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BBM Canada

Top-line Radio Statistics

Fall 2010 (September 6–October 31, 2010)

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TOP-LINE RADIO STATISTICS - HALIFAX CTRL FALL 2010

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



Universe		Fall 2010			Spring 2010		Fall 2009			S3 2009 **		S2 2009		
		361,619			343,511		343,511					344,616		
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)
CBH FM	Halifax Ctrl	3.2	25.9	38.2	2.6	23.9	2.3	20.5	32.3			3.0	20.9	28.5
CBHAFM	Halifax Ctrl	16.2	85.2	154.4	16.2	83.7	16.2	80.2	144.9			15.4	79.9	153.8
CFLTFM	Halifax Ctrl	6.1	37.2	40.5	4.7	32.3	3.1	27.1	34.2			6.6	26.0	36.4
CFRQFM	Halifax Ctrl	10.3	73.5	104.1	14.6	84.2	13.0	85.5	110.4			11.8	90.4	123.2
CHFXFM	Halifax Ctrl	10.8	65.3	88.7	9.2	58.8	14.2	68.2	99.6			12.5	76.9	110.2
CHNSFM	Halifax Ctrl	3.4	28.9	40.0	3.0	34.7	3.6	34.7	42.0			3.1	40.8	63.9
CIOOFM	Halifax Ctrl	12.4	99.7	129.2	10.9	86.8	11.7	97.8	119.1			12.9	97.1	120.5
CJCHFM	Halifax Ctrl	6.3	77.7	100.4	7.4	69.0	6.5	69.2	85.3			6.8	72.1	96.0
CJNIFM	Halifax Ctrl	5.1	42.2	48.3	4.8	36.7	4.5	36.1	46.1			4.3	33.3	41.5
CKHZFM	Halifax Ctrl	3.0	54.4	70.0	4.1	49.0	4.1	49.2	59.0			4.9	49.2	68.9
CKULFM	Halifax Ctrl	8.7	71.1	94.6	9.6	62.1	11.0	73.4	95.8			10.6	75.3	100.3

**= This market is not measured during this survey.

Note - Full Coverage Reach is not available in S3 2009 and Spring 2010.

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 FALL 2010

Source: BBM Canada

Demographics: A12+

Area: 4199 (Quebec City Ctrl)

Timeblock: Monday-Sunday 5am-1am



Universe		Fall 2010			Spring 2010		Fall 2009			S3 2009		S2 2009		
		671,978			669,743		669,743			663,795		663,795		
Station	Market	Share %	Ctrl Reach (000)	F C Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	F C Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)
CBV FM	Quebec City Ctrl	12.1	133.8	160.6	13.4	135	10.9	123	168.1	11.1	115.8	13.2	133.3	160.9
CBVEFM	Quebec City Ctrl	0.8	18.9	45.2	0.6	11.7	0.4	13.1	32.0	0.6	13.1	0.6	13.0	34.8
CBVXFM	Quebec City Ctrl	3.8	53.4	66.3	4.5	53.3	3.7	51.0	63.3	4.8	52.6	3.6	51.0	63.1
CFELFM	Quebec City Ctrl	10.6	154.2	201.7	7.3	115.0	2.3	39.6	64.3	2.5	31.3	1.0	16.9	32.2
CFOMFM	Quebec City Ctrl	16.0	172.6	255.7	13.3	155.3	15.7	182.8	250.2	16.3	184.1	16.1	158.2	243.5
CHIKFM	Quebec City Ctrl	7.5	127.5	206.5	8.3	146.1	10.7	150.9	234.2	10.0	153.9	11.0	165.9	252.2
CHOIFM	Quebec City Ctrl	11.2	134.8	211.9	9.7	128.2	11.1	125.4	217.9	9.4	122.3	9.7	135.4	232.7
CHXXFM	Quebec City Ctrl	1.7	24.7	44.7	0.9	28.3	1.6	32.2	58.1	1.8	32.1	1.2	27.6	50.1
CITFFM	Quebec City Ctrl	10.8	153.9	231.2	11.5	151.7	11.9	156.8	235.3	14.1	189.8	12.0	164.6	252.7
CJECFM	Quebec City Ctrl	3.4	51.9	68.5	2.9	47.0	3.7	50.3	63.1	4.0	48.2	3.8	52.8	62.0
CJMFFM	Quebec City Ctrl	10.6	170.7	238.7	12.7	186.8	14.1	182.2	248.4	11.5	156.1	13.8	193.1	268.0
CJSQFM	Quebec City Ctrl	4.8	57.7	64.4	4.5	53.2	4.6	59.6	70.7	3.9	58.2	4.5	62.5	72.2
CKJFFM	Quebec City Ctrl	0.0	3.3	3.4	0.1	4.2	0.3	7.1	7.5	0.2	8.8	0.6	12.2	14.1

