



Measuring Audiences. Delivering Intelligence.

Auditoires mesurés. Décisions éclairées.

BBM Canada

Top-line Radio Statistics

Spring 2010 (March 1–April 25, 2010)

BBM Canada

1500 Don Mills Road, 3rd Floor
Toronto, ON M3B 3L7
416 445 9800 Tel
416 445 8644 Fax

Sondages BBM

2055, rue Peel, 11^e étage
Montréal, QC H3A 1V4
514 878 9711 Tél.
514 878 4210 Téléc.

BBM Canada

10991 Shellbridge Way, Suite 208
Richmond, BC V6X 3C6
604 249 3500 Tel
604 214 9648 Fax

www.bbm.ca

TOP-LINE RADIO STATISTICS - HALIFAX CTRL SPRING 2010

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



Universe		Spring 2010		Fall 2009			S3 2009 **		S2 2009			S1 2009**	
		343,511		343,511					344,616				
Station	Market	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)
CBH FM	Halifax Ctrl	2.6	23.9	2.3	20.5	32.3			3.0	20.9	28.5		
CBHAFM	Halifax Ctrl	16.2	83.7	16.2	80.2	144.9			15.4	79.9	153.8		
CFLTFM	Halifax Ctrl	4.7	32.3	3.1	27.1	34.2			6.6	26.0	36.4		
CFRQFM	Halifax Ctrl	14.6	84.2	13.0	85.5	110.4			11.8	90.4	123.2		
CHFXFM	Halifax Ctrl	9.2	58.8	14.2	68.2	99.6			12.5	76.9	110.2		
CHNSFM	Halifax Ctrl	3.0	34.7	3.6	34.7	42.0			3.1	40.8	63.9		
CIOOFM	Halifax Ctrl	10.9	86.8	11.7	97.8	119.1			12.9	97.1	120.5		
CJCHFM	Halifax Ctrl	7.4	69.0	6.5	69.2	85.3			6.8	72.1	96.0		
CJNIFM	Halifax Ctrl	4.8	36.7	4.5	36.1	46.1			4.3	33.3	41.5		
CKHZFM	Halifax Ctrl	4.1	49.0	4.1	49.2	59.0			4.9	49.2	68.9		
CKULFM	Halifax Ctrl	9.6	62.1	11.0	73.4	95.8			10.6	75.3	100.3		

** = This market not measured during this survey

Note - Full Coverage Reach is not available in S1 2009, S3 2009 and Spring 2010.

Effective 2009-10 Fiscal, BBM revised the naming convention of its surveys to Fall and Spring (previously S4 and S2). S1 & S3 surveys have been eliminated.

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 SPRING 2010

Source: BBM Canada

Demographics: A12+

Area: 4199 (Quebec City Ctrl)

Timeblock: Monday-Sunday 5am-1am



Universe		Spring 2010		Fall 2009			S3 2009		S2 2009			S1 2009	
		669,743		669,743			663,795		663,795			663,795	
Station	Market	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	F C Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)
CBVEFM	Quebec City Ctrl	0.6	11.7	0.4	13.1	32.0	0.6	13.1	0.6	13.0	34.8	0.7	15.1
CBV FM	Quebec City Ctrl	13.4	135.0	10.9	123.0	168.1	11.1	115.8	13.2	133.3	160.9	12.3	123.2
CBVXFM	Quebec City Ctrl	4.5	53.3	3.7	51.0	63.3	4.8	52.6	3.6	51.0	63.1	3.1	49.7
CFELFM	Quebec City Ctrl	7.3	115.0	2.3	39.6	64.3	2.5	31.3	1.0	16.9	32.2	0.8	10.8
CFOMFM	Quebec City Ctrl	13.3	155.3	15.7	182.8	250.2	16.3	184.1	16.1	158.2	243.5	15.4	165.5
CHIKFM	Quebec City Ctrl	8.3	146.1	10.7	150.9	234.2	10.0	153.9	11.0	165.9	252.2	11.2	156.4
CHOIFM	Quebec City Ctrl	9.7	128.2	11.1	125.4	217.9	9.4	122.3	9.7	135.4	232.7	10.6	136.2
CHXXFM	Quebec City Ctrl	0.9	28.3	1.6	32.2	58.1	1.8	32.1	1.2	27.6	50.1	1.7	31.1
CITFFM	Quebec City Ctrl	11.5	151.7	11.9	156.8	235.3	14.1	189.8	12.0	164.6	252.7	14.3	174.3
CJECFM	Quebec City Ctrl	2.9	47.0	3.7	50.3	63.1	4.0	48.2	3.8	52.8	62.0	3.4	47.6
CJMFFM	Quebec City Ctrl	12.7	186.8	14.1	182.2	248.4	11.5	156.1	13.8	193.1	268.0	12.4	179.9
CJSQFM	Quebec City Ctrl	4.5	53.2	4.6	59.6	70.7	3.9	58.2	4.5	62.5	72.2	5.6	60.9
CKJFFM	Quebec City Ctrl	0.1	4.2	0.3	7.1	7.5	0.2	8.8	0.6	12.2	14.1	0.0	1.6

