



Policy Regarding the Broadcast of Hits by FM Radio Stations

Call for Comments

Submission to the CRTC

By the Canadian Association of Broadcasters

Broadcasting Public Notice CRTC 2008-1
March 4, 2008

A Submission to the
Canadian Radio-television and
Telecommunications Commission
With respect to

Broadcasting Public Notice CRTC 2008-1 –

***Policy Regarding the Broadcast of Hits
by FM Radio Stations***

Prepared by



March 4, 2008



Canadian
Association of
Broadcasters

L'Association
canadienne des
radiodiffuseurs

March 4, 2008

Via Epass

Mr. Robert A. Morin
Secretary General
Canadian Radio-television and
Telecommunications Commission
Ottawa, Ontario
K1A 0N2

Dear Mr. Morin:

**Re: Broadcasting Public Notice CRTC 2008-1:
*Notice of Consultation - Call for comments on the policy regarding
the broadcast of hits by FM radio stations***

The Canadian Association of Broadcasters (CAB) Canadian Association of Broadcasters (CAB) is the national voice of Canada's private broadcasters, representing the vast majority of Canadian programming services, including private radio and television stations, networks, specialty, pay and pay-per-view services. The goal of the CAB is to represent and advance the interests of Canada's private broadcasters in the social, cultural and economic fabric of the country. The CAB is pleased to offer the enclosed comments to the Commission on the above-noted Public Notice.

Please note that the first section of this submission dealing with issues related to the policy that applies to English-language radio stations is in English, and a section dealing with regulation that applies to French-language radio stations operated in bilingual markets is in French. A complete English version of this submission will be provided within the next few days.

Sincerely,

*****Original signed by Pierre-Louis Smith*****

Pierre-Louis Smith
Vice-President, Policy & Chief Regulatory Officer

1. In Broadcasting Public Notice 2008-1, issued on 4 January 2008, entitled Call for comments on the policy regarding the broadcast of hits by FM radio stations, the Commission is asking for public comments on the issue of eliminating the Commission's policy with respect to the broadcast of hits on commercial radio as set out in Public Notice 1997-42. The existing policy requires that English-language FM commercial radio stations ensure that no more than 50 % of all musical selections aired during each broadcast week are hits.
2. For English-language commercial FM radio stations, other than those serving Montréal and Ottawa-Gatineau, a hit is defined as any musical selection that reached one of the Top 40 positions in the charts used by the Commission to determine hits on or before December 31, 1980.
3. For English-language commercial FM radio stations in Montréal and Ottawa-Gatineau, as well as for campus stations, a hit is defined as any musical selection that has reached one of the Top 40 positions in the charts used by the Commission to determine hits at any time.

FM stations' requirement on hits destined to protect AM Oldies/Gold AM format stations:

4. The Commission adopted a less restrictive definition of a hit for commercial radio FM stations located outside of the Montréal and Ottawa-Gatineau markets i.e. bilingual markets) in order to permit the development of the "Contemporary Hit Radio" or "Top 40" formats on FM and to protect the "Oldies" AM format from direct competition by FM stations.
5. At the time of the last review of the policy in 1997, some broadcasters had indicated that the "Oldies" music format was one of the music formats that was most suited to the lower-fidelity AM band and, which might be able to survive on AM provided it would not be direct competition with FM stations.
6. Public Notice CRTC 2008-1 raises three (3) questions related to the current hit policy for English-language FM radio stations, except those operating in bilingual markets:
 - i. The policy on the use of hits applicable to all commercial FM stations except those in the Montréal and Ottawa-Gatineau markets is designed to protect Oldies AM stations from direct competition from Oldies FM stations. In today's broadcasting environment, would the removal of this rule have a significant negative effect on Oldies AM stations?
 - ii. Many participants in the Commission's 2006 review of radio policies advocated an increase in the exposure, by commercial radio stations, of music by emerging Canadian artists. The Commission has begun to discuss the airplay of such artists with applicants at public hearings. Given this concern, is it appropriate to make the Oldies format available to FM stations, given that it entails no exposure of emerging Canadian artists?

- iii. Many AM Oldies stations have obtained amendments to their licences that permit the broadcast of a minimum level of 30% Canadian musical selections instead of the 35% minimum level required of most stations by regulation. During the 2006 review of radio policies, many parties suggested increases in the regulated level of Canadian musical selections beyond 35%. In light of this concern, should FM stations have the flexibility to adopt the Oldies format, given that it entails the broadcast of a lower level of Canadian musical selections?

CAB's Response to question 1: In today's broadcasting environment, would the removal of the hit policy for FM English-language stations other than those operating in bilingual markets have a significant negative effect on Oldies AM stations?

7. The CAB welcomes the CRTC initiative to review the current hit policy for English-language FM stations other than those operating in bilingual markets.
8. The CAB is of the view that the current rule regarding the broadcasting of hits that applies to English-language FM radio stations outside of the bilingual markets has become irrelevant in today's broadcast environment in which licensed conventional radio competes more and more with less regulated or unregulated platforms that deliver music to a mass audience or niche audiences. The simple fact that Oldies AM stations' combined PBIT margin has deteriorated over the 1996-2006 period from -14 % to -21 % clearly demonstrates that this rule has not provided the kind of protection anticipated at the time of the last Hit policy review in 1997.
9. It is also clear that the removal of the policy would not help the financial situation of the remaining AM stations. That said, the CAB is of the view that the main problem facing the remaining AM stations lies elsewhere. More specifically, the CAB notes that the majority of the remaining AM stations are operated in major or large urban centres such as Toronto, Vancouver, Edmonton, Winnipeg and Ottawa. These cities are growing at a rapid pace. As a result, factors such as high density structures and electric light rail systems increase interference that affects the quality of all AM signals in those markets. This situation further erodes the already poor quality of AM signals in those markets. In turn, AM radio listeners are deprived of legacy stations and this reduces the diversity of voices in the radio marketplace.
10. The CAB strongly believes that unless a permanent solution is found to address these technical problems they will depress audience levels and in turn impact the AM sector's financial performance, creating an uncertain future and very possibly spelling the end of long established "legacy" radio stations. We believe that if such a situation occurs, it would be a significant loss for the Canadian broadcasting system.
11. The CAB recommends that, as a general rule, private broadcasters be given the same opportunity as the CBC receives regarding CRTC approval for FM nesting. The CAB believes that nesting FM applications by private broadcasters, AM licensees should not be denied because it would provide a licensee with a third FM licence in a language in a market. The CAB considers that nesting FM transmitters' only purpose is to provide better coverage, within the main contour of an AM station, and should therefore not be perceived as a new FM station which would trigger the Commission's radio MLO Policy.

12. Further, the CAB believes that approval of FM nesting applications submitted by private radio licensees represents a good use of the FM spectrum, since it enables AM legacy stations that have served their communities well for many decades - in some cases for more than 40 years, and up to 80 years – to continue operating. Given the important public service role these stations play in their communities, and in order to avoid disenfranchising these AM listeners, the CAB considers that approval of FM nesting for private radio serves the public interest.

CAB's Response to question 2: Is it appropriate to make the Oldies format available to FM stations, given that it entails no exposure of emerging Canadian artists?

13. The CAB respectfully submits that the fact that an Oldies FM station would or would not provide exposure to emerging Canadian artists should not in any way come into play in establishing the appropriateness of licensing an Oldies FM station. There have been examples in the past, and there will be examples in the future of Oldies radio stations that have exposed emerging artists such as Michael Bublé and Diana Krall. The CAB notes however that, for many FM radio formats, such as the Classic Rock or Oldies formats, it is generally inappropriate to play music by emerging Canadian artists. But newer artists are well-suited for others such as Modern rock or Urban music formats.
14. Thus, the CAB believes that the exposure of music by emerging Canadian artists should be measured market wide or system wide, rather than be measured on each station licensed in any given market. Accordingly, the CAB considers that market (listener) demand, diversity of music format offering, and impact of the proposed station on incumbents should guide the Commission in assessing the appropriateness of licensing an Oldies FM station in any given market.

CAB's Response to question 3: Should FM stations have the flexibility to adopt the Oldies format, given that it entails the broadcast of a lower level (30%) of Canadian musical selections?

15. In CAB's view the Commission's decision to allow AM Oldies stations to apply for, and be granted, a lower level of Canadian musical selections of 30 % than the current requirement for other FM music stations of 35%, was based on the nature of the music format, and the limited and finite supply of Canadian musical selections released before 1981, and not based on frequency band used by the Oldies radio stations.
16. To this end, the CAB notes that the Commission has licensed Oldies FM stations in the French market, notably stations part of the FM radio network Boom FM, which all have a lower level of Canadian musical selections than other FM French-language music formats operating in the French market, provided that 90% of their musical selections are drawn from music released prior to 1981. Accordingly, the CAB believes that the Commission should not prevent authorization of FM Oldies stations based on the possibility that they could request the same flexibility as their counterparts in the French market to broadcast a lower level of Canadian musical selections provided that 90% of their musical selections are drawn from music released prior to January 1, 1981. In CAB's view the same flexibility that has been provided to French-language FM Oldies stations should also be granted to English-language FM Oldies stations, since they would be faced with the same limitation in the supply of Canadian musical selections released prior to 1981.

Requirement on hits for FM stations located in bilingual markets:

17. The Commission maintained the use of a stringent definition of a hit to be used by English-language FM commercial stations located in Montréal and Ottawa-Gatineau markets in order to protect French-language commercial FM popular music stations operating in those markets. The Commission's decision at the time was based on the fact that French-language broadcasters in these bilingual markets, bound by the continuing requirement to play a minimum level of 65 % of all musical selection in French, could be severely disadvantaged when attempting to retain a high level of tuning by francophone listeners.
18. BPN CRTC 2008-1 raises the following questions with respect to the policy on the use of hits as it applies to commercial English-language FM radio stations serving Montréal and Ottawa-Gatineau:
 - i. Is this policy effective in contributing to the attainment of the objectives of the *Broadcasting Act* related to linguistic duality?
 - ii. If yes, are there aspects that should be adjusted?

CAB's Response

19. The CAB notes that in their report to the Commission released on 12 September, 2007, Dunbar-Leblanc stated that, "*The Commission might consider that if it gives more latitude to French-language commercial FM with respect to the minimum levels of French-language vocal music they are required to broadcast, perhaps this hits Policy for markets of Ottawa and Montreal might no longer be required.*"
20. Dunbar-Leblanc further stated that, "*As the Commission noted in its Commercial Radio Policy 2006, the new digital audio technologies, such as MP3 players, iPods, satellite radio and Internet music services, allow young people to access the music they want to listen to from many diverse sources, when they want to listen.*" This state of fact leads them to conclude that: "*It is principally for the reason (to protect the French-language commercial radio broadcasters) that the Commission continues to apply its hits policy to English-language broadcasters in Montreal and Ottawa. This has been the regulator's attempt to "level the playing field". We question, however, whether this excessively regulatory approach is still necessary, or is consistent with the principles of Smart Regulation*" (emphasis added).
21. The CAB is of the view that the current policy on the use of Hits by English-language FM commercial radio stations operating in bilingual markets has not been effective in contributing to the attainment of the objectives of the *Broadcasting Act* related to linguistic duality, since it has not diminished nor stopped the transfer of francophone listening hours from French-language commercial popular music stations to English-language commercial popular music stations in bilingual markets. In fact, this phenomenon is only increasing in both bilingual markets. Given this, the CAB believes that this micro-regulatory approach no longer serves the purpose it was designed to accomplish and should therefore be eliminated.
22. Rather, as recommended by the Dunbar-Leblanc report, the CAB believes that the right regulatory measure to adopt in support of the attainment of the objectives of the *Broadcasting Act* related to linguistic duality should be to recalibrate the level of the French vocal music requirement for French-language commercial popular music radio stations operating in bilingual markets, concurrently with

the removal of the limitation on the use of hits applicable to commercial English-language FM radio stations serving Montréal and Ottawa-Gatineau.

23. Further, the CAB agrees with the Commission's conclusion, as noted in BPN 2008-1, that *"other new technologies have provided consumers with alternative means of obtaining the music they wish to hear, a process that inevitably will continue."* In support of this affirmation that stresses the irrevocable reality of two parallel systems competing with each other - one regulated (conventional radio), the other, unregulated (e.g, Internet radio) - the CAB notes that according to JP Morgan's Internet Radio Scorecard for November 2007, quoted in a recent *Billboard* article, the pure-play Internet radio sites had 41 million unique visitors in June 2006, grabbing a 65% Internet radio traffic share, while terrestrial Internet radio sites attracted the remaining 35% market share.
24. Further, Bridge Ratings, a consultancy firm based in California, has estimated that, in 2007, tuning to Internet radio, especially Internet Radio pure-play services, attracted 15% of conventional radio listenership, thus impacting on the financial performance of the conventional radio sector in the U.S. This clearly indicates new listening trends and consumer habits in how the public accesses music. There is no reason why things should be different in Canada. Indeed, given Canadian music content requirements, we have every reason to believe that the attractiveness of alternative music delivery platforms will be greater here than in the U.S.
25. In light of this, it makes no sense both from a listener standpoint nor from a programmer standpoint, that commercial radio stations should be required to remove from their playlists a new single by Coldplay or Radiohead a week or even days after starting to play them just because they need to meet a regulatory requirement. Continuing the application of such a restrictive policy would only entice listeners in bilingual markets to migrate to alternative, unregulated platforms. Thus, the CAB recommends that the Commission eliminate the current hit policy as it relates to English-language commercial FM stations operating in bilingual markets.
26. However, the CAB strongly believes that the removal of the hit policy in bilingual markets without, at the same time, a favorable CRTC decision to recalibrate the level of the French vocal music requirement will only exacerbate the move of francophones away from the French-language commercial popular music stations. Therefore, the CAB urges the Commission to follow the Dunbar-Leblanc report recommendation 10(g)-3 which recommends that the Commission reconsider all of the marketplace and broadcasting policy implications of both its hits policy and the continued application, in the markets of Montreal and Ottawa-Gatineau, of its 65/55 French-language vocal music policy.
27. To this end, the CAB recommends that the Commission relieve, by condition-of-licence, commercial French-language popular music stations located in Montréal or Ottawa-Gatineau markets from having to meet the Radio Regulations' 65/55 French-language vocal music requirement, and instead be governed by a condition-of-licence that lowers the level of French-language vocal music selection to 50 % in a broadcast week (including from 6:00 am to 6:00 pm from Monday through Friday).

French-language broadcasting sector – Bilingual markets – CAB intervention regarding CRTC 2008-1, Call for comments – Review of the policy regarding the broadcast of hits

28. The Commission's policy, as reflected in section 2.2 of the Radio Regulations, stipulates that French-language radio stations (AM and FM) must devote at least 65% of their Category 2 vocal music selections (popular music) to musical selections in the French language in a broadcast week. In addition, the Regulations stipulate that French-language stations must devote at least 55% of their musical selections broadcast between 6 a.m. and 6 p.m. Monday through Friday to French vocal music selections (FVM). This represents by far the highest linguistic or national music quota in the world.

Countries where French is spoken	Music quotas for commercial radio
Canada	65% FVM (55% during weekdays) and 35% Canadian content
France	40% FVM and 20% new French-language selections; no national music quota
Belgium	30% FVM with 4.5% French-language music produced in Belgium
Switzerland	No music quota

29. In its report, the Dunbar-Leblanc Working Group examined the issue of French vocal music (FVM) quotas. We feel it is useful to quote at length from that report:

"We understand the rationale for this policy [concerning French-language vocal music] and the regulations that implement it, and we appreciate that this 65/55 rule was thoroughly reviewed in the context of the Commercial Radio Policy proceeding. However, we believe the implications of this 65/55 policy should be reviewed in the context of the highly competitive marketplace in which radio broadcasters operate today. (Emphasis added) As the Commission noted in its Commercial Radio Policy 2006, the new digital audio technologies, such as MP3 players, iPods, satellite radio and Internet music services, allow young people to access the music they want to listen to from many diverse sources, when they want to listen.

Also, francophone radio listeners in Canada have always demonstrated a strong interest in popular English-language music. In that respect the commercial radio marketplace is very different than the television marketplace, where francophone viewers have always shown a strong preference for programming in their own language. (Emphasis added)

Therefore it is understandable that francophone broadcasters, particularly those in bilingual markets such as Ottawa and Montreal, complain that the '65/55' French-language vocal music rule puts them at a competitive disadvantage with English-language stations in the same market.

As noted above, it is principally for that reason that the Commission continues to apply its hits policy to English-language broadcasters in Montreal and Ottawa. This has been the regulator's attempt to 'level the playing field'. We question, however, whether this excessive regulatory approach is still necessary, or is consistent with the principles of Smart Regulation." (Emphasis added)

30. As noted above in this submission, the analysis performed by the authors of the report led them to recommend that *“the Commission reconsider all of the marketplace and broadcasting policy implications of both its hits policy and the continued application, in the markets of Montreal and Ottawa, of its 65/55 French-language vocal music policy.”* (Emphasis added)
31. **The CAB shares the analysis and recommendations of the Dunbar-Leblanc Report with respect to the relevancy of reviewing the hits policy in bilingual markets and the application of the 65/55 rule on French-language vocal music governing broadcasters of popular French-language music in those markets.**
32. However, the CAB deplores the fact that the Commission did not deem it appropriate to explicitly include the review of FVM quotas in either the background information or the questions it raises in its call for comments in BPN CRTC 2008-1. The CAB feels there is no doubt that the relevancy of maintaining or not maintaining the hits policy in bilingual markets can only be considered when paired with a sound and complete analysis of the relevancy of maintaining the current 65/55 rule governing French-language broadcasters in those markets. There cannot be one without the other.
33. That being said, the CAB is firmly of the opinion that if the Commission should opt to eliminate the hits policy without also rebalancing the FVM quota for French-language stations operating in bilingual markets accordingly, it would commit a public policy error that would have major consequences for the development of private French-language commercial radio and its ability to contribute fully and effectively to the growth of the Canadian broadcasting system.

A brief history

34. It is appropriate to briefly recall the history of how the French-language vocal music quota applying to French-language commercial stations came into effect. The Commission began setting French-language vocal music quotas in the early 70s. It must be thoroughly emphasized that this policy was not originally the subject of a public consultation. The quotas were established arbitrarily without the benefit of analysis or measurable parameters, such as the supply of French songs marketed on the Canadian market or the demand of the francophone audience with respect to French-language music.
35. The Commission’s new policy on FVM quotas was originally made known, in 1972, via a letter from the then Chairman of the CRTC, Pierre Juneau, to the President of the Association canadienne des radiodiffuseurs et télédiffuseurs francophones (ACRTF). That policy initially set an FVM quota of 75% applicable only to French-language stations outside the bilingual markets (Montreal and Ottawa-Hull).
36. A year later in 1973, the Chairman of the Commission once again sent a letter to the President of the ACRTF informing French-language broadcasters that French-language stations in bilingual markets would henceforth be required to meet an FVM quota of 65%, while an FVM quota of 75% would continue to apply to the other French-language stations. A few years later, the quota was re-established to the quota currently in effect, i.e. 65%, for all French-language radio stations.
37. When the Commission set the first FVM quotas, music listeners, like television viewers, had rather passive consumer habits and a relatively limited choice. French television viewers could choose among three French-language services, namely Radio-Canada, Télé-Métropole and Télé-Québec. For their part, French listeners of pre-recorded music had only two choices – purchase records they could listen to on their “stereo system” or listen to the radio. While they could choose among

several French-language radio stations, they readily accepted that each station give them the same high percentage of FVM since their only other choice was – in the case of the bilingual markets – to listen to local English-language stations.