Note - Full Coverage Reach is not available in S3 2009 and Spring 2010.

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 FALL 2010

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



Universe		Fall 2010			Spring 2010		Fall 2009			S3 2009 **		S2 2009		
		203,783			204,551		204,551					207,092		
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)
CFGEFM	Sherbrooke Ctrl	11.3	30.5	37.8	10.0	26.8	10.5	27.5	38.1			11.3	33.3	39.1
CHLTFM	Sherbrooke Ctrl	4.9	22.0	28.0	5.6	29.6	4.7	21.1	27.9			6.4	30.9	36.7
CIMOFM	Sherbrooke Ctrl	18.4	75.5	113.1	20.3	80.6	23.8	80.0	121.6			21.0	82.7	118.2
CITEF4	Sherbrooke Ctrl	22.2	69.5	220.9	21.9	70.0	19.6	66.5	230.9			18.8	67.2	219.2
CKOYFM	Sherbrooke Ctrl	6.8	36.7	42.7	5.9	35.9	5.2	28.7	33.7			5.5	30.9	37.1

**= This market is not measured during this survey.

Note - Full Coverage Reach is not available in S3 2009 and Spring 2010.

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 FALL 2010

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



Universe		Fall 2010			Spring 2010		Fall 2009			S3 2009		S2 2009		
		741,509			738,627		738,627			734,130		734,130		
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)
CBO FM	Ottawa-Gat. Anglo Ctrl	19.9	211.8	343.1	17.2	190.6	19.3	210.0	312.8	15.9	176.0	18.1	204.9	328.9
CBOFFM	Ottawa-Gat. Anglo Ctrl	0.4	6.4	81.4	0.6	11.8	0.3	12.9	84.5	0.2	9.3	0.3	8.4	80.7
CBOQFM	Ottawa-Gat. Anglo Ctrl	4.3	70.2	92.1	3.4	63.6	4.4	57.5	78.6	4.1	60.4	4.4	67.2	90.3
CBOXFM	Ottawa-Gat. Anglo Ctrl	0.6	16.1	47.5	0.9	20.2	0.9	19.7	51.1	1.3	17.9	0.4	16.9	41.0
CFGO	Ottawa-Gat. Anglo Ctrl	2.7	60.9	74.1	3.6	82.8	2.7	66.2	82.6	1.9	42.5	4.1	83.1	98.5
CFRA	Ottawa-Gat. Anglo Ctrl	12.4	128.2	182.1	11.6	126.0	11.1	132.3	188.3	11.5	117.3	13.4	140.3	197.2