Note - Full Coverage Reach is not available in S1 2009, S3 2009 and Spring 2010.

Effective 2009-10 Fiscal, BBM revised the naming convention of its surveys to Fall and Spring (previously S4 and S2). S1 & S3 surveys have been eliminated.

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 SPRING 2010

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



		Spring 2010		Fall 2009			S3 2009 **		S2 2009			S1 2009**	
Universe		204,551		204,551					207,092				
Station	Market	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)
CFGEFM	Sherbrooke Ctrl	10.0	26.8	10.5	27.5	38.1			11.3	33.3	39.1		
CHLTFM	Sherbrooke Ctrl	5.6	29.6	4.7	21.1	27.9			6.4	30.9	36.7		
CIMOFM	Sherbrooke Ctrl	20.3	80.6	23.8	80.0	121.6			21.0	82.7	118.2		
CITEF4	Sherbrooke Ctrl	21.9	70.0	19.6	66.5	230.9			18.8	67.2	219.2		
CKOYFM	Sherbrooke Ctrl	5.9	35.9	5.2	28.7	33.7			5.5	30.9	37.1		

** = This market not measured during this survey

Note - Full Coverage Reach is not available in S1 2009, S3 2009 and Spring 2010.

Effective 2009-10 Fiscal, BBM revised the naming convention of its surveys to Fall and Spring (previously S4 and S2). S1 & S3 surveys have been eliminated.