38. During the '70s, the greater part of French-language vocal music broadcast by commercial radio came from Europe. This supply was augmented by French-language vocal music from Quebec, a sector in full creative swing at the time albeit lacking the support of a local industry structure. Broadcasters could therefore draw on a dynamic supply of both Quebec and European French-language vocal music that was very popular with their audience and that made it possible to meet the FVM quota. No one could have predicted that thirty years after the first FVM quotas came into effect, the popularity of French-language songs from Europe would decline to the extent that today it accounts for only 20% of French-language vocal music selections broadcast on Canadian French-language radio on average, and only 10% for certain formats.
39. In the early '80s, the majors, who were mainly responsible for marketing and promoting francophone artists from Canada in the '70s, made a massive exit from this sector, retaining only the artists who had, in their view, a commercial potential that clearly went beyond the Canadian French-language market. As the French-language music production industry in Quebec was far less structured at the time, the annual production volume of records by francophone Canadian artists dropped significantly during the first half of the 1980s. In fact, Statistics Canada data show that in 1977 and 1978, an average of 141 Canadian French language albums were marketed per year. That number was to decline to an average of 83 albums per year from 1979 to 1983.
40. Recognising the drop in the availability of French-language recordings that occurred between 1977 and 1983, the Commission agreed to a two-year reduction of the FVM quota from 65% to 55% as of 1986 for French-language AM stations. In addition, although the regulatory requirement of 65% FVM remained in effect for French-language FM stations, the Commission indicated its willingness to study the merits of the requests to reduce the FVM level for FM stations. Following this new policy, approximately 10 FM stations, mostly of the Rock and dance variety, would see their FVM quota reduced to 55%, including CKOI-FM (Montreal) as of 1983, CKMF-FM (Montreal) or CKTF-FM (Gatineau), and to 60% in the case of CJMF-FM (Quebec City) as of 1983, CHIK-FM (Quebec City) or CHOI-FM (Quebec City).
41. Despite this reduction of the FVM quota that remained in effect until 1990, the Quebec music industry experienced significant growth in the second half of the 1980s. According to Statistics Canada, the number of new Canadian French-language albums rose to 136 per year on average from 1988 to 1990.
42. At the same time as this rise in production volume was taking place, record sales, i.e. the commercial success of albums, also experienced significant growth during the second half of the 1980s. The market share of Quebec records as a percentage of total record sales in Quebec went from 10% in 1985 to 23% in 1988 and to 26% in 1992.¹
43. This growth, essentially attributable to the Quebec independent production sector, has held since then. In fact, the independent Canadian record production and distribution sector currently controls almost all of the francophone record market in Canada. It should be noted, for comparative purposes, that the majors capture 97% of the francophone record market in France.

¹ Source: *L'industrie du disque au Québec, Portrait économique*, Marc Ménard, October 1998, page 54.

44. This outcome – probably the only one of its kind in the world – is the result of cooperation over many years, sometimes stormy, but fruitful more often than not, between the French-language radio industry, the recording industry and our French-language artists. This success is also attributable to the emergence and the constant reinforcement of the Quebec star system. It shows above all that when francophone audiences choose to listen to French-language music, they show a definite preference for Canadian French-language songs. In that sense, the reason that French-language radio puts such emphasis on Canadian French-language songs, as opposed to French-language products from Europe, is because stations need to meet the expectations of the francophone public.
45. However, francophone audiences do not listen exclusively to French-language vocal music. According to a 2005 Decima Research survey commissioned by Canadian Heritage, Quebec audiences spend an average of 36% of their listening time on French-language vocal music and 45% on English-language songs. The remainder (19%) is devoted to instrumental music and third-language vocal music.
46. Therefore, as the Dunbar-Leblanc Report points out, despite the extraordinary vitality of the French-language music industry in Quebec, despite an effective star system and despite the fact that French-language broadcasters have been airing more than 65% FVM for almost 20 years, francophone audiences continue to favour English-language popular music over French, and this has a direct impact on the phenomenon of audience shifting that we address later in this submission.
47. As the Dunbar-Leblanc Report also points out, given the enduring popularity of English-language songs among francophones, French-language music radio in bilingual markets obtains a francophone audience share that is much lower than that of the other French-language broadcasting media, as shown in the table below :

Total audience share for French-language television (Quebec, 2 + francophone population, 2007)	95%
Total audience share of French-language spoken content radio (Montreal, 12 + francophone population, 2007) ²	98%
Total audience share of popular music radio captured by French-language popular music radio (Montreal, 12 + francophone population, 2007) ³	78%

48. The considerable, 20-point gap between French popular music radio and predominantly French-language spoken content radio has continuously increased over the years and has brought with it an audience shift that is specific to French-language popular music radio. For example, while Category 2 English-language music radio in Montreal ⁴ captured 16% of francophone listening time devoted to popular music radio in 2001, it captured 22% in 2007. This represents a 37% increase in seven years. That's a big jump. In addition, listening by francophone audiences represented more than half (on

² Includes listening to public and private stations with predominantly spoken word content.

³ With respect to French-language popular music stations in the Montreal market, also known as Category 2 music stations, we are referring to the following stations: CFGL-FM (Rythme FM), CKMF-FM (Énergie), CKOI-FM and CITÉ-FM (Rock D  tente) as well as COOL FM until the Spring of 2004. That station switched its format to predominantly spoken word in the Fall of 2004. Our references to French-language music stations in Montreal also include the following Category 3 music stations: CJPX-FM (Radio-Classique), CKLX-FM (Couleur Jazz) and CBFX-FM (Espace Musique).

⁴ English language Category 2 music stations or popular music stations in Montreal include: CHOM-FM, CJFM-FM (Mix 96) and CFQR-FM. Our references to English-language music stations in Montreal also include CBME-FM (CBC-Radio Two).

average 55%) of total listening to English-language music stations in Montreal each year from 2001 to 2007.

49. Why is this phenomenon of francophone audience shifting from French-language radio to English-language music radio so pronounced, as opposed to what is taking place with respect to television or spoken word radio? The answer is obvious: it is simply impossible to translate the latest album by U2, Coldplay or The Rolling Stones.
50. It must be concluded that the very high FVM quota that applies overall to French-language Category 2 music stations, even in bilingual markets, significantly limits the volume of English-language selections (Canadian and foreign) that French-language radio can offer in order to cater to the taste of francophone audiences. There is absolutely no doubt that this quota curbs broadcasters' ability to retain, and even more to bring back, francophone listeners who are migrating to English-language radio or quite simply abandoning radio in favour of consuming music on unregulated or minimally regulated platforms.

Supply of French-language products and its impact on the diversity of music formats

51. A good way of illustrating the problem facing French-language popular music commercial radio stations is to analyze the supply of French-language songs. Since the FVM quotas came into effect in the early 70s, French-language broadcasters have had to draw from a pool of works that is distinctly smaller and less diversified than that of their English-language counterparts.
52. Statistics Canada has been collating data since 1977 on the development of the music industry in Canada. At no time during the period 1977-2003, did new Canadian and foreign recordings represent more than 10% of the volume of popular English-language music. Unfortunately, Statistics Canada has changed its methodology and databases since that time. In its last report entitled *Sound Recording Survey*, published in December 2007 and containing data on the volume of sound recordings marketed in Canada in 2005, the Agency notes that the data collated by language and origin of the artists cannot be compared to the data published in its previous Surveys. The data indicated below illustrate the tendency recorded between 1998 and 2003:

Number of new French-language CDs

Artists	1998	2000	2003	Average for 98-03
Canadian	159	189	205	184
Foreign	125	144	107	125
Total	284	333	312	310

Number of new English-language CDs

Artists	1998	2000	2003	Average for 98-03
Canadian	452	457	429	446
Foreign	3,950	4,093	3,698	3,914
Total	4,402	4,550	4,127	4,360

53. It is apparent that the pool of French-language music consists of at most a few hundred albums each year. It should be added that the total number of albums containing French lyrics to which the

Statistics Canada data refer encompasses all types of music – operas and operettas, traditional and folk, blues and jazz, religious music and gospel, swing and bebop, world music and children’s albums, as well as the various elements of Category 2 music which includes all types of rock music (namely light rock, heavy rock, heavy metal, modern rock, alternative rock, jazz rock, folk rock and blues rock), country & western, traditional country, new country and other country genres, popular music, rock & roll, soul, dance music, techno, rap, hip-hop, urban and rhythm & blues and also the Top 40 in the following categories: AC (Adult Contemporary, Hot AC, Adult Pop, AOR (rock-type album), CHR (Contemporary Hits Radio), Alternative, Modern, Adult Alternative, Active Rock, Dance, R&B, Urban and Techno.

54. In spite of this very limited supply of content by format, French-language radio stations are expected to ensure that 65% of the overall vocal music they broadcast each week is in French, regardless of their music format.
55. Moreover, as we indicated earlier, commercial French-language popular music radio stations broadcast French-language Canadian songs on a wide basis. In fact, almost all Canadian works broadcast by French-language stations are in the French language. So much so, that analyses published by the CRTC in connection with the radio policy review show that the level of Canadian music broadcast by commercial French-language popular music radio stations is almost 55% higher than the regulatory requirement (35% Canadian music), and 45% higher than the average amount of Canadian music offered by English-language popular music stations. Yet, as the table below shows, Canadian French-language production represents at best only a third of the total annual volume of new sound recordings in Canada’s official languages:

Ratio of new Canadian French-language albums to new Canadian English-language albums

Canadian artists	1998	2000	2003	Average for 98-03
French-language	159 (26%)	189 (29%)	205 (32%)	184 (29%)
English-language	452 (74%)	457 (71%)	429 (68%)	446 (71%)
Total French-language and English-language recordings	611 (100%)	646 (100%)	634 (100%)	630 (100%)

56. In total, new Canadian French-language recordings of every music genre represent at most 5% of the entire annual production of English-language sound recordings commercially distributed in Canada, as shown in the table below:

Ratio of new French-language albums to the totality of new English-language albums

Artists	1998	2000	2003	Average 98-03
Canadian French- language	159 (3.5%)	189 (4.2%)	205 (5.0%)	184 (4.2%)
Foreign French- language	125 (2.8%)	144 (3.2%)	107 (2.6%)	125 (2.9%)
Total French- language	284 (6.4%)	333 (7.3%)	312 (7.6%)	310 (7.1%)
Canadian and foreign English- language	4,402	4,550	4,127	4,360

57. Given this context, it is all the more remarkable to see that French-language broadcasters of popular music devote on average 55% of the vocal music they broadcast each week to French-language songs. By implication, and given the 65% FVM quota, they have very little space (35% of their music broadcast list) to harness a pool of several thousand new English-language sound recordings, including a growing number of albums produced by Canadian francophone artists, to give the francophone audience greater musical diversity and cater to the range of audience tastes.
58. The limited supply of new French-language recordings, combined with listeners preference for Canadian French-language music rather than the European variety and the general requirement to broadcast 65% FVM, have the effect of severely limiting the diversity of popular music formats in the francophone market. A comparison between the 2.5 million-person majority French-language market of Montreal and the minority Hispanic radio market of Houston, serving a population half the size of Montreal's (Hispanics account for 1.3 million inhabitants or 38% of Houston's total population) shows that the Hispanophone listeners in this large American city have a greater variety of popular music format choices in their language (six) than Montreal's Francophone listeners (two).

Number of commercial stations and the diversity of radio formats – Montreal francophone market compared to the Houston, Texas Hispanophone market

Montreal francophone market	Houston Hispanophone market
CKMF-FM (Pop Rock/Top 40)	KAMA-FM (Latin Adult Hits)
CKOI-FM (Pop Rock/Top 40)	KEYH-AM (Spanish Pop)
CITE-FM (Adult Pop/AC)	KFTG-FM (Spanish Religious Music)
CFGL-FM (Adult Pop/AC)	KTJM-AM/KJOJ-FM (Regional Mexican Music)
CHMP-FM (predominantly spoken word/general content)	KLTN-FM (Regional Mexican Music) ⁵
CKAC (predominantly spoken word/health/sports content)	KLAT-AM (Spanish language news/talk)
CJPX-FM (classical music)*	KLOL-FM (Latino Urban)
CKLX-FM (Jazz)*	KOVE-FM (Spanish AC)
CINF (predominantly spoken word/news content)	KLVL-AM (Spanish Christian Music)
	KNTE-FM (Tejano)
	KRTX-AM (Tejano)
	KYST-AM (Spanish news/sports)

* Specialized music formats

59. The result, according to Arbitron, is that despite the presence of close to 50 English-language stations in the Houston market, unilingual and bilingual (Spanish and English) Hispanophones devote more than 90% of their listening hours to Latino stations in that market. It should be noted that only one of the Latino music formats available on the Houston market originates from the U.S.- namely the “Tejano” music format which is a mix of Folk Rock developed by the descendants of Mexican settlers in Texas prior to the U.S. annexation of that state in 1845.
60. Contrary to the Houston situation, the low availability of French-language albums of every type of Category 2 and 3 music in the francophone Montreal market makes it virtually impossible for French-language broadcasters to air popular music formats beyond the broadest genres of Adult Pop and Pop Rock. Had it not been for the fact that the Commission decided to transfer Category 2 Jazz to Category 3, it is highly unlikely that a station like Couleur Jazz could have ever emerged given the FVM requirement for Category 2 music stations.

Impact of FVM quotas on the francophone audience shift

61. The CAB made a detailed analysis of the listening trends in the bilingual markets of Montreal and Ottawa-Gatineau with respect to this call for public comments, in order to better identify this audience shift phenomenon and guide our recommendations for regulatory measures to help French-language broadcasters to contain, and ultimately reverse, this phenomenon. Detailed and complete tables are annexed to this submission.
62. An analysis of the distribution of francophone listeners in the bilingual market of Montreal over the past five years (2003 to 2007) does not initially show a significant shift. In fact, French-language

⁵ The “Regional Mexican Music” format is defined as a mix of various music genres including the Banda, Corridos, Ranchera, Conjunto, Mariachi and Norteno styles.

radio captures 87% of francophone listeners and English-language radio captures 13% of that audience (all 12 +) each and every year.

63. A closer look, however, reveals clearly contrasting percentages. French-language stations capture almost all francophones listening to the various and growing number of stations that have predominantly spoken word content. That level even reached 98% in 2007. However, an analysis of various BBM surveys shows that the francophone audience share of French-language popular music stations is clearly lower and generally declining in favour of English-language popular music radio, as shown in the table below:

Percentage of francophone audience for Montreal French-language and English-language Category 2 music stations (popular music) (central Montreal market – 12 +) from 2003 to 2007

	2003	2004	2005	2006	2007
French-language stations	82.4%	81.0%	78.2%	81.3%	78.0%
English-language stations	17.6%	19.0%	21.8%	18.7%	22.0%

64. A gap of 20 points (representing a reduction of 25%) existed in 2007 between the francophone audience share of French-language stations having predominantly spoken word content and the francophone audience share captured by French-language popular music stations.
65. In addition, an analysis of the BBM data shows a significant reduction in the audience share of French-language popular music commercial radio for every age group over the last five years, as shown in the table below:

Percentage variation of francophone listening hours in Montreal devoted to Montreal popular music commercial radio (2003-2007)

Stations	All 12+	All 12 + bilingual	Age 12-24	Age 12-24 bilingual	Age 25-34	Age 25-34 bilingual	Age 35-54	Age 35-54 bilingual
Franco	- 21%	- 22%	- 32%	- 18%	- 31%	- 31%	-23%	- 28%
Anglo	+ 4%	+ 9%	- 12%	+ 3%	- 23%	- 29%	+ 28%	+ 39%
Total	- 17%	- 14%	- 28%	- 12%	- 30%	- 30%	- 14%	-12%

66. This phenomenon does not occur in Montreal alone, since the decline in the francophone audience share of music radio in Ottawa-Gatineau sways between 6% and 27%.
67. Three factors are the main contributors to the significant erosion of the French-language music stations' audience share, namely the appeal of new technologies, a shift in hours towards English-language music stations, and the francophone public's growing interest in French-language radio offering predominantly spoken word content.
68. First, there is no doubt that the appeal of new technologies motivates the under 34 crowd to desert music stations and to cut back on their radio listening time. In fact, total listening hours in the 12-24

demographic have declined by 19% in Montreal and 15% in Ottawa-Gatineau in the last five years. There has also been a decline of 16% in Ottawa-Gatineau and 8% in Montreal in the 25-34 age group during that same period.

Listening trends for youths aged 12 to 24 – Overall population – Listening hours (000)

	2003	2007	Percentage Variation 03-07
Montreal	7,035	5,679	- 19%
Ottawa-Gatineau	2,399	2,030	-15%

Listening trends for the 25 to 34 age group – Overall population – Listening hours (000)

	2003	2007	Percentage Variation 03-07
Montreal	10,218	9,394	- 8%
Ottawa-Gatineau	3,099	2,615	-16%

69. Secondly, it must be emphasised that there has been a major shift, from French-language music stations to English-language music stations, in listening hours by francophones over 35. Listening hours among francophones aged 35 to 54 in Montreal have dropped by 23% between 2003 and 2007, while English-language music stations gained 28% of that demographic. This phenomenon is even more apparent among bilingual francophones in this age group, with a 28% drop in listening hours for French-language popular music stations and a very significant increase of 39% in listening hours for English-language popular music stations.

