

# NUMERIS

## Top-line Radio Statistics

### Spring 2021

The Spring 2021 release includes tuning that occurred during the COVID-19 Pandemic. Please refer to the Radio Survey Guide for more information.



# TOP-LINE RADIO STATISTICS



## St. John's CTRL

Source: Numeris

Release: Radio Diary Spring 2021

Demographic: A12+

Area: 0009 (St. John's Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2021			
Universe: 190,970			
Station	Market	Share %	Ctrl Reach (000)
CBN	St John's Ctrl	13.8	38.8
CBN FM	St John's Ctrl	3.2	12.7
CHOZF+	St John's Ctrl	13.6	45.7
CJYQ	St John's Ctrl	0.8	4.1
CKIXFM	St John's Ctrl	6.5	42.8
CKSJFM	St John's Ctrl	12.5	52.4
VOCM	St John's Ctrl	23.9	56.5
VOCMFM	St John's Ctrl	13.0	47.1

## TERMS

**Central (Ctrl) Market Area** - A Numeris 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

**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.

# TOP-LINE RADIO STATISTICS



## Halifax CTRL

Source: Numeris

Release: Radio Diary Spring 2021

Demographic: A12+

Area: 2080 (Halifax Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2021			
Universe: 397,180			
Station	Market	Share %	Ctrl Reach (000)
CBH FM	Halifax Ctrl	5.3	36.0
CBHAFM	Halifax Ctrl	21.5	90.0
CFLTFM	Halifax Ctrl	5.4	41.7
CFRQFM	Halifax Ctrl	11.2	57.2
CHFXFM	Halifax Ctrl	6.6	31.3
CHNSFM	Halifax Ctrl	6.1	40.8
CIOOFM	Halifax Ctrl	7.8	65.1
CJCHFM	Halifax Ctrl	6.6	61.8
CJNIFM	Halifax Ctrl	6.6	46.8
CKHYFM	Halifax Ctrl	1.4	10.3
CKHZFM	Halifax Ctrl	1.2	15.2
CKULFM	Halifax Ctrl	6.0	48.4

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**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.

# TOP-LINE RADIO STATISTICS



## Moncton CTRL

Source: Numeris  
Release: Radio Diary Spring 2021  
Demographic: A12+  
Area: 3009 (Moncton Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2021			
Universe: 151,540			
Station	Market	Share %	Ctrl Reach (000)
CBAMFM	Moncton Ctrl	14.3	28.1
CFBOFM	Moncton Ctrl	0.7	4.9
CFQMF	Moncton Ctrl	8.6	24.3
CHOYFM	Moncton Ctrl	0.3	1.9
CJMOFM	Moncton Ctrl	13.5	25.3
CJXLFM	Moncton Ctrl	14.3	26.7
CKCWFM	Moncton Ctrl	9.3	26.5
CKNIFM	Moncton Ctrl	11.3	24.5

## 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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# TOP-LINE RADIO STATISTICS



## Saguenay CTRL

Source: Numeris  
Release: Radio Diary Spring 2021  
Demographic: A12+  
Area: 4120 (Saguenay Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2021			
Universe: 147,540			
Station	Market	Share %	Ctrl Reach (000)
CBJ FM	Saguenay Ctrl	12.6	31.6
CBJXFM	Saguenay Ctrl	5.2	10.7
CFIXFM	Saguenay Ctrl	22.2	52.5
CJABFM	Saguenay Ctrl	11.8	25.7
CKAJFM	Saguenay Ctrl	10.1	19.0
CKYKFM	Saguenay Ctrl	26.5	51.7