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 SPRING 2010

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



Universe		Spring 2010		Fall 2009			S3 2009		S2 2009			S1 2009	
		738,627		738,627			734,130		734,130			734,130	
Station	Market	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)
CBO FM	Ottawa-Gat. Anglo Ctrl	17.2	190.6	19.3	210.0	312.8	15.9	176.0	18.1	204.9	328.9	16.1	184.9
CBOFFM	Ottawa-Gat. Anglo Ctrl	0.6	11.8	0.3	12.9	84.5	0.2	9.3	0.3	8.4	80.7	0.4	10.6
CBOQFM	Ottawa-Gat. Anglo Ctrl	3.4	63.6	4.4	57.5	78.6	4.1	60.4	4.4	67.2	90.3	3.3	57.3
CBOXFM	Ottawa-Gat. Anglo Ctrl	0.9	20.2	0.9	19.7	51.1	1.3	17.9	0.4	16.9	41.0	0.6	18.8
CFGO	Ottawa-Gat. Anglo Ctrl	3.6	82.8	2.7	66.2	82.6	1.9	42.5	4.1	83.1	98.5	3.6	88.0
CFRA	Ottawa-Gat. Anglo Ctrl	11.6	126.0	11.1	132.3	188.3	11.5	117.3	13.4	140.3	197.2	13.4	153.1
CFTXFM	Ottawa-Gat. Anglo Ctrl	0.0	2.0	0.0	0.3	16.2	0.0	0.8	0.0	0.6	20.8	0.0	1.0
CHEZFM	Ottawa-Gat. Anglo Ctrl	7.2	129.5	5.5	107.1	188.2	8.8	123.0	6.8	105.6	181.3	7.0	131.3
CHLXFM	Ottawa-Gat. Anglo Ctrl	1.0	18.0	0.3	12.7	64.3	0.5	13.9	0.7	13.7	56.3	0.7	10.9
CIHTFM	Ottawa-Gat. Anglo Ctrl	11.7	190.4	11.3	199.5	309.3	11.7	180.5	10.5	176.0	309.8	10.6	178.6
CILVFM	Ottawa-Gat. Anglo Ctrl	3.0	75.7	3.2	69.7	86.3	3.4	70.0	2.7	61.2	74.6	3.0	73.0
CIMFFM	Ottawa-Gat. Anglo Ctrl	0.7	12.9	0.5	9.4	150.6	0.6	10.9	0.3	6.4	134.0	0.6	8.8
CISSEFM	Ottawa-Gat. Anglo Ctrl	3.8	84.1	2.4	73.7	117.9	3.0	80.1	3.3	82.3	113.7	2.8	70.5
CIWW	Ottawa-Gat. Anglo Ctrl	1.9	35.8	1.7	28.4	35.4	1.5	33.5	1.3	33.1	41.3	2.0	35.5
CJMJFM	Ottawa-Gat. Anglo Ctrl	8.2	131.7	9.2	133.6	198.0	8.9	132.9	8.8	145.7	205.6	9.8	131.5
CJRCFM	Ottawa-Gat. Anglo Ctrl	0.1	3.2	0.1	1.8	40.8	0.2	3.9	0.0	1.2	51.3	0.4	2.6
CJWLFM	Ottawa-Gat. Anglo Ctrl	4.5	66.9	5.2	66.1	82.8	4.8	69.7	4.3	61.5	72.1	4.8	62.1
CKBYFM*	Ott-Gat. Anglo Ctrl/Smiths Falls	4.5	71.6	5.7	63.6		4.0	52.8	4.2	63.3		5.4	83.0
CKKLFM	Ottawa-Gat. Anglo Ctrl	4.0	98.3	4.6	95.1	147.2	3.9	72.8	4.1	83.6	134.4	3.9	89.2
CKQBFM	Ottawa-Gat. Anglo Ctrl	5.0	105.3	4.4	85.6	176.4	5.9	107.2	4.5	101.4	201.7	5.0	114.5
CKTFFM	Ottawa-Gat. Anglo Ctrl	0.1	10.4	0.6	6.4	111.8	0.6	5.5	0.2	6.3	98.2	0.3	8.6

* = Spill station

Note - Full Coverage Reach is not available in S1 2009, S3 2009 and Spring 2010 .
 Effective 2009-10 Fiscal, BBM revised the naming convention of its surveys to Fall and Spring (previously S4 and S2). S1 & S3 surveys have been eliminated.

TERMS

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

Universe - Estimated Population of the Central Market Area.