Listening trends for the 35 to 54 age group in Montreal among francophone Montrealers – Popular music radio – Listening hours (000)

	2003	2007	Percentage Variation 03-07
French-language stations	11,487	8,865	- 23%
English-language stations	2,235	2,864	+ 28%

Listening trends for the 35 to 54 age group in Montreal among francophone bilingual Montrealers – Popular music radio – Listening hours (000)

	2003	2007	Percentage Variation 03-07
French-language stations	5,642	4,085	-28%
English-language stations	1,687	2,349	+ 39%

70. In Ottawa-Gatineau, listening hours among francophones aged 35 to 54 have gone down by 27% between 2003 and 2007 where French-language music stations are concerned, while English-language music stations saw a 10% increase for that group.
71. Growing bilingualism among Montreal francophones undoubtedly plays a role, and the fact that 61% of francophones in the 35 to 54 age bracket are bilingual certainly contributes to the audience shift towards English-language music stations. In addition, the very high 85% bilingualism rate among francophones in Ottawa-Gatineau goes a long way towards explaining the fact that more than 40% of francophone listening hours devoted to popular music stations have been captured by English-language stations.
72. Therefore, unless appropriate regulatory measure are taken, we should not be surprised to see the increase in bilingualism among Montreal francophones accelerate the francophone audience shift to English-language popular music stations and attain, in short order, the same proportions as those currently existing in the Ottawa-Gatineau market.
73. Lastly, the third factor behind the decline in listening hours devoted to French-language popular music stations is the growing attraction among francophones to stations with predominantly spoken word content, as shown in the table below:

Percentage variation in francophone listening hours in Montreal devoted to Montreal radio with predominantly spoken word content (2003-2007)

Stations	All 12+	All 12 + bilingual	Age 12-24	Age 12-24 bilingual	Age 25-34	Age 25-34 bilingual	Age 35-64	Age 35-64 bilingual
Franco	+ 24%	+34%	+59%	+ 98%	+59%	+ 61%	+16%	+ 25%
Anglo	- 17%	- 19%	- 54%	- 54%	- 41%	- 30%	- 38%	- 36%
Total	+ 23%	+32%	+50%	+81%	+61%	+ 63%	+ 15%	+ 22%

74. In addition, the audience segment listening to stations with predominantly spoken word content also listens to music stations. It should be emphasised, however, **that this segment largely chooses English-language music stations.**

75. In fact, where spoken word francophone stations are concerned, close to one listener in three currently also listens to English-language music stations. The latter group of stations is currently capturing 31% of the listening hours of Montreal's bilingual francophones. This proportion reaches as high as 36% among Montreal's bilingual francophones. This proportion reaches as high as 36% among Montreal bilingual francophones aged 35 to 54, while it was only 20% in 2001.
76. We have seen, moreover, that the more English-language stations devote airtime to music, the greater their power to attract francophones. An analysis of the profile of listening hours of English-language commercial music stations in Montreal and Ottawa-Gatineau points to a spike in francophone listening hours during time periods with predominantly musical content. That increase is higher in Montreal, where indicators for listening hours during time periods with predominantly musical content have gone from 116 to 125 over the last three surveys. In Ottawa-Gatineau, the average indicator over the last three surveys sits at 108, which once again reflects the greater proportion of bilingual francophones tuned in. (For more details, see *Profil des heures d'écoute des stations musicales anglophones privées – Automne 2004 à Automne 2007*, annexed to this submission).
77. In addition, an analysis of the surveys reveals that over the last three years listening to English-language popular music stations among women aged 18 to 34 during weekday evenings, as well as the rate for teenaged girls aged 12 to 17, has increased immensely and reached 42% and 40 % respectively during weekday evenings in 2007. This represents a proportion that is twice as high as the morning rate between 6 a.m. and 10 a.m., where it reaches 17% and 16% respectively.

Impact of the audience shift on the financial performance of French-language radio

78. Given the audience data for the last five years, there is no doubt that French-language popular music stations are experiencing a marked erosion of their audience. While these stations captured close to half (49%) of the total francophone audience in Montreal in 2003, by 2007 their share had dropped to 40%. This represents a very significant decline of almost 20% in five years. It is also clear there is a cause and effect relationship between the francophone audience shift - that incidentally affects only French-language popular music stations - and the application of the abnormally high quota for French-language vocal music.
79. The migration of francophone listeners from popular music stations to English-language stations has economic consequences for the broadcasting system in Montreal. The elevated and growing francophone audience shift from French-language popular music stations to English-language popular music stations results in a major earnings shortfall, not only for the affected broadcasters, but also for the partners in the Canadian broadcasting system, chiefly the artists in the French-language recording industry.
80. The additional revenues that could have been generated by French-language popular music radio were it not for the existence and breadth of the audience shift would certainly have helped to improve the profitability of French-language radio, whose profitability is half that of the English-language radio sector. Extra revenue would also have generated additional copyright payments to industry stakeholders and to the Canadian French-language music industry in particular, given the high level of Canadian French-language music aired by French-language commercial radio (more than 50% of the music broadcast list on average).

The CAB's proposal

81. The CAB is firmly of the opinion that it cannot be claimed French-language songs, particularly Canadian French-language songs, are gaining more exposure without seeking to maximize tuning to French-language popular music stations. After all, French-language radio is the main distribution platform for francophone music to a mass audience. Moreover, listeners who migrate to English-language popular music radio stations or alternative music programming platforms are no longer exposed to French-language songs. Consequently, the more the shift increases, the more the potential audience – and consequently consumers of French-language music – will shrink.
82. In light of this situation, the CAB submits that the current FVM quotas hinder broadcasters' ability to distinguish themselves from each other through music. This is the reason why French-language stations have sought for many years to be distinct from one another by investing heavily in obtaining exclusive content and acquiring the services of well-known on-air talent in order to consolidate the audience. The consequence of those initiatives is that there is less available air time to promote music in peak listening periods.
83. It is clear that the FVM quotas are outdated with respect to both the listening habits of francophone listeners to music radio, as shown by the BBM survey analyses for the last five years, and the consumer habits of francophone music fans. Lastly, the CAB is of the opinion that in reality these quotas adversely affect the recording industry in Quebec and in Canada by forcing broadcasters to overexpose performers who would otherwise sell more recordings.
84. **For all the reasons cited in this submission, the CAB recommends that the Commission exempt all private French-language broadcasters operating popular music stations in the bilingual markets of Montreal and Ottawa-Gatineau from the application of the Radio Regulations on the broadcasting of FVM, in favour of a condition of licence establishing a minimum and uniform threshold of 50% FVM to be aired each week.**
85. The CAB proposes that these new regulatory requirements or COL be put into effect for a period of five years. After three full years of implementation (supported by data), the impact of these changes on the annual production volume of albums by Canadian francophone artists, the sale of records produced by these artists and, of course, on the number of francophones listening to French-language popular music stations, could be measured and the policy could be reviewed.
86. The CAB's recommendation represents a 23% reduction of the current FVM quota applying to the overall broadcasting week and a 9% reduction of the weekly quota between 6 a.m. and 6 p.m. The reduction proposed by the CAB is based on the 21% decline in francophone listeners to Montreal French-language popular music stations, i.e. the largest francophone market in Quebec, over the last five years, as well as the small supply of French-language vocal music compared to the availability of Canadian and foreign English-language music content.
87. The CAB notes that even if the 65%/55% FVM quota is cut to the proposed 50% level, French-language popular music stations in bilingual markets will continue to be subject to the highest linguistic and national music quotas in the world. The CAB also emphasizes that the proposed 50% FVM quota remains much higher than the time Quebecers allot to French-language music (36%).
88. The CAB therefore considers this a reasonable and consistent measure that can help in bringing back francophone listeners devoted to popular music stations to French-language stations. Such a measure, if adopted, would also make it possible to enlarge the range of music formats currently

available in the French-language market. Consequently, the CAB believes this approach serves both the public interest and the interest of the Canadian broadcasting system.

89. In addition, the CAB reiterates the importance of adopting this method of regulatory flexibility while also eliminating the hits policy applying to English-language stations operating in bilingual markets.
90. Finally, the CAB submits that if these two measures come in to effect simultaneously, the result will be a better competitive balance in the bilingual radio markets of Montreal and Ottawa-Gatineau. The measures meet the objectives of the *Broadcasting Act* by making it possible for the francophone pop/music stations to regain francophone listening hours, thereby serving the public interest, and should therefore be adopted by the Commission.

Évolution de l'écoute des stations musicales radio

Résumé multi groupes-cibles

Ottawa-Gatineau central (Sondages d'automne)

Évolution 2003-2007 % Part des heures d'écoute

	T12+	T12+F	T12+FB	T12-24	T25-34	T35-54 F	T35-54 FB
Stations musicales	-9%	-5%	-5%	-5%	-15%	-6%	-4%
MUSICALES FR.	-10%	-14%	-10%	2%	-7%	-17%	-14%
MUSICALES ANG.	-9%	11%	5%	-6%	-18%	24%	18%

Évolution 2003-2007 % Heures d'écoute

	T12+	T12+F	T12+FB	T12-24	T25-34	T35-54 F	T35-54 FB
Stations musicales	-13%	-9%	-6%	-12%	-28%	-17%	-9%
MUSICALES FR.	-14%	-17%	-12%	-6%	-20%	-27%	-19%
MUSICALES ANG.	-13%	8%	3%	-14%	-30%	10%	12%

Évolution de l'écoute radio selon la langue de l'aud Tous 12+

Ottawa-Gatineau central (Sondages d'automne)

Appendix 1

Résumé

Ensemble de la population

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	93%	96%	95%	94%	94%	1%
Stations extérieures	7%	4%	5%	6%	6%	-14%
Stations francos	26%	27%	28%	26%	25%	-4%
Stations anglos	74%	73%	72%	74%	75%	1%
Stations musicales	72%	68%	70%	68%	65%	-9%
MUSICALES FR.	20%	20%	21%	19%	18%	-10%
MUSICALES ANG.	52%	48%	49%	49%	47%	-9%
Stations talk	28%	28%	27%	30%	33%	14%
TALK FR.	6%	7%	7%	7%	7%	15%
TALK ANG.	22%	21%	20%	23%	25%	14%

Francophones

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	95%	97%	95%	97%	96%	1%
Stations extérieures	5%	3%	5%	3%	4%	-17%
Stations francos	72%	75%	76%	75%	67%	-6%
Stations anglos	28%	25%	24%	25%	33%	16%
Stations musicales	78%	75%	76%	76%	74%	-5%
MUSICALES FR.	53%	54%	55%	55%	46%	-14%
MUSICALES ANG.	26%	22%	21%	22%	28%	11%
Stations talk	22%	23%	22%	23%	24%	11%
TALK FR.	19%	21%	21%	21%	22%	14%
TALK ANG.	22%	23%	22%	23%	24%	11%

Francophones bilingues

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	96%	97%	96%	97%	94%	-1%
Stations extérieures	4%	3%	4%	3%	6%	27%
Stations francos	68%	71%	72%	73%	64%	-5%
Stations anglos	32%	29%	28%	27%	36%	10%
Stations musicales	78%	76%	77%	76%	75%	-5%
MUSICALES FR.	49%	51%	53%	52%	44%	-10%
MUSICALES ANG.	29%	25%	24%	24%	30%	5%
Stations talk	22%	22%	22%	23%	23%	6%
TALK FR.	18%	19%	20%	21%	20%	10%
TALK ANG.	3%	2%	2%	2%	3%	-15%

Anglophones

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	92%	95%	95%	93%	93%	1%
Stations extérieures	8%	5%	5%	7%	7%	-13%
Stations francos	4%	5%	5%	3%	4%	11%
Stations anglos	96%	95%	95%	97%	96%	0%
Stations musicales	68%	65%	67%	65%	60%	-12%
MUSICALES FR.	3%	4%	4%	3%	4%	11%
MUSICALES ANG.	65%	60%	63%	62%	56%	-13%
Stations talk	32%	30%	29%	33%	37%	15%
TALK FR.	1%	1%	0%	0%	1%	5%
TALK ANG.	31%	29%	29%	32%	36%	16%

Anglophones bilingues

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	93%	96%	95%	93%	92%	-1%
Stations extérieures	7%	4%	5%	7%	8%	10%
Stations francos	9%	10%	8%	6%	8%	-15%
Stations anglos	91%	90%	92%	94%	92%	2%
Stations musicales	72%	67%	71%	69%	64%	-12%
MUSICALES FR.	8%	8%	7%	5%	7%	-17%
MUSICALES ANG.	64%	59%	64%	63%	57%	-11%
Stations talk	28%	26%	26%	29%	33%	19%
TALK FR.	1%	2%	1%	1%	1%	-4%
TALK ANG.	27%	24%	25%	28%	32%	20%

Évolution de l'écoute radio selon la langue de l'aud Tous 12+

Appendix 1

Ottawa-Gatineau central (Sondages d'automne)

Ensemble de la population

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKTFFM	1,110	1,107	1,146	1,069	845	-24%
CIMFFM	1,613	1,603	1,677	1,661	1,237	-23%
CJRCFM	505	668	640	561	513	1%
CBOFFM	604	596	578	656	706	17%
CHLXFM	437	622	572	459	465	6%
CBOXFM	176	184	224	248	197	12%
CIHTFM	1,051	1,183	1,222	1,408	1,188	13%
CILVFM	-	-	-	424	629	-
CKQBFM	980	1,392	1,415	958	907	-8%
CHEZFM	1,017	1,027	1,374	1,328	1,190	17%
CKKLFM	1,443	859	769	793	451	-69%
CJMJFM	2,020	2,174	1,647	1,313	1,250	-38%
CISSFM	0	712	540	382	430	-
CBO FM	1,841	1,956	1,074	2,168	2,531	37%
CBOQFM	710	609	675	844	636	-10%
CFRA	1,470	1,459	1,884	1,657	1,218	-17%
CIWW	615	531	580	347	194	-68%
CKBYFM	1,041	951	847	775	425	-59%
CFGO	446	375	479	339	342	-23%
CFTXFM	-	-	-	41	127	-
CJWLFM	-	-	-	781	848	-
TOUTES	18,335	18,793	18,249	19,331	17,348	-5%
MARCHÉ	17,079	18,006	17,342	18,212	16,326	-4%
FRANCO	4,446	4,780	4,836	4,695	4,089	-8%
ANGLO	12,634	13,226	12,506	13,516	12,237	-3%
TOTAL	17,079	18,006	17,342	18,212	16,326	-4%
MUSICALES FR.	3,336	3,516	3,618	3,478	2,871	-14%
MUSICALES ANG.	8,877	8,725	8,528	8,971	7,717	-13%
TOTAL MUSICALES	12,214	12,241	12,147	12,448	10,587	-13%
TALK FR.	1,109	1,264	1,218	1,218	1,218	10%
TALK ANG.	3,757	3,789	3,438	4,163	4,090	9%
TOTAL TALK	4,866	5,053	4,655	5,381	5,308	9%
STATIONS EXT.	1,256	787	907	1,119	1,022	-19%
POPULATION (000)	966	991	1,001	1,019	1,015	5%

Francophones

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKTFFM	1,033	1,019	1,086	1,022	773	-25%
CIMFFM	1,478	1,462	1,584	1,543	1,167	-21%
CJRCFM	498	633	629	553	503	1%
CBOFFM	549	531	533	614	654	19%
CHLXFM	314	353	295	301	269	-14%
CBOXFM	119	128	148	186	124	4%
CIHTFM	267	264	240	398	243	-9%
CILVFM	-	-	-	6	62	-
CKQBFM	155	168	211	96	159	2%
CHEZFM	110	173	191	194	203	85%
CKKLFM	238	124	89	64	124	-48%
CJMJFM	344	273	187	198	299	-13%
CISSFM	0	78	78	45	106	-
CBO FM	73	36	21	41	51	-31%
CBOQFM	53	49	64	70	45	-14%
CFRA	61	60	39	56	53	-12%
CIWW	86	69	62	26	29	-66%
CKBYFM	168	82	131	85	76	-55%
CFGO	16	16	28	25	21	30%
CFTXFM	-	-	-	41	122	-
CJWLFM	-	-	-	90	290	-
TOUTES	5,869	5,700	5,888	5,836	5,615	-4%
MARCHÉ	5,563	5,516	5,617	5,653	5,373	-3%
FRANCO	3,991	4,125	4,276	4,260	3,611	-10%
ANGLO	1,572	1,391	1,341	1,393	1,762	12%
TOTAL	5,563	5,516	5,617	5,653	5,373	-3%
MUSICALES FR.	2,944	2,961	3,114	3,093	2,455	-17%
MUSICALES ANG.	1,421	1,202	1,175	1,226	1,530	8%
TOTAL MUSICALES	4,365	4,163	4,289	4,319	3,985	-9%
TALK FR.	1,047	1,164	1,162	1,166	1,156	10%
TALK ANG.	151	112	88	122	126	-17%
TOTAL TALK	1,198	1,275	1,250	1,288	1,282	7%
STATIONS EXT.	306	184	271	184	242	-21%
POPULATION (000)	289	300	305	311	312	8%

Évolution de l'écoute radio selon la langue de l'aud Tous 12+

Appendix 1

Ottawa-Gatineau central (Sondages d'automne)

Francophones bilingues

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKTFFM	812	796	831	790	663	-18%
CIMFFM	1,095	1,097	1,158	1,173	910	-17%
CJRCFM	367	431	451	403	361	-2%
CBOFFM	473	448	439	555	552	17%
CHLXFM	245	308	252	264	225	-8%
CBOXFM	109	107	136	157	98	-10%
CIHTFM	225	244	196	353	223	-1%
CILVFM	-	-	-	0	0	-
CKQBFM	150	161	205	85	146	-2%
CHEZFM	96	163	178	181	192	101%
CKKLFM	230	116	84	62	115	-50%
CJMJFM	329	267	177	187	294	-11%
CISSFM	0	75	76	40	105	-
CBO FM	73	35	20	41	51	-30%
CBOQFM	53	47	63	67	45	-14%
CFRA	61	59	39	56	53	-12%
CIWW	85	66	61	25	28	-67%
CKBYFM	163	75	112	75	73	-56%
CFGO	16	16	28	8	21	30%
CFTXFM	-	-	-	26	98	-
CJWLFM	-	-	-	76	260	-
TOUTES	4,793	4,668	4,708	4,764	4,779	0%
MARCHÉ	4,582	4,510	4,506	4,624	4,512	-2%
FRANCO	3,101	3,187	3,266	3,368	2,906	-6%
ANGLO	1,481	1,323	1,239	1,256	1,606	8%
TOTAL	4,582	4,510	4,506	4,624	4,512	-2%
MUSICALES FR.	2,260	2,308	2,377	2,411	1,994	-12%
MUSICALES ANG.	1,331	1,138	1,076	1,111	1,376	3%
TOTAL MUSICALES	3,591	3,446	3,452	3,522	3,369	-6%
TALK FR.	841	879	890	957	912	9%
TALK ANG.	150	109	88	105	125	-17%
TOTAL TALK	990	989	978	1,062	1,037	5%
STATIONS EXT.	211	157	202	139	267	26%
POPULATION (000)	234	244	245	245	253	8%

