4.2	4.5	4.6	3.1	-32
CHMCFM	1.3	0.7	0.7	0.9	28	23.0	12.3	18.5	19.9	7	3.8	2.1	2.2	3.1	40
CKUA	0.6	0.5	0.8	0.8	0	12.2	10.2	14.1	14.1	0	1.8	1.4	2.5	2.7	8
CFCW	1.3	0.8	0.7	0.5	-28	10.8	10.9	7.5	4.7	-37	3.7	2.5	2.1	1.8	-14
CHQT	0.6	0.4	0.2	0.2	0	13.7	9.7	6.8	8.6	26	1.8	1.2	0.6	0.6	0
CFRN	0.1	0.1	0.1	0.1	0	3.1	2.0	2.2	2.7	22	0.3	0.2	0.2	0.2	0
<b>Men 18-54</b>															
CHED	5.0	3.0	4.3	4.6	6	79.3	60.2	71.1	78.2	9	12.9	8.4	11.2	14.3	27
CFBRFM	7.3	7.6	9.1	4.6	-49	74.8	83.3	85.3	71.0	-16	18.8	21.5	23.7	14.4	-39
CHBNFM	3.0	2.5	3.7	3.6	-2	47.5	57.0	57.9	62.1	7	7.8	7.2	9.6	11.2	16
CHDIFM	3.7	3.4	3.1	3.3	6	49.8	57.6	59.8	65.5	9	9.4	9.7	8.2	10.2	24
CIRKFM	3.5	3.1	3.5	3.1	-11	46.8	48.9	66.6	43.5	-34	9.0	8.8	9.2	9.8	6
CKNGFM	5.0	3.1	2.7	2.3	-14	59.1	53.0	52.2	48.8	-6	12.8	8.7	7.0	7.2	2
CISNFM	2.5	4.1	3.9	2.3	-41	34.5	52.6	42.6	36.6	-14	6.3	11.7	10.2	7.1	-30
CFMGFM	2.3	1.5	1.7	2.1	23	29.8	26.7	32.1	32.1	0	5.8	4.3	4.4	6.6	50
CKRAFM	0.8	2.6	2.4	2.0	-16	18.8	33.7	45.8	36.5	-20	2.0	7.3	6.4	6.1	-4
CKUA	1.5	0.5	1.5	1.3	-13	19.0	12.1	21.3	19.3	-9	3.7	1.4	4.0	4.0	0
CFRN	1.8	1.5	1.5	1.0	-33	25.8	28.6	27.0	23.2	-14	4.7	4.3	3.9	3.2	-17
CHMCFM	0.6	0.7	0.4	1.0	150	14.5	13.0	14.5	15.2	4	1.4	1.9	1.0	3.0	200
CFCW	0.8	0.7	0.2	0.5	150	11.2	13.6	5.6	4.1	-26	2.1	2.1	0.4	1.7	325
CHQT	1.3	0.9	0.3	0.4	33	14.7	13.1	8.0	18.2	127	3.3	2.6	0.8	1.2	50
<b>Adults 25-34</b>															
CHBNFM	2.2	2.5	2.8	3.2	14	35.8	50.0	50.7	60.7	19	10.8	16.3	14.7	22.3	51
CFBRFM	4.2	2.6	4.4	2.9	-34	50.1	40.4	47.5	45.1	-5	21.0	17.0	22.9	20.7	-9
CHDIFM	2.9	2.4	2.6	1.6	-38	38.8	44.7	48.5	49.5	2	14.7	15.4	13.4	11.6	-13
CISNFM	2.4	2.7	1.9	1.4	-26	19.8	39.8	32.0	23.1	-27	12.3	17.6	10.1	9.7	-3
CIRKFM	0.6	0.6	1.1	1.4	27	8.4	11.7	18.8	12.3	-34	3.2	4.1	5.8	9.8	68
CKNGFM	2.2	1.1	2.4	0.9	-62	35.8	25.4	33.1	28.6	-13	11.1	7.0	12.2	6.5	-46
CHED	1.3	0.6	0.9	0.8	-11	32.7	20.1	26.5	24.2	-8	6.6	3.9	4.7	5.3	12
CFMGFM	1.6	1.1	0.6	0.8	33	26.9	19.0	19.6	25.4	29	8.2	7.1	3.3	5.5	66
CKRAFM	0.1	0.6	0.5	0.4	-20	5.8	14.7	16.1	13.7	-14	0.5	3.7	2.4	3.1	29
CKUA	0.2	0.1	1.1	0.3	-72	5.5	5.1	12.5	8.5	-32	0.8	0.7	5.7	2.4	-57
CHMCFM	0.2	0.1	0.1	0.2	100	7.5	5.1	8.2	8.5	3	1.1	0.8	0.7	1.5	114
CHQT	0.4	0.1	0.0	0.1	-	4.6	1.7	0.7	8.0	1042	2.1	0.8	0.0	0.7	-
CFRN	1.0	0.7	0.8	0.1	-87	11.5	10.9	11.3	8.4	-25	5.0	4.6	4.1	0.9	-78
CFCW	0.5	0.1	0.0	0.0	-	3.7	5.1	0.7	0.0	-	2.7	0.9	0.0	-	-

Important Notice Re: Trending

Central AQH (000) and Central Cume (000) trends will be affected by the population adjustment.  