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

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

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

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

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



Universe		Spring 2010		Fall 2009			S3 2009		S2 2009			S1 2009	
		328,696		328,696			319,779		319,779			319,779	
Station	Market	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)
CBO FM	Ottawa-Gat. Franco Ctrl	1.2	8.6	0.8	7.7	312.8	1.2	10.5	1.4	13.2	328.9	1.1	11.3
CBOFFM	Ottawa-Gat. Franco Ctrl	12.3	68.5	11.4	65.2	84.5	10.2	58.9	12.9	66.0	80.7	12.8	66.4
CBOQFM	Ottawa-Gat. Franco Ctrl	0.8	8.7	0.6	7.3	78.6	1.0	7.9	1.1	8.7	90.3	0.9	8.4
CBOXFM	Ottawa-Gat. Franco Ctrl	4.3	26.4	3.7	24.8	51.1	3.8	19.8	2.2	20.2	41.0	3.2	22.1
CFGO	Ottawa-Gat. Franco Ctrl	1.2	6.9	0.4	6.1	82.6	0.4	4.4	0.4	6.0	98.5	0.5	7.8
CFRA	Ottawa-Gat. Franco Ctrl	1.0	8.8	0.6	8.7	188.3	1.2	8.4	1.1	9.8	197.2	1.2	8.9
CFTXFM	Ottawa-Gat. Franco Ctrl	1.2	12.0	1.4	14.4	16.2	1.8	18.1	2.2	18.9	20.8	1.4	20.9
CHEZFM	Ottawa-Gat. Franco Ctrl	3.5	28.9	3.1	29.8	188.2	4.3	29.5	4.3	30.2	181.3	3.7	29.9
CHLXFM	Ottawa-Gat. Franco Ctrl	7.8	40.9	9.0	49.3	64.3	8.5	46.0	9.4	39.9	56.3	7.3	39.9
CIHTFM	Ottawa-Gat. Franco Ctrl	7.7	73.2	7.9	67.9	309.3	9.4	71.3	7.2	68.6	309.8	8.4	67.5
CILVFM	Ottawa-Gat. Franco Ctrl	0.6	9.3	0.4	8.5	86.3	0.6	8.4	0.6	8.3	74.6	0.7	9.8
CIMFFM	Ottawa-Gat. Franco Ctrl	21.2	108.2	22.6	103.7	150.6	21.8	107.8	21.1	98.5	134.0	21.8	104.2
CISSFM	Ottawa-Gat. Franco Ctrl	1.2	18.6	1.6	19.2	117.9	1.3	17.4	1.8	17.1	113.7	0.9	15.5
CIWW	Ottawa-Gat. Franco Ctrl	0.6	4.5	0.1	2.2	35.4	0.3	2.4	0.1	2.2	41.3	0.3	2.1
CJMJFM	Ottawa-Gat. Franco Ctrl	3.9	25.0	3.5	20.8	198.0	3.7	23.4	2.5	20.2	205.6	3.3	16.3
CJRCFM	Ottawa-Gat. Franco Ctrl	3.6	28.3	5.6	36.7	40.8	6.1	37.1	8.1	45.1	51.3	7.5	38.6
CJWLFM	Ottawa-Gat. Franco Ctrl	2.4	13.7	1.4	10.9	82.8	2.2	13.4	1.5	8.7	72.1	2.8	12.5
CKBYFM*	Ott-Gat. Franco Ctrl/Smiths Falls	2.0	11.7	1.7	11.6		1.6	10.5	2.1	9.6		1.6	9.3
CKKLFM	Ottawa-Gat. Franco Ctrl	1.6	16.5	2.7	17.3	147.2	1.6	15.1	1.3	15.9	134.4	1.9	17.9
CKQBFM	Ottawa-Gat. Franco Ctrl	2.2	18.6	2.5	24.3	176.4	2.3	23.0	3.0	24.9	201.7	3.0	27.1
CKTFFM	Ottawa-Gat. Franco Ctrl	13.4	84.6	14.6	82.3	111.8	10.9	73.0	10.5	73.9	98.2	11.9	87.0

* = Spill station

Note - Full Coverage Reach is not available in S1 2009, S3 2009 and Spring 2010 .

Effective 2009-10 Fiscal, BBM revised the naming convention of its surveys to Fall and Spring (previously S4 and S2). S1 & S3 surveys have been eliminated.

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 SPRING 2010

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



Universe		Spring 2010		Fall 2009			S3 2009		S2 2009			S1 2009	
		651,006		651,006			652,468		652,468			652,468	
Station	Market	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)
CHAM	Hamilton Ctrl	0.4	9.8	1.1	15.3	39.6	0.8	15.0	0.7	11.0	35.9	0.5	14.7
CHML	Hamilton Ctrl	6.3	83.7	6.8	88.3	130.6	6.4	88.0	6.7	91.0	125.0	8.2	94.0
CINGFM	Hamilton Ctrl	7.2	76.7	5.3	58.1	336.6	1.9	50.6	5.5	52.3	349.3	4.9	59.1
CIWVFM	Hamilton Ctrl	1.4	17.6	1.3	20.2	81.8	4.4	17.7	1.4	20.4	73.1	1.5	19.8
CJXYFM	Hamilton Ctrl	5.0	79.3	5.0	77.3	217.5	1.3	83.0	4.8	75.4	196.2	4.3	77.0
CKLHFM	Hamilton Ctrl	12.9	128.2	12.4	144.9	206.4	6.1	135.8	14.2	154.6	198.9	13.4	136.5
CKOC	Hamilton Ctrl	3.6	44.5	4.5	48.3	170.4	12.7	50.0	4.3	48.8	151.5	3.8	46.1

Note - Full Coverage Reach is not available in S1 2009, S3 2009 and Spring 2010.

