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# BBM Canada

## Top-line Radio Statistics

### S1 2008 (January 7–March 2, 2008)

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## TOP-LINE RADIO STATISTICS - HALIFAX CTRL S1-2008

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



Universe		S1 2008			S4 2007			S3 2007**		S2 2007**		S1 2007		
		338,141			338,141							339,886		
Station	Market	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach
		%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)	%	(000)	(000)
CBH FM	Halifax Ctrl	2.4	17.9	25.5	2.1	14.8	23.6					2.1	15.4	22.4
CBHAFM	Halifax Ctrl	14.0	72.8	136.7	13.9	73.8	133.9					13.3	73.6	129.5
CFDR	Halifax Ctrl	4.1	21.3	37.7	5.9	21.7	40.7					3.4	21.4	37.8
CFRQFM	Halifax Ctrl	15.7	89.0	121.2	13.3	84.1	116.6					13.8	88.6	120.5
CHFXFM	Halifax Ctrl	13.8	68.9	99.0	12.0	54.7	85.2					14.6	69.8	95.8
CHNSFM	Halifax Ctrl	3.3	35.4	45.6	3.6	37.3	42.0					3.0	31.9	46.0
CIOOFM	Halifax Ctrl	13.9	102.2	132.6	16.7	109.4	131.8					18.5	112.4	146.2
CJCH	Halifax Ctrl	2.6	20.8	23.2	3.4	23.6	29.4					2.9	23.6	26.0
CJNIFM	Halifax Ctrl	3.1	28.6	32.3	2.7	25.0	30.4					1.7	18.1	20.6
CKHZFM	Halifax Ctrl	10.1	78.3	92.9	8.9	63.9	76.5					8.5	64.0	78.6
CKULFM	Halifax Ctrl	9.0	62.7	77.6	9.5	66.3	81.3					9.9	67.3	96.5

\* = 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 S1-2008

Source: BBM Canada

Demographics: A12+

Area: 4199 (Quebec City Ctrl)

Timeblock: Monday-Sunday 5am-1am

Universe		S1 2008 648,672			S3 2007 640,667			S2 2007 640,667		S1 2007 640,667				
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)
CBVFM	Quebec City Ctrl	11.7	114.8	140.2	8.8	87.7	118.4	12.0	110.9	15.5	156.1	14.9	130.7	157.4
CBVEFM	Quebec City Ctrl	0.5	15.8	41.6	0.6	11.5	33.9	0.8	13.4	0.3	15.4	0.3	12.5	37.6
CBVXFM	Quebec City Ctrl	3.8	49.4	61.2	3.2	44.9	55.6	4.1	51.3	6.2	61.3	4.3	48.6	62.7
CFELFM	Quebec City Ctrl	0.4	7.6	17.6	0.6	11.1	20.3							
CFOMFM	Quebec City Ctrl	12.9	147.1	215.1	13.9	167.2	237.8	13.9	136.5	13.3	146.2	13.6	147.1	218.1
CHIKFM	Quebec City Ctrl	11.7	158.4	244.4	13.2	176.8	260.4	13.8	176.0	11.2	170.9	12.5	173.1	268.6
CHOIFM	Quebec City Ctrl	12.9	139.8	236.4	12.1	155.7	250.6	10.5	140.8	15.5	167.9	12.8	163.6	273.0
CHRC	Quebec City Ctrl	3.2	57.1	71.9	5.1	63.6	77.8	4.1	50.6	5.2	64.2	7.3	94.0	113.0
CITFFM	Quebec City Ctrl	16.0	169.4	258.0	16.3	176.4	265.5	18.3	201.5	14.5	168.2	14.3	185.6	270.7
CJECFM	Quebec City Ctrl	3.2	44.2	54.4	2.8	46.2	55.2	4.1	55.4	3.6	48.6	5.2	68.3	76.1
CJMFFM	Quebec City Ctrl	10.8	164.1	244.3	11.7	174.7	243.3	8.2	122.4	7.1	108.7	8.0	127.8	188.9
CJSQFM	Quebec City Ctrl	4.9	54.7	62.9	2.8	39.5	46.4							

## TOP-LINE RADIO STATISTICS - SHERBROOKE CTRL S1-2008

Source: BBM Canada

Demographics: A12+

Area: 4339 (Sherbrooke Ctrl)

Timeblock: Monday-Sunday 5am-1am

Universe		S1 2008			S4 2007			S3 2007**		S2 2007**		S1 2007		
		197,455			197,455							195,376		
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)
CFGEFM	Sherbrooke Ctrl	9.3	27.9	33.2	9.5	25.4	36.1					9.5	25.4	36.1
CHLTFM	Sherbrooke Ctrl	8.9	28.4	36.3	9.6	30.7	38.9					9.6	30.7	38.9
CIGRFM	Sherbrooke Ctrl	4.8	24.5	28.2	5.5	26.6	35.0					5.5	26.6	35.0
CIMOFM	Sherbrooke Ctrl	20.8	76.1	108.9	22.7	77.4	112.4					22.7	77.4	112.4
CITEF4	Sherbrooke Ctrl	19.7	60.9	191.9	19.9	61.4	232.7					19.9	61.4	232.7

\* = 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.