CFTXFM	Ottawa-Gat. Anglo Ctrl	0.0	0.3	13.0	0.0	2.0	0.0	0.3	16.2	0.0	0.8	0.0	0.6	20.8
CHEZFM	Ottawa-Gat. Anglo Ctrl	5.9	97.7	165.7	7.2	129.5	5.5	107.1	188.2	8.8	123.0	6.8	105.6	181.3
CHLXFM	Ottawa-Gat. Anglo Ctrl	0.5	11.2	57.4	1.0	18.0	0.3	12.7	64.3	0.5	13.9	0.7	13.7	56.3
CIDGFM****	Ottawa-Gat. Anglo Ctrl	1.8	32.5	38.8										
CIHTFM	Ottawa-Gat. Anglo Ctrl	11.5	203.5	321.6	11.7	190.4	11.3	199.5	309.3	11.7	180.5	10.5	176.0	309.8
CILVFM	Ottawa-Gat. Anglo Ctrl	3.4	82.7	97.6	3.0	75.7	3.2	69.7	86.3	3.4	70.0	2.7	61.2	74.6
CIMFFM	Ottawa-Gat. Anglo Ctrl	0.8	11.4	163.6	0.7	12.9	0.5	9.4	150.6	0.6	10.9	0.3	6.4	134.0
CISSFM	Ottawa-Gat. Anglo Ctrl	3.8	96.1	150.3	3.8	84.1	2.4	73.7	117.9	3.0	80.1	3.3	82.3	113.7
CIWW	Ottawa-Gat. Anglo Ctrl	0.6	19.0	29.2	1.9	35.8	1.7	28.4	35.4	1.5	33.5	1.3	33.1	41.3
CJMJFM	Ottawa-Gat. Anglo Ctrl	7.3	118.4	165.7	8.2	131.7	9.2	133.6	198.0	8.9	132.9	8.8	145.7	205.6
CJOTFM****	Ottawa-Gat. Anglo Ctrl	1.0	26.3	35.6										
CJRCFM	Ottawa-Gat. Anglo Ctrl	0.0	0.5	37.6	0.1	3.2	0.1	1.8	40.8	0.2	3.9	0.0	1.2	51.3
CJWLFM	Ottawa-Gat. Anglo Ctrl	3.3	54.1	71.5	4.5	66.9	5.2	66.1	82.8	4.8	69.7	4.3	61.5	72.1
CKBYF*	Ott-Gat. Anglo Ctrl/Smiths Falls	4.1	67.6		4.5	71.6	5.7	63.6		4.0	52.8	4.2	63.3	
CKKLFM	Ottawa-Gat. Anglo Ctrl	5.2	83.2	124.3	4.0	98.3	4.6	95.1	147.2	3.9	72.8	4.1	83.6	134.4
CKQBFM	Ottawa-Gat. Anglo Ctrl	4.3	82.2	159.3	5.0	105.3	4.4	85.6	176.4	5.9	107.2	4.5	101.4	201.7
CKTFFM	Ottawa-Gat. Anglo Ctrl	0.3	6.2	110.6	0.1	10.4	0.6	6.4	111.8	0.6	5.5	0.2	6.3	98.2

* Spill Station

****New Station for Fall 2010

Note - Full Coverage Reach is not available in S3 2009 and Spring 2010 .

TERMS

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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.