Share of Hours Tuned (%) trending will factor out the population change.



	Central AQH (000)					Central Cume (000)					Share of Hrs Tuned % (Comm/Orig)				
	S1/08	S2/08	S4/08	S1/09	% Diff S4/08 -S1/09	S1/08	S2/08	S4/08	S1/09	% Diff S4/08 -S1/09	S1/08	S2/08	S4/08	S1/09	% Diff S4/08 -S1/09
<b>Women 25-34</b>															
CHBNFM	0.9	1.6	1.4	1.5	7	18.0	27.2	29.8	30.9	3	9.8	25.4	19.1	22.0	15
CFBRFM	1.3	0.5	0.7	1.4	100	22.1	13.6	16.9	20.9	23	14.1	7.6	10.0	20.0	100
CISNFM	1.9	1.2	0.9	1.2	33	14.7	22.9	19.1	16.5	-13	19.8	19.0	11.7	17.7	51
CFMGFM	1.1	0.8	0.3	0.6	100	18.0	10.0	10.6	18.0	69	11.7	12.4	4.1	9.3	126
CHDIFM	1.3	0.5	1.1	0.6	-45	19.6	17.9	19.8	21.6	9	13.3	8.1	15.0	9.4	-37
CKNGFM	1.3	0.8	1.7	0.5	-70	18.0	16.5	19.1	16.5	-13	13.1	11.6	22.5	6.6	-70
CIRKFM	0.3	0.1	0.3	0.4	33	3.3	5.7	7.8	5.8	-25	3.2	2.3	3.4	5.4	58
CKRAFM	0.0	0.5	0.2	0.2	0	3.3	10.7	9.2	7.2	-21	0.3	7.9	3.3	3.2	-3
CHMCFM	0.2	0.1	0.1	0.2	100	4.9	2.1	4.2	5.8	38	1.8	0.8	1.2	2.4	100
CHED	0.6	0.2	0.4	0.1	-75	12.3	7.2	10.6	6.5	-38	6.5	2.6	5.2	1.7	-67
CKUA	0.1	0.0	0.3	0.1	-66	1.6	2.1	3.6	5.8	61	0.8	0.4	3.6	2.0	-44
CFCW	0.5	0.1	0.0	0.0	-	2.5	2.1	0.7	0.0	-	5.5	1.1	0.0	-	-
CHQT	0.0	0.0	0.0	0.0	-	0.8	0.7	0.7	1.4	100	0.0	0.7	0.0	0.3	-
CFRN	0.0	0.0	0.1	0.0	-	0.0	0.0	1.4	0.0	-	-	-	0.8	-	-
<b>Men 25-34</b>															
CFBRFM	2.9	2.1	3.7	1.6	-56	28.1	26.8	30.6	24.2	-20	27.3	23.9	31.0	21.5	-30
CHBNFM	1.2	0.9	1.4	1.6	14	17.9	22.9	20.9	29.8	42	11.7	9.6	11.9	22.6	89
CIRKFM	0.3	0.5	0.9	1.0	11	5.1	6.0	11.0	6.5	-40	3.2	5.4	7.3	14.0	91
CHDIFM	1.7	1.8	1.5	1.0	-33	19.1	26.8	28.8	27.9	-3	16.0	20.8	12.4	13.6	9
CHED	0.7	0.4	0.5	0.6	20	20.4	12.9	15.9	17.7	11	6.6	4.8	4.4	8.7	97
CKNGFM	1.0	0.3	0.7	0.5	-28	17.9	8.9	13.9	12.1	-12	9.2	3.7	5.8	6.5	12
CKRAFM	0.1	0.1	0.2	0.2	0	2.6	4.0	6.9	6.5	-5	0.7	0.7	1.8	3.1	72
CISNFM	0.6	1.5	1.1	0.2	-81	5.1	16.9	12.9	6.5	-49	5.4	16.7	9.0	2.2	-75
CKUA	0.1	0.1	0.8	0.2	-75	3.8	3.0	8.9	2.8	-68	0.8	0.9	7.0	2.8	-60
CHQT	0.4	0.1	0.0	0.1	-	3.8	1.0	0.0	6.5	-	4.0	0.8	-	1.1	37
CFRN	1.0	0.7	0.7	0.1	-85	11.5	10.9	9.9	8.4	-15	9.6	7.9	6.1	1.7	-72
CFMGFM	0.5	0.3	0.3	0.1	-66	8.9	8.9	9.0	7.4	-17	5.0	3.3	2.8	1.8	-35
CFCW	0.0	0.1	0.0	0.0	-	1.3	3.0	0.0	0.0	-	0.1	0.6	-	-	-