## TOP-LINE RADIO STATISTICS - MONTREAL ANGLO CTRL S1-2008

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



Universe		S1 2008			S4 2007			S3 2007		S2 2007		S1 2007		
		708,918			708,918			705,104		705,104		705,104		
Station	Market	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach
		%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)	%	(000)	(000)
CBF FM	Montreal Anglo Ctrl	0.2	4.2	691.0	0.5	10.2	749.2	0.4	6.7	0.1	6.1	0.3	7.8	568.1
CBFXFM	Montreal Anglo Ctrl	0.3	9.5	232.0	0.6	11.2	272.5	0.2	9.5	0.2	11.9	0.6	13.9	198.9
CBM FM	Montreal Anglo Ctrl	3.7	47.9	98.6	3.0	37.5	96.7	3.4	42.4	3.5	40.7	3.7	50.3	92.6
CBMEFM	Montreal Anglo Ctrl	7.0	82.6	122.2	6.2	76.2	112.7	4.7	67.3	8.4	81.1	8.0	88.7	113.2
CFGLFM	Montreal Anglo Ctrl	0.8	6.7	642.4	0.5	6.8	659.9	0.6	7.3	0.3	9.0	0.6	9.2	744.5
CFQRFM	Montreal Anglo Ctrl	19.3	221.1	430.6	16.9	223.1	477.7	18.3	208.6	18.3	229.2	19.8	232.7	462.7
CHMPFM	Montreal Anglo Ctrl	0.6	6.7	617.9	0.4	7.4	593.8	0.4	5.3	0.3	6.5	0.2	4.9	591.6
CHOMFM	Montreal Anglo Ctrl	9.9	138.2	555.3	11.0	164.7	602.7	11.1	153.1	14.0	180.6	11.4	163.4	581.0
CINF	Montreal Anglo Ctrl	0.1	3.7	172.8	0.1	2.5	189.6	0.1	5.0	0.1	4.3	0.1	5.1	193.0
CINW	Montreal Anglo Ctrl	3.8	66.7	79.1	4.1	62.3	81.3	3.4	56.3	3.6	73.8	3.2	69.2	92.7
CITEF3	Montreal Anglo Ctrl	0.5	6.8	587.3	0.7	9.3	572	0.7	6.5	0.7	7.6	0.9	10.7	626.5
CJAD	Montreal Anglo Ctrl	18.3	196.2	262.4	20.9	203.3	270.1	18.0	184.5	17.3	207.5	20.1	233.1	301.6
CJFMFM	Montreal Anglo Ctrl	16.9	219.0	599.7	16.9	226.1	607.3	18.1	235.0	14.1	226.3	13.5	206.2	564.3
CJPXFM	Montreal Anglo Ctrl	3.4	52.3	374.8	2.5	44.0	324.1	4.2	49.9	2.4	41.8	2.1	42.8	340.9
CKAC	Montreal Anglo Ctrl	0.5	10.6	330.6	0.4	8.8	260	0.1	4.7	0.1	4.7	0.4	10.7	460.4
CKGM	Montreal Anglo Ctrl	3.0	37.3	53.6	2.2	34.2	46.5	2.1	30.6	2.8	43.0	2.1	47.8	60.7
CKLXFM	Montreal Anglo Ctrl	0.9	22.1	145.7	1.6	27.0	156.1	0.7	19.9	1.1	25.8	1.0	22.8	126.0
CKMFFM	Montreal Anglo Ctrl	0.4	11.8	687.1	0.3	10.4	596.3	0.5	7.0	0.4	12.2	0.2	7.5	826.4
CKOIFM	Montreal Anglo Ctrl	0.8	18.8	779.0	0.6	29.5	786.6	0.9	22.0	1.1	21.8	0.4	16.5	852.0

\* = spill station

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

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

### TERMS

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

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

## TOP-LINE RADIO STATISTICS - MONTREAL FRANCO CTRL S1-2008

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



Universe		S1 2008			S4 2007			S3 2007		S2 2007		S1 2007		
		2,535,481			2,535,481			2,505,622		2,505,622		2,505,622		
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)
CBF FM	Montreal Franco Ctrl	14.2	512.2	691.0	15.1	552.8	749.2	12.0	451.7	9.2	350.8	11.3	383.7	568.1
CBFXFM	Montreal Franco Ctrl	3.2	164.6	232.0	3.6	201.2	272.5	1.8	131.0	1.7	109.3	1.7	123.4	198.9
CBM FM	Montreal Franco Ctrl	0.7	34.8	98.6	0.2	35.0	96.7	0.4	33.5	0.5	35.1	0.4	19.0	92.6
CBMEFM	Montreal Franco Ctrl	0.3	22.4	122.2	0.3	22.1	112.7	0.2	18.2	0.1	14.3	0.1	9.6	113.2
CFGLFM	Montreal Franco Ctrl	12.3	506.9	642.4	13.2	520.0	659.9	14.4	519.2	13.6	549.6	14.5	610.9	744.5
CFQRFM	Montreal Franco Ctrl	2.4	154.9	430.6	2.6	172.3	477.7	3.7	215.6	2.7	165.1	2.5	179.3	462.7
CHMPFM	Montreal Franco Ctrl	12.7	499.2	617.9	11.1	455.3	593.8	8.9	391.1	12.1	546.6	10.4	475.3	591.6
CHOMFM	Montreal Franco Ctrl	4.2	270.0	555.3	4.8	287.9	602.7	4.7	310.4	4.9	304.0	4.0	281.6	581.0
CINF	Montreal Franco Ctrl	1.5	131.8	172.8	1.5	145.8	189.6	1.1	124.5	1.0	127.0	1.0	143.6	193.0
CINW	Montreal Franco Ctrl	0.1	5.6	79.1	0.0	5.8	81.3	0.0	3.9	0.0	4.4	0.1	6.6	92.7
CITEF3	Montreal Franco Ctrl	10.2	441.8	587.3	11.0	440.1	572	10.5	443.6	10.9	484.3	11.4	503.5	626.5
CJAD	Montreal Franco Ctrl	0.6	25.0	262.4	0.3	15.8	270.1	0.0	4.7	0.3	23.4	0.4	21.9	301.6
CJFMFM	Montreal Franco Ctrl	3.9	310.4	599.7	3.9	296.5	607.3	4.0	318.7	4.1	301.5	3.4	270.7	564.3
CJPXFM	Montreal Franco Ctrl	4.4	252.6	374.8	3.5	218.6	324.1	4.4	220.2	4.6	225.5	4.0	229.3	340.9
CKAC	Montreal Franco Ctrl	3.3	220.5	330.6	3.0	183.2	260	2.3	143.6	3.1	196.8	5.0	333.6	460.4
CKGM	Montreal Franco Ctrl	0.1	10.0	53.6	0.0	5.8	46.5	0.0	4.5	0.0	5.6	0.1	7.7	60.7
CKLXFM	Montreal Franco Ctrl	1.4	119.1	145.7	1.8	117.5	156.1	2.2	125.9	1.2	99.4	1.7	91.9	126.0
CKMFFM	Montreal Franco Ctrl	9.4	470.8	687.1	7.6	429.9	596.3	8.6	479.9	13.9	645.0	12.8	621.2	826.4
CKOIFM	Montreal Franco Ctrl	7.1	505.3	779.0	8.1	506.1	786.6	9.9	554.9	7.7	530.7	8.4	566.1	852.0