## 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.

# TOP-LINE RADIO STATISTICS



## Quebec City CTRL

Source: Numeris

Release: Radio Diary Spring 2021

Demographic: A12+

Area: 4199 (Quebec City Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2021			
Universe: 731,690			
Station	Market	Share %	Ctrl Reach (000)
CBV FM	Quebec City Ctrl	22.8	205.1
CBVEFM	Quebec City Ctrl	0.2	8.9
CBVXFM	Quebec City Ctrl	5.6	58.8
CFELFM	Quebec City Ctrl	2.0	37.3
CFOMFM	Quebec City Ctrl	7.6	96.3
CHIKFM	Quebec City Ctrl	1.7	39.7
CHOIFM	Quebec City Ctrl	18.8	125.0
CHXXFM	Quebec City Ctrl	1.5	33.3
CITFFM	Quebec City Ctrl	5.7	94.6
CJECFM	Quebec City Ctrl	11.7	129.2
CJMFFM	Quebec City Ctrl	14.2	140.6

## TERMS

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**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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# TOP-LINE RADIO STATISTICS



## Sherbrooke CTRL

Source: Numeris  
Release: Radio Diary Spring 2021  
Demographic: A12+  
Area: 4339 (Sherbrooke Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2021			
Universe: 224,340			
Station	Market	Share %	Ctrl Reach (000)
CBFF10	Sherbrooke Ctrl	19.1	60.3
CBXF2	Sherbrooke Ctrl	5.9	16.7
CFGEFM	Sherbrooke Ctrl	7.1	21.1
CIMOFM	Sherbrooke Ctrl	16.5	48.5
CITEF4	Sherbrooke Ctrl	16.4	57.5
CKOYFM	Sherbrooke Ctrl	10.9	39.2

### 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.

# TOP-LINE RADIO STATISTICS



## Trois-Rivieres CTRL

Source: Numeris

Release: Radio Diary Spring 2021

Demographic: A12+

Area: 4659 (Trois-Rivieres Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2021			
Universe: 142,350			
Station	Market	Share %	Ctrl Reach (000)
CBFFM8	Trois-Rivieres Ctrl	13.5	22.5
CBFXF1	Trois-Rivieres Ctrl	8.2	14.0
CHEYFM	Trois-Rivieres Ctrl	12.6	31.9
CIGBFM	Trois-Rivieres Ctrl	12.3	30.3
CJEBFM	Trois-Rivieres Ctrl	14.2	27.6
CKBNFM	Trois-Rivieres Ctrl	7.2	9.6
CKOBFM	Trois-Rivieres Ctrl	9.1	20.2

## 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.



# TOP-LINE RADIO STATISTICS



## Ottawa-Gatineau Anglo CTRL

Source: Numeris  
 Release: Radio Diary Spring 2021  
 Demographic: A12+  
 Area: 5071 (Ottawa-Gatineau Anglo Ctrl)  
 Daypart: Monday-Sunday 5am-1am

Spring 2021			
Universe: 913,450			
Station	Market	Share %	Ctrl Reach (000)
CBO FM	Ottawa-Gat. Anglo Ctrl	23.1	245.5
CBOFFM	Ottawa-Gat. Anglo Ctrl	1.0	18.8
CBOQFM	Ottawa-Gat. Anglo Ctrl	5.6	82.4
CBOXFM	Ottawa-Gat. Anglo Ctrl	0.7	14.6
CFGO	Ottawa-Gat. Anglo Ctrl	3.5	53.7
CFPOFM	Ottawa-Gat. Anglo Ctrl	0.4	5.7
CFRA	Ottawa-Gat. Anglo Ctrl	7.1	96.6
CFTXFM	Ottawa-Gat. Anglo Ctrl	0.0	1.4
CHEZFM	Ottawa-Gat. Anglo Ctrl	5.2	102.1
CHLXFM	Ottawa-Gat. Anglo Ctrl	0.3	5.6
CIDGFM	Ottawa-Gat. Anglo Ctrl	1.6	30.1
CIHTFM	Ottawa-Gat. Anglo Ctrl	7.5	156.3
CILVFM	Ottawa-Gat. Anglo Ctrl	3.7	84.3
CIMFFM	Ottawa-Gat. Anglo Ctrl	0.3	10.4
CISSFM	Ottawa-Gat. Anglo Ctrl	3.1	72.5
CIWW	Ottawa-Gat. Anglo Ctrl	3.2	49.9
CJETFM*	Ott-Gat.Anglo Ctrl/Smiths Falls	1.3	28.9
CJMJFM	Ottawa-Gat. Anglo Ctrl	7.6	109.4
CJOTFM	Ottawa-Gat. Anglo Ctrl	5.3	80.6
CJWLFM	Ottawa-Gat. Anglo Ctrl	3.1	46.3
CKKLFM	Ottawa-Gat. Anglo Ctrl	3.6	56.4
CKOFFM	Ottawa-Gat. Anglo Ctrl	0.1	3.4
CKQBFM	Ottawa-Gat. Anglo Ctrl	1.9	70.8
CKTFFM	Ottawa-Gat. Anglo Ctrl	0.9	11.3