Anglophones

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKTFFM	78	88	60	47	72	-8%
CIMFFM	135	141	92	118	70	-48%
CJRCFM	7	35	11	9	10	36%
CBOFFM	55	65	45	43	52	-5%
CHLXFM	123	269	277	157	196	60%
CBOXFM	57	57	76	62	73	29%
CIHTFM	785	919	982	1,010	946	21%
CILVFM	-	-	-	418	568	-
CKQBFM	825	1,224	1,204	862	748	-9%
CHEZFM	907	854	1,182	1,134	986	9%
CKKLFM	1,205	735	680	730	327	-73%
CJMJFM	1,675	1,900	1,460	1,115	951	-43%
CISSFM	0	634	462	337	324	-
CBO FM	1,768	1,920	1,054	2,127	2,480	40%
CBOQFM	657	560	611	774	591	-10%
CFRA	1,409	1,399	1,845	1,600	1,164	-17%
CIWW	529	462	518	321	165	-69%
CKBYFM	873	869	717	690	348	-60%
CFGO	430	359	451	314	321	-25%
CFTXFM	-	-	-	0	5	-
CJWLFM	-	-	-	692	558	-
TOUTES	12,466	13,093	12,361	13,495	11,733	-6%
MARCHÉ	11,516	12,490	11,725	12,559	10,953	-5%
FRANCO	454	655	560	436	478	5%
ANGLO	11,062	11,835	11,165	12,123	10,475	-5%
TOTAL	11,516	12,490	11,725	12,559	10,953	-5%
MUSICALES FR.	392	554	504	385	416	6%
MUSICALES ANG.	7,456	7,524	7,354	7,745	6,187	-17%
TOTAL MUSICALES	7,848	8,078	7,858	8,129	6,603	-16%
TALK FR.	62	100	56	51	62	0%
TALK ANG.	3,606	3,678	3,349	4,041	3,965	10%
TOTAL TALK	3,668	3,778	3,405	4,093	4,027	10%
STATIONS EXT.	950	603	636	936	780	-18%
POPULATION (000)	677	691	696	708	703	4%

Évolution de l'écoute radio selon la langue de l'aud Tous 12+

Appendix 1

Ottawa-Gatineau central (Sondages d'automne)

Anglophones bilingues

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKTFFM	73	74	44	46	68	-6%
CIMFFM	129	125	81	113	52	-60%
CJRCFM	7	34	11	9	10	36%
CBOFFM	51	62	37	42	47	-7%
CHLXFM	86	180	107	57	106	23%
CBOXFM	44	40	50	37	53	19%
CIHTFM	404	466	498	428	507	26%
CILVFM	-	-	-	222	195	-
CKQBFM	415	508	467	369	371	-11%
CHEZFM	254	272	462	447	466	83%
CKKLFM	450	305	260	260	113	-75%
CJMJFM	548	775	476	522	306	-44%
CISSF	0	313	148	113	134	-
CBO FM	590	741	449	867	997	69%
CBOQFM	235	220	193	306	233	-1%
CFRA	395	366	372	356	298	-24%
CIWW	144	175	110	89	50	-65%
CKBYFM	247	228	147	238	91	-63%
CFGO	131	111	185	115	87	-34%
CFTXFM	-	-	-	0	5	-
CJWLFM	-	-	-	135	140	-
TOUTES	4,540	5,208	4,296	5,103	4,714	4%
MARCHÉ	4,202	4,994	4,094	4,770	4,329	3%
FRANCO	390	514	329	304	341	-13%
ANGLO	3,812	4,480	3,766	4,466	3,988	5%
TOTAL	4,202	4,994	4,094	4,770	4,329	3%
MUSICALES FR.	332	419	281	254	284	-15%
MUSICALES ANG.	2,695	2,950	2,613	3,015	2,471	-8%
TOTAL MUSICALES	3,027	3,368	2,893	3,269	2,755	-9%
TALK FR.	58	95	48	51	57	-1%
TALK ANG.	1,117	1,218	1,005	1,338	1,383	24%
TOTAL TALK	1,175	1,313	1,053	1,389	1,440	23%
STATIONS EXT.	338	214	202	332	386	14%
POPULATION (000)	250	282	263	277	289	16%

Évolution de l'écoute radio selon la langue de l'aud

Tous 12-24

Ottawa-Gatineau central (Sondages d'automne)

Appendix 1

Résumé

Ensemble de la population

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	86%	95%	95%	95%	94%	9%
Stations extérieures	14%	5%	5%	5%	6%	-55%
Stations francos	17%	16%	20%	18%	19%	9%
Stations anglos	83%	84%	80%	82%	81%	-2%
Stations musicales	92%	87%	86%	89%	87%	-5%
MUSICALES FR.	16%	14%	19%	17%	16%	2%
MUSICALES ANG.	76%	73%	67%	72%	72%	-6%
Stations talk	8%	6%	7%	7%	9%	8%
TALK FR.	2%	2%	2%	1%	3%	63%
TALK ANG.	6%	4%	6%	6%	6%	-7%

Francophones

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	91%	96%	97%	99%	98%	8%
Stations extérieures	9%	4%	3%	1%	2%	-77%
Stations francos	49%	52%	60%	60%	55%	12%
Stations anglos	51%	48%	40%	40%	45%	-11%
Stations musicales	94%	88%	89%	95%	87%	-8%
MUSICALES FR.	43%	45%	55%	56%	46%	6%
MUSICALES ANG.	51%	44%	34%	39%	41%	-19%
Stations talk	6%	7%	7%	4%	11%	81%
TALK FR.	5%	7%	5%	4%	9%	64%
TALK ANG.	6%	7%	7%	4%	11%	81%

Francophones bilingues

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	92%	95%	96%	99%	98%	7%
Stations extérieures	8%	5%	4%	1%	2%	-75%
Stations francos	45%	47%	55%	53%	52%	15%
Stations anglos	55%	53%	45%	47%	48%	-12%
Stations musicales	93%	87%	88%	94%	86%	-8%
MUSICALES FR.	39%	40%	52%	49%	43%	10%
MUSICALES ANG.	54%	47%	36%	45%	43%	-21%
Stations talk	7%	8%	7%	5%	11%	68%
TALK FR.	6%	7%	3%	4%	9%	49%
TALK ANG.	1%	1%	4%	0%	2%	229%

Anglophones

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	84%	95%	94%	94%	92%	10%
Stations extérieures	16%	5%	6%	6%	8%	-50%
Stations francos	1%	1%	3%	2%	1%	38%
Stations anglos	99%	99%	97%	98%	99%	0%
Stations musicales	91%	86%	85%	86%	88%	-4%
MUSICALES FR.	1%	1%	3%	2%	1%	23%
MUSICALES ANG.	90%	85%	82%	84%	86%	-4%
Stations talk	9%	6%	7%	9%	8%	-15%
TALK FR.	0%	0%	0%	0%	0%	-
TALK ANG.	9%	6%	7%	9%	8%	-17%

Anglophones bilingues

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	82%	93%	93%	94%	90%	9%
Stations extérieures	18%	7%	7%	6%	10%	-40%
Stations francos	2%	1%	6%	3%	3%	39%
Stations anglos	98%	99%	94%	97%	97%	-1%
Stations musicales	89%	85%	86%	89%	85%	-4%
MUSICALES FR.	2%	1%	6%	3%	2%	23%
MUSICALES ANG.	87%	84%	80%	87%	83%	-4%
Stations talk	11%	6%	6%	5%	11%	-3%
TALK FR.	0%	0%	0%	0%	0%	-
TALK ANG.	11%	6%	6%	5%	11%	-6%

Évolution de l'écoute radio selon la langue de l'aud

Tous 12-24

Ottawa-Gatineau central (Sondages d'automne)

Appendix 1

Ensemble de la population

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKTFFM	199	203	260	226	168	-16%
CIMFFM	112	86	138	117	50	-56%
CJRCFM	8	24	20	11	8	-5%
CBOFFM	29	20	13	14	48	65%
CHLXFM	2	12	4	19	21	788%
CBOXFM	7	5	1	9	10	38%
CIHTFM	684	735	629	738	576	-16%
CILVFM	-	-	-	183	151	-
CKQBFM	326	369	373	282	301	-8%
CHEZFM	127	199	237	254	154	21%
CKKLFM	159	53	44	40	31	-80%
CJMJFM	156	147	62	73	92	-41%
CISSFM	0	152	149	100	74	-
CBO FM	54	32	42	38	75	39%
CBOQFM	11	12	9	31	27	140%
CFRA	30	29	50	66	10	-67%
CIWW	22	9	6	11	6	-73%
CKBYFM	90	84	77	107	16	-83%
CFGO	44	35	27	47	25	-44%
CFTXFM	-	-	-	27	53	-
CJWLFM	-	-	-	4	7	-
TOUTES	2,399	2,321	2,259	2,522	2,030	-15%
MARCHÉ	2,061	2,206	2,139	2,396	1,902	-8%
FRANCO	357	351	436	423	358	0%
ANGLO	1,704	1,855	1,703	1,973	1,544	-9%
TOTAL	2,061	2,206	2,139	2,396	1,902	-8%
MUSICALES FR.	320	307	403	398	302	-6%
MUSICALES ANG.	1,576	1,607	1,435	1,722	1,361	-14%
TOTAL MUSICALES	1,896	1,914	1,839	2,120	1,663	-12%
TALK FR.	37	44	33	25	56	50%
TALK ANG.	128	96	118	151	110	-15%
TOTAL TALK	165	140	151	176	165	0%
STATIONS EXT.	338	115	120	125	128	-62%
POPULATION (000)	712	745	749	759	754	6%

Francophones

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKTFFM	196	191	247	214	167	-15%
CIMFFM	106	84	112	110	49	-54%
CJRCFM	8	24	17	11	8	-5%
CBOFFM	29	20	13	13	46	58%
CHLXFM	2	11	2	11	10	500%
CBOXFM	3	5	0	6	7	156%
CIHTFM	191	172	147	195	108	-44%
CILVFM	-	-	-	2	3	-
CKQBFM	57	52	29	18	50	-12%
CHEZFM	17	25	19	30	27	60%
CKKLFM	39	12	8	1	13	-66%
CJMJFM	36	15	5	6	47	30%
CISSFM	0	27	27	7	16	-
CBO FM	4	1	2	1	11	206%
CBOQFM	1	1	0	1	1	14%
CFRA	0	2	4	0	1	250%
CIWW	0	3	4	0	0	-
CKBYFM	17	3	9	2	6	-65%
CFGO	0	1	12	0	1	75%
CFTXFM	-	-	-	27	53	-
CJWLFM	-	-	-	0	1	-
TOUTES	778	677	680	662	637	-18%
MARCHÉ	704	649	656	653	623	-12%
FRANCO	343	335	391	393	340	-1%
ANGLO	361	314	265	260	283	-21%
TOTAL	704	649	656	653	623	-12%
MUSICALES FR.	306	291	361	369	286	-7%
MUSICALES ANG.	357	283	220	252	255	-28%
TOTAL MUSICALES	663	574	581	621	541	-18%
TALK FR.	37	44	30	25	54	45%
TALK ANG.	4	3	19	1	12	195%
TOTAL TALK	41	48	49	25	66	60%
STATIONS EXT.	74	28	24	9	14	-81%
POPULATION (000)	579	606	610	620	617	7%

Évolution de l'écoute radio selon la langue de l'aud

Tous 12-24

Ottawa-Gatineau central (Sondages d'automne)

Appendix 1

Francophones bilingues

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKTFFM	161	151	176	153	130	-19%
CIMFFM	69	63	90	54	41	-40%
CJRCFM	7	22	11	11	7	6%
CBOFFM	28	18	6	10	39	39%
CHLXFM	1	8	2	8	10	827%
CBOXFM	2	4	0	1	7	263%
CIHTFM	165	160	118	164	93	-44%
CILVFM	-	-	-	2	3	-
CKQBFM	56	51	26	11	49	-13%
CHEZFM	16	24	18	29	20	22%
CKKLFM	37	8	7	1	13	-64%
CJMJFM	33	15	5	6	47	43%
CISSFM	0	26	26	5	16	-
CBO FM	4	1	2	1	11	206%
CBOQFM	1	1	0	0	1	14%
CFRA	0	2	4	0	1	250%
CIWW	0	3	4	0	0	-
CKBYFM	17	3	9	2	2	-88%
CFGO	0	1	12	0	1	50%
CFTXFM	-	-	-	15	40	-
CJWLFM	-	-	-	0	1	-
TOUTES	650	587	535	478	540	-17%
MARCHÉ	596	560	516	471	529	-11%
FRANCO	267	266	284	251	274	2%
ANGLO	328	294	232	220	255	-22%
TOTAL	596	560	516	471	529	-11%
MUSICALES FR.	233	225	268	230	228	-2%
MUSICALES ANG.	324	265	187	214	228	-30%
TOTAL MUSICALES	557	490	454	444	456	-18%
TALK FR.	35	41	16	21	46	32%
TALK ANG.	4	3	19	1	12	193%
TOTAL TALK	39	44	35	22	58	49%
STATIONS EXT.	54	27	19	6	11	-79%
POPULATION (000)	447	489	460	440	463	4%

Anglophones

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKTFFM	3	12	13	12	1	-52%
CIMFFM	6	2	26	7	1	-88%
CJRCFM	0	0	3	0	0	-
CBOFFM	0	0	0	1	2	-
CHLXFM	1	1	3	8	11	1486%
CBOXFM	4	1	1	3	3	-34%
CIHTFM	493	564	481	544	468	-5%
CILVFM	-	-	-	181	148	-
CKQBFM	269	316	345	264	251	-7%
CHEZFM	110	175	218	225	127	15%
CKKLFM	121	40	36	39	18	-85%
CJMJFM	120	132	57	67	46	-62%
CISSFM	0	125	123	94	58	-
CBO FM	50	31	40	37	64	28%
CBOQFM	11	10	9	30	26	148%
CFRA	30	28	46	66	9	-69%
CIWW	22	6	2	11	6	-73%
CKBYFM	73	81	68	106	10	-87%
CFGO	44	34	14	47	24	-45%
CFTXFM	-	-	-	0	0	-
CJWLFM	-	-	-	4	6	-
TOUTES	1,621	1,644	1,579	1,860	1,393	-14%
MARCHÉ	1,357	1,557	1,483	1,744	1,279	-6%
FRANCO	14	16	45	30	18	30%
ANGLO	1,343	1,541	1,437	1,714	1,261	-6%
TOTAL	1,357	1,557	1,483	1,744	1,279	-6%
MUSICALES FR.	14	16	42	29	16	16%
MUSICALES ANG.	1,219	1,324	1,215	1,470	1,105	-9%
TOTAL MUSICALES	1,233	1,340	1,258	1,499	1,122	-9%
TALK FR.	0	0	3	1	2	-
TALK ANG.	124	93	99	150	97	-21%
TOTAL TALK	124	93	102	151	99	-20%
STATIONS EXT.	264	87	96	116	114	-57%
POPULATION (000)	133	139	139	139	137	3%

Évolution de l'écoute radio selon la langue de l'aud Tous 12-24

Ottawa-Gatineau central (Sondages d'automne)

Appendix 1

Anglophones bilingues

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKTFFM	2	4	13	12	1	-46%
CIMFFM	6	2	26	6	1	-88%
CJRCFM	0	0	3	0	0	-
CBOFFM	0	0	0	1	2	-
CHLXFM	1	0	0	2	11	2120%
CBOXFM	4	0	0	3	3	-19%
CIHTFM	262	322	231	267	262	0%
CILVFM	-	-	-	109	72	-
CKQBFM	123	210	146	137	134	9%
CHEZFM	48	66	88	92	50	4%
CKKLFM	43	13	15	11	2	-96%
CJMJFM	58	53	28	44	8	-87%
CISSFM	0	73	54	49	25	-
CBO FM	22	18	20	15	55	148%
CBOQFM	5	3	2	6	24	386%
CFRA	24	22	8	10	2	-91%
CIWW	15	6	2	4	0	-100%
CKBYFM	2	33	40	55	1	-68%
CFGO	25	13	12	15	13	-48%
CFTXFM	-	-	-	0	0	-
CJWLFM	-	-	-	1	0	-
TOUTES	777	898	740	891	743	-4%
MARCHÉ	641	838	687	840	666	4%
FRANCO	13	7	42	23	18	44%
ANGLO	628	832	645	817	648	3%
TOTAL	641	838	687	840	666	4%
MUSICALES FR.	13	7	39	23	16	28%
MUSICALES ANG.	557	705	552	727	553	-1%
TOTAL MUSICALES	569	712	591	750	569	0%
TALK FR.	0	0	3	1	2	-
TALK ANG.	72	54	40	41	70	-2%
TOTAL TALK	72	54	43	41	72	1%
STATIONS EXT.	136	60	53	51	78	-43%
POPULATION (000)	644	740	670	673	729	13%

Évolution de l'écoute radio selon la langue de l'aud

Tous 25-34

Ottawa-Gatineau central (Sondages d'automne)

Appendix 1

Résumé

Ensemble de la population

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	91%	94%	95%	93%	92%	1%
Stations extérieures	9%	6%	5%	7%	8%	-13%
Stations francos	21%	26%	24%	24%	22%	6%
Stations anglos	79%	74%	76%	76%	78%	-2%
Stations musicales	83%	76%	74%	75%	71%	-15%
MUSICALES FR.	18%	23%	20%	20%	17%	-7%
MUSICALES ANG.	65%	54%	54%	55%	53%	-18%
Stations talk	17%	14%	21%	21%	23%	37%
TALK FR.	3%	3%	4%	4%	5%	90%
TALK ANG.	14%	11%	17%	17%	18%	26%

Francophones

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	97%	96%	95%	96%	94%	-3%
Stations extérieures	3%	4%	5%	4%	6%	113%
Stations francos	62%	71%	67%	69%	59%	-4%
Stations anglos	38%	29%	33%	31%	41%	7%
Stations musicales	90%	87%	85%	85%	76%	-15%
MUSICALES FR.	53%	61%	56%	56%	44%	-17%
MUSICALES ANG.	36%	25%	28%	29%	32%	-12%
Stations talk	10%	12%	12%	14%	16%	57%
TALK FR.	9%	10%	10%	13%	15%	71%
TALK ANG.	10%	12%	12%	14%	16%	57%

Francophones bilingues

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	97%	96%	95%	95%	94%	-3%
Stations extérieures	3%	4%	5%	5%	6%	116%
Stations francos	58%	69%	64%	65%	57%	-3%
Stations anglos	42%	31%	36%	35%	43%	4%
Stations musicales	89%	85%	83%	83%	77%	-14%
MUSICALES FR.	49%	58%	53%	51%	43%	-13%
MUSICALES ANG.	39%	27%	30%	32%	34%	-14%
Stations talk	11%	13%	13%	15%	16%	39%
TALK FR.	9%	11%	11%	14%	14%	51%
TALK ANG.	2%	2%	2%	1%	2%	-13%

Anglophones

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	89%	93%	95%	92%	91%	3%
Stations extérieures	11%	7%	5%	8%	9%	-24%
Stations francos	4%	5%	4%	2%	6%	44%
Stations anglos	96%	95%	96%	98%	94%	-2%
Stations musicales	81%	72%	69%	70%	68%	-16%
MUSICALES FR.	4%	4%	3%	2%	5%	30%
MUSICALES ANG.	77%	67%	65%	68%	63%	-18%
Stations talk	19%	16%	26%	24%	26%	33%
TALK FR.	0%	0%	1%	0%	1%	214%
TALK ANG.	19%	15%	25%	24%	25%	30%

