

TOP-LINE RADIO STATISTICS



Hamilton CTRL

Source: Numeris (BBM Canada)

Survey Period: Radio Diary Survey March 2-April 26, 2015

Demographic: A12+

Area: 5269 (Hamilton Ctrl)

Daypart: Monday-Sunday 5am-1am

Spring 2015			
Universe: 675,300			
Station	Market	Share %	Ctrl Reach (000)
CHAM	Hamilton Ctrl	0.9	22.3
CHKXFM	Hamilton Ctrl	8.0	87.7
CHML	Hamilton Ctrl	5.7	69.7
CHTZFM*	Hamilton Ctrl/St.Cath. Ctrl	1.7	38.1
CINGFM	Hamilton Ctrl	2.9	51.5
CJXYFM	Hamilton Ctrl	5.0	66.6
CKLHFM	Hamilton Ctrl	10.6	111.3
CKOC	Hamilton Ctrl	2.9	37.4

*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 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.