

*See summary charts below* A brief overview of share figures from the Survey One 2009  
BBM courtesy of David Bray of Hennessy & Bray Communications...

# Toronto

## % Share of Hours Tuned

(Mon.-Sun, 5a-1a)

Source: BBM S1 2009

Station	A12+ Survey 1 '09	A12+ Survey 4 '08	W25-54 Survey 1 '09	W25-54 Survey 4 '08	M25-54 Survey 1 '09	M25-54 Survey 4 '08
CBC Radio Two	2.0	1.9	1.6	1.5	.8	1.2
CBC Radio One	8.9	9.4	8.2	8.9	7.2	7.6
AM 640 Toronto	1.8	1.8	1.0	.9	3.2	2.3
Classical 96.3 FM	5.3	5.0	2.5	2.2	1.8	2.1
102.1 The Edge	3.6	3.5	2.5	2.4	6.1	6.4
News Talk 1010 CFRB	5.1	5.3	1.7	3.0	2.8	2.8
680 News	6.5	5.4	6.1	5.0	8.3	6.4
Flow 93.5	2.6	2.8	2.2	3.9	2.4	2.5
AM 740 Prime Time Radio	3.3	3.3	.4	.2	.3	.3
98.1 CHFI-FM	10.0	8.4	11.7	10.6	6.0	4.4
1050 CHUM	.7	1.2	.6	.9	.5	.5
104.5 CHUM-FM	8.8	8.8	16.0	15.0	7.3	8.4
Z103.5	4.5	4.7	5.8	4.7	4.6	4.7
Q107	6.6	7.3	7.0	7.3	12.6	14.9
New Country 95.3	1.3	1.1	1.3	1.7	1.6	.8
92.5 Jack-FM	2.0	2.3	2.6	2.5	4.0	4.5
The FAN 590	2.0	2.5	.2	.5	4.7	5.1
97.3 EZ Rock	5.5	4.7	9.5	8.4	4.2	3.5
Jazz FM 91	1.9	2.2	.9	1.1	1.3	2.3
88.5 The Jewel	1.5	1.5	.3	.5	.7	.3
Virgin Radio 99.9	4.3	4.1	6.6	6.2	4.4	3.7

# Vancouver

## % Share of Hours Tuned

(Mon.-Sun, 5a-1a)

Source: BBM S1 2009

Station	A12+ Survey 1 '09	A12+ Survey 4 '08	W25-54 Survey 1 '09	W25-54 Survey 4 '08	M25-54 Survey 1 '09	M25-54 Survey 4 '08
CBC Radio One	11.0	9.9	10.9	8.3	8.9	7.4
CBC Radio Two	5.6	5.3	3.5	3.2	4.3	2.8
The Beat 94.5	7.5	7.0	8.6	8.5	5.4	5.0
Rock 101	5.3	6.2	3.8	4.3	10.0	12.6
99.3 The Fox	3.8	3.9	2.1	3.8	7.4	6.4
TALK 1410	1.6	1.5	1.5	1.8	1.3	1.5
AM 730 Traffic	.7	.6	.4	.7	1.1	.8
103.5 QM FM	8.8	7.6	11.1	12.9	8.3	5.3
AM650	3.3	1.1	1.5	.7	1.3	.9
JR FM	5.3	5.4	7.9	6.5	3.4	5.0
FM 104.9	3.9	3.6	4.6	4.3	3.2	2.1
96.9 Jack FM	6.1	6.3	9.5	8.3	8.6	10.7
CKNW	10.1	12.4	2.8	3.7	5.2	9.8
100.5 The Peak	1.0		1.6		.8	
The Team 1040	4.0	3.4	1.3	.6	8.5	7.7
News 1130	5.6	5.4	6.3	4.4	5.5	6.5
Virgin Radio 95.3	4.6	4.8	9.1	10.9	4.3	2.6
Praise 106.5	1.4	1.9	2.6	3.1	1.1	1.6

# Calgary

## % Share of Hours Tuned

(Mon.-Sun, 5a-1a)

Source: BBM S1 2009

Station	A12+ Survey 1 '09	A12+ Survey '08	W25-54 Survey 1 '09	W25-54 Survey 4 '08	M25-54 Survey 1 '09	M25-54 Survey 4 '08
CBC Radio One	10.8	10.8	6.1	8.4	8.0	8.1
CBC Radio Two	3.2	2.8	3.3	1.8	2.0	1.2
The Fan 960	3.2	2.8	1.0	.7	7.2	5.0
X92.9	3.7	4.7	2.8	3.7	4.8	9.4
660 News	3.0	2.7	2.9	2.0	3.1	3.1
Q107	3.3	3.5	1.4	3.3	6.2	5.0
Fuel 90.3	1.8	1.9	2.0	2.5	3.3	2.8
XL 103	5.5	5.1	6.8	6.5	5.1	5.8
Lite 96	8.2	7.1	13.1	11.0	4.8	3.2
QR 77	9.1	10.0	3.5	4.2	7.5	10.8
Vibe 985	9.1	7.5	11.8	8.7	6.6	4.8
The New 97.7	3.3	3.4	5.5	6.3	2.3	2.5
CJ 92	5.9	6.5	5.1	4.8	11.4	11.6
Energy 101.5	3.9	2.6	7.2	4.5	2.5	1.4
96.9 Jack FM	5.7	5.1	7.0	8.5	8.3	6.7
Classic Country AM1060	2.0	3.0	.5	.8	.6	1.0
Country 105	7.6	8.8	9.0	9.6	5.3	6.0

# Edmonton

## % Share of Hours Tuned

(Mon.-Sun, 5a-1a)

Source: BBM S1 2009

Station	A12+ Survey 1 '09	A12+ Survey 4 '08	W25-54 Survey 1 '09	W25-54 Survey 4 '08	M25-54 Survey 1 '09	M25-54 Survey 4 '08
CBC Radio One	9.2	7.1	7.7	5.8	8.3	5.7
CBC Radio Two	2.7	2.3	2.3	.9	1.4	1.5
The Bear	6.8	9.6	7.6	5.0	10.6	19.1
790 CFCW	6.9	6.6	1.8	2.2	1.4	.4
EZ Rock 104.9	8.5	7.8	12.3	11.5	5.3	3.5
Team 1260	1.2	1.5	.2	.2	2.9	3.8
The Bounce	8.9	9.2	11.5	10.9	8.1	6.7
Sonic 102.9	4.6	4.8	3.3	4.9	6.6	6.2
630 CHED	13.3	11.4	5.0	5.0	12.5	10.5
Magic 99	2.9	1.7	3.1	2.2	2.7	1.0
iNews 880	1.1	1.0	.6	.6	1.1	.7
97.3 K-Rock	4.2	4.4	2.8	4.4	8.6	8.3
CISN Country 103.9 & 104	8.8	10.6	17.0	15.2	5.2	8.7
92.5 Joe-FM	5.1	6.1	9.0	13.2	6.4	6.6
96.3 Capital FM	4.8	6.4	6.4	9.5	5.0	5.8
CKUA	3.1	3.0	2.1	2.1	3.6	3.6