Anglophones bilingues

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	92%	96%	94%	91%	93%	2%
Stations extérieures	8%	4%	6%	9%	7%	-19%
Stations francos	9%	7%	7%	2%	11%	13%
Stations anglos	91%	93%	93%	98%	89%	-1%
Stations musicales	85%	68%	70%	65%	70%	-18%
MUSICALES FR.	9%	7%	5%	2%	9%	2%
MUSICALES ANG.	76%	61%	65%	63%	61%	-20%
Stations talk	15%	17%	25%	30%	25%	65%
TALK FR.	1%	0%	2%	0%	2%	138%
TALK ANG.	14%	17%	24%	30%	23%	61%

Évolution de l'écoute radio selon la langue de l'aud

Tous 25-34

Ottawa-Gatineau central (Sondages d'automne)

Appendix 1

Ensemble de la population

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKTFFM	321	316	306	337	241	-25%
CIMFFM	176	215	174	152	124	-30%
CJRCFM	24	20	52	56	61	149%
CBOFFM	54	72	51	64	66	23%
CHLXFM	17	42	26	58	19	10%
CBOXFM	6	33	19	8	2	-75%
CIHTFM	236	223	315	361	291	23%
CILVFM	-	-	-	194	326	-
CKQBFM	370	490	436	371	320	-14%
CHEZFM	195	115	273	202	157	-19%
CKKLFM	520	201	132	133	64	-88%
CJMJFM	327	265	186	165	77	-76%
CISSFM	0	243	134	112	157	-
CBO FM	148	153	174	337	270	83%
CBOQFM	33	34	14	41	23	-30%
CFRA	104	28	145	48	83	-20%
CIWW	7	24	6	5	0	-100%
CKBYFM	136	74	60	39	11	-92%
CFGO	143	110	144	78	73	-49%
CFTXFM	-	-	-	4	31	-
CJWLFM	-	-	-	18	16	-
TOUTES	3,099	2,830	2,789	2,977	2,615	-16%
MARCHÉ	2,818	2,657	2,646	2,783	2,409	-15%
FRANCO	598	697	627	679	542	-9%
ANGLO	2,220	1,960	2,019	2,104	1,867	-16%
TOTAL	2,818	2,657	2,646	2,783	2,409	-15%
MUSICALES FR.	520	606	525	559	415	-20%
MUSICALES ANG.	1,825	1,426	1,423	1,530	1,284	-30%
TOTAL MUSICALES	2,345	2,032	1,947	2,089	1,699	-28%
TALK FR.	78	91	102	120	126	62%
TALK ANG.	395	291	463	462	427	8%
TOTAL TALK	473	382	565	582	553	17%
STATIONS EXT.	281	173	143	194	206	-27%
POPULATION (000)	591	608	613	621	613	4%

Francophones

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKTFFM	262	300	281	323	186	-29%
CIMFFM	161	191	149	149	112	-30%
CJRCFM	24	20	49	56	54	122%
CBOFFM	47	67	37	63	56	18%
CHLXFM	14	18	18	35	4	-71%
CBOXFM	5	17	18	3	2	-71%
CIHTFM	54	44	39	136	63	15%
CILVFM	-	-	-	3	53	-
CKQBFM	54	61	114	53	43	-20%
CHEZFM	22	23	39	44	25	17%
CKKLFM	70	36	12	2	28	-60%
CJMJFM	57	43	17	18	25	-56%
CISSFM	0	14	29	15	53	-
CBO FM	3	6	2	2	4	45%
CBOQFM	1	2	2	0	0	-78%
CFRA	8	4	1	5	3	-61%
CIWW	2	1	0	0	0	-100%
CKBYFM	43	9	10	7	2	-95%
CFGO	5	4	8	1	6	15%
CFTXFM	-	-	-	4	26	-
CJWLFM	-	-	-	2	0	-
TOUTES	856	893	868	960	793	-7%
MARCHÉ	831	859	826	920	745	-10%
FRANCO	513	613	554	633	440	-14%
ANGLO	318	246	273	287	306	-4%
TOTAL	831	859	826	920	745	-10%
MUSICALES FR.	442	526	467	515	330	-25%
MUSICALES ANG.	303	218	233	264	240	-21%
TOTAL MUSICALES	744	744	700	778	570	-23%
TALK FR.	71	87	87	119	110	53%
TALK ANG.	16	14	11	8	13	-16%
TOTAL TALK	87	101	98	127	123	41%
STATIONS EXT.	24	34	42	39	48	98%
POPULATION (000)	466	484	490	496	492	6%

Évolution de l'écoute radio selon la langue de l'aud

Tous 25-34

Ottawa-Gatineau central (Sondages d'automne)

Appendix 1

Francophones bilingues

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKTFFM	222	249	216	268	163	-26%
CIMFFM	117	163	127	106	106	-10%
CJRCFM	20	20	47	51	48	138%
CBOFFM	47	65	35	59	50	6%
CHLXFM	13	18	18	25	4	-68%
CBOXFM	5	16	18	3	2	-71%
CIHTFM	45	38	36	123	61	38%
CILVFM	-	-	-	3	53	-
CKQBFM	53	58	111	53	43	-19%
CHEZFM	22	23	36	44	25	17%
CKKLFM	67	36	12	2	28	-58%
CJMJFM	56	42	13	18	25	-56%
CISSFM	0	14	28	15	53	-
CBO FM	3	6	2	2	4	45%
CBOQFM	1	2	2	0	0	-78%
CFRA	8	4	1	5	3	-61%
CIWW	1	1	0	0	0	-100%
CKBYFM	42	8	10	7	2	-95%
CFGO	5	4	8	1	6	15%
CFTXFM	-	-	-	4	23	-
CJWLFM	-	-	-	2	0	-
TOUTES	748	801	761	828	746	0%
MARCHÉ	727	767	720	790	699	-4%
FRANCO	424	531	462	517	396	-7%
ANGLO	302	236	258	273	304	1%
TOTAL	727	767	720	790	699	-4%
MUSICALES FR.	358	446	379	407	298	-17%
MUSICALES ANG.	287	208	219	250	238	-17%
TOTAL MUSICALES	644	654	598	657	536	-17%
TALK FR.	67	85	82	110	98	46%
TALK ANG.	16	14	11	8	13	-16%
TOTAL TALK	83	99	94	118	111	34%
STATIONS EXT.	22	34	40	38	46	115%
POPULATION (000)	395	436	431	420	440	11%

Anglophones

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKTFFM	59	16	25	14	54	-7%
CIMFFM	16	24	24	3	12	-25%
CJRCFM	0	0	2	0	7	-
CBOFFM	6	4	14	1	10	61%
CHLXFM	3	24	8	23	15	369%
CBOXFM	1	17	1	5	0	-100%
CIHTFM	182	179	276	225	228	25%
CILVFM	-	-	-	191	273	-
CKQBFM	316	429	323	319	277	-12%
CHEZFM	174	92	235	158	132	-24%
CKKLFM	450	165	120	131	36	-92%
CJMJFM	271	222	169	148	52	-81%
CISSFM	0	229	105	97	104	-
CBO FM	145	147	171	335	266	83%
CBOQFM	32	33	12	41	23	-29%
CFRA	97	24	144	43	80	-17%
CIWW	5	23	6	5	0	-100%
CKBYFM	94	66	51	33	9	-91%
CFGO	138	106	136	77	67	-51%
CFTXFM	-	-	-	0	4	-
CJWLFM	-	-	-	17	16	-
TOUTES	2,244	1,937	1,921	2,017	1,822	-19%
MARCHÉ	1,987	1,798	1,820	1,863	1,663	-16%
FRANCO	85	85	74	45	102	20%
ANGLO	1,902	1,713	1,746	1,817	1,562	-18%
TOTAL	1,987	1,798	1,820	1,863	1,663	-16%
MUSICALES FR.	78	80	58	44	85	9%
MUSICALES ANG.	1,523	1,208	1,190	1,267	1,044	-31%
TOTAL MUSICALES	1,601	1,288	1,248	1,311	1,129	-29%
TALK FR.	6	4	16	1	17	163%
TALK ANG.	379	277	452	454	414	9%
TOTAL TALK	386	281	467	455	430	12%
STATIONS EXT.	257	139	101	155	159	-38%
POPULATION (000)	125	124	123	125	121	-3%

Évolution de l'écoute radio selon la langue de l'aud

Tous 25-34

Ottawa-Gatineau central (Sondages d'automne)

Appendix 1

Anglophones bilingues

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKTFFM	58	16	13	13	53	-9%
CIMFFM	15	19	22	3	12	-24%
CJRCFM	0	0	2	0	7	-
CBOFFM	6	3	14	1	8	28%
CHLXFM	3	9	2	2	7	150%
CBOXFM	1	14	0	5	0	-100%
CIHTFM	93	74	157	107	159	70%
CILVFM	-	-	-	99	64	-
CKQBFM	183	130	85	134	154	-16%
CHEZFM	70	35	119	86	84	20%
CKKLFM	199	75	44	56	12	-94%
CJMJFM	99	128	99	81	38	-61%
CISSF	0	116	39	43	48	-
CBO FM	63	87	88	251	144	130%
CBOQFM	12	18	6	35	5	-59%
CFRA	25	8	40	13	31	25%
CIWW	0	15	0	2	0	-100%
CKBYFM	25	30	9	9	2	-91%
CFGO	40	46	59	33	23	-42%
CFTXFM	-	-	-	0	4	-
CJWLFM	-	-	-	14	6	-
TOUTES	974	852	851	1,086	923	-5%
MARCHÉ	893	822	798	986	861	-4%
FRANCO	84	61	53	23	91	9%
ANGLO	809	761	745	963	770	-5%
TOTAL	893	822	798	986	861	-4%
MUSICALES FR.	77	58	37	23	76	-2%
MUSICALES ANG.	682	504	519	622	524	-23%
TOTAL MUSICALES	759	562	556	645	600	-21%
TALK FR.	6	3	16	1	15	130%
TALK ANG.	128	140	188	297	198	55%
TOTAL TALK	134	144	203	298	213	59%
STATIONS EXT.	81	30	54	100	62	-23%
POPULATION (000)	539	526	532	591	570	6%

Évolution de l'écoute radio selon la langue de l'aud Tous 35-54

Ottawa-Gatineau central (Sondages d'automne)

Appendix 1

Résumé

Ensemble de la population

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	95%	96%	95%	93%	94%	-2%
Stations extérieures	5%	4%	5%	7%	6%	30%
Stations francos	30%	27%	31%	31%	27%	-10%
Stations anglos	70%	73%	69%	69%	73%	4%
Stations musicales	74%	72%	75%	73%	67%	-9%
MUSICALES FR.	23%	22%	24%	24%	20%	-15%
MUSICALES ANG.	51%	51%	51%	49%	48%	-6%
Stations talk	26%	24%	22%	25%	30%	14%
TALK FR.	7%	6%	7%	7%	7%	9%
TALK ANG.	19%	18%	15%	18%	22%	16%

Francophones

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	96%	98%	96%	97%	95%	0%
Stations extérieures	4%	2%	4%	3%	5%	9%
Stations francos	76%	75%	77%	79%	68%	-10%
Stations anglos	24%	25%	23%	21%	32%	34%
Stations musicales	81%	80%	79%	79%	76%	-6%
MUSICALES FR.	59%	59%	59%	60%	49%	-17%
MUSICALES ANG.	22%	21%	20%	19%	27%	24%
Stations talk	19%	19%	20%	20%	22%	18%
TALK FR.	17%	16%	19%	19%	19%	13%
TALK ANG.	19%	19%	20%	20%	22%	18%

Francophones bilingues

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	96%	98%	96%	97%	95%	0%
Stations extérieures	4%	2%	4%	3%	5%	9%
Stations francos	73%	71%	73%	76%	65%	-11%
Stations anglos	27%	29%	27%	24%	35%	28%
Stations musicales	79%	79%	79%	78%	76%	-4%
MUSICALES FR.	54%	54%	55%	57%	47%	-14%
MUSICALES ANG.	25%	25%	24%	21%	30%	18%
Stations talk	21%	19%	20%	21%	22%	6%
TALK FR.	18%	17%	18%	19%	18%	0%
TALK ANG.	2%	2%	2%	2%	3%	57%

Anglophones

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	95%	95%	95%	91%	93%	-2%
Stations extérieures	5%	5%	5%	9%	7%	40%
Stations francos	4%	5%	5%	5%	4%	2%
Stations anglos	96%	95%	95%	95%	96%	0%
Stations musicales	70%	69%	72%	69%	63%	-11%
MUSICALES FR.	3%	4%	4%	4%	3%	10%
MUSICALES ANG.	67%	64%	68%	65%	59%	-11%
Stations talk	30%	26%	23%	28%	34%	13%
TALK FR.	1%	1%	1%	1%	1%	-23%
TALK ANG.	29%	25%	23%	27%	33%	14%

Anglophones bilingues

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	95%	96%	96%	93%	91%	-5%
Stations extérieures	5%	4%	4%	7%	9%	89%
Stations francos	9%	11%	9%	11%	7%	-19%
Stations anglos	91%	89%	91%	89%	93%	2%
Stations musicales	70%	69%	75%	73%	64%	-7%
MUSICALES FR.	7%	9%	8%	10%	6%	-13%
MUSICALES ANG.	63%	60%	67%	63%	59%	-7%
Stations talk	30%	25%	22%	26%	32%	5%
TALK FR.	3%	2%	1%	2%	2%	-34%
TALK ANG.	28%	23%	21%	25%	30%	9%

Évolution de l'écoute radio selon la langue de l'aud

Tous 35-54

Ottawa-Gatineau central (Sondages d'automne)

Appendix 1

Ensemble de la population

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKTFFM	561	525	452	455	362	-35%
CIMFFM	915	812	991	989	636	-30%
CJRCFM	155	185	240	170	163	5%
CBOFFM	325	246	275	319	305	-6%
CHLXFM	106	227	199	139	120	13%
CBOXFM	62	66	73	102	80	29%
CIHTFM	118	208	250	271	297	152%
CILVFM	-	-	-	44	151	-
CKQBFM	272	510	538	290	252	-7%
CHEZFM	663	670	804	782	820	24%
CKKLFM	695	550	559	543	292	-58%
CJMJFM	1,128	1,191	815	660	717	-36%
CISSEFM	0	307	224	153	183	-
CBO FM	658	722	370	637	877	33%
CBOQFM	155	141	104	138	125	-19%
CFRA	527	468	524	510	369	-30%
CIWW	159	210	200	139	68	-57%
CKBYFM	409	345	323	346	155	-62%
CFGO	185	156	163	137	168	-9%
CFTXFM	-	-	-	10	40	-
CJWLFM	-	-	-	218	142	-
TOUTES	7,454	7,857	7,467	7,564	6,750	-9%
MARCHÉ	7,090	7,537	7,103	7,049	6,321	-11%
FRANCO	2,123	2,060	2,230	2,184	1,706	-20%
ANGLO	4,967	5,476	4,873	4,865	4,614	-7%
TOTAL	7,090	7,537	7,103	7,049	6,321	-11%
MUSICALES FR.	1,644	1,630	1,715	1,696	1,239	-25%
MUSICALES ANG.	3,598	3,823	3,593	3,430	3,018	-16%
TOTAL MUSICALES	5,241	5,453	5,308	5,125	4,257	-19%
TALK FR.	479	430	515	488	468	-2%
TALK ANG.	1,369	1,346	1,057	1,283	1,414	3%
TOTAL TALK	1,849	1,777	1,572	1,771	1,882	2%
STATIONS EXT.	364	320	364	515	429	18%
POPULATION (000)	370	372	374	378	375	1%

Francophones

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKTFFM	545	468	435	433	346	-36%
CIMFFM	835	754	963	887	591	-29%
CJRCFM	151	172	236	169	160	6%
CBOFFM	287	225	252	293	279	-3%
CHLXFM	89	139	90	91	95	6%
CBOXFM	45	52	33	75	40	-12%
CIHTFM	19	46	40	66	67	248%
CILVFM	-	-	-	1	5	-
CKQBFM	43	52	59	25	56	30%
CHEZFM	70	113	133	114	136	95%
CKKLFM	118	65	66	61	76	-36%
CJMJFM	206	161	142	97	149	-28%
CISSEFM	0	34	22	21	38	-
CBO FM	34	19	6	33	25	-28%
CBOQFM	22	12	9	17	5	-77%
CFRA	3	21	21	4	32	1142%
CIWW	29	32	31	5	18	-37%
CKBYFM	46	38	50	44	23	-50%
CFGO	10	10	5	7	12	21%
CFTXFM	-	-	-	10	40	-
CJWLFM	-	-	-	42	72	-
TOUTES	2,671	2,471	2,709	2,565	2,380	-11%
MARCHÉ	2,552	2,412	2,593	2,495	2,265	-11%
FRANCO	1,952	1,810	2,007	1,959	1,551	-21%
ANGLO	600	601	585	536	714	19%
TOTAL	2,552	2,412	2,593	2,495	2,265	-11%
MUSICALES FR.	1,514	1,413	1,519	1,496	1,111	-27%
MUSICALES ANG.	554	518	531	472	608	10%
TOTAL MUSICALES	2,068	1,932	2,050	1,968	1,719	-17%
TALK FR.	438	397	488	462	439	0%
TALK ANG.	47	49	33	43	69	47%
TOTAL TALK	485	446	521	506	508	5%
STATIONS EXT.	119	60	116	70	115	-3%
POPULATION (000)	114	115	116	118	117	3%

Évolution de l'écoute radio selon la langue de l'aud

Tous 35-54

Ottawa-Gatineau central (Sondages d'automne)

Appendix 1

Francophones bilingues

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKTFFM	418	352	344	332	304	-27%
CIMFFM	604	552	715	690	465	-23%
CJRCFM	122	140	167	132	121	0%
CBOFFM	261	196	217	257	241	-8%
CHLXFM	65	119	75	89	77	18%
CBOXFM	43	46	32	70	39	-10%
CIHTFM	13	44	40	65	66	406%
CILVFM	-	-	-	1	5	-
CKQBFM	41	49	58	21	45	11%
CHEZFM	57	104	123	103	132	131%
CKKLFM	116	63	62	60	71	-39%
CJMJFM	201	157	141	94	149	-26%
CISSFM	0	33	21	17	37	-
CBO FM	34	19	6	32	25	-28%
CBOQFM	22	11	9	14	5	-77%
CFRA	3	21	21	4	32	1142%
CIWW	29	30	31	5	17	-41%
CKBYFM	44	32	50	42	23	-48%
CFGO	10	10	5	7	12	21%
CFTXFM	-	-	-	8	32	-
CJWLFM	-	-	-	42	71	-
TOUTES	2,177	2,024	2,204	2,138	2,067	-5%
MARCHÉ	2,083	1,975	2,117	2,084	1,969	-5%
FRANCO	1,513	1,404	1,550	1,578	1,279	-15%
ANGLO	570	571	567	506	690	21%
TOTAL	2,083	1,975	2,117	2,084	1,969	-5%
MUSICALES FR.	1,131	1,069	1,166	1,189	917	-19%
MUSICALES ANG.	523	490	513	446	585	12%
TOTAL MUSICALES	1,654	1,559	1,680	1,635	1,502	-9%
TALK FR.	383	335	384	389	362	-5%
TALK ANG.	46	49	33	43	69	48%
TOTAL TALK	429	384	417	432	431	0%
STATIONS EXT.	94	48	87	55	98	4%
POPULATION (000)	946	950	963	972	992	5%