Effective 2009-10 Fiscal, BBM revised the naming convention of its surveys to Fall and Spring (previously S4 and S2). S1 & S3 surveys have been eliminated.

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-NIAGRA CTRL SPRING 2010

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



Universe		Spring 2010		Fall 2009			S3 2009**		S2 2009			S1 2009**	
		365,774		365,774					364,122				
Station	Market	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)
CFLZFM	St.Catharines-Niagara Ctrl	1.4	20.3	2.1	23.1	24.6			1.5	15.7	18.2		
CHREFM	St.Catharines-Niagara Ctrl	13.8	75.3	13.9	74.2	106.5			14.8	80.4	105.5		
CHTZFM	St.Catharines-Niagara Ctrl	5.5	53.1	7.1	65.5	255.9			8.5	62.3	238.1		
CIXLFM	St.Catharines-Niagara Ctrl	6.9	38.1	6.6	43.5	81.9			5.5	36.1	58.8		
CKEYFM	St.Catharines-Niagara Ctrl	2.8	42.0	2.4	41.9	43.8			2.8	42.6	51.1		
CKTB	St.Catharines-Niagara Ctrl	5.8	43.2	5.7	39.2	55.1			6.3	40.8	61.0		

** = This market not measured during this survey

Note - Full Coverage Reach is not available in S1 2009, S3 2009 and Spring 2010.

Effective 2009-10 Fiscal, BBM revised the naming convention of its surveys to Fall and Spring (previously S4 and S2). S1 & S3 surveys have been eliminated.

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 SPRING 2010

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



Universe		Spring 2010		Fall 2009			S3 2009**		S2 2009			S1 2009**	
		433,476		433,476					421,527				
Station	Market	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach
		%	(000)	%	(000)	(000)	%	(000)	%	(000)	(000)	%	(000)
CFCFM	Kitchener-Waterloo.Ctrl	9.7	75.3	9.7	78.3	166.5			8.9	79.5	162.3		
CHYMFM	Kitchener-Waterloo.Ctrl	13.4	96.9	12.7	98.9	176.9			11.9	83.7	150.1		
CIKZFM	Kitchener-Waterloo.Ctrl	7.2	51.8	5.8	40.9	64.1			7.2	45.5	75.9		
CJDVFM	Kitchener-Waterloo.Ctrl	5.3	50.1	6.2	45.3	58.8			6.1	51.0	61.8		
CJTWFM	Kitchener-Waterloo.Ctrl	1.9	17.5	0.7	15.3	19.3			2.2	16.2	24.4		
CKBTFM	Kitchener-Waterloo.Ctrl	10.2	110.9	8.3	105.3	207.9			9.9	104.3	209.7		
CKDKFM*	Kit-Wat.Ctrl/Woodstock	1.3	17.9	1.9	22.6				2.1	29.5			
CKGL	Kitchener-Waterloo.Ctrl	6.4	74.9	6.8	65.6	85.1			5.2	62.1	85.2		
CKKWFM	Kitchener-Waterloo.Ctrl	4.4	26.8	4.5	32.7	37.4			4.0	31.0	35.9		
CKWRFM	Kitchener-Waterloo.Ctrl	2.9	25.2	3.3	25.6	40.1			3.7	23.1	31.9		

* = Spill station

** = This market not measured during this survey

Note - Full Coverage Reach is not available in S1 2009, S3 2009 and Spring 2010.

Effective 2009-10 Fiscal, BBM revised the naming convention of its surveys to Fall and Spring (previously S4 and S2). S1 & S3 surveys have been eliminated.