\* = spill station

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

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

### TERMS

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

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

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

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

## TOP-LINE RADIO STATISTICS - OTTAWA GATINEAU ANGLO CTRL S1-2008

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



Universe		S1 2008			S4 2007			S3 2007		S2 2007		S1 2007		
		703,173			703,173			708,089		708,089		708,089		
Station	Market	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach
		%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)	%	(000)	(000)
CBO FM	Ottawa-Gat. Anglo Ctrl	14.1	166.2	285.8	21.1	227.0	327.2	12.4	149.2	18.8	190.4	16.0	179.9	296.8
CBOFFM	Ottawa-Gat. Anglo Ctrl	0.2	7.4	66.8	0.4	15.4	82.7	0.5	9.2	0.4	13.0	0.3	11.9	76.0
CBOQFM	Ottawa-Gat. Anglo Ctrl	3.5	47.0	78.1	5.0	65.7	87.5	4.4	49.6	4.6	73.4	4.4	64.0	86.5
CBOXFM	Ottawa-Gat. Anglo Ctrl	0.5	12.2	33.9	0.6	15.1	33.1	0.2	9.2	0.4	11.6	0.6	15.3	42.3
CFGO	Ottawa-Gat. Anglo Ctrl	5.5	98.4	122.5	2.7	66.0	83.2	3.2	58.3	3.9	98.1	3.0	72.0	90.5
CFRA	Ottawa-Gat. Anglo Ctrl	11.8	128.5	185.5	9.9	106.9	150.0	10.7	125.0	10.6	125.6	10.7	129.1	204.0
CFTXFM	Ottawa-Gat. Anglo Ctrl	0.0	1.1	25.9	0.0	2.6	30.0	0.1	1.6	0.0	0.4	0.0	0.5	18.4
CHEZFM	Ottawa-Gat. Anglo Ctrl	6.6	109.0	206.6	8.4	126.6	209.5	5.4	109.6	6.8	112.2	7.2	116.6	206.2
CHLXFM	Ottawa-Gat. Anglo Ctrl	1.4	30.4	60.8	1.7	33.4	66.9	1.4	24.4	1.4	26.1	1.3	28.6	64.3
CIHTFM	Ottawa-Gat. Anglo Ctrl	8.9	162.5	253.8	8.1	143.8	233.8	12.5	172.0	9.1	147.2	7.3	128.3	223.2
CILVFM	Ottawa-Gat. Anglo Ctrl	3.3	58.8	72.4	4.8	85.6	102.8	4.1	61.3	2.6	57.1	3.3	66.7	79.0
CIMFFM	Ottawa-Gat. Anglo Ctrl	0.6	14.9	153.0	0.6	11.2	141.1	0.4	8.2	0.4	11.2	0.7	14.5	143.1
CISSFM	Ottawa-Gat. Anglo Ctrl	3.5	73.9	104.2	2.8	59.5	92.5	4.9	82.0	3.8	74.3	4.1	72.6	111.6
CIWW	Ottawa-Gat. Anglo Ctrl	1.5	28.9	36.9	1.4	28.3	36.6	1.5	29.4	1.4	31.0	1.9	33.0	45.5
CJMJFM	Ottawa-Gat. Anglo Ctrl	9.9	133.2	210.6	8.1	119.9	193.8	13.4	166.4	9.9	145.0	11.9	144.5	224.0
CJRCFM	Ottawa-Gat. Anglo Ctrl	0.3	3.9	60.3	0.1	1.6	53.5	0.0	0.0	0.0	0.4	0.2	5.0	66.6
CJWLFM	Ottawa-Gat. Anglo Ctrl	6.3	74.2	97.3	4.8	56.4	79.5	4.4	51.6	4.7	59.7	6.2	60.1	85.7
CKBYFM*	Ott.-Gat. Anglo Ctrl/ Smith Falls	6.7	81.0		3.0	39.7		4.7	64.9	5.5		4.4	58.9	
CKKLFM	Ottawa-Gat. Anglo Ctrl	4.5	85.4	132.4	2.8	68.6	119.2	3.6	79.7	4.7	80.7	4.6	89.6	144.0
CKQBFM	Ottawa-Gat. Anglo Ctrl	5.1	108.2	215.1	6.4	129.6	241.4	5.4	112.6	5.6	111.1	5.2	111.9	227.6
CKTFFM	Ottawa-Gat. Anglo Ctrl	0.2	9.5	104.1	0.6	12.6	124.3	0.2	5.0	0.3	9.5	0.5	10.4	122.2