Anglophones

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKTFFM	16	57	18	22	16	-1%
CIMFFM	80	59	28	102	45	-43%
CJRCFM	4	13	4	0	2	-41%
CBOFFM	38	20	23	26	26	-30%
CHLXFM	17	88	110	48	26	49%
CBOXFM	17	14	40	27	40	141%
CIHTFM	99	162	209	205	230	133%
CILVFM	-	-	-	43	145	-
CKQBFM	229	458	479	265	195	-15%
CHEZFM	593	557	672	667	684	15%
CKKLFM	576	485	492	482	216	-63%
CJMJFM	922	1,030	673	563	568	-38%
CISSFM	0	273	202	131	145	-
CBO FM	623	703	364	604	853	37%
CBOQFM	133	129	96	121	120	-9%
CFRA	524	447	503	506	337	-36%
CIWW	130	178	168	135	50	-62%
CKBYFM	363	307	273	302	132	-64%
CFGO	175	147	158	130	156	-11%
CFTXFM	-	-	-	0	1	-
CJWLFM	-	-	-	176	70	-
TOUTES	4,783	5,385	4,758	5,000	4,370	-9%
MARCHÉ	4,538	5,125	4,510	4,554	4,056	-11%
FRANCO	171	250	222	225	156	-9%
ANGLO	4,367	4,875	4,288	4,329	3,900	-11%
TOTAL	4,538	5,125	4,510	4,554	4,056	-11%
MUSICALES FR.	130	217	195	199	127	-2%
MUSICALES ANG.	3,044	3,305	3,062	2,958	2,410	-21%
TOTAL MUSICALES	3,174	3,522	3,257	3,157	2,537	-20%
TALK FR.	42	34	27	26	29	-31%
TALK ANG.	1,323	1,297	1,024	1,240	1,345	2%
TOTAL TALK	1,364	1,330	1,051	1,266	1,374	1%
STATIONS EXT.	246	260	248	446	314	28%
POPULATION (000)	256	257	258	260	258	1%

Évolution de l'écoute radio selon la langue de l'aud Tous 35-54

Ottawa-Gatineau central (Sondages d'automne)

Appendix 1

Anglophones bilingues

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKTFFM	12	53	14	21	14	15%
CIMFFM	74	54	21	98	31	-59%
CJRCFM	4	13	4	0	2	-41%
CBOFFM	36	18	19	25	26	-29%
CHLXFM	6	65	73	20	16	156%
CBOXFM	7	10	25	18	31	375%
CIHTFM	41	67	100	37	81	96%
CILVFM	-	-	-	13	59	-
CKQBFM	104	168	233	86	72	-31%
CHEZFM	132	162	244	232	325	145%
CKKLFM	187	198	189	176	86	-54%
CJMJFM	303	410	231	276	205	-32%
CISSFM	0	123	52	16	58	-
CBO FM	198	335	176	217	315	59%
CBOQFM	41	53	10	71	42	1%
CFRA	165	94	95	130	131	-21%
CIWW	45	57	53	40	18	-59%
CKBYFM	100	80	52	76	28	-72%
CFGO	58	37	70	59	42	-27%
CFTXFM	-	-	-	0	1	-
CJWLFM	-	-	-	30	33	-
TOUTES	1,592	2,073	1,721	1,757	1,780	12%
MARCHÉ	1,513	1,996	1,660	1,641	1,613	7%
FRANCO	139	212	155	182	120	-14%
ANGLO	1,374	1,784	1,504	1,459	1,493	9%
TOTAL	1,513	1,996	1,660	1,641	1,613	7%
MUSICALES FR.	99	181	133	157	92	-7%
MUSICALES ANG.	953	1,194	1,111	1,037	948	-1%
TOTAL MUSICALES	1,052	1,375	1,243	1,194	1,040	-1%
TALK FR.	40	31	23	25	28	-30%
TALK ANG.	421	467	341	406	488	16%
TOTAL TALK	461	498	364	431	515	12%
STATIONS EXT.	79	77	61	116	167	111%
POPULATION (000)	847	102	997	926	101	-88%

Évolution de l'écoute des stations musicales radio

Résumé multi groupes-cibles

Montréal central (Sondages d'automne)

Évolution 2003-2007 % Part des heures d'écoute

	T12+	T12+F	T12+FB	T12-24	T25-34	T35-54 F	T35-54 FB
Stations musicales	-9%	-10%	-11%	-5%	-14%	-7%	-8%
MUSICALES FR.	-14%	-14%	-16%	-14%	-19%	-14%	-20%
MUSICALES ANG.	3%	7%	4%	11%	-6%	33%	35%

Évolution 2003-2007 % Heures d'écoute

	T12+	T12+F	T12+FB	T12-24	T25-34	T35-54 F	T35-54 FB
Stations musicales	-13%	-14%	-9%	-25%	-26%	-12%	-7%
MUSICALES FR.	-18%	-18%	-13%	-32%	-30%	-18%	-19%
MUSICALES ANG.	-2%	2%	6%	-12%	-19%	26%	36%

Évolution de l'écoute radio selon la langue de l'auditeur

Tous 12+

Montréal central (Sondages d'automne)

Appendix 2

Résumé

Ensemble de la population

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	93%	91%	92%	92%	91%	-2%
Stations extérieures	7%	9%	8%	8%	9%	19%
Stations francos	70%	70%	69%	69%	70%	-1%
Stations anglos	30%	30%	31%	31%	30%	2%
Stations musicales	71%	69%	70%	70%	65%	-9%
MUSICALES FR.	50%	48%	46%	47%	43%	-14%
MUSICALES ANG.	21%	22%	23%	23%	22%	3%
Stations talk	29%	31%	30%	30%	35%	21%
TALK FR.	20%	22%	22%	22%	26%	31%
TALK ANG.	9%	8%	8%	8%	9%	-1%

Francophones

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	93%	92%	92%	93%	92%	-2%
Stations extérieures	7%	8%	8%	7%	8%	23%
Stations francos	87%	87%	85%	87%	87%	-1%
Stations anglos	13%	13%	15%	13%	13%	6%
Stations musicales	73%	71%	71%	71%	66%	-10%
MUSICALES FR.	62%	59%	57%	59%	53%	-14%
MUSICALES ANG.	12%	12%	14%	12%	13%	7%
Stations talk	27%	29%	29%	29%	34%	29%
TALK FR.	26%	28%	28%	28%	33%	30%
TALK ANG.	27%	29%	29%	29%	34%	29%

Francophones bilingues

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	93%	93%	93%	93%	92%	-1%
Stations extérieures	7%	7%	7%	7%	8%	16%
Stations francos	83%	84%	81%	82%	83%	0%
Stations anglos	17%	16%	19%	18%	17%	1%
Stations musicales	71%	70%	70%	69%	63%	-11%
MUSICALES FR.	56%	54%	52%	53%	47%	-16%
MUSICALES ANG.	16%	15%	18%	16%	16%	4%
Stations talk	29%	30%	30%	31%	37%	28%
TALK FR.	27%	30%	29%	29%	36%	31%
TALK ANG.	1%	1%	1%	1%	1%	-21%

Anglophones

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	90%	90%	90%	90%	89%	-1%
Stations extérieures	10%	10%	10%	10%	11%	11%
Stations francos	9%	10%	9%	9%	9%	-3%
Stations anglos	91%	90%	91%	91%	91%	0%
Stations musicales	62%	63%	64%	66%	61%	-2%
MUSICALES FR.	9%	8%	8%	8%	8%	-12%
MUSICALES ANG.	53%	55%	56%	59%	53%	0%
Stations talk	38%	37%	36%	34%	39%	3%
TALK FR.	1%	1%	1%	1%	2%	86%
TALK ANG.	37%	36%	35%	32%	37%	1%

Anglophones bilingues

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	90%	89%	90%	90%	89%	-2%
Stations extérieures	10%	11%	10%	10%	11%	17%
Stations francos	10%	10%	10%	10%	11%	3%
Stations anglos	90%	90%	90%	90%	89%	0%
Stations musicales	69%	70%	69%	75%	66%	-3%
MUSICALES FR.	9%	8%	8%	9%	9%	-9%
MUSICALES ANG.	59%	61%	61%	66%	58%	-3%
Stations talk	31%	30%	31%	25%	34%	8%
TALK FR.	1%	1%	2%	2%	2%	107%
TALK ANG.	30%	29%	29%	24%	32%	4%

Évolution de l'écoute radio selon la langue de l'auditeur Tous 12+

Appendix 2

Montréal central (Sondages d'automne)

Ensemble de la population

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKMFFM	5,667	5,582	6,059	5,929	3,630	-36%
CKOIFM	5,585	5,619	4,475	4,402	3,898	-30%
CITEF3	6,741	5,980	4,983	5,454	5,254	-22%
CFGLFM	5,423	5,890	6,322	6,349	6,267	16%
CHMPFM	999	2,716	3,848	4,658	5,287	429%
CKAC	4,711	3,612	2,738	2,460	1,460	-69%
CBF FM	6,189	5,666	5,515	4,580	7,148	15%
CJPMFM	3,755	2,906	2,869	2,422	1,984	-47%
CKLXFM	-	-	1,147	1,063	1,042	-
CBFXFM	783	1,204	901	754	1,793	129%
CINF	808	632	640	556	704	-13%
CHOMFM	3,378	3,756	4,041	3,478	3,743	11%
CJPMFM	3,920	4,166	4,485	4,561	4,110	5%
CFQRFM	4,199	4,019	4,216	4,143	3,523	-16%
CJAD	3,285	3,198	3,071	2,896	2,982	-9%
CBMEFM	950	939	816	742	960	1%
CBM FM	649	470	650	555	516	-21%
CKGM	343	230	276	361	325	-5%
CINW	536	460	548	540	581	8%
TOUTES	62,557	62,507	62,728	60,706	60,566	-3%
MARCHÉ	57,922	57,044	57,599	55,903	55,206	-5%
FRANCO	40,662	39,806	39,495	38,627	38,466	-5%
ANGLO	17,260	17,237	18,105	17,276	16,740	-3%
TOTAL	57,922	57,044	57,599	55,903	55,206	-5%
MUSICALES FR.	28,954	27,181	26,755	26,373	23,867	-18%
MUSICALES ANG.	12,146	12,411	13,393	12,737	11,892	-2%
TOTAL MUSICALES	41,100	39,591	40,148	39,110	35,760	-13%
TALK FR.	11,709	12,626	12,740	12,254	14,598	25%
TALK ANG.	5,114	4,826	4,712	4,539	4,848	-5%
TOTAL TALK	16,822	17,452	17,452	16,793	19,446	16%
STATIONS EXT.	4,635	5,464	5,129	4,804	5,360	16%
POPULATION (000)	3,102	3,146	3,175	3,211	3,244	5%

Francophones

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKMFFM	5,581	5,549	5,984	5,826	3,584	-36%
CKOIFM	5,448	5,519	4,373	4,258	3,817	-30%
CITEF3	6,616	5,908	4,897	5,333	5,162	-22%
CFGLFM	5,269	5,721	6,247	6,215	6,204	18%
CHMPFM	965	2,688	3,769	4,593	5,230	442%
CKAC	4,664	3,554	2,724	2,395	1,407	-70%
CBF FM	6,162	5,639	5,453	4,535	7,082	15%
CJPMFM	3,223	2,265	2,403	2,113	1,644	-49%
CKLXFM	-	-	1,002	927	826	-
CBFXFM	749	1,141	836	709	1,708	128%
CINF	776	593	621	539	691	-11%
CHOMFM	1,922	2,247	2,241	1,830	2,256	17%
CJPMFM	1,516	1,687	2,056	1,656	1,819	20%
CFQRFM	1,654	1,408	1,691	1,482	1,231	-26%
CJAD	188	120	143	167	149	-21%
CBMEFM	88	94	88	98	119	35%
CBM FM	214	135	255	192	114	-47%
CKGM	48	36	17	71	21	-56%
CINW	50	60	57	77	23	-54%
TOUTES	48,421	48,343	48,643	46,366	47,019	-3%
MARCHÉ	45,132	44,365	44,856	43,015	43,087	-5%
FRANCO	39,453	38,578	38,307	37,444	37,355	-5%
ANGLO	5,679	5,788	6,549	5,572	5,732	1%
TOTAL	45,132	44,365	44,856	43,015	43,087	-5%
MUSICALES FR.	27,851	26,104	25,741	25,381	22,945	-18%
MUSICALES ANG.	5,306	5,478	6,244	5,159	5,420	2%
TOTAL MUSICALES	33,157	31,582	31,985	30,540	28,365	-14%
TALK FR.	11,602	12,474	12,565	12,063	14,410	24%
TALK ANG.	374	310	306	413	312	-17%
TOTAL TALK	11,975	12,784	12,871	12,475	14,722	23%
STATIONS EXT.	3,288	3,977	3,787	3,351	3,932	20%
POPULATION (000)	2,421	2,456	2,481	2,506	2,535	5%

Évolution de l'écoute radio selon la langue de l'auditeur

Tous 12+

Montréal central (Sondages d'automne)

Appendix 2

Francophones bilingues

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKMFFM	3,143	3,167	3,634	3,451	2,287	-27%
CKOIFM	2,702	3,205	2,180	2,325	2,255	-17%
CITEF3	2,837	2,848	2,105	2,149	2,036	-28%
CFGLFM	2,809	3,130	3,094	3,090	3,003	7%
CHMPFM	766	1,555	2,164	2,713	3,035	296%
CKAC	2,790	2,074	1,415	1,400	827	-70%
CBF FM	3,905	4,059	3,894	3,167	5,342	37%
CJPMFM	1,909	1,558	1,561	1,508	1,134	-41%
CKLXFM	-	-	781	591	618	-
CBFXFM	504	818	578	488	1,364	170%
CINF	473	330	390	334	420	-11%
CHOMFM	1,463	1,539	1,733	1,509	1,847	26%
CJFMFM	1,097	1,330	1,622	1,274	1,512	38%
CFQRFM	1,356	1,215	1,287	1,287	914	-33%
CJAD	182	88	115	158	145	-21%
CBMEFM	87	38	82	90	116	33%
CBM FM	208	114	217	177	104	-50%
CKGM	48	36	15	71	21	-56%
CINW	50	49	57	58	15	-70%
TOUTES	28,199	29,338	28,860	27,929	29,252	4%
MARCHÉ	26,329	27,152	26,924	25,838	26,995	3%
FRANCO	21,838	22,744	21,797	21,215	22,322	2%
ANGLO	4,491	4,408	5,127	4,623	4,673	4%
TOTAL	26,329	27,152	26,924	25,838	26,995	3%
MUSICALES FR.	14,671	14,725	13,934	13,601	12,698	-13%
MUSICALES ANG.	4,124	4,198	4,859	4,247	4,377	6%
TOTAL MUSICALES	18,795	18,922	18,792	17,848	17,074	-9%
TALK FR.	7,168	8,019	7,863	7,614	9,624	34%
TALK ANG.	367	211	269	377	297	-19%
TOTAL TALK	7,534	8,230	8,132	7,990	9,921	32%
STATIONS EXT.	1,870	2,186	1,936	2,091	2,257	21%
POPULATION (000)	1,426	1,492	1,480	1,508	1,589	11%

Anglophones

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKMFFM	86	32	75	104	46	-46%
CKOIFM	137	100	102	144	81	-41%
CITEF3	125	72	85	121	92	-26%
CFGLFM	154	168	75	134	63	-59%
CHMPFM	35	28	79	65	57	63%
CKAC	48	59	14	65	54	12%
CBF FM	28	27	62	45	66	139%
CJPMFM	532	642	466	308	340	-36%
CKLXFM	-	-	145	136	216	-
CBFXFM	34	63	65	45	84	149%
CINF	32	38	19	17	12	-61%
CHOMFM	1,457	1,509	1,800	1,648	1,487	2%
CJFMFM	2,404	2,479	2,429	2,906	2,291	-5%
CFQRFM	2,545	2,611	2,525	2,661	2,292	-10%
CJAD	3,097	3,078	2,928	2,729	2,833	-9%
CBMEFM	862	846	727	644	841	-2%
CBM FM	435	335	395	363	402	-8%
CKGM	295	193	259	290	304	3%
CINW	487	400	492	464	558	15%
TOUTES	14,137	14,165	14,086	14,340	13,547	-4%
MARCHÉ	12,790	12,678	12,743	12,887	12,119	-5%
FRANCO	1,209	1,229	1,188	1,183	1,111	-8%
ANGLO	11,580	11,450	11,555	11,704	11,008	-5%
TOTAL	12,790	12,678	12,743	12,887	12,119	-5%
MUSICALES FR.	1,103	1,077	1,013	992	922	-16%
MUSICALES ANG.	6,841	6,933	7,149	7,578	6,472	-5%
TOTAL MUSICALES	7,943	8,010	8,163	8,570	7,395	-7%
TALK FR.	107	152	175	191	188	76%
TALK ANG.	4,740	4,516	4,406	4,126	4,536	-4%
TOTAL TALK	4,847	4,668	4,580	4,318	4,724	-3%
STATIONS EXT.	1,347	1,487	1,342	1,453	1,428	6%
POPULATION (000)	680	690	694	705	709	4%

Évolution de l'écoute radio selon la langue de l'auditeur Tous 12+

Appendix 2

Montréal central (Sondages d'automne)

Anglophones bilingues

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKMFFM	83	31	75	92	45	-46%
CKOIFM	116	90	97	143	76	-35%
CITEF3	108	67	72	113	84	-22%
CFGLFM	116	157	68	131	48	-58%
CHMPFM	33	24	72	62	56	71%
CKAC	47	46	14	29	53	13%
CBF FM	21	27	51	39	66	207%
CJPXFM	362	405	255	214	200	-45%
CKLXFM	-	-	118	126	203	-
CBFXFM	29	21	52	44	77	169%
CINF	26	22	19	17	11	-58%
CHOMFM	1,175	1,303	1,467	1,440	1,209	3%
CJFMFM	1,966	2,061	1,950	2,690	1,814	-8%
CFQRFM	1,887	2,003	1,837	1,987	1,642	-13%
CJAD	1,686	1,710	1,598	1,396	1,554	-8%
CBMEFM	556	549	470	405	590	6%
CBM FM	286	256	224	244	264	-8%
CKGM	223	167	210	250	275	23%
CINW	267	219	298	214	288	8%
TOUTES	9,930	10,245	9,914	10,683	9,624	-3%
MARCHÉ	8,984	9,159	8,948	9,637	8,552	-5%
FRANCO	940	890	893	1,010	917	-2%
ANGLO	8,045	8,269	8,055	8,627	7,635	-5%
TOTAL	8,984	9,159	8,948	9,637	8,552	-5%
MUSICALES FR.	846	772	736	863	732	-13%
MUSICALES ANG.	5,314	5,623	5,478	6,361	4,928	-7%
TOTAL MUSICALES	6,159	6,395	6,214	7,224	5,660	-8%
TALK FR.	94	119	157	147	185	97%
TALK ANG.	2,731	2,646	2,577	2,266	2,707	-1%
TOTAL TALK	2,825	2,764	2,734	2,413	2,892	2%
STATIONS EXT.	946	1,087	966	1,046	1,072	13%
POPULATION (000)	476	498	484	532	501	5%