TOP-LINE RADIO STATISTICS - OTTAWA-GATINEAU FRANCO CTRL FALL 2010

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



Universe		Fall 2010			Spring 2010		Fall 2009			S3 2009		S2 2009		
		324,665			328,696		328,696			319,779		319,779		
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)
CBO FM	Ottawa-Gat. Franco Ctrl	1.9	10.8	343.1	1.2	8.6	0.8	7.7	312.8	1.2	10.5	1.4	13.2	328.9
CBOFFM	Ottawa-Gat. Franco Ctrl	12.9	64.3	81.4	12.3	68.5	11.4	65.2	84.5	10.2	58.9	12.9	66.0	80.7
CBOQFM	Ottawa-Gat. Franco Ctrl	0.8	6.6	92.1	0.8	8.7	0.6	7.3	78.6	1.0	7.9	1.1	8.7	90.3
CBOXFM	Ottawa-Gat. Franco Ctrl	3.5	26.0	47.5	4.3	26.4	3.7	24.8	51.1	3.8	19.8	2.2	20.2	41.0
CFGO	Ottawa-Gat. Franco Ctrl	0.3	4.5	74.1	1.2	6.9	0.4	6.1	82.6	0.4	4.4	0.4	6.0	98.5
CFRA	Ottawa-Gat. Franco Ctrl	0.6	6.5	182.1	1.0	8.8	0.6	8.7	188.3	1.2	8.4	1.1	9.8	197.2
CFTXFM	Ottawa-Gat. Franco Ctrl	0.8	10.6	13.0	1.2	12.0	1.4	14.4	16.2	1.8	18.1	2.2	18.9	20.8
CHEZFM	Ottawa-Gat. Franco Ctrl	2.3	21.5	165.7	3.5	28.9	3.1	29.8	188.2	4.3	29.5	4.3	30.2	181.3
CHLXFM	Ottawa-Gat. Franco Ctrl	8.0	41.8	57.4	7.8	40.9	9.0	49.3	64.3	8.5	46.0	9.4	39.9	56.3
CIDGFM****	Ottawa-Gat. Franco Ctrl	0.3	2.7	38.8										
CIHTFM	Ottawa-Gat. Franco Ctrl	8.2	77.4	321.6	7.7	73.2	7.9	67.9	309.3	9.4	71.3	7.2	68.6	309.8
CILVFM	Ottawa-Gat. Franco Ctrl	0.6	7.2	97.6	0.6	9.3	0.4	8.5	86.3	0.6	8.4	0.6	8.3	74.6
CIMFFM	Ottawa-Gat. Franco Ctrl	22.9	114.7	163.6	21.2	108.2	22.6	103.7	150.6	21.8	107.8	21.1	98.5	134.0
CISSFM	Ottawa-Gat. Franco Ctrl	2.3	24.8	150.3	1.2	18.6	1.6	19.2	117.9	1.3	17.4	1.8	17.1	113.7
CIWW	Ottawa-Gat. Franco Ctrl	0.4	3.2	29.2	0.6	4.5	0.1	2.2	35.4	0.3	2.4	0.1	2.2	41.3
CJMJFM	Ottawa-Gat. Franco Ctrl	3.7	18.8	165.7	3.9	25.0	3.5	20.8	198.0	3.7	23.4	2.5	20.2	205.6
CJOTFM****	Ottawa-Gat. Franco Ctrl	0.5	3.3	35.6										
CJRCFM	Ottawa-Gat. Franco Ctrl	4.8	31.5	37.6	3.6	28.3	5.6	36.7	40.8	6.1	37.1	8.1	45.1	51.3
CJWLFM	Ottawa-Gat. Franco Ctrl	1.4	12.8	71.5	2.4	13.7	1.4	10.9	82.8	2.2	13.4	1.5	8.7	72.1
CKBYF*	Ott-Gat. Franco Ctrl/Smiths Falls	1.8	10.9		2.0	11.7	1.7	11.6		1.6	10.5	2.1	9.6	
CKKLFM	Ottawa-Gat. Franco Ctrl	1.7	13.0	124.3	1.6	16.5	2.7	17.3	147.2	1.6	15.1	1.3	15.9	134.4
CKQBFM	Ottawa-Gat. Franco Ctrl	1.9	21.9	159.3	2.2	18.6	2.5	24.3	176.4	2.3	23.0	3.0	24.9	201.7
CKTFFM	Ottawa-Gat. Franco Ctrl	13.5	87.6	110.6	13.4	84.6	14.6	82.3	111.8	10.9	73.0	10.5	73.9	98.2

*Spill Station
 ****New Station for Fall 2010

Note - Full Coverage Reach is not available in S3 2009 and Spring 2010 .