\* = spill station

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

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

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

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

## TOP-LINE RADIO STATISTICS - OTTAWA GATINEAU FRANCO S1-2008

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



Universe		S1 2008			S4 2007			S3 2007		S2 2007		S1 2007		
		312,404			312,404			311,043		311,043		311,043		
Station	Market	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach
		%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)	%	(000)	(000)
CBO FM	Ottawa-Gat. Franco Ctrl	0.9	10.8	285.8	0.9	5.6	327.2	0.7	7.2	1.0	8.2	0.8	7.7	296.8
CBOFFM	Ottawa-Gat. Franco Ctrl	8.5	51.4	66.8	11.6	58.0	82.7	8.3	47.6	11.1	54.5	9.4	48.3	76.0
CBOQFM	Ottawa-Gat. Franco Ctrl	1.0	7.8	78.1	0.8	7.2	87.5	0.9	6.1	0.8	7.6	1.0	8.2	86.5
CBOXFM	Ottawa-Gat. Franco Ctrl	3.0	18.4	33.9	2.2	16.0	33.1	2.3	17.6	3.6	24.7	2.9	21.0	42.3
CFGO	Ottawa-Gat. Franco Ctrl	0.9	10.2	122.5	0.4	5.7	83.2	0.3	3.0	1.1	8.4	0.6	5.5	90.5
CFRA	Ottawa-Gat. Franco Ctrl	1.3	9.5	185.5	1.0	5.4	150.0	1.3	8.2	0.9	4.5	1.4	11.4	204.0
CFTXFM	Ottawa-Gat. Franco Ctrl	2.2	24.6	25.9	2.2	25.5	30.0	2.8	21.5	1.4	15.7	1.5	11.4	18.4
CHEZFM	Ottawa-Gat. Franco Ctrl	3.3	28.4	206.6	3.6	23.3	209.5	5.0	31.5	3.7	26.4	3.5	26.0	206.2
CHLXFM	Ottawa-Gat. Franco Ctrl	4.6	29.6	60.8	4.8	30.9	66.9	3.9	28.7	4.8	29.0	4.6	32.6	64.3
CIHTFM	Ottawa-Gat. Franco Ctrl	4.7	49.3	253.8	4.3	44.9	233.8	7.5	57.7	6.9	53.0	4.9	48.1	223.2
CILVFM	Ottawa-Gat. Franco Ctrl	0.9	9.0	72.4	1.1	7.4	102.8	0.2	2.4	0.3	3.6	0.2	3.7	79.0
CIMFFM	Ottawa-Gat. Franco Ctrl	27.3	113.2	153.0	20.8	107.8	141.1	26.3	121.4	21.7	106.9	24.1	110.0	143.1
CISSFM	Ottawa-Gat. Franco Ctrl	0.9	12.3	104.2	1.9	11.4	92.5	2.1	13.5	1.4	13.3	1.4	13.9	111.6
CIWW	Ottawa-Gat. Franco Ctrl	0.5	4.5	36.9	0.5	2.6	36.6	0.5	3.7	0.7	5.0	0.4	5.3	45.5
CJMJFM	Ottawa-Gat. Franco Ctrl	4.4	27.0	210.6	5.3	28.5	193.8	4.3	27.0	3.3	21.9	4.1	20.8	224.0
CJRCFM	Ottawa-Gat. Franco Ctrl	9.0	49.9	60.3	9.0	46.2	53.5	7.2	42.1	9.5	52.4	10.7	55.8	66.6
CJWLFM	Ottawa-Gat. Franco Ctrl	2.7	15.8	97.3	5.2	18.4	79.5	2.6	16.3	2.2	12.2	3.6	16.9	85.7
CKBYFM*	Ott.-Gat. Franco Ctrl/ Smith Falls	1.7	8.9		1.4	7.6		1.4	11.1	0.9	7.1	1.3	10.2	
CKKLFM	Ottawa-Gat. Franco Ctrl	1.6	16.6	132.4	2.2	17.3	119.2	1.8	17.0	1.6	16.5	2.2	15.1	144.0
CKQBFM	Ottawa-Gat. Franco Ctrl	2.8	24.5	215.1	2.8	27.1	241.4	2.0	26.5	2.8	27.5	1.8	20.8	227.6
CKTFFM	Ottawa-Gat. Franco Ctrl	13.4	77.8	104.1	13.8	87.9	124.3	14.6	94.8	16.3	92.4	15.4	91.0	122.2