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 SPRING 2010

Source: BBM Canada

Demographics: A12+

Area: 5369 (London Ctrl)

Timeblock: Monday-Sunday 5am-1am



Universe		Spring 2010		Fall 2009			S3 2009**		S2 2009			S1 2009**	
		431,831		431,831					424,239				
Station	Market	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Ctrl Reach (000)	FC Reach (000)
CFHKFM	London Ctrl	10.5	104.6	9.6	104.7	127.5			8.2	98.0	123.0		
CFPL	London Ctrl	3.2	38.5	3.1	38.5	52.7			3.3	38.5	48.5		
CFPLFM	London Ctrl	11.4	89.0	12.2	98.5	177.5			11.7	105.1	188.1		
CHSTFM	London Ctrl	10.8	88.5	10.3	82.1	95.2			9.7	75.9	91.4		
CIQMFM	London Ctrl	9.3	82.1	12.4	84.7	108.2			12.0	86.9	103.8		
CJBK	London Ctrl	3.8	38.5	4.1	41.1	45.4			4.1	42.9	53.7		
CJBXFM	London Ctrl	11.9	74.9	11.2	71.0	173.1			12.1	79.8	172.0		
CKDKFM*	London Ctrl/Woodstock	3.8	44.5	3.0	42.8				3.7	44.2			
CKOTFM*	London Ctrl/Tillsonburg	8.5	45.1	6.4	38.9				7.0	39.4			
CKSL	London Ctrl	2.2	16.3	1.9	14.2	16.1			1.6	12.6	12.6		

* = Spill station

** = This market not measured during this survey

Note - Full Coverage Reach is not available in S1 2009, S3 2009 and Spring 2010.

Effective 2009-10 Fiscal, BBM revised the naming convention of its surveys to Fall and Spring (previously S4 and S2). S1 & S3 surveys have been eliminated.

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 SPRING 2010

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



Universe		Spring 2010		Fall 2009			S3 2009**		S2 2009			S1 2009**	
		302,763		302,763					294,463				
Station	Market	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach	Ctrl Reach	FC Reach	Share	Ctrl Reach	FC Reach	Ctrl Reach	FC Reach
		%	(000)	%	(000)	(000)	(000)	(000)	%	(000)	(000)	(000)	(000)
CBE	Windsor Ctrl	4.3	23.4	4.3	20.5	41.3			5.0	22.7	44.6		
CBE FM	Windsor Ctrl	1.5	7.2	0.9	8.5	13.5			1.3	10.3	16.3		
CHYRFM*	Windsor Ctrl/Leaming	3.1	22.0	4.6	32.2				2.9	21.6			
CIDRFM	Windsor Ctrl	2.8	20.7	4.9	29.1	40.5			1.9	18.9	29.8		
CIMXFM	Windsor Ctrl	6.8	51.6	6.2	54.4	82.9			8.5	61.2	83.2		
CJWFFM***	Windsor Ctrl	2.6	14.4										
CKLW	Windsor Ctrl	19.0	115.8	18.8	116.5	143.7			20.7	121.2	148.7		
CKUEFM*	Windsor Ctrl/Chatham	4.3	23.1	5.9	30.8				4.1	29.9			
CKWW	Windsor Ctrl	3.9	18.7	2.3	13.9	20.2			4.1	17.5	21.8		

* = Spill station

** = This market not measured during this survey

*** = New station

Note - Full Coverage Reach is not available in S1 2009, S3 2009 and Spring 2010.

Effective 2009-10 Fiscal, BBM revised the naming convention of its surveys to Fall and Spring (previously S4 and S2). S1 & S3 surveys have been eliminated.