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 FALL 2010

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



Universe		Fall 2010			Spring 2010		Fall 2009			S3 2009		S2 2009		
		Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach
Station	Market	%	(000)	(000)	%	(000)	%	(000)	(000)	%	(000)	%	(000)	(000)
CHAM	Hamilton Ctrl	2.1	21.5	70.7	0.4	9.8	1.1	15.3	39.6	0.8	15.0	0.7	11.0	35.9
CHML	Hamilton Ctrl	6.4	88.1	125.8	6.3	83.7	6.8	88.3	130.6	6.4	88.0	6.7	91.0	125.0
CHTZF*	Hamilton Ctrl/St.Cath.	2.5	35.3											
CINGFM	Hamilton Ctrl	5.9	71.5	371.5	7.2	76.7	5.3	58.1	336.6	1.9	50.6	5.5	52.3	349.3
CIWVFM	Hamilton Ctrl	1.1	19.4	96.2	1.4	17.6	1.3	20.2	81.8	4.4	17.7	1.4	20.4	73.1
CJXYFM	Hamilton Ctrl	3.8	71.0	222.6	5.0	79.3	5.0	77.3	217.5	1.3	83.0	4.8	75.4	196.2
CKLHFM	Hamilton Ctrl	11.8	131.7	182.9	12.9	128.2	12.4	144.9	206.4	6.1	135.8	14.2	154.6	198.9
CKOC	Hamilton Ctrl	3.4	40.9	145.8	3.6	44.5	4.5	48.3	170.4	12.7	50.0	4.3	48.8	151.5

*Spill Station

Note - Full Coverage Reach is not available in S3 2009 and Spring 2010 .

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 FALL 2010

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



Universe		Fall 2010			Spring 2010		Fall 2009			S3 2009**		S2 2009		
		359,251			365,774		365,774					364,122		
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)
CFLZFM	St.Catharines-Niagara Ctrl	2.3	19.8	22.7	1.4	20.3	2.1	23.1	24.6			1.5	15.7	18.2
CHREFM	St.Catharines-Niagara Ctrl	12.0	73.4	110.6	13.8	75.3	13.9	74.2	106.5			14.8	80.4	105.5
CHTZFM	St.Catharines-Niagara Ctrl	5.8	52.4	242.7	5.5	53.1	7.1	65.5	255.9			8.5	62.3	238.1
CIXLFM	St.Catharines-Niagara Ctrl	7.6	38.0	82.5	6.9	38.1	6.6	43.5	81.9			5.5	36.1	58.8
CKEYFM	St.Catharines-Niagara Ctrl	2.3	38.7	41.6	2.8	42.0	2.4	41.9	43.8			2.8	42.6	51.1
CKTB	St.Catharines-Niagara Ctrl	5.2	35.4	47.1	5.8	43.2	5.7	39.2	55.1			6.3	40.8	61.0

**= This market is not measured during this survey.

Note - Full Coverage Reach is not available in S3 2009 and Spring 2010 .

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 FALL 2010

Source: BBM Canada

Demographics: A12+

Area: 5339 (Kitchener-Waterloo Ctrl)

Timeblock: Monday-Sunday 5am-1am



Universe		Fall 2010			Spring 2010		Fall 2009			S3 2009**		S2 2009		
		427,717			433,476		433,476					421,527		
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)
CFCAFM	Kitchener-Waterloo.Ctrl	9.9	78.6	187.1	9.7	75.3	9.7	78.3	166.5			8.9	79.5	162.3
CHYFM	Kitchener-Waterloo.Ctrl	12.9	96.6	179.0	13.4	96.9	12.7	98.9	176.9			11.9	83.7	150.1
CIKZFM	Kitchener-Waterloo.Ctrl	6.1	42.3	94.5	7.2	51.8	5.8	40.9	64.1			7.2	45.5	75.9
CJDVFM	Kitchener-Waterloo.Ctrl	6.0	50.0	61.6	5.3	50.1	6.2	45.3	58.8			6.1	51.0	61.8
CJTWFM	Kitchener-Waterloo.Ctrl	1.1	13.9	19.1	1.9	17.5	0.7	15.3	19.3			2.2	16.2	24.4
CKBTFM	Kitchener-Waterloo.Ctrl	10.4	109.0	215.7	10.2	110.9	8.3	105.3	207.9			9.9	104.3	209.7
CKGL	Kitchener-Waterloo.Ctrl	7.0	75.7	99.5	6.4	74.9	6.8	65.6	85.1			5.2	62.1	85.2
CKKWF	Kitchener-Waterloo.Ctrl	4.1	28.4	34.4	4.4	26.8	4.5	32.7	37.4			4.0	31.0	35.9
CKWRF	Kitchener-Waterloo.Ctrl	3.3	23.1	33.7	2.9	25.2	3.3	25.6	40.1			3.7	23.1	31.9

**= This market is not measured during this survey.

Note - Full Coverage Reach is not available in S3 2009 and Spring 2010 .