Évolution de l'écoute radio selon la langue de l'auditeur

Tous 12-24

Montréal central (Sondages d'automne)

Appendix 2

Résumé

Ensemble de la population

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	88%	86%	85%	84%	86%	-2%
Stations extérieures	12%	14%	15%	16%	14%	12%
Stations francos	66%	62%	64%	66%	62%	-6%
Stations anglos	34%	38%	36%	34%	38%	11%
Stations musicales	93%	92%	91%	92%	88%	-5%
MUSICALES FR.	61%	56%	56%	60%	52%	-14%
MUSICALES ANG.	32%	36%	34%	32%	36%	11%
Stations talk	7%	8%	9%	8%	12%	75%
TALK FR.	5%	6%	8%	7%	9%	102%
TALK ANG.	2%	2%	1%	1%	2%	13%

Francophones

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	90%	88%	88%	86%	88%	-2%
Stations extérieures	10%	12%	12%	14%	12%	18%
Stations francos	79%	77%	77%	81%	76%	-3%
Stations anglos	21%	23%	23%	19%	24%	12%
Stations musicales	94%	93%	91%	92%	88%	-6%
MUSICALES FR.	73%	70%	68%	73%	64%	-12%
MUSICALES ANG.	21%	23%	23%	19%	24%	13%
Stations talk	6%	7%	9%	8%	12%	93%
TALK FR.	6%	7%	9%	8%	12%	105%
TALK ANG.	6%	7%	9%	8%	12%	93%

Francophones bilingues

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	89%	91%	89%	84%	91%	2%
Stations extérieures	11%	9%	11%	16%	9%	-19%
Stations francos	74%	78%	71%	76%	72%	-2%
Stations anglos	26%	22%	29%	24%	28%	7%
Stations musicales	93%	85%	88%	89%	86%	-7%
MUSICALES FR.	68%	64%	59%	66%	59%	-13%
MUSICALES ANG.	25%	21%	29%	23%	27%	9%
Stations talk	7%	15%	12%	11%	14%	89%
TALK FR.	6%	14%	12%	11%	13%	108%
TALK ANG.	1%	0%	0%	0%	0%	-53%

Anglophones

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	78%	80%	73%	#DIV/0!	78%	0%
Stations extérieures	22%	20%	27%	#DIV/0!	22%	0%
Stations francos	10%	10%	5%	#DIV/0!	6%	-37%
Stations anglos	90%	90%	95%	#DIV/0!	94%	4%
Stations musicales	91%	90%	91%	#DIV/0!	89%	-2%
MUSICALES FR.	10%	9%	4%	#DIV/0!	6%	-41%
MUSICALES ANG.	81%	81%	87%	#DIV/0!	83%	3%
Stations talk	9%	10%	9%	#DIV/0!	11%	21%
TALK FR.	0%	1%	2%	#DIV/0!	0%	196%
TALK ANG.	9%	9%	7%	#DIV/0!	10%	18%

Anglophones bilingues

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	78%	86%	74%	79%	79%	1%
Stations extérieures	22%	14%	26%	21%	21%	-4%
Stations francos	11%	10%	6%	10%	7%	-35%
Stations anglos	89%	90%	94%	90%	93%	4%
Stations musicales	92%	88%	91%	93%	89%	-3%
MUSICALES FR.	10%	9%	4%	9%	6%	-38%
MUSICALES ANG.	82%	78%	87%	84%	83%	1%
Stations talk	8%	12%	9%	7%	11%	41%
TALK FR.	0%	1%	1%	1%	0%	178%
TALK ANG.	8%	12%	8%	6%	10%	38%

Évolution de l'écoute radio selon la langue de l'auditeur

Tous 12-24

Montréal central (Sondages d'automne)

Appendix 2

Ensemble de la population

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKMFFM	907	766	1,088	963	554	-39%
CKOIFM	1,649	1,618	1,247	1,269	1,227	-26%
CITEF3	387	336	503	169	292	-25%
CFGLFM	448	257	374	322	348	-22%
CHMPFM	241	42	127	92	134	-44%
CKAC	110	109	139	89	86	-22%
CBF FM	155	138	182	116	210	36%
CJPXFM	112	68	36	74	21	-81%
CKLXFM	-	-	20	13	58	-
CBFXFM	21	18	17	14	65	218%
CINF	23	21	3	10	30	31%
CHOMFM	455	418	338	321	450	-1%
CJFMFM	1,212	1,317	1,415	989	1,086	-10%
CFQRFM	309	208	225	216	206	-33%
CJAD	71	73	56	42	37	-48%
CBMEFM	29	23	11	7	41	44%
CBM FM	7	5	21	0	5	-27%
CKGM	19	14	11	10	34	77%
CINW	9	5	9	1	3	-71%
TOUTES	7,035	6,315	6,874	5,590	5,679	-19%
MARCHÉ	6,163	5,435	5,822	4,715	4,888	-21%
FRANCO	4,052	3,373	3,736	3,130	3,026	-25%
ANGLO	2,111	2,062	2,086	1,585	1,862	-12%
TOTAL	6,163	5,435	5,822	4,715	4,888	-21%
MUSICALES FR.	3,765	3,063	3,284	2,823	2,566	-32%
MUSICALES ANG.	1,983	1,947	1,999	1,526	1,747	-12%
TOTAL MUSICALES	5,748	5,011	5,284	4,348	4,313	-25%
TALK FR.	287	310	451	308	460	60%
TALK ANG.	128	115	87	60	115	-11%
TOTAL TALK	415	424	538	367	575	38%
STATIONS EXT.	872	880	1,053	875	792	-9%
POPULATION (000)	576	591	592	592	594	3%

Francophones

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKMFFM	899	755	1,084	943	543	-40%
CKOIFM	1,578	1,570	1,232	1,241	1,199	-24%
CITEF3	378	335	497	166	287	-24%
CFGLFM	434	221	370	300	348	-20%
CHMPFM	226	41	125	82	134	-41%
CKAC	109	103	136	87	83	-24%
CBF FM	154	137	172	113	210	36%
CJPXFM	110	51	30	70	19	-83%
CKLXFM	-	-	15	12	44	-
CBFXFM	21	18	15	7	65	218%
CINF	23	20	3	9	30	31%
CHOMFM	255	233	148	189	249	-2%
CJFMFM	589	689	859	461	584	-1%
CFQRFM	195	52	76	62	82	-58%
CJAD	9	4	9	2	2	-82%
CBMEFM	7	1	0	0	3	-62%
CBM FM	2	3	14	0	5	167%
CKGM	9	0	0	0	8	-18%
CINW	1	0	1	0	0	-100%
TOUTES	5,540	4,812	5,461	4,362	4,401	-21%
MARCHÉ	4,999	4,234	4,786	3,744	3,892	-22%
FRANCO	3,931	3,252	3,679	3,030	2,961	-25%
ANGLO	1,067	982	1,106	714	931	-13%
TOTAL	4,999	4,234	4,786	3,744	3,892	-22%
MUSICALES FR.	3,646	2,950	3,244	2,739	2,505	-31%
MUSICALES ANG.	1,041	977	1,097	712	919	-12%
TOTAL MUSICALES	4,687	3,927	4,340	3,451	3,424	-27%
TALK FR.	286	302	436	291	456	60%
TALK ANG.	26	6	10	2	12	-55%
TOTAL TALK	312	307	446	293	468	50%
STATIONS EXT.	541	578	675	619	509	-6%
POPULATION (000)	458	470	471	469	476	4%

Évolution de l'écoute radio selon la langue de l'auditeur

Tous 12-24

Montréal central (Sondages d'automne)

Appendix 2

Francophones bilingues

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKMFFM	528	1,552	609	557	379	-28%
CKOIFM	777	1,725	683	775	860	11%
CITEF3	253	437	256	95	160	-37%
CFGLFM	261	508	248	173	253	-3%
CHMPFM	195	267	98	75	112	-42%
CKAC	82	162	101	78	80	-2%
CBF FM	98	526	155	109	176	80%
CJPXFM	96	203	22	58	15	-85%
CKLXFM	-	-	13	11	29	-
CBFXFM	6	78	9	6	61	895%
CINF	21	52	2	9	30	39%
CHOMFM	189	405	120	169	225	20%
CJFMFM	422	814	684	374	512	21%
CFQRFM	177	261	72	54	78	-56%
CJAD	9	10	9	2	2	-82%
CBMEFM	7	8	0	0	3	-62%
CBM FM	2	6	11	0	5	167%
CKGM	9	6	0	0	8	-18%
CINW	1	11	1	0	0	-100%
TOUTES	3,539	7,704	3,485	3,022	3,294	-7%
MARCHÉ	3,134	7,031	3,092	2,544	2,987	-5%
FRANCO	2,319	5,510	2,196	1,945	2,154	-7%
ANGLO	816	1,521	896	599	832	2%
TOTAL	3,134	7,031	3,092	2,544	2,987	-5%
MUSICALES FR.	2,118	4,503	1,839	1,674	1,756	-17%
MUSICALES ANG.	789	1,487	886	597	820	4%
TOTAL MUSICALES	2,907	5,989	2,726	2,272	2,577	-11%
TALK FR.	201	1,008	357	271	398	98%
TALK ANG.	26	34	10	2	12	-55%
TOTAL TALK	227	1,042	367	273	410	80%
STATIONS EXT.	405	673	393	478	307	-24%
POPULATION (000)	293	484	298	309	323	10%

Anglophones

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKMFFM	8	12	3	0	11	27%
CKOIFM	71	48	15	0	28	-60%
CITEF3	9	1	5	0	5	-50%
CFGLFM	14	36	5	0	0	-99%
CHMPFM	15	1	2	0	1	-96%
CKAC	1	6	3	0	3	121%
CBF FM	0	1	10	0	1	100%
CJPXFM	2	17	6	0	2	20%
CKLXFM	-	-	5	0	14	-
CBFXFM	0	0	2	0	0	-
CINF	0	1	1	0	0	-
CHOMFM	200	185	190	0	201	1%
CJFMFM	623	628	557	0	502	-19%
CFQRFM	114	156	149	0	124	10%
CJAD	62	69	47	0	35	-43%
CBMEFM	22	21	11	0	39	75%
CBM FM	6	2	7	0	1	-91%
CKGM	10	14	11	0	26	167%
CINW	8	5	8	0	3	-67%
TOUTES	1,495	1,503	1,414	0	1,279	-14%
MARCHÉ	1,164	1,201	1,036	0	996	-14%
FRANCO	121	122	56	0	65	-46%
ANGLO	1,044	1,080	980	0	931	-11%
TOTAL	1,164	1,201	1,036	0	996	-14%
MUSICALES FR.	119	113	41	0	60	-49%
MUSICALES ANG.	942	971	903	0	828	-12%
TOTAL MUSICALES	1,061	1,084	943	0	889	-16%
TALK FR.	2	8	16	0	4	153%
TALK ANG.	102	109	77	0	103	1%
TOTAL TALK	103	117	92	0	107	3%
STATIONS EXT.	331	302	378	0	283	-15%
POPULATION (000)	118	121	121	0	119	1%

Évolution de l'écoute radio selon la langue de l'auditeur

Tous 12-24

Montréal central (Sondages d'automne)

Appendix 2

Anglophones bilingues

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKMFFM	8	22	3	20	11	27%
CKOIFM	60	66	15	28	28	-53%
CITEF3	9	14	5	3	5	-49%
CFGLFM	14	112	5	20	0	-99%
CHMPFM	14	1	1	1	1	-96%
CKAC	1	6	3	2	3	121%
CBF FM	0	7	6	4	1	100%
CJPXFM	1	25	4	3	2	85%
CKLXFM	-	-	5	0	14	-
CBFXFM	0	0	2	6	0	-
CINF	0	3	1	1	0	-
CHOMFM	178	410	166	112	165	-8%
CJFMFM	545	1,103	462	506	482	-12%
CFQRFM	104	468	136	125	118	13%
CJAD	47	139	42	37	29	-39%
CBMEFM	20	68	10	6	39	99%
CBM FM	6	9	6	0	0	-95%
CKGM	8	62	11	10	26	218%
CINW	2	26	7	1	3	35%
TOUTES	1,309	2,940	1,201	1,114	1,176	-10%
MARCHÉ	1,019	2,542	890	883	926	-9%
FRANCO	108	256	49	87	64	-41%
ANGLO	911	2,285	840	796	862	-5%
TOTAL	1,019	2,542	890	883	926	-9%
MUSICALES FR.	106	239	38	80	60	-44%
MUSICALES ANG.	834	1,990	770	743	766	-8%
TOTAL MUSICALES	940	2,229	807	822	825	-12%
TALK FR.	2	17	12	7	4	153%
TALK ANG.	77	296	70	53	97	25%
TOTAL TALK	79	313	82	61	101	28%
STATIONS EXT.	290	398	311	231	250	-14%
POPULATION (000)	100	164	99	106	100	1%

Évolution de l'écoute radio selon la langue de l'auditeur

Tous 25-34

Montréal central (Sondages d'automne)

Appendix 2

Résumé

Ensemble de la population

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	94%	92%	93%	91%	89%	-6%
Stations extérieures	6%	8%	7%	9%	11%	97%
Stations francos	65%	66%	67%	63%	64%	-1%
Stations anglos	35%	34%	33%	37%	36%	3%
Stations musicales	86%	84%	83%	79%	73%	-14%
MUSICALES FR.	54%	53%	53%	46%	43%	-19%
MUSICALES ANG.	32%	30%	30%	33%	30%	-6%
Stations talk	14%	16%	17%	21%	27%	86%
TALK FR.	11%	13%	14%	17%	20%	87%
TALK ANG.	3%	3%	3%	4%	6%	85%

Francophones

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	95%	94%	94%	93%	90%	-6%
Stations extérieures	5%	6%	6%	7%	10%	109%
Stations francos	81%	82%	83%	81%	82%	1%
Stations anglos	19%	18%	17%	19%	18%	-5%
Stations musicales	86%	83%	82%	77%	73%	-15%
MUSICALES FR.	67%	66%	65%	59%	56%	-17%
MUSICALES ANG.	19%	17%	17%	18%	17%	-9%
Stations talk	14%	17%	18%	23%	27%	91%
TALK FR.	14%	17%	18%	22%	26%	89%
TALK ANG.	14%	17%	18%	23%	27%	91%

Francophones bilingues

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	95%	93%	93%	92%	88%	-8%
Stations extérieures	5%	7%	7%	8%	12%	142%
Stations francos	77%	79%	78%	79%	80%	5%
Stations anglos	23%	21%	22%	21%	20%	-15%
Stations musicales	84%	82%	83%	73%	69%	-18%
MUSICALES FR.	61%	62%	61%	53%	51%	-17%
MUSICALES ANG.	23%	20%	21%	20%	18%	-19%
Stations talk	16%	18%	17%	27%	31%	90%
TALK FR.	16%	17%	17%	26%	30%	87%
TALK ANG.	1%	1%	0%	1%	1%	160%

Anglophones

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	92%	89%	91%	86%	86%	-6%
Stations extérieures	8%	11%	9%	14%	14%	68%
Stations francos	9%	9%	8%	10%	8%	-10%
Stations anglos	91%	91%	92%	90%	92%	1%
Stations musicales	86%	86%	85%	86%	75%	-12%
MUSICALES FR.	8%	9%	7%	9%	5%	-32%
MUSICALES ANG.	77%	77%	79%	77%	70%	-10%
Stations talk	14%	14%	15%	14%	25%	71%
TALK FR.	0%	1%	1%	1%	2%	359%
TALK ANG.	14%	14%	14%	13%	23%	61%

Anglophones bilingues

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	92%	88%	91%	87%	84%	-8%
Stations extérieures	8%	12%	9%	13%	16%	92%
Stations francos	8%	9%	7%	11%	8%	-1%
Stations anglos	92%	91%	93%	89%	92%	0%
Stations musicales	87%	87%	87%	86%	71%	-18%
MUSICALES FR.	8%	8%	6%	9%	5%	-33%
MUSICALES ANG.	79%	78%	81%	77%	66%	-16%
Stations talk	13%	13%	13%	14%	29%	121%
TALK FR.	0%	1%	1%	1%	3%	722%
TALK ANG.	13%	13%	12%	12%	26%	104%

Évolution de l'écoute radio selon la langue de l'auditeur

Tous 25-34

Montréal central (Sondages d'automne)

Appendix 2

Ensemble de la population

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKMFFM	1,585	1,876	2,101	1,622	1,228	-23%
CKOIFM	1,494	1,512	1,457	1,405	1,167	-22%
CITEF3	688	563	401	380	388	-44%
CFGLFM	722	683	655	606	581	-20%
CHMPFM	408	488	712	749	522	28%
CKAC	248	200	151	206	202	-19%
CBF FM	746	470	368	559	942	26%
CJPXFM	226	209	118	110	79	-65%
CKLXFM	-	-	99	98	81	-
CBFXFM	61	83	28	118	96	58%
CINF	56	56	71	63	29	-48%
CHOMFM	919	758	904	706	688	-25%
CJFMFM	1,345	1,338	1,253	1,774	1,276	-5%
CFQRFM	753	707	605	562	482	-36%
CJAD	101	133	78	149	101	0%
CBMEFM	65	80	61	54	263	306%
CBM FM	52	17	46	30	47	-11%
CKGM	67	55	70	117	94	41%
CINW	97	48	73	51	70	-28%
TOUTES	10,218	10,031	9,927	10,265	9,394	-8%
MARCHÉ	9,633	9,275	9,251	9,358	8,335	-13%
FRANCO	6,234	6,139	6,160	5,915	5,314	-15%
ANGLO	3,398	3,135	3,090	3,442	3,020	-11%
TOTAL	9,633	9,275	9,251	9,358	8,335	-13%
MUSICALES FR.	5,185	4,926	4,859	4,339	3,620	-30%
MUSICALES ANG.	3,069	2,820	2,808	3,072	2,493	-19%
TOTAL MUSICALES	8,255	7,746	7,667	7,411	6,112	-26%
TALK FR.	1,049	1,213	1,302	1,576	1,695	62%
TALK ANG.	329	316	282	371	528	60%
TOTAL TALK	1,378	1,529	1,584	1,947	2,223	61%
STATIONS EXT.	585	756	676	907	1,059	81%
POPULATION (000)	531	537	543	547	554	4%