\* = spill station

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

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

### TERMS

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

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

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

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

## TOP-LINE RADIO STATISTICS - TORONTO CTRL S1-2008

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



Universe		S1 2008			S4 2007			S3 2007		S2 2007		S1 2007		
		4,703,102			4,703,102			4,647,487		4,647,487		4,647,487		
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)
CBL FM	Toronto Ctrl	1.9	193.3	344.6	2.6	235.3	382.9	1.4	184.4	1.8	169.4	1.9	207.8	349.9
CBLAFM	Toronto Ctrl	7.5	550.9	918.3	8.4	642.4	1,035.3	7.0	534.5	5.4	463.7	7.6	526.2	900.9
CFMJ	Toronto Ctrl	1.8	258.5	355.1	2.0	257.9	342.3	1.7	215.5	1.4	200.2	1.9	284.6	381.5
CFMZFM	Toronto Ctrl	5.3	392.4	493.2	5.2	424.8	535.2	4.0	382.4	4.6	395.8	5.0	443.9	553.6
CFNYFM	Toronto Ctrl	4.0	516.6	797.3	3.8	520.4	829.5	4.9	597.1	4.4	514.1	4.8	567.8	849.9
CFRB	Toronto Ctrl	6.7	490.4	643.9	5.7	446.3	603.4	5.9	428.1	5.1	440.3	5.4	485.3	641.1
CFTR	Toronto Ctrl	6.0	1073.5	1288.8	4.4	858.6	1,086.9	5.2	932.9	6.3	1,054.1	5.4	975.7	1,193.3
CFXJFM	Toronto Ctrl	2.6	340.8	376.1	3.0	393.9	424.9	2.3	358.7	3.3	387.8	2.2	344.9	372.6
CHFIFM	Toronto Ctrl	9.6	773.5	932.6	9.6	780.5	945.0	8.5	738.2	9.6	809.3	9.2	796.9	944.3
CHUM	Toronto Ctrl	1.8	163.6	204.3	1.0	143.8	186.4	1.3	169.5	1.0	129.6	1.6	158.3	191.5
CHUMFM	Toronto Ctrl	8.4	926.0	1201.3	8.9	885.8	1,166.3	9.2	915.3	10.4	978.0	8.4	862.2	1,078.8
CHWO	Toronto Ctrl	4.4	293.5	491.9	3.7	266.6	466.9	4.7	305.2	3.9	281.5	4.7	275.5	491.0
CIDCFM	Toronto Ctrl	4.7	599.3	778.9	4.7	617.0	783.7	5.5	710.2	4.5	580.8	5.1	660.4	844.3
CILQFM	Toronto Ctrl	6.3	653.6	967.5	6.3	659.2	984.5	7.4	718.2	6.5	642.7	6.4	676.2	983.8
CINGFM*	Toronto Ctrl/Hamt	1.3	133.0		1.6	156.6		0.9	126.7	1.3	146.0	1.6	163.0	
CJAQFM	Toronto Ctrl	2.1	269.0	329.1	1.8	317.4	377.5	2.2	353.8	2.4	304.9	2.3	361.1	425.2
CJBC	Toronto Ctrl	0.0	10.9	17.6	0.1	15.7	22.6	0.3	15.3	0.1	8.8	0.0	15.6	24.5
CJBCFM	Toronto Ctrl	0.1	20.1	31.9	0.3	40.3	46.1	0.3	28.5	0.1	20.0	0.1	23.0	30.6
CJCL	Toronto Ctrl	2.4	303.2	453.7	2.3	293.2	431.9	2.1	323.0	2.7	350.6	1.9	263.7	381.8
CJEZFM	Toronto Ctrl	5.5	556.3	638.9	5.6	570.7	655.0	6.1	622.5	6.2	594.1	6.1	612.8	703.7
CJRTFM	Toronto Ctrl	1.5	216.7	273.9	2.3	246.9	306.3	1.6	227.7	1.7	202.0	1.7	215.2	263.0
CKDXFM	Toronto Ctrl	1.3	87.5	123.4	0.9	96.5	127.7	0.9	101.5	1.2	140.6	1.5	103.8	138.2
CKFMFM	Toronto Ctrl	3.9	634.3	856.8	4.2	647.1	877.4	3.8	592.6	3.8	605.8	3.5	564.1	768.5

\* = 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 S1-2008

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



		S1 2008			S1 2007			S3 2007		S2 2007		S1 2007		
Universe		637,638			637,638			631,857		631,857		631,857		
Station	Market	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach
		%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)	%	(000)	(000)
CHAM	Hamilton Ctrl	1.5	20.6	80.0	1.0	16.9	94.0	1.8	24.7	1.3	20.8	2.0	21.7	125.2
CHML	Hamilton Ctrl	6.5	85.6	120.9	6.9	86.2	137.2	5.9	83.4	7.8	92.9	7.9	101.4	156.4
CINGFM	Hamilton Ctrl	4.4	55.6	329.9	4.4	53.4	349.0	5.6	58.0	3.9	44.5	4.6	60.0	382.5
CIWVFM	Hamilton Ctrl	1.7	20.0	59.3	1.2	22.1	65.0	1.7	18.2	1.8	21.9	1.3	15.9	69.8
CJXYFM	Hamilton Ctrl	5.8	83.8	227.5	4.7	71.2	190.5	8.3	95.5	8.0	103.4	6.5	85.3	239.0
CKLHFM	Hamilton Ctrl	15.5	154.3	188.5	14.2	151.2	203.0	12.4	129.6	12.9	148.0	15.3	152.5	211.0
CKOC	Hamilton Ctrl	3.5	49.6	131.8	3.5	44.8	142.5	3.0	49.1	4.0	49.6	2.9	43.4	132.2

\* = spill station

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

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

### TERMS

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

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

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

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

## TOP-LINE RADIO STATISTICS - ST.CATHARINES-NIAGARA CTRL S1-2008

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



Universe		S1 2008			S4 2007			S3 2007**		S2 2007**		S1 2007		
		352,111			352,111							349,518		
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)
CFLZFM	St.Catharines-Niagara Ctrl	1.6	16.1	16.9	1.7	17.0	18.1					1.0	9.1	9.1
CHREFM	St.Catharines-Niagara Ctrl	15.0	77.2	113.9	12.5	67.2	106.2					14.8	79.3	102.9
CHTZFM	St.Catharines-Niagara Ctrl	7.9	62.9	256.2	9.5	57.6	256.0					8.1	56.4	242.7
CIXLFM	St.Catharines-Niagara Ctrl	4.1	26.9	35.5	4.5	30.4	38.0					5.4	34.5	42.6
CKEYFM	St.Catharines-Niagara Ctrl	2.5	34.3	40.4	2.4	38.0	41.0					2.6	36.9	46.1
CKTB	St.Catharines-Niagara Ctrl	5.6	43.1	67.7	6.5	39.0	72.3					5.2	36.9	58.6