CHMCFM	0.0	0.1	0.0	0.0	-	2.6	3.0	4.0	2.8	-30	0.4	0.8	0.4	0.5	25
<b>Adults 25-54</b>															
CISNFM	8.2	9.9	8.3	6.7	-19	80.4	116.7	90.6	78.5	-13	12.8	18.0	13.5	12.8	-5
CHBNFM	4.1	4.9	6.1	6.2	1	73.8	88.7	98.7	108.2	9	6.5	8.8	10.0	11.8	18
CFBRFM	8.2	6.7	9.1	6.0	-34	103.6	99.4	101.0	93.6	-7	12.9	12.2	14.9	11.4	-23
CHED	7.3	4.3	5.7	5.9	3	120.5	79.1	100.3	111.7	11	11.4	7.7	9.3	11.3	21
CFMGFM	7.1	4.6	5.1	5.4	5	83.3	62.6	78.4	77.9	-0	11.1	8.3	8.3	10.3	24
CKNGFM	8.5	6.3	6.8	4.9	-27	113.0	99.7	102.0	96.4	-5	13.3	11.3	11.2	9.3	-16
CIRKFM	4.3	4.2	4.7	3.8	-19	58.6	70.3	85.3	58.6	-31	6.7	7.7	7.7	7.4	-3
CKRAFM	1.4	4.6	5.3	3.6	-32	34.7	71.5	81.1	73.0	-9	2.2	8.3	8.7	6.9	-20
CHDIFM	5.3	3.3	4.0	3.3	-17	69.3	68.9	82.3	80.7	-1	8.3	6.0	6.5	6.3	-3
CKUA	2.0	0.9	2.1	2.0	-4	27.7	19.2	32.3	33.4	3	3.1	1.6	3.4	3.9	14
CHMCFM	1.6	1.3	1.1	1.8	63	33.1	22.6	29.9	33.6	12	2.6	2.4	1.8	3.5	94
CFRN	1.9	1.5	1.5	1.1	-26	26.1	30.0	27.4	25.2	-8	2.9	2.8	2.5	2.1	-16
CFCW	2.1	1.5	0.9	1.0	11	21.9	24.6	12.4	8.1	-34	3.3	2.8	1.4	2.0	42
CHQT	1.9	1.2	0.5	0.5	0	25.5	21.4	14.2	25.5	79	3.0	2.1	0.8	1.0	25
<b>Women 25-54</b>															
CISNFM	5.8	6.0	4.9	4.9	0	50.1	70.3	54.5	49.6	-8	19.7	23.0	17.5	20.4	16
CFMGFM	4.9	3.3	3.7	3.5	-5	56.2	40.5	50.4	48.6	-3	16.5	12.6	13.2	14.7	11
CHBNFM	2.0	3.1	3.5	3.3	-5	41.6	51.6	61.0	61.5	0	6.7	11.9	12.6	13.9	10
CKNGFM	4.1	3.7	4.2	2.6	-38	57.4	55.9	53.9	51.8	-3	13.7	14.1	15.2	10.8	-28
CFBRFM	2.5	1.8	1.6	2.2	37	41.2	35.3	36.4	37.9	4	8.4	6.8	5.8	9.1	56
CKRAFM	0.7	2.1	3.0	1.8	-40	18.7	40.8	40.6	37.3	-8	2.4	8.1	10.9	7.7	-29
CHED	2.4	1.5	1.6	1.4	-12	46.0	24.4	36.8	40.4	9	8.1	5.7	5.7	6.0	5
CHDIFM	2.3	0.9	1.6	1.0	-37	33.3	27.5	32.6	31.9	-2	7.7	3.5	5.6	4.0	-28
CHMCFM	1.2	0.7	0.7	0.9	28	19.2	11.1	17.2	19.1	11	3.9	2.6	2.5	3.7	48
CIRKFM	1.2	1.4	1.4	0.8	-42	19.4	26.8	27.6	21.4	-22	4.0	5.4	5.1	3.3	-35
CKUA	0.6	0.4	0.7	0.8	14	11.5	7.8	12.1	14.1	16	2.0	1.5	2.4	3.2	33
CFCW	1.3	0.8	0.7	0.5	-28	10.8	10.9	7.5	4.7	-37	4.4	3.2	2.6	2.1	-19
CHQT	0.6	0.4	0.2	0.2	0	11.4	9.1	6.8	8.6	26	2.0	1.5	0.7	0.7	0
CFRN	0.1	0.0	0.1	0.1	0	3.1	1.4	2.2	2.7	22	0.4	0.1	0.2	0.3	50

Important Notice Re: Trending

Central AQH (000) and Central Cume (000) trends will be affected by the population adjustment.  