\*Spill Station

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# TOP-LINE RADIO STATISTICS



## Ottawa-Gatineau Franco CTRL

Source: Numeris  
 Release: Radio Diary Spring 2021  
 Demographic: A12+  
 Area: 5072 (Ottawa-Gatineau Franco Ctrl)  
 Daypart: Monday-Sunday 5am-1am

Spring 2021			
Universe: 360,060			
Station	Market	Share %	Ctrl Reach (000)
CBO FM	Ottawa-Gat. Franco Ctrl	1.7	14.1
CBOFFM	Ottawa-Gat. Franco Ctrl	21.7	96.0
CBOQFM	Ottawa-Gat. Franco Ctrl	1.6	12.6
CBOXFM	Ottawa-Gat. Franco Ctrl	5.5	33.7
CFGO	Ottawa-Gat. Franco Ctrl	0.2	3.6
CFPOFM	Ottawa-Gat. Franco Ctrl	0.0	0.2
CFRA	Ottawa-Gat. Franco Ctrl	0.6	4.3
CFTXFM	Ottawa-Gat. Franco Ctrl	1.2	8.5
CHEZFM	Ottawa-Gat. Franco Ctrl	3.3	22.4
CHLXFM	Ottawa-Gat. Franco Ctrl	7.1	38.7
CIDGFM	Ottawa-Gat. Franco Ctrl	0.8	6.4
CIHTFM	Ottawa-Gat. Franco Ctrl	2.5	33.1
CILVFM	Ottawa-Gat. Franco Ctrl	0.8	7.5
CIMFFM	Ottawa-Gat. Franco Ctrl	14.4	74.2
CISSFM	Ottawa-Gat. Franco Ctrl	1.5	18.8
CIWW	Ottawa-Gat. Franco Ctrl	0.2	2.5
CJETFM*	Ott-Gat.Franco Ctrl/Smiths Falls	0.2	2.1
CJMJFM	Ottawa-Gat. Franco Ctrl	3.0	17.3
CJOTFM	Ottawa-Gat. Franco Ctrl	1.7	12.1
CJWLFM	Ottawa-Gat. Franco Ctrl	2.0	11.7
CKKLFM	Ottawa-Gat. Franco Ctrl	2.5	16.0
CKOFFM	Ottawa-Gat. Franco Ctrl	9.7	44.5
CKQBFM	Ottawa-Gat. Franco Ctrl	1.2	22.6
CKTFFM	Ottawa-Gat. Franco Ctrl	6.9	48.0

\*Spill Station

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# TOP-LINE RADIO STATISTICS



## Kingston CTRL

Source: Numeris

Release: Radio Diary Spring 2021

Demographic: A12+

Area: 5109 (Kingston Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2021			
Universe: 154,270			
Station	Market	Share %	Ctrl Reach (000)
CFLYFM	Kingston Ctrl	7.6	26.8
CFMKFM	Kingston Ctrl	14.0	25.8
CIKRFM	Kingston Ctrl	8.5	23.6
CKLCFM	Kingston Ctrl	1.3	5.1
CKWSFM	Kingston Ctrl	5.8	16.3
CKXCFM	Kingston Ctrl	12.1	17.9
WLYKFM	Kingston Ctrl	2.6	10.3