\* = spill station

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

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

### TERMS

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

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

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

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

## TOP-LINE RADIO STATISTICS - KITCHENER-WATERLOO CTRL S1-2008

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



Universe		S1 2008			S4 2007			S3 2007**		S2 2007**		S1 2007		
		404,036			404,036							396,161		
Station	Market	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach
		%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)	%	(000)	(000)
CFCAFM	Kitchener-Waterloo. Ctrl	12.8	92.1	200.7	12.4	83.9	193.2					12.0	93.8	186.2
CHYFM	Kitchener-Waterloo. Ctrl	13.6	97.6	155.1	16.0	100.6	161.7					13.9	97.1	159.7
CIKZFM	Kitchener-Waterloo. Ctrl	5.1	36.2	64.3	3.4	30.5	63.5					6.0	41.5	53.3
CJDVFM	Kitchener-Waterloo. Ctrl	7.1	48.7	64.1	6.6	45.5	61.1					7.8	54.7	76.1
CJTWFM	Kitchener-Waterloo. Ctrl	2.5	21.3	27.0	2.1	17.4	21.7					1.2	15.2	23.3
CKBTFM	Kitchener-Waterloo. Ctrl	7.4	84.6	187.4	7.4	80.5	180.7					6.6	74.3	157.6
CKDKFM*	Kit-Wat. Ctrl/Woodstock	2.7	33.8		3.7	38.7						2.0	34.9	
CKGL	Kitchener-Waterloo. Ctrl	4.9	59.9	77.9	4.3	49.3	68.9					4.8	59.4	76.5
CKKW	Kitchener-Waterloo. Ctrl	2.4	17.3	25.9	2.1	20.2	25.2					2.7	18.8	27.8
CKWRFM	Kitchener-Waterloo. Ctrl	3.2	20.4	33.7	3.3	26.8	34.0					1.7	19.5	28.9

\* = 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

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

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

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

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

## TOP-LINE RADIO STATISTICS - LONDON CTRL S1-2008

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



Universe		S1 2008			S4 2007			S3 2007**		S2 2007**		S1 2007		
		409,934			409,934							405,295		
Station	Market	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach
		%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)	%	(000)	(000)
CFHKFM	London Ctrl	8.9	85.0	114.1	10.0	100.1	128.5					8.3	87.5	116.5
CFPL	London Ctrl	3.8	39.9	49.8	4.5	46.2	58.6					4.0	39.8	55.3
CFPLFM	London Ctrl	11.7	92.9	196.5	10.4	78.9	162.7					10.0	78.8	179.4
CHSTFM	London Ctrl	8.2	74.3	96.9	11.5	90.1	102.3					12.3	86.3	108.7
CIQMFM	London Ctrl	12.9	93.3	118.4	12.9	87.4	110.1					14.0	92.9	125.7
CJBK	London Ctrl	3.6	38.7	43.7	3.7	38.5	44.5					3.6	38.3	54.7
CJBXFM	London Ctrl	14.4	82.2	203.7	12.5	74.5	164.3					9.4	63.5	153.8
CKDKFM*	Lond. Ctrl/Wdstock	4.3	49.4		5.3	51.8						3.9	49.1	
CKSL	London Ctrl	1.6	13.5	14.0	2.5	16.5	16.6					3.5	23.2	23.5

\* = 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 S1-2008

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



Universe		S1 2008			S4 2007			S3 2007**		S2 2007**		S1 2007		
		290,635			290,635							290,076		
Station	Market	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach
		%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)	%	(000)	(000)
CBE	Windsor Ctrl	4.3	19.7	45.4	4.9	20.0	38.3					4.0	20.6	28.7
CBE FM	Windsor Ctrl	1.6	9.5	16.7	1.3	8.6	13.8					2.5	10.7	15.4
CBEF	Windsor Ctrl	0.5	2.1	2.1	0.2	1.6	2.0					0.1	1.0	1.9
CIDRFM	Windsor Ctrl	3.3	26.5	33.1	3.0	29.0	37.3					2.9	24.6	32.0
CIMXFM	Windsor Ctrl	6.3	53.8	79.1	6.5	54.9	84.9					8.2	57.4	75.2
CKLW	Windsor Ctrl	18.2	113.6	145.0	18.4	110.8	136.5					16.9	109.1	134.8
CKWW	Windsor Ctrl	2.6	15.5	18.3	3.0	19.5	23.9					4.3	19.4	24.6

\* = 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 - WINNIPEG CTRL S1-2008

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



Universe		S1 2008			S4 2007			S3 2007		S2 2007		S1 2007		
		625,428			625,428			623,154		623,154		623,154		
Station	Market	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach
		%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)	%	(000)	(000)
CBW	Winnipeg Ctrl	8.1	74.8	112.1	10.3	88.3	133.0	8.1	81.9	9.1	87.7	9.6	85.7	128.9
CBW FM	Winnipeg Ctrl	2.3	27.0	34.8	3.3	35.5	45.5	2.2	31.4	3.3	38.4	3.7	37.2	50.1
CFEQFM	Winnipeg Ctrl	1.5	28.2	31.0	2.2	37.6	41.8	3.2	44.7	1.5	29.2	3.0	39.3	40.7
CFQXFM	Winnipeg Ctrl	9.6	95.1	140.2	7.5	97.6	146.8	7.3	93.1	8.9	89.2	8.9	91.9	136.8
CFRW	Winnipeg Ctrl	2.6	29.7	35.7	2.8	32.0	41.9	3.1	39.3	2.9	38.8	1.9	29.8	45.2
CFWMFM	Winnipeg Ctrl	7.6	100.3	118.6	7.3	107.1	130.0	8.0	119.3	5.2	89.9	6.2	90.5	111.8
CHIQFM	Winnipeg Ctrl	4.4	86.3	100.2	5.6	85.3	103.9	6.3	100.6	6.3	98.5	5.1	79.2	92.7
CHNKFM	Winnipeg Ctrl	1.1	14.7	16.0	1.0	17.6	19.2	1.4	14.9	0.9	16.8	0.8	13.6	13.9
CITIFM	Winnipeg Ctrl	7.6	99.1	118.0	8.0	103.3	130.8	8.1	111.3	8.6	98.8	8.3	95.9	116.4
CJKRFM	Winnipeg Ctrl	7.7	101.9	135.3	7.1	103.5	137.7	7.6	112.1	7.3	95.4	8.1	92.8	128.8
CJOB	Winnipeg Ctrl	15.3	151.7	199.9	17.2	179.0	227.1	16.1	163.1	17.0	160.9	18.0	167.0	220.9
CJGVFM***	Winnipeg Ctrl	1.8	26.8	27.7	2.0	35.3	42.2	2.8	43.5	2.3	38.6	1.7	30.0	33.3
CKMMFM	Winnipeg Ctrl	11.2	173.4	196.5	9.0	158.3	191.5	9.5	152.3	9.4	153.6	7.2	132.7	174.6
CKSB	Winnipeg Ctrl	0.2	3.2	5.4	0.7	6.4	8.6	0.2	2.4	0.2	5.5	0.3	5.4	6.0
CKY FM	Winnipeg Ctrl	7.5	72.3	82.3	5.4	71.2	82.5	4.4	68.9	6.7	82.5	5.7	67.5	77.8