Share of Hours Tuned (%) trending will factor out the population change.



	Central AQH (000)					Central Cume (000)					Share of Hrs Tuned % (Comm/Orig)				
	S1/08	S2/08	S4/08	S1/09	% Diff S4/08 -S1/09	S1/08	S2/08	S4/08	S1/09	% Diff S4/08 -S1/09	S1/08	S2/08	S4/08	S1/09	% Diff S4/08 -S1/09
<b>Men 25-54</b>															
CHED	4.8	2.8	4.1	4.4	7	74.5	54.8	63.5	71.3	12	14.2	9.6	12.3	15.6	26
CFBRFM	5.7	4.9	7.5	3.8	-49	62.4	64.1	64.6	55.7	-13	16.8	17.0	22.5	13.3	-40
CIRKFM	3.1	2.8	3.3	3.1	-6	39.2	43.5	57.7	37.2	-35	9.1	9.7	9.8	10.8	10
CHBNFM	2.1	1.8	2.6	2.9	11	32.3	37.0	37.7	46.8	24	6.2	6.1	7.9	10.1	27
CKNGFM	4.4	2.6	2.6	2.3	-11	55.6	43.8	48.1	44.7	-7	13.0	8.8	7.8	8.0	2
CHDIFM	3.0	2.4	2.4	2.3	-4	36.0	41.4	49.8	48.8	-2	8.9	8.3	7.3	8.2	12
CISNFM	2.3	3.9	3.4	1.9	-44	30.4	46.4	36.1	28.9	-19	6.9	13.5	10.2	6.5	-36
CFMGFM	2.2	1.3	1.4	1.9	35	27.1	22.1	28.0	29.3	4	6.4	4.3	4.2	6.6	57
CKRAFM	0.7	2.5	2.3	1.8	-21	16.0	30.7	40.5	35.8	-11	1.9	8.5	6.8	6.2	-8
CKUA	1.4	0.5	1.4	1.3	-7	16.2	11.3	20.1	19.3	-3	4.0	1.7	4.3	4.5	4
CFRN	1.7	1.5	1.5	1.0	-33	23.0	28.6	25.2	22.5	-10	5.1	5.2	4.4	3.6	-18
CHMCFM	0.5	0.6	0.4	0.9	125	13.8	11.5	12.8	14.5	13	1.4	2.2	1.1	3.3	200
CFCW	0.8	0.7	0.1	0.5	400	11.2	13.6	5.0	3.4	-32	2.3	2.5	0.4	1.8	350
CHQT	1.3	0.8	0.3	0.4	33	14.0	12.3	7.4	16.9	128	3.8	2.7	0.9	1.3	44
<b>Adults 35-44</b>															
CKNGFM	3.7	3.3	2.2	2.4	9	45.5	45.5	38.4	39.0	1	17.9	17.7	11.5	13.8	20
CISNFM	2.6	3.1	3.2	2.1	-34	24.3	35.8	27.1	22.5	-16	12.5	16.8	16.9	12.3	-27
CFBRFM	2.5	2.9	2.5	2.0	-20	29.7	37.9	33.7	31.1	-7	11.9	15.5	13.1	11.5	-12
CFMGFM	1.9	0.9	1.9	1.9	0	22.8	14.6	26.1	21.4	-18	9.2	4.6	9.8	11.0	12
CHED	2.3	1.4	2.4	1.8	-25	38.7	27.7	33.9	36.2	6	11.3	7.5	12.5	10.4	-16
CHBNFM	1.4	1.3	2.2	1.8	-18	22.6	26.9	29.4	26.6	-9	6.8	6.9	11.8	10.8	-8
CHDIFM	1.5	0.7	0.8	1.2	50	19.8	16.6	23.1	21.6	-6	7.0	4.0	4.1	7.3	78
CKRAFM	0.7	1.1	1.6	1.0	-37	18.3	26.1	27.7	25.8	-6	3.4	6.1	8.3	5.6	-32
CFRN	0.4	0.6	0.4	0.8	100	7.9	13.0	8.9	12.4	39	1.9	3.2	1.9	4.6	142
CIRKFM	1.5	1.7	1.2	0.7	-41	23.6	30.5	31.5	19.6	-37	7.2	9.3	6.6	3.9	-40
CHMCFM	0.6	0.5	0.2	0.6	200	11.0	7.8	7.2	11.5	59	2.8	2.4	0.9	3.6	300
CKUA	0.9	0.2	0.3	0.6	100	9.5	6.7	10.5	12.5	19	4.3	0.8	1.6	3.7	131