## 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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# TOP-LINE RADIO STATISTICS



## Barrie CTRL

Source: Numeris  
Release: Radio Diary Spring 2021  
Demographic: A12+  
Area: 5239 (Barrie Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2021			
Universe: 191,120			
Station	Market	Share %	Ctrl Reach (000)
CFJBFM	Barrie Ctrl	13.7	35.1
CHAYFM	Barrie Ctrl	2.9	18.3
CICXFM*	Barrie/Orillia	8.0	23.4
CICZFM*	Barrie/Midland	5.7	18.9
CIQBFM	Barrie Ctrl	5.5	22.5
CKMBFM	Barrie Ctrl	14.9	37.2

\*Spill Station

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**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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# TOP-LINE RADIO STATISTICS



## Hamilton CTRL

Source: Numeris

Release: Radio Diary Spring 2021

Demographic: A12+

Area: 5269 (Hamilton Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2021			
Universe: 710,420			
Station	Market	Share %	Ctrl Reach (000)
CHAM	Hamilton Ctrl	0.5	11.7
CHKXFM	Hamilton Ctrl	7.0	62.4
CHML	Hamilton Ctrl	4.6	51.2
CHTGFm*	Hamilton/Haldimand	1.7	16.3
CHTZFM*	Hamilton Ctrl/St.Cath.	1.9	28.5
CINGFM	Hamilton Ctrl	1.7	27.8
CJXYFM	Hamilton Ctrl	3.5	46.3
CKLHFM	Hamilton Ctrl	6.9	82.4
CKOC	Hamilton Ctrl	0.3	4.3
CKPCFM*	Hamilton/Brantford	4.7	34.9

\*Spill Station

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# TOP-LINE RADIO STATISTICS



## St. Catharines-Niagara CTRL

Source: Numeris

Release: Radio Diary Spring 2021

Demographic: A12+

Area: 5299 (St. Catharines-Niagara Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2021			
Universe: 383,770			
Station	Market	Share %	Ctrl Reach (000)
CFLZFM	St.Catharines-Niagara Ctrl	2.0	17.4
CHREFM	St.Catharines-Niagara Ctrl	9.4	58.5
CHTZFM	St.Catharines-Niagara Ctrl	5.5	40.9
CIXLFM	St.Catharines-Niagara Ctrl	12.7	52.2
CJEDFM	St.Catharines-Niagara Ctrl	1.5	15.1
CKTB	St.Catharines-Niagara Ctrl	5.8	34.8
CKYYFM	St.Catharines-Niagara Ctrl	5.6	30.9

### TERMS

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# TOP-LINE RADIO STATISTICS



## Kitchener-Cambridge-Waterloo CTRL

Source: Numeris

Release: Radio Diary Spring 2021

Demographic: A12+

Area: 5339 (Kitchener-Cambridge-Waterloo Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2021			
Universe: 512,690			
Station	Market	Share %	Ctrl Reach (000)
CBLAF2*	Kit-Cam-Wat Ctrl/Brantf	11.4	64.7
CFCAFM	Kit-Cam-Waterloo Ctrl	3.5	39.3
CHYFM	Kit-Cam-Waterloo Ctrl	12.8	87.6
CIKZFM	Kit-Cam-Waterloo Ctrl	7.1	47.3
CIMJFM*	Kit-Cam-Wat Ctrl/Guelph	1.0	14.2
CJDVFM	Kit-Cam-Waterloo Ctrl	5.1	36.6
CJIQFM	Kit-Cam-Waterloo Ctrl	1.7	22.4
CJTWFM	Kit-Cam-Waterloo Ctrl	0.9	10.1
CKBTFM	Kit-Cam-Waterloo Ctrl	4.3	61.1
CKGL	Kit-Cam-Waterloo Ctrl	7.7	62.6
CKKWFM	Kit-Cam-Waterloo Ctrl	7.1	40.5