\* = spill station

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

\*\*\* = call letter change, from CJZZFM to CJGVFM

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

### TERMS

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

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

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

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

## TOP-LINE RADIO STATISTICS - CALGARY CTRL S1-2008

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



Universe		S1 2008			S4 2007			S3 2007		S2 2007		S1 2007		
		954,463			954,463			938,156		938,156		938,156		
Station	Market	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach
		%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)	%	(000)	(000)
CBR	Calgary Ctrl	9.8	143.7	194.0	6.7	119.9	170.6	7.8	138.5	7.3	115.3	7.3	129.2	190.8
CBRFM	Calgary Ctrl	4.2	72.1	98.8	3.0	60.7	77.6	4.3	61.1	2.2	50.0	3.5	65.5	88.9
CFAC	Calgary Ctrl	2.9	75.1	101.6	2.7	84.5	108.7	1.9	47.5	2.7	80.9	3.8	102.6	131.8
CFEXFM	Calgary Ctrl	4.3	92.7	101.2	3.3	86.6	94.4	3.7	73.0	4.1	88.1	3.9	94.5	95.8
CFFR	Calgary Ctrl	2.1	84.9	105.7	2.6	81.2	105.1	2.5	77.6	1.5	59.9	1.9	75.2	94.2
CFGQFM	Calgary Ctrl	5.3	111.2	125.4	5.5	105.6	125.0	4.2	91.9	5.6	122.1	8.9	152.2	167.7
CFULFM	Calgary Ctrl	1.4	44.5	45.4	1.2	32.0	37.5	1.9	35.3	1.7	35.2			
CHFMFM	Calgary Ctrl	8.6	176.0	186.7	9.2	171.9	183.0	7.9	166.7	7.7	170.0	9.8	184.5	196.7
CHQR	Calgary Ctrl	7.1	128.3	186.2	10.5	160.5	231.2	7.8	123.9	7.2	121.2	8.1	136.8	204.2
CIBKFM	Calgary Ctrl	9.0	209.7	233.4	7.6	188.7	217.8	9.0	188.9	8.5	205.7	8.8	213.3	230.9
CIQXFM	Calgary Ctrl	1.6	49.2	60.8	2.8	54.8	60.2	1.7	52.9	1.4	44.6	2.4	67.7	69.6
CJAYFM	Calgary Ctrl	7.3	157.7	190.8	7.2	163.7	185.4	7.8	156.0	7.9	202.3	8.9	198.3	239.1
CKCEFM	Calgary Ctrl	2.6	74.4	81.7	3.0	89.2	99.6	3.8	72.5	3.7	79.8			
CKISFM	Calgary Ctrl	7.1	148.0	162.9	7.8	175.2	180.9	7.4	157.9	10.7	205.9	8.2	192.1	209.2
CKMX	Calgary Ctrl	2.6	51.4	79.5	4.1	46.1	98.9	2.7	48.6	4.5	56.3	3.2	47.0	78.1
CKRYFM	Calgary Ctrl	9.5	148.4	172.0	9.7	171.1	203.2	11.5	167.3	11.4	168.1	10.9	161.2	204.1

\* = spill station

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

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

### TERMS

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

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

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

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

## TOP-LINE RADIO STATISTICS - EDMONTON CTRL S1-2008

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



		S1 2008			S4 2007			S3 2007		S2 2007		S1 2007		
Universe		901,010			901,010			890,528		890,528		890,528		
Station	Market	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach
		%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)	%	(000)	(000)
CBX	Edmonton Ctrl	5.8	108.7	151.2	5.1	83.4	144.3	4.7	84.8	9.8	153.3	6.9	113.3	154.2
CBX FM	Edmonton Ctrl	3.2	50.5	58.0	2.1	38.6	44.7	2.8	45.0	5.3	83.4	2.8	56.8	62.3
CFBRFM	Edmonton Ctrl	8.7	143.4	171.0	10.9	168.9	198.5	11.6	201.3	7.7	137.7	9.3	153.9	188.5
CFCW*	Edmonton Ctrl/Camrose	6.4	78.7		6.5	69.1		5.7	65.1	3.1	42.9	6.7	66.5	
CFMGFM	Edmonton Ctrl	8.5	135.0	145.2	9.2	140.6	153.3	8.4	133.7	7.7	137.6	8.0	131.7	139.1
CFRN	Edmonton Ctrl	1.8	35.8	39.9	1.6	39.4	49.2	1.8	31.9	1.2	38.2	0.9	33.8	41.1
CHBNFM	Edmonton Ctrl	7.0	158.3	174.9	7.8	160.0	172.6	6.0	137.9	6.5	153.8	6.8	150.3	164.2
CHDIFM	Edmonton Ctrl	6.1	123.6	133.9	4.8	119.1	138.3	6.3	138.9	8.0	152.8	6.8	132.0	158.6
CHED	Edmonton Ctrl	13.3	230.9	297.4	11.7	184.7	250.3	11.9	182.9	12.3	196.5	11.9	225.9	285.9
CHFA	Edmonton Ctrl	0.2	1.1	8.0	0.0	3.7	11.2	0.0	1.5	0.1	1.9	0.2	4.7	11.2
CHMCFM	Edmonton Ctrl	2.7	60.5	64.4	2.8	63.5	66.8	3.0	55.8	3.7	72.4	2.8	62.8	64.6
CHQT	Edmonton Ctrl	2.5	51.6	67.1	3.8	57.9	72.9	3.3	63.3	2.1	45.6	3.6	66.8	88.5
CIRKFM	Edmonton Ctrl	4.5	86.7	98.2	5.9	104.5	126.0	7.5	137.1	4.1	93.8	4.7	95.6	117.8
CISNFM	Edmonton Ctrl	9.7	142.1	180.9	8.2	133.6	170.8	6.3	133.4	5.6	98.5	8.9	132.2	169.0
CKNGFM	Edmonton Ctrl	8.1	153.1	175.1	8.7	150.3	170.7	8.2	163.3	8.7	153.7	9.1	161.7	182.9
CKRAFM	Edmonton Ctrl	2.2	57.6	73.1	2.4	64.9	81.3	2.7	58.3	2.0	50.2	2.8	71.7	85.7
CKUA	Edmonton Ctrl	3.2	55.2	156.5	2.7	45.0	139.1							