CHQT	0.2	0.4	0.2	0.2	0	5.5	5.1	6.1	6.2	1	1.2	2.3	0.9	1.5	66
CFCW	0.5	0.5	0.0	0.0	-	7.7	6.3	1.5	0.0	-	2.5	2.8	0.1	-	-
<b>Women 35-44</b>															
CISNFM	1.8	1.8	1.8	1.6	-11	15.1	21.5	15.3	14.0	-8	19.8	21.5	19.8	22.2	12
CKNGFM	2.1	1.9	1.3	1.3	0	27.1	24.9	18.9	19.5	3	22.1	22.7	14.0	18.1	29
CFMGFM	1.5	0.6	1.4	1.0	-28	16.9	10.6	17.6	10.5	-40	16.2	6.6	14.9	13.8	-7
CHBNFM	0.7	0.6	1.4	0.9	-35	14.7	16.0	18.9	17.5	-7	7.7	7.2	15.7	12.5	-20
CKRAFM	0.4	0.6	0.9	0.5	-44	9.8	15.2	12.7	13.0	2	4.0	7.5	9.7	7.6	-21
CFBRFM	0.5	0.9	0.5	0.5	0	10.7	13.9	13.6	11.0	-19	5.5	10.8	5.3	6.3	18
CHED	0.5	0.5	0.7	0.4	-42	13.8	7.2	12.3	12.5	1	5.6	6.2	7.2	5.2	-27
CHDIFM	0.6	0.3	0.3	0.3	0	8.0	6.3	8.8	7.0	-20	6.4	3.4	3.1	3.5	12
CHMCFM	0.4	0.2	0.1	0.3	200	5.8	3.8	5.3	6.0	13	3.9	2.4	1.3	4.7	261
CIRKFM	0.4	0.8	0.6	0.2	-66	8.4	13.9	10.1	8.0	-20	3.8	9.2	6.3	2.6	-58
CKUA	0.2	0.1	0.2	0.2	0	3.6	2.1	5.3	4.0	-24	2.0	0.7	2.1	2.3	9
CFRN	0.0	0.0	0.0	0.1	-	1.3	0.4	0.4	2.0	400	0.2	0.0	0.0	0.9	-
CFCW	0.2	0.1	0.0	0.0	-	3.1	1.7	0.9	0.0	-	2.5	1.5	0.1	-	-
CHQT	0.0	0.0	0.0	0.0	-	2.2	1.7	2.2	2.5	13	0.3	0.3	0.4	0.3	-25
<b>Men 35-44</b>															
CFBRFM	2.0	2.0	2.0	1.5	-25	19.1	24.0	20.1	20.1	0	17.2	19.5	20.4	15.4	-24
CHED	1.8	0.9	1.7	1.4	-17	25.0	20.6	21.6	23.8	10	16.0	8.5	17.4	14.2	-18
CKNGFM	1.7	1.4	0.9	1.1	22	18.4	20.6	19.5	19.5	0	14.5	13.6	9.2	10.7	16
CHDIFM	0.9	0.5	0.5	1.0	100	11.8	10.3	14.4	14.6	1	7.5	4.5	5.1	10.0	96
CFMGFM	0.4	0.3	0.5	0.9	80	5.9	4.0	8.5	11.0	29	3.5	3.0	5.0	8.9	78
CHBNFM	0.7	0.7	0.8	0.9	12	7.9	10.9	10.5	9.1	-13	6.1	6.7	8.2	9.5	15
CFRN	0.4	0.6	0.4	0.7	75	6.6	12.6	8.5	10.4	22	3.3	5.8	3.6	7.3	102
CISNFM	0.8	1.3	1.4	0.5	-64	9.2	14.3	11.7	8.5	-27	6.6	12.9	14.1	5.0	-64
CIRKFM	1.1	0.9	0.7	0.5	-28	15.1	16.6	21.5	11.6	-46	10.0	9.4	6.9	4.9	-28
CKUA	0.7	0.1	0.1	0.5	400	5.9	4.6	5.2	8.5	63	6.1	0.9	1.1	4.8	336
CKRAFM	0.3	0.5	0.7	0.4	-42	8.5	10.9	15.0	12.8	-14	2.9	4.9	6.9	4.1	-40
CHMCFM	0.2	0.2	0.1	0.3	200	5.3	4.0	2.0	5.5	175	1.9	2.5	0.6	2.8	366
CHQT	0.2	0.4	0.1	0.2	100	3.3	3.4	3.9	3.7	-5	1.9	3.8	1.2	2.3	91
CFCW	0.3	0.4	0.0	0.0	-	4.6	4.6	0.6	0.0	-	2.6	4.0	0.1	-	-

Important Notice Re: Trending

Central AQH (000) and Central Cume (000) trends will be affected by the population adjustment.  