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 FALL 2010

Source: BBM Canada

Demographics: A12+

Area: 5369 (London Ctrl)

Timeblock: Monday-Sunday 5am-1am



Universe		Fall 2010			Spring 2010		Fall 2009			S3 2009**		S2 2009		
		431,484			431,831		431,831					424,239		
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)
CFHKFM	London Ctrl	12.6	118.3	147.9	10.5	104.6	9.6	104.7	127.5			8.2	98.0	123.0
CFPL	London Ctrl	3.2	39.9	54.6	3.2	38.5	3.1	38.5	52.7			3.3	38.5	48.5
CFPLFM	London Ctrl	12.8	99.1	186.2	11.4	89.0	12.2	98.5	177.5			11.7	105.1	188.1
CHSTFM	London Ctrl	10.2	75.4	89.6	10.8	88.5	10.3	82.1	95.2			9.7	75.9	91.4
CIQFMFM	London Ctrl	6.5	64.3	82.3	9.3	82.1	12.4	84.7	108.2			12.0	86.9	103.8
CJBK	London Ctrl	4.4	38.4	42.1	3.8	38.5	4.1	41.1	45.4			4.1	42.9	53.7
CJBXFM	London Ctrl	11.0	75.9	153.3	11.9	74.9	11.2	71.0	173.1			12.1	79.8	172.0
CKDKF*	London Ctrl/Woodstock	4.0	43.4		3.8	44.5	3.0	42.8				3.7	44.2	
CKOTF*	London Ctrl/Tillsonburg	6.9	45.9		8.5	45.1	6.4	38.9				7.0	39.4	
CKSL	London Ctrl	1.7	15.2	16.1	2.2	16.3	1.9	14.2	16.1			1.6	12.6	12.6

* Spill Station

**= This market is not measured during this survey.

Note - Full Coverage Reach is not available in S3 2009 and Spring 2010 .

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 FALL 2010

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



		Fall 2010			Spring 2010		Fall 2009			S3 2009**		S2 2009		
Universe		290,959			302,763		302,763					294,463		
		Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach
Station	Market	%	(000)	(000)	%	(000)	%	(000)	(000)	%	(000)	%	(000)	(000)
CBE	Windsor Ctrl	4.6	21.3	45.2	4.3	23.4	4.3	20.5	41.3			5.0	22.7	44.6
CBE FM	Windsor Ctrl	0.8	8.9	14.1	1.5	7.2	0.9	8.5	13.5			1.3	10.3	16.3
CHYRF*	Windsor Ctrl/Leaming	4.0	26.9		3.1	22.0	4.6	32.2				2.9	21.6	
CIDRFM	Windsor Ctrl	4.0	24.7	34.5	2.8	20.7	4.9	29.1	40.5			1.9	18.9	29.8
CIMXFM	Windsor Ctrl	7.6	56.3	77.2	6.8	51.6	6.2	54.4	82.9			8.5	61.2	83.2
CJWFFM	Windsor Ctrl	3.0	12.7	17.0	2.6	14.4								
CKLW	Windsor Ctrl	17.9	106.3	131.8	19.0	115.8	18.8	116.5	143.7			20.7	121.2	148.7
CKUEF*	Windsor Ctrl/Chatham	4.8	28.3		4.3	23.1	5.9	30.8				4.1	29.9	
CKWW	Windsor Ctrl	3.3	13.9	18.8	3.9	18.7	2.3	13.9	20.2			4.1	17.5	21.8

* Spill Station

**= This market is not measured during this survey.

Note - Full Coverage Reach is not available in S3 2009 and Spring 2010 .