\*Spill Station

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# TOP-LINE RADIO STATISTICS



## London CTRL

Source: Numeris

Release: Radio Diary Spring 2021

Demographic: A12+

Area: 5369 (London Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2021			
Universe: 473,910			
Station	Market	Share %	Ctrl Reach (000)
CBCLFM	London Ctrl	15.6	92.7
CFHKFM	London Ctrl	9.0	73.0
CFPL	London Ctrl	4.4	42.3
CFPLFM	London Ctrl	9.0	64.8
CHSTFM	London Ctrl	8.6	62.3
CIQMFM	London Ctrl	9.2	91.3
CJBK	London Ctrl	2.3	22.4
CJBXFM	London Ctrl	7.7	51.1
CKDKFM*	London/Woodstock	2.2	19.3
CKLOFM	London Ctrl	6.4	45.9
CKOTFM*	London/Tillsonburg	5.7	32.6

\*Spill Station

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# TOP-LINE RADIO STATISTICS



## Windsor CTRL

Source: Numeris  
Release: Radio Diary Spring 2021  
Demographic: A12+  
Area: 5409 (Windsor Ctrl)  
Daypart: Monday-Sunday 5am-1am

Spring 2021 Universe: 309,500			
Station	Market	Share %	Ctrl Reach (000)
CBE FM	Windsor Ctrl	1.4	13.0
CBEWFM	Windsor Ctrl	9.2	29.0
CHYRFM*	Windsor/Leamington	4.0	23.6
CIDRFM	Windsor Ctrl	2.5	22.5
CIMXFM	Windsor Ctrl	2.7	13.1
CJWFFM	Windsor Ctrl	4.1	14.5
CKLW	Windsor Ctrl	16.7	70.9
CKUEFM*	Windsor/Chatham	5.8	20.8
CKWW	Windsor Ctrl	1.6	8.1

\*Spill Station

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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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# TOP-LINE RADIO STATISTICS



## Sudbury CTRL

Source: Numeris

Release: Radio Diary Spring 2021

Demographic: A12+

Area: 5479 (Sudbury Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2021			
Universe: 149,460			
Station	Market	Share %	Ctrl Reach (000)
CBBSFM	Sudbury Ctrl	2.5	7.8
CBCSFM	Sudbury Ctrl	16.8	31.2
CHNOFM	Sudbury Ctrl	15.6	37.4
CICSFM	Sudbury Ctrl	16.3	28.2
CIGMFM	Sudbury Ctrl	9.6	33.9
CJMXFM	Sudbury Ctrl	10.9	26.7
CJRQFM	Sudbury Ctrl	12.2	29.3

## TERMS

**Central (Ctrl) Market Area** - A Numeris 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

**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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# TOP-LINE RADIO STATISTICS

## Winnipeg CTRL

Source: Numeris

Release: Radio Diary Spring 2021

Demographic: A12+

Area: 6119 (Winnipeg Ctrl)

Daypart: Monday-Sunday 5am-1am



Spring 2021 Universe: 763,070			
Station	Market	Share %	Ctrl Reach (000)
CBW	Winnipeg Ctrl	16.7	116.2
CBW FM	Winnipeg Ctrl	3.8	48.1
CFJLFM	Winnipeg Ctrl	2.5	37.6
CFPGFM	Winnipeg Ctrl	3.9	55.9
CFQXFM	Winnipeg Ctrl	9.1	99.7
CFRW	Winnipeg Ctrl	1.9	32.6
CFWMFM	Winnipeg Ctrl	6.6	81.4
CHIQFM	Winnipeg Ctrl	3.8	58.3
CHWEFM	Winnipeg Ctrl	4.4	74.4
CITIFM	Winnipeg Ctrl	4.8	60.7
CJKRFM	Winnipeg Ctrl	4.2	55.9
CJOB	Winnipeg Ctrl	12.0	118.7
CKMMFM	Winnipeg Ctrl	4.9	110.4
CKY FM	Winnipeg Ctrl	3.7	58.6