Share of Hours Tuned (%) trending will factor out the population change.



	Central AQH (000)					Central Cume (000)					Share of Hrs Tuned % (Comm/Orig)				
	S1/08	S2/08	S4/08	S1/09	% Diff S4/08 -S1/09	S1/08	S2/08	S4/08	S1/09	% Diff S4/08 -S1/09	S1/08	S2/08	S4/08	S1/09	% Diff S4/08 -S1/09
<b>Adults 35-54</b>															
CISNFM	5.7	7.2	6.3	5.3	-15	60.6	76.9	58.7	55.5	-5	13.1	18.1	15.1	14.0	-7
CHED	5.9	3.7	4.8	5.1	6	87.8	59.1	73.8	87.5	18	13.6	9.2	11.4	13.5	18
CFMGFM	5.4	3.5	4.4	4.6	4	56.4	43.7	58.8	52.5	-10	12.4	8.7	10.6	12.1	14
CKNGFM	6.3	5.2	4.5	3.9	-13	77.2	74.3	68.9	67.8	-1	14.3	13.0	10.7	10.4	-2
CKRAFM	1.3	4.0	4.9	3.2	-34	28.9	56.8	65.0	59.3	-8	2.9	10.1	11.6	8.3	-28
CFBRFM	4.0	4.1	4.7	3.0	-36	53.5	58.9	53.5	48.5	-9	9.2	10.3	11.2	7.9	-29
CHBNFM	2.0	2.4	3.3	3.0	-9	38.0	38.6	48.1	47.5	-1	4.5	6.0	7.9	7.9	0
CIRKFM	3.7	3.6	3.6	2.5	-30	50.2	58.6	66.5	46.4	-30	8.4	9.0	8.5	6.4	-24
CKUA	1.8	0.8	1.0	1.7	70	22.2	14.0	19.8	24.9	25	4.1	2.0	2.4	4.5	87
CHDIFM	2.4	0.9	1.4	1.6	14	30.5	24.1	33.8	31.2	-7	5.4	2.4	3.3	4.3	30
CHMCFM	1.4	1.2	1.0	1.6	60	25.6	17.5	21.7	25.0	15	3.3	3.0	2.3	4.2	82
CFCW	1.6	1.4	0.9	1.0	11	18.2	19.4	11.7	8.1	-30	3.6	3.6	2.1	2.7	28
CFRN	0.8	0.8	0.8	1.0	25	14.6	19.1	16.1	16.8	4	1.9	2.1	1.8	2.6	44
CHQT	1.5	1.0	0.5	0.4	-20	20.8	19.7	13.5	17.5	29	3.3	2.6	1.1	1.2	9
<b>Women 35-54</b>															
CISNFM	4.0	4.8	4.0	3.6	-10	35.3	47.4	35.4	33.1	-6	19.7	24.3	19.5	21.4	9
CFMGFM	3.8	2.5	3.4	2.9	-14	38.2	30.5	39.7	30.6	-22	18.7	12.7	16.5	16.9	2
CKNGFM	2.8	2.9	2.6	2.1	-19	39.4	39.5	34.7	35.2	1	14.0	14.9	12.6	12.6	0
CHBNFM	1.1	1.5	2.1	1.8	-14	23.6	24.5	31.3	30.5	-2	5.3	7.4	10.2	10.5	2
CKRAFM	0.7	1.6	2.8	1.6	-42	15.4	30.1	31.4	30.1	-4	3.4	8.2	13.7	9.6	-29
CHED	1.8	1.3	1.2	1.3	8	33.7	17.2	26.2	33.9	29	8.9	6.7	5.9	7.8	32
CFBRFM	1.1	1.3	0.9	0.8	-11	19.2	21.7	19.5	17.0	-12	5.7	6.6	4.2	4.7	11
CHMCFM	1.0	0.6	0.6	0.7	16	14.3	9.0	12.9	13.4	3	4.9	3.2	3.0	4.2	40
CKUA	0.5	0.4	0.4	0.6	50	9.8	5.7	8.6	8.4	-2	2.7	1.9	2.0	3.7	85
CFCW	0.8	0.8	0.7	0.5	-28	8.3	8.8	6.8	4.7	-30	3.9	3.8	3.5	3.0	-14
CIRKFM	0.9	1.3	1.2	0.4	-66	16.1	21.0	19.8	15.7	-20	4.4	6.4	5.7	2.5	-56
CHDIFM	1.0	0.4	0.4	0.3	-25	13.7	9.6	12.8	10.3	-19	5.0	2.0	2.2	1.8	-18
CHQT	0.6	0.3	0.2	0.1	-50	10.6	8.4	6.1	7.2	18	3.0	1.7	0.9	0.9	0