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 SPRING 2010

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



Universe		Spring2010		Fall 2009			S3 2009		S2 2009			S1 2009	
		638,036		638,036			635,723		635,723			635,723	
Station	Market	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)	Share %	Ctrl Reach (000)	FC Reach (000)	Share %	Ctrl Reach (000)
CBW	Winnipeg Ctrl	11.2	102.9	11.3	108.0	158.0	8.4	88.3	10.9	100.8	159.9	10.7	107.9
CBW FM	Winnipeg Ctrl	3.1	43.9	3.3	39.4	51.1	2.1	31.8	2.9	43.6	51.3	2.9	43.1
CFQXFM	Winnipeg Ctrl	8.0	99.2	9.1	104.5	148.0	8.5	105.5	7.9	100.5	138.5	8.9	97.6
CFRW	Winnipeg Ctrl	3.0	42.3	2.1	29.6	37.5	2.9	38.1	2.2	28.0	33.6	3.2	36.2
CFWMFM	Winnipeg Ctrl	7.1	103.5	7.8	106.2	126.0	6.1	100.6	7.8	96.9	114.1	7.6	106.1
CHIQFM	Winnipeg Ctrl	2.8	77.7	4.0	82.9	100.5	3.5	81.6	3.5	82.7	95.3	3.5	87.2
CHNKFM	Winnipeg Ctrl	1.9	24.2	0.9	14.9	22.5	0.8	17.7	0.9	20.9	26.4	1.3	16.5
CITIFM	Winnipeg Ctrl	7.9	101.8	7.2	92.1	114.6	7.4	125.7	6.9	96.7	121.6	8.1	111.6
CJGVFM	Winnipeg Ctrl	2.1	24.5	1.4	24.9	26.2	2.3	28.8	1.8	29.7	35.1	1.8	33.7
CJKRFM	Winnipeg Ctrl	5.9	99.2	6.3	97.4	128.5	8.0	110.2	7.2	98.5	118.4	6.6	107.9
CJOB	Winnipeg Ctrl	15.3	148.7	16.2	182.9	235.9	15.7	157.2	17.6	165.9	221.6	15.6	164.5
CKMMFM	Winnipeg Ctrl	11.4	174.4	11.2	164.5	209.0	11.4	173.1	10.5	171.9	209.1	10.0	170.5
CKY FM	Winnipeg Ctrl	7.8	84.6	7.2	84.9	98.9	9.1	101.6	8.5	91.1	104.6	8.0	83.8

Note - Full Coverage Reach is not available in S1 2009, S3 2009 and Spring 2010.

Effective 2009-10 Fiscal, BBM revised the naming convention of its surveys to Fall and Spring (previously S4 and S2). S1 & S3 surveys have been eliminated.

TERMS

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

Universe - Estimated Population of the Central Market Area.

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

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

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

TOP-LINE RADIO STATISTICS - VICTORIA CTRL SPRING 2010

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



Universe		Spring 2010		Fall 2009			S3 2009**		S2 2009			S1 2009**	
		336,662		336,662					332,578				
Station	Market	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach	Share	Ctrl Reach	FC Reach	Share	Ctrl Reach
		%	(000)	%	(000)	(000)	%	(000)	%	(000)	(000)	%	(000)
CBCVFM	Victoria Ctrl	12.6	60.8	12.9	65.1	118.3			15.1	62.7	114.9		
CFAX	Victoria Ctrl	12.3	66.6	13.5	75.9	82.3			11.9	72.2	80.6		
CHBEFM	Victoria Ctrl	8.3	60.2	7.8	62.2	64.8			7.6	57.9	59.5		
CHTTFM	Victoria Ctrl	5.8	43.9	6.4	37.8	39.5			5.3	32.3	34.7		
CIOCFM	Victoria Ctrl	9.5	58.6	8.3	54.7	63.0			9.3	58.8	71.7		
CJZNFM	Victoria Ctrl	4.5	44.7	6.4	44.6	69.2			6.1	49.9	74.5		
CKKQFM	Victoria Ctrl	8.9	64.9	8.6	63.6	105.2			9.0	61.2	94.1		

** = This market not measured during this survey

Note - Full Coverage Reach is not available in S1 2009, S3 2009 and Spring 2010.

Effective 2009-10 Fiscal, BBM revised the naming convention of its surveys to Fall and Spring (previously S4 and S2). S1 & S3 surveys have been eliminated.

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.