\* = spill station

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

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

### TERMS

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

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

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

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

## TOP-LINE RADIO STATISTICS - VANCOUVER CTRL S1-2008

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



Universe		S1 2008			S4 2007			S3 2007		S2 2007		S1 2007		
		2,006,573			2,006,573			1,936,100		1,936,100		1,936,100		
Station	Market	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach
		%	(000)	(000)	%	(000)	(000)	%	(000)	%	(000)	%	(000)	(000)
CBU	Vancouver Ctrl	10.7	304.2	597.3	8.4	265.4	588.9	8.1	238.7	8.4	231.2	8.7	263.6	568.3
CBU FM	Vancouver Ctrl	7.3	186.6	277.6	6.0	205.4	321.9	5.5	171.5	6.5	181.8	7.4	229.2	315.7
CBUFFM	Vancouver Ctrl	0.3	15.8	20.9	0.2	13.0	18.1	0.2	11.0	0.1	7.8	0.3	12.7	14.8
CFBTFM	Vancouver Ctrl	7.2	376.9	450.5	8.3	405.4	483.3	7.6	394.5	7.6	388.1	6.8	346.6	410.6
CFMIFM	Vancouver Ctrl	5.4	256.7	339.4	6.2	285.2	384.2	8.8	308.9	6.1	264.5	7.3	279.9	405.0
CFOXF+	Vancouver Ctrl	4.2	174.9	224.5	4.7	209.6	259.8	5.0	211.9	4.7	194.1	4.8	198.8	262.0
CFUN	Vancouver Ctrl	2.2	97.0	123.5	1.8	77.1	98.6	1.6	77.2	1.6	74.0	1.4	72.4	105.9
CHMJ	Vancouver Ctrl	0.8	100.1	107.3	0.7	105.6	115.2	0.5	94.2	0.3	60.3	0.4	67.6	73.9
CHQMFM	Vancouver Ctrl	7.3	305.2	354.4	7.7	305.7	356.1	7.2	309.2	8.2	341.0	8.4	341.1	378.4
CISL	Vancouver Ctrl	1.5	83.9	112.5	1.6	89.1	120.6	1.5	89.0	1.9	98.1	2.3	103.5	134.7
CJJRFM	Vancouver Ctrl	4.8	192.2	273.1	7.3	237.3	347.4	6.0	215.5	5.8	218.0	6.2	219.3	307.5
CKBD	Vancouver Ctrl	3.0	122.2	163.7	2.3	132.3	174.7	3.0	123.2	3.1	129.0	2.8	129.1	166.0
CKCLFM*	Vancouver Ctrl/Chilliwack	4.6	179.5		4.5	161.7		3.5	177.3	4.1	166.4	5.4	223.5	
CKLGF	Vancouver Ctrl	6.6	272.0	311.2	6.1	235.7	294.4	6.2	271.8	6.8	265.6	5.6	261.4	318.4
CKNW	Vancouver Ctrl	10.9	330.5	401.3	10.0	324.7	389.9	10.0	328.7	10.0	306.3	9.9	342.7	408.0
CKST	Vancouver Ctrl	3.5	199.5	244.3	3.5	168.3	200.1	3.0	137.5	3.2	188.5	3.5	211.7	248.0
CKWX	Vancouver Ctrl	5.2	338.2	396.7	4.4	319.2	376.7	4.8	331.9	4.4	314.8	4.7	346.7	386.2
CKZZFM	Vancouver Ctrl	4.2	257.0	312.6	3.6	256.7	305.9	4.9	285.3	4.4	288.9	3.6	263.5	334.4

\* = spill station

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

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

### TERMS

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## TOP-LINE RADIO STATISTICS - VICTORIA CTRL S1-2008

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



Universe		S1 2008			S4 2006			S3 2007**		S2 2007**		S1 2007		
		315,664			315,664							314,492		
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)
CBCVFM	Victoria Ctrl	11.7	56.9	105.9	9.9	45.8	79.1					8.4	41.9	86.6
CFAX	Victoria Ctrl	11.8	63.6	74.8	10.0	67.5	74.9					14.9	78.1	80.2
CHBEFM	Victoria Ctrl	5.8	40.6	42.2	5.0	30.4	31.9					3.3	27.3	27.4
CHTTFM	Victoria Ctrl	4.7	32.6	40.3	4.4	31.5	37.9					8.4	42.3	45.1
CIOCFM	Victoria Ctrl	10.0	57.6	67.7	10.1	54.1	65.6					12.4	63.9	80.8
CJZNFM	Victoria Ctrl	5.7	41.9	59.8	5.7	46.6	78.4					4.6	35.2	59.2
CKKQFM	Victoria Ctrl	10.9	64.5	107.6	10.6	65.0	110.6					9.6	61.5	105.8

\* = spill station

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

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

### TERMS

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

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

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**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.