CFRN	0.1	0.0	0.0	0.1	-	3.1	1.4	0.8	2.7	237	0.6	0.1	0.0	0.4	-
<b>Men 35-54</b>															
CHED	4.2	2.4	3.6	3.8	5	54.0	41.9	47.6	53.6	12	17.6	11.7	16.7	18.0	7
CFBRFM	2.9	2.8	3.8	2.2	-42	34.3	37.2	34.0	31.5	-7	12.2	14.0	17.8	10.5	-41
CIRKFM	2.8	2.3	2.4	2.0	-16	34.1	37.6	46.8	30.7	-34	11.7	11.6	11.2	9.6	-14
CKNGFM	3.5	2.2	1.9	1.8	-5	37.7	34.8	34.1	32.5	-4	14.6	11.1	8.8	8.6	-2
CISNFM	1.8	2.4	2.3	1.7	-26	25.3	29.5	23.2	22.4	-3	7.5	12.0	10.9	8.0	-26
CFMGFM	1.7	1.0	1.1	1.7	54	18.1	13.1	19.0	21.9	15	7.1	4.8	4.9	8.3	69
CKRAFM	0.6	2.4	2.1	1.5	-28	13.5	26.7	33.6	29.2	-13	2.5	12.0	9.6	7.3	-23
CHDIFM	1.4	0.5	0.9	1.3	44	16.8	14.6	21.0	20.8	-0	5.7	2.7	4.4	6.3	43
CHBNFM	0.9	0.9	1.2	1.2	0	14.4	14.1	16.8	17.0	1	3.8	4.5	5.7	5.8	1
CKUA	1.3	0.4	0.6	1.1	83	12.4	8.4	11.2	16.5	47	5.4	2.0	2.8	5.1	82
CFRN	0.7	0.8	0.7	0.9	28	11.5	17.7	15.3	14.1	-7	3.1	3.9	3.5	4.3	22
CHMCFM	0.4	0.6	0.3	0.9	200	11.3	8.5	8.8	11.7	32	1.9	2.7	1.6	4.3	168
CFCW	0.8	0.7	0.1	0.5	400	9.9	10.7	5.0	3.4	-32	3.3	3.3	0.7	2.4	242
CHQT	0.9	0.7	0.3	0.3	0	10.2	11.3	7.4	10.3	39	3.6	3.5	1.4	1.4	0
<b>Adults 35-64</b>															
CHED	8.7	6.9	7.6	8.0	5	124.0	95.2	108.5	127.6	17	15.4	12.6	13.3	15.0	12
CFMGFM	7.3	5.7	6.6	7.6	15	79.7	65.9	80.8	81.9	1	12.9	10.3	11.7	14.2	21
CISNFM	7.6	9.6	8.9	6.6	-25	82.1	103.2	82.9	74.0	-10	13.4	17.5	15.7	12.5	-20
CKNGFM	6.7	5.6	4.9	4.7	-4	86.7	79.8	75.8	78.9	4	11.9	10.2	8.6	8.9	3
CKRAFM	1.7	4.7	6.9	4.6	-33	36.4	68.7	84.6	77.1	-8	3.0	8.7	12.2	8.7	-28
CFBRFM	4.2	4.3	4.7	3.3	-29	56.5	63.1	57.7	53.0	-8	7.4	7.9	8.4	6.2	-26
CFCW	3.0	4.3	3.4	3.1	-8	35.4	45.6	29.7	26.3	-11	5.3	7.9	5.9	5.8	-1
CHBNFM	2.1	2.5	3.5	3.1	-11	41.9	40.8	52.3	51.0	-2	3.6	4.5	6.1	5.8	-4
CIRKFM	4.1	4.0	3.9	3.0	-23	54.9	65.6	72.0	54.3	-24	7.3	7.3	6.8	5.6	-17
CKUA	3.2	1.8	1.8	2.9	61	38.4	22.9	33.2	42.7	28	5.6	3.4	3.2	5.5	71
CHMCFM	2.2	1.8	1.7	2.6	52	39.4	25.4	35.2	38.8	10	4.0	3.2	3.0	5.0	66
CHDIFM	2.4	1.1	1.4	1.7	21	32.2	26.7	35.1	34.3	-2	4.2	2.0	2.5	3.2	28
CFRN	1.0	1.0	0.8	1.1	37	18.8	22.5	19.3	22.5	16	1.8	1.8	1.5	2.1	40
CHQT	2.3	1.5	0.7	0.8	14	35.7	30.5	21.7	28.4	30	4.1	2.8	1.3	1.6	23

Important Notice Re: Trending

Central AQH (000) and Central Cume (000) trends will be affected by the population adjustment.  
Share of Hours Tuned (%) trending will factor out the population change.