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 FALL 2010

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



Universe		Fall 2010			Spring 2010		Fall 2009			S3 2009		S2 2009		
		654,196			638,036		638,036			635,723		635,723		
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)
CBW	Winnipeg Ctrl	9.6	99.8	152.6	11.2	102.9	11.3	108.0	158.0	8.4	88.3	10.9	100.8	159.9
CBW FM	Winnipeg Ctrl	3.4	40.1	48.6	3.1	43.9	3.3	39.4	51.1	2.1	31.8	2.9	43.6	51.3
CFQXFM	Winnipeg Ctrl	9.3	111.0	158.3	8.0	99.2	9.1	104.5	148.0	8.5	105.5	7.9	100.5	138.5
CFRW	Winnipeg Ctrl	1.2	24.5	30.1	3.0	42.3	2.1	29.6	37.5	2.9	38.1	2.2	28.0	33.6
CFWMFM	Winnipeg Ctrl	7.2	98.4	125.2	7.1	103.5	7.8	106.2	126.0	6.1	100.6	7.8	96.9	114.1
CHIQFM	Winnipeg Ctrl	2.9	82.0	94.3	2.8	77.7	4.0	82.9	100.5	3.5	81.6	3.5	82.7	95.3
CHNKFM	Winnipeg Ctrl	0.7	13.0	17.8	1.9	24.2	0.9	14.9	22.5	0.8	17.7	0.9	20.9	26.4
CITIFM	Winnipeg Ctrl	7.2	100.8	127.8	7.9	101.8	7.2	92.1	114.6	7.4	125.7	6.9	96.7	121.6
CJGVFM	Winnipeg Ctrl	2.1	31.0	33.1	2.1	24.5	1.4	24.9	26.2	2.3	28.8	1.8	29.7	35.1
CJKRFM	Winnipeg Ctrl	7.9	102.4	123.9	5.9	99.2	6.3	97.4	128.5	8.0	110.2	7.2	98.5	118.4
CJOB	Winnipeg Ctrl	18.6	183.6	225.3	15.3	148.7	16.2	182.9	235.9	15.7	157.2	17.6	165.9	221.6
CKMMFM	Winnipeg Ctrl	11.8	189.3	224.0	11.4	174.4	11.2	164.5	209.0	11.4	173.1	10.5	171.9	209.1
CKSB	Winnipeg Ctrl	0.2	3.9	4.2	0.4	3.2	0.3	5.6	7.1	0.4	5.0	0.3	5.1	8.0
CKY FM	Winnipeg Ctrl	7.7	96.0	113.8	7.8	84.6	7.2	84.9	98.9	9.1	101.6	8.5	91.1	104.6

Note - Full Coverage Reach is not available in S3 2009 and Spring 2010 .

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 - VICTORIA CTRL FALL 2010

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



Universe		Fall 2010			Spring 2010		Fall 2009			S3 2009**		S2 2009		
		335,484			336,662		336,662					332,578		
Station	Market	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)
CBCVFM	Victoria Ctrl	12.5	58.4	99.7	12.6	60.8	12.9	65.1	118.3			15.1	62.7	114.9
CFAX	Victoria Ctrl	13.4	70.8	83.8	12.3	66.6	13.5	75.9	82.3			11.9	72.2	80.6
CHBEFM	Victoria Ctrl	11.6	69.3	69.9	8.3	60.2	7.8	62.2	64.8			7.6	57.9	59.5
CHTTFM	Victoria Ctrl	4.1	33.6	39.9	5.8	43.9	6.4	37.8	39.5			5.3	32.3	34.7
CIOCFM	Victoria Ctrl	8.8	52.8	67.2	9.5	58.6	8.3	54.7	63.0			9.3	58.8	71.7
CJZNFM	Victoria Ctrl	4.6	42.1	65.6	4.5	44.7	6.4	44.6	69.2			6.1	49.9	74.5
CKKQFM	Victoria Ctrl	8.3	63.6	105.6	8.9	64.9	8.6	63.6	105.2			9.0	61.2	94.1

**= This market is not measured during this survey.

Note - Full Coverage Reach is not available in S3 2009 and Spring 2010.

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.