### TERMS

**Central (Ctrl) Market Area** - A Numeris 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

**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.

# TOP-LINE RADIO STATISTICS



## Regina CTRL

Source: Numeris

Release: Radio Diary Spring 2021

Demographic: A12+

Area: 7069 (Regina Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2021			
Universe: 235,040			
Station	Market	Share %	Ctrl Reach (000)
CBK	Regina Ctrl	4.3	10.3
CBK FM	Regina Ctrl	4.3	15.5
CBKRFM	Regina Ctrl	11.9	33.8
CFWFFM	Regina Ctrl	8.1	30.0
CHBDFM	Regina Ctrl	9.4	30.0
CHMXFM	Regina Ctrl	6.8	26.6
CIZLFM	Regina Ctrl	13.3	64.9
CJME	Regina Ctrl	11.4	31.6
CKCKFM	Regina Ctrl	15.0	43.0
CKRM	Regina Ctrl	6.4	16.6

## TERMS

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# TOP-LINE RADIO STATISTICS



## Saskatoon CTRL

Source: Numeris

Release: Radio Diary Spring 2021

Demographic: A12+

Area: 7109 (Saskatoon Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2021			
Universe: 294,870			
Station	Market	Share %	Ctrl Reach (000)
CBK1FM	Saskatoon Ctrl	10.5	30.6
CBKSFM	Saskatoon Ctrl	6.8	24.3
CFMCFM	Saskatoon Ctrl	14.7	81.8
CFWDFM	Saskatoon Ctrl	7.7	33.3
CJDJFM	Saskatoon Ctrl	7.3	39.6
CJMCFM	Saskatoon Ctrl	8.6	34.3
CJWW	Saskatoon Ctrl	6.6	17.2
CKBLFM	Saskatoon Ctrl	6.6	30.4
CKOM	Saskatoon Ctrl	13.5	44.8

## TERMS

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# TOP-LINE RADIO STATISTICS



## Victoria CTRL

Source: Numeris

Release: Radio Diary Spring 2021

Demographic: A12+

Area: 9119 (Victoria Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2021			
Universe: 383,200			
Station	Market	Share %	Ctrl Reach (000)
CBCVFM	Victoria Ctrl	21.7	87.3
CFAX	Victoria Ctrl	9.8	51.6
CHBEFM	Victoria Ctrl	5.6	43.4
CHTTFM	Victoria Ctrl	3.8	30.8
CIOCFM	Victoria Ctrl	8.4	52.4
CJZNFM	Victoria Ctrl	5.3	40.8
CKKQFM	Victoria Ctrl	14.1	69.8

## 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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# TOP-LINE RADIO STATISTICS



## Kelowna CTRL

Source: Numeris

Release: Radio Diary Spring 2021

Demographic: A12+

Area: 9230 (Kelowna Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2021			
Universe: 196,960			
Station	Market	Share %	Ctrl Reach (000)
CBTKFM	Kelowna Ctrl	23.2	44.3
CHSUFM	Kelowna Ctrl	7.3	36.3
CIGVFM*	Kelowna/Penticton	10.5	29.5
CILKF+	Kelowna Ctrl	6.7	22.5
CKFR	Kelowna Ctrl	7.1	22.0
CKKOFM	Kelowna Ctrl	6.6	18.8
CKLZFM	Kelowna Ctrl	8.6	19.1
CKQQFM	Kelowna Ctrl	9.3	30.3

\*Spill Station

## TERMS

**Central (Ctrl) Market Area** - A Numeris 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

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