	Central AQH (000)					Central Cume (000)					Share of Hrs Tuned % (Comm/Orig)				
	S1/08	S2/08	S4/08	S1/09	% Diff S4/08 -S1/09	S1/08	S2/08	S4/08	S1/09	% Diff S4/08 -S1/09	S1/08	S2/08	S4/08	S1/09	% Diff S4/08 -S1/09
<b>Women 35-64</b>															
CFMGFM	5.2	3.9	4.5	4.8	6	50.9	43.3	52.2	46.8	-10	19.7	14.5	16.1	19.6	21
CISNFM	4.7	6.2	5.8	4.4	-24	46.5	62.6	48.9	43.4	-11	17.9	22.9	20.5	17.9	-12
CKNGFM	3.1	3.2	2.7	2.8	3	43.9	42.1	38.8	40.7	4	11.7	11.8	9.8	11.3	15
CHED	3.1	2.5	2.3	2.5	8	50.0	31.8	40.6	49.8	22	11.6	9.3	8.3	10.2	22
CKRAFM	1.0	1.8	3.8	2.0	-47	19.3	34.9	40.5	36.9	-8	3.8	6.8	13.6	8.0	-41
CFCW	1.5	2.2	2.0	1.8	-10	15.5	22.4	15.5	13.1	-15	5.6	8.3	7.1	7.4	4
CHBNFM	1.1	1.5	2.2	1.8	-18	25.4	26.1	33.6	32.2	-4	4.2	5.6	7.7	7.5	-2
CHMCFM	1.4	1.0	0.9	1.3	44	20.9	13.5	19.6	20.8	6	5.2	3.7	3.2	5.2	62
CKUA	1.0	1.0	0.9	1.0	11	16.7	9.9	15.3	16.4	7	3.9	3.6	3.1	4.3	38
CFBRFM	1.2	1.4	0.9	0.8	-11	20.4	23.3	21.2	18.6	-12	4.6	5.0	3.2	3.4	6
CIRKFM	1.0	1.3	1.2	0.5	-58	17.6	23.4	21.1	17.3	-18	3.9	4.9	4.4	1.9	-56
CHQT	1.0	0.6	0.3	0.4	33	17.2	13.5	9.8	12.0	22	3.7	2.2	1.2	1.7	41
CHDIFM	1.0	0.4	0.4	0.3	-25	14.0	10.1	13.1	11.6	-11	3.8	1.5	1.6	1.4	-12
CFRN	0.1	0.0	0.1	0.1	0	3.7	1.4	1.8	3.0	66	0.5	0.1	0.2	0.3	50
<b>Men 35-64</b>															
CHED	5.6	4.4	5.2	5.5	5	74.0	63.3	68.0	77.9	14	18.7	15.8	18.2	19.1	4
CFMGFM	2.1	1.7	2.1	2.8	33	28.8	22.6	28.6	35.1	22	6.9	6.2	7.4	9.7	31
CKRAFM	0.7	2.9	3.1	2.7	-12	17.0	33.9	44.1	40.3	-8	2.4	10.5	10.7	9.3	-13
CIRKFM	3.1	2.7	2.6	2.5	-3	37.3	42.2	50.9	37.0	-27	10.2	9.7	9.1	8.7	-4
CFBRFM	3.0	3.0	3.8	2.4	-36	36.1	39.8	36.5	34.4	-5	9.9	10.7	13.4	8.5	-36
CISNFM	2.9	3.4	3.1	2.3	-25	35.6	40.7	34.0	30.6	-10	9.5	12.2	10.9	7.9	-27
CKNGFM	3.6	2.4	2.1	2.0	-4	42.7	37.7	37.0	38.2	3	12.1	8.7	7.4	6.9	-6
CKUA	2.2	0.9	0.9	1.9	111	21.7	12.9	17.9	26.3	46	7.2	3.1	3.3	6.5	96
CHDIFM	1.4	0.7	1.0	1.4	40	18.2	16.6	22.0	22.7	3	4.5	2.5	3.5	4.7	34
CHMCFM	0.9	0.8	0.8	1.4	75	18.4	12.0	15.5	18.0	16	2.9	2.8	2.7	4.8	77
CFCW	1.5	2.1	1.4	1.3	-7	19.9	23.3	14.2	13.2	-7	5.0	7.5	4.7	4.4	-6
CHBNFM	1.0	0.9	1.3	1.2	-7	16.5	14.7	18.7	18.9	1	3.2	3.4	4.5	4.3	-4
CFRN	0.9	1.0	0.8	1.1	37	15.1	21.1	17.5	19.5	11	3.0	3.4	2.7	3.7	37
CHQT	1.4	0.9	0.4	0.4	0	18.4	17.0	11.9	16.3	36	4.5	3.4	1.4	1.5	7