Francophones

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKMFFM	1,557	1,864	2,073	1,579	1,223	-21%
CKOIFM	1,456	1,480	1,419	1,316	1,140	-22%
CITEF3	672	549	390	357	379	-44%
CFGLFM	699	608	654	563	570	-18%
CHMPFM	403	487	693	744	522	29%
CKAC	248	197	151	198	178	-28%
CBF FM	741	463	367	546	921	24%
CJPXFM	167	167	92	106	69	-59%
CKLXFM	-	-	80	91	41	-
CBFXFM	57	83	20	109	87	52%
CINF	49	54	71	59	29	-42%
CHOMFM	466	439	493	365	364	-22%
CJFMFM	595	524	479	655	471	-21%
CFQRFM	318	266	229	202	232	-27%
CJAD	3	10	4	1	2	-23%
CBMEFM	11	6	7	12	54	378%
CBM FM	25	6	31	4	4	-82%
CKGM	7	6	0	36	3	-51%
CINW	7	11	1	21	10	38%
TOUTES	7,877	7,721	7,729	7,464	7,035	-11%
MARCHÉ	7,483	7,219	7,250	6,962	6,299	-16%
FRANCO	6,051	5,952	6,008	5,667	5,158	-15%
ANGLO	1,432	1,267	1,243	1,295	1,141	-20%
TOTAL	7,483	7,219	7,250	6,962	6,299	-16%
MUSICALES FR.	5,012	4,751	4,727	4,120	3,509	-30%
MUSICALES ANG.	1,404	1,234	1,231	1,226	1,072	-24%
TOTAL MUSICALES	6,416	5,985	5,958	5,346	4,580	-29%
TALK FR.	1,039	1,201	1,281	1,547	1,650	59%
TALK ANG.	28	33	12	69	69	144%
TOTAL TALK	1,067	1,234	1,293	1,616	1,719	61%
STATIONS EXT.	394	502	479	502	736	87%
POPULATION (000)	400	406	411	409	415	4%

Évolution de l'écoute radio selon la langue de l'auditeur

Tous 25-34

Montréal central (Sondages d'automne)

Appendix 2

Francophones bilingues

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKMFFM	953	1,204	1,280	950	837	-12%
CKOIFM	843	996	730	712	737	-13%
CITEF3	332	290	198	232	179	-46%
CFGLFM	484	396	426	306	311	-36%
CHMPFM	324	261	358	569	375	16%
CKAC	186	110	63	158	105	-43%
CBF FM	585	432	326	468	809	38%
CJPXFM	136	162	54	79	65	-52%
CKLXFM	-	-	80	88	39	-
CBFXFM	51	64	16	98	61	20%
CINF	40	40	38	21	18	-54%
CHOMFM	418	322	411	250	327	-22%
CJFMFM	486	440	351	494	335	-31%
CFQRFM	243	224	178	162	149	-39%
CJAD	3	10	4	1	2	-23%
CBMEFM	10	6	7	9	54	425%
CBM FM	25	6	31	2	4	-82%
CKGM	7	6	0	36	3	-51%
CINW	7	11	1	3	2	-72%
TOUTES	5,411	5,327	4,879	5,035	5,042	-7%
MARCHÉ	5,132	4,979	4,550	4,637	4,413	-14%
FRANCO	3,933	3,955	3,568	3,681	3,537	-10%
ANGLO	1,198	1,024	982	957	876	-27%
TOTAL	5,132	4,979	4,550	4,637	4,413	-14%
MUSICALES FR.	3,122	3,112	2,784	2,465	2,230	-29%
MUSICALES ANG.	1,171	991	970	908	815	-30%
TOTAL MUSICALES	4,293	4,103	3,754	3,373	3,044	-29%
TALK FR.	811	843	784	1,216	1,307	61%
TALK ANG.	27	33	12	48	61	124%
TOTAL TALK	839	876	796	1,264	1,369	63%
STATIONS EXT.	279	348	329	398	629	125%
POPULATION (000)	269	286	276	284	299	11%

Anglophones

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKMFFM	27	11	28	43	5	-82%
CKOIFM	38	33	38	89	27	-30%
CITEF3	16	14	12	24	9	-43%
CFGLFM	23	76	2	43	11	-54%
CHMPFM	5	1	19	5	0	-100%
CKAC	0	3	1	8	24	-
CBF FM	4	7	1	12	21	410%
CJPXFM	59	42	26	4	10	-84%
CKLXFM	-	-	19	7	40	-
CBFXFM	4	0	8	9	10	151%
CINF	6	2	0	4	0	-100%
CHOMFM	453	318	411	341	324	-28%
CJFMFM	751	814	775	1,119	805	7%
CFQRFM	435	442	376	360	250	-43%
CJAD	98	123	73	148	98	0%
CBMEFM	54	74	55	43	210	291%
CBM FM	28	11	15	26	42	53%
CKGM	60	49	70	81	91	52%
CINW	89	37	73	30	60	-33%
TOUTES	2,341	2,310	2,198	2,801	2,359	1%
MARCHÉ	2,150	2,056	2,000	2,396	2,036	-5%
FRANCO	184	187	153	249	156	-15%
ANGLO	1,966	1,868	1,848	2,147	1,880	-4%
TOTAL	2,150	2,056	2,000	2,396	2,036	-5%
MUSICALES FR.	173	175	132	220	111	-36%
MUSICALES ANG.	1,666	1,585	1,577	1,846	1,421	-15%
TOTAL MUSICALES	1,839	1,761	1,709	2,066	1,532	-17%
TALK FR.	10	12	21	29	45	335%
TALK ANG.	301	283	271	301	459	52%
TOTAL TALK	311	295	291	330	504	62%
STATIONS EXT.	192	255	198	405	323	69%
POPULATION (000)	131	131	132	138	139	6%

Évolution de l'écoute radio selon la langue de l'auditeur

Tous 25-34

Montréal central (Sondages d'automne)

Appendix 2

Anglophones bilingues

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKMFFM	27	11	28	35	4	-85%
CKOIFM	35	30	37	89	23	-34%
CITEF3	16	14	12	24	2	-86%
CFGLFM	23	76	2	40	0	-99%
CHMPFM	5	0	19	5	0	-100%
CKAC	0	3	1	8	24	-
CBF FM	0	6	1	12	21	-
CJPXFM	38	18	10	4	9	-76%
CKLXFM	-	-	18	7	37	-
CBFXFM	1	0	1	9	10	1125%
CINF	6	2	0	4	0	-100%
CHOMFM	390	283	380	317	231	-41%
CJFMFM	694	781	693	1,093	581	-16%
CFQRFM	309	358	319	315	177	-43%
CJAD	82	108	64	146	75	-8%
CBMEFM	40	55	37	27	176	345%
CBM FM	26	7	15	18	42	60%
CKGM	57	48	41	75	91	60%
CINW	48	22	64	28	59	23%
TOUTES	1,957	2,061	1,921	2,582	1,853	-5%
MARCHÉ	1,796	1,822	1,741	2,255	1,562	-13%
FRANCO	152	159	128	238	130	-14%
ANGLO	1,645	1,663	1,613	2,018	1,431	-13%
TOTAL	1,796	1,822	1,741	2,255	1,562	-13%
MUSICALES FR.	145	147	107	209	85	-41%
MUSICALES ANG.	1,419	1,430	1,407	1,742	1,031	-27%
TOTAL MUSICALES	1,565	1,577	1,514	1,951	1,116	-29%
TALK FR.	6	12	21	29	45	614%
TALK ANG.	226	233	206	276	401	78%
TOTAL TALK	232	244	227	305	446	92%
STATIONS EXT.	160	239	180	327	292	82%
POPULATION (000)	99	105	104	121	105	7%

Évolution de l'écoute radio selon la langue de l'auditeur

Tous 35-54

Montréal central (Sondages d'automne)

Appendix 2

Résumé

Ensemble de la population

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	95%	94%	95%	95%	93%	-2%
Stations extérieures	5%	6%	5%	5%	7%	28%
Stations francos	72%	70%	68%	69%	69%	-4%
Stations anglos	28%	30%	32%	31%	31%	11%
Stations musicales	76%	77%	76%	77%	72%	-5%
MUSICALES FR.	54%	51%	48%	51%	46%	-14%
MUSICALES ANG.	22%	25%	28%	26%	26%	17%
Stations talk	24%	23%	24%	23%	28%	16%
TALK FR.	18%	18%	19%	18%	23%	24%
TALK ANG.	6%	5%	5%	5%	5%	-10%

Francophones

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	95%	95%	95%	95%	94%	-1%
Stations extérieures	5%	5%	5%	5%	6%	26%
Stations francos	88%	85%	83%	86%	84%	-4%
Stations anglos	12%	15%	17%	14%	16%	29%
Stations musicales	76%	77%	76%	76%	71%	-7%
MUSICALES FR.	65%	63%	59%	63%	56%	-14%
MUSICALES ANG.	12%	14%	17%	13%	16%	33%
Stations talk	24%	23%	24%	24%	29%	21%
TALK FR.	23%	22%	24%	23%	28%	23%
TALK ANG.	24%	23%	24%	24%	29%	21%

Francophones bilingues

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	95%	95%	96%	96%	94%	0%
Stations extérieures	5%	5%	4%	4%	6%	2%
Stations francos	83%	81%	77%	80%	78%	-6%
Stations anglos	17%	19%	23%	20%	22%	30%
Stations musicales	72%	74%	72%	73%	66%	-8%
MUSICALES FR.	56%	55%	50%	54%	45%	-20%
MUSICALES ANG.	15%	19%	22%	19%	21%	35%
Stations talk	28%	26%	28%	27%	34%	21%
TALK FR.	27%	26%	27%	26%	33%	24%
TALK ANG.	1%	0%	1%	1%	1%	-37%

Anglophones

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	93%	92%	93%	94%	91%	-2%
Stations extérieures	7%	8%	7%	6%	9%	35%
Stations francos	10%	6%	9%	8%	9%	-16%
Stations anglos	90%	94%	91%	92%	91%	2%
Stations musicales	73%	74%	77%	79%	73%	1%
MUSICALES FR.	9%	5%	7%	7%	7%	-26%
MUSICALES ANG.	63%	69%	70%	72%	67%	5%
Stations talk	27%	26%	23%	21%	27%	-3%
TALK FR.	1%	1%	1%	2%	2%	83%
TALK ANG.	26%	25%	22%	20%	25%	-6%

Anglophones bilingues

Part des heures d'écoute (%)

	2003	2004	2005	2006	2007	Var 03-07 %
Stations du marché	93%	92%	94%	94%	92%	-2%
Stations extérieures	7%	8%	6%	6%	8%	26%
Stations francos	11%	7%	10%	9%	10%	-11%
Stations anglos	89%	93%	90%	91%	90%	1%
Stations musicales	74%	75%	78%	80%	75%	2%
MUSICALES FR.	10%	5%	8%	7%	8%	-23%
MUSICALES ANG.	64%	70%	70%	73%	68%	6%
Stations talk	26%	25%	22%	20%	25%	-7%
TALK FR.	1%	2%	2%	2%	2%	85%
TALK ANG.	25%	23%	21%	18%	22%	-11%

Évolution de l'écoute radio selon la langue de l'auditeur

Tous 35-54

Montréal central (Sondages d'automne)

Appendix 2

Ensemble de la population

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKMFFM	2,944	2,572	2,621	3,137	1,679	-43%
CKOIFM	2,022	2,036	1,442	1,340	1,293	-36%
CITEF3	3,471	3,170	2,543	2,811	2,727	-21%
CFGLFM	3,005	3,394	3,600	3,539	3,297	10%
CHMPFM	331	984	1,451	1,919	1,927	483%
CKAC	1,413	775	626	540	475	-66%
CBF FM	2,813	2,349	2,367	1,664	2,706	-4%
CJPMFM	1,050	692	720	629	491	-53%
CKLXFM	-	-	494	427	456	-
CBFXFM	341	455	313	256	740	117%
CINF	290	238	274	215	183	-37%
CHOMFM	1,820	2,409	2,576	2,248	2,322	28%
CJFMFM	1,170	1,367	1,712	1,584	1,597	37%
CFQRFM	2,254	2,123	2,324	2,199	1,880	-17%
CJAD	780	698	693	586	646	-17%
CBMEFM	372	283	169	204	244	-34%
CBM FM	130	163	135	83	137	5%
CKGM	136	76	148	200	143	5%
CINW	143	187	148	163	186	30%
TOUTES	25,898	25,459	25,746	25,000	24,864	-4%
MARCHÉ	24,483	23,969	24,356	23,744	23,127	-6%
FRANCO	17,678	16,665	16,451	16,476	15,973	-10%
ANGLO	6,805	7,304	7,905	7,268	7,154	5%
TOTAL	24,483	23,969	24,356	23,744	23,127	-6%
MUSICALES FR.	13,163	12,319	11,733	12,138	10,683	-19%
MUSICALES ANG.	5,374	6,061	6,747	6,114	5,935	10%
TOTAL MUSICALES	18,536	18,380	18,480	18,252	16,618	-10%
TALK FR.	4,516	4,346	4,718	4,338	5,291	17%
TALK ANG.	1,431	1,244	1,158	1,154	1,219	-15%
TOTAL TALK	5,947	5,589	5,876	5,492	6,510	9%
STATIONS EXT.	1,415	1,490	1,390	1,256	1,737	23%
POPULATION (000)	1,154	1,143	1,147	1,155	1,155	0%

Francophones

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKMFFM	2,894	2,563	2,579	3,099	1,649	-43%
CKOIFM	1,996	2,021	1,400	1,324	1,271	-36%
CITEF3	3,382	3,127	2,497	2,719	2,695	-20%
CFGLFM	2,899	3,350	3,548	3,511	3,250	12%
CHMPFM	316	963	1,420	1,888	1,879	496%
CKAC	1,401	761	620	526	459	-67%
CBF FM	2,798	2,339	2,340	1,641	2,691	-4%
CJPMFM	884	589	604	556	379	-57%
CKLXFM	-	-	440	364	411	-
CBFXFM	334	440	295	241	712	113%
CINF	269	219	271	205	180	-33%
CHOMFM	1,066	1,494	1,505	1,156	1,483	39%
CJFMFM	294	447	705	500	674	129%
CFQRFM	875	769	1,027	805	707	-19%
CJAD	39	26	38	59	27	-30%
CBMEFM	65	13	31	63	47	-27%
CBM FM	59	68	64	57	34	-42%
CKGM	20	9	10	21	9	-54%
CINW	20	10	9	31	5	-75%
TOUTES	20,678	20,261	20,436	19,694	19,849	-4%
MARCHÉ	19,611	19,209	19,402	18,765	18,562	-5%
FRANCO	17,174	16,373	16,014	16,072	15,576	-9%
ANGLO	2,437	2,836	3,388	2,692	2,986	23%
TOTAL	19,611	19,209	19,402	18,765	18,562	-5%
MUSICALES FR.	12,705	12,090	11,363	11,813	10,367	-18%
MUSICALES ANG.	2,294	2,778	3,300	2,518	2,898	26%
TOTAL MUSICALES	14,999	14,868	14,663	14,332	13,264	-12%
TALK FR.	4,468	4,283	4,652	4,259	5,209	17%
TALK ANG.	144	58	87	174	89	-38%
TOTAL TALK	4,612	4,340	4,739	4,433	5,298	15%
STATIONS EXT.	1,068	1,052	1,035	930	1,287	21%
POPULATION (000)	916	905	909	915	916	0%

Évolution de l'écoute radio selon la langue de l'auditeur

Tous 35-54

Montréal central (Sondages d'automne)

Appendix 2

Francophones bilingues

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKMFFM	1,530	1,379	1,611	1,822	956	-38%
CKOIFM	924	960	590	615	560	-39%
CITEF3	1,463	1,451	933	1,173	1,011	-31%
CFGLFM	1,484	1,682	1,663	1,750	1,558	5%
CHMPFM	241	545	855	1,223	1,230	411%
CKAC	963	476	338	343	345	-64%
CBF FM	1,854	1,773	1,685	1,185	2,073	12%
CJPXFM	505	415	387	366	233	-54%
CKLXFM	-	-	276	256	286	-
CBFXFM	215	297	209	180	546	154%
CINF	199	139	164	147	124	-37%
CHOMFM	820	1,039	1,128	1,011	1,213	48%
CJFMFM	169	389	577	369	585	247%
CFQRFM	698	667	724	691	551	-21%
CJAD	32	25	13	55	27	-16%
CBMEFM	65	10	30	61	47	-29%
CBM FM	58	62	64	50	32	-45%
CKGM	20	9	10	21	9	-54%
CINW	20	6	9	30	5	-75%
TOUTES	11,905	11,858	11,761	11,880	12,061	1%
MARCHÉ	11,259	11,323	11,264	11,346	11,391	1%
FRANCO	9,377	9,117	8,711	9,060	8,922	-5%
ANGLO	1,882	2,206	2,554	2,287	2,469	31%
TOTAL	11,259	11,323	11,264	11,346	11,391	1%
MUSICALES FR.	6,360	6,184	5,669	6,162	5,150	-19%
MUSICALES ANG.	1,745	2,156	2,492	2,121	2,381	36%
TOTAL MUSICALES	8,105	8,340	8,161	8,283	7,531	-7%
TALK FR.	3,016	2,933	3,042	2,897	3,772	25%
TALK ANG.	137	49	62	166	88	-36%
TOTAL TALK	3,154	2,982	3,103	3,063	3,860	22%
STATIONS EXT.	646	535	496	534	670	4%
POPULATION (000)	543	539	524	559	559	3%

Anglophones

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKMFFM	50	9	42	38	30	-39%
CKOIFM	25	14	43	17	23	-11%
CITEF3	89	44	46	91	32	-64%
CFGLFM	105	43	52	28	48	-55%
CHMPFM	15	20	30	31	47	214%
CKAC	12	14	6	14	16	31%
CBF FM	14	10	27	24	15	6%
CJPXFM	167	103	116	73	112	-33%
CKLXFM	-	-	54	63	45	-
CBFXFM	7	16	18	14	27	303%
CINF	21	19	3	10	3	-85%
CHOMFM	754	915	1,071	1,092	839	11%
CJFMFM	875	920	1,008	1,084	923	5%
CFQRFM	1,380	1,354	1,297	1,394	1,173	-15%
CJAD	741	672	655	527	619	-16%
CBMEFM	307	270	138	141	197	-36%
CBM FM	71	94	71	26	102	44%
CKGM	117	67	138	180	134	15%
CINW	123	177	139	132	181	47%
TOUTES	5,220	5,198	5,310	5,306	5,015	-4%
MARCHÉ	4,872	4,761	4,954	4,979	4,565	-6%
FRANCO	505	292	437	404	397	-21%
ANGLO	4,368	4,468	4,517	4,576	4,168	-5%
TOTAL	4,872	4,761	4,954	4,979	4,565	-6%
MUSICALES FR.	457	229	371	325	316	-31%
MUSICALES ANG.	3,080	3,283	3,447	3,596	3,037	-1%
TOTAL MUSICALES	3,537	3,512	3,817	3,920	3,353	-5%
TALK FR.	48	63	66	79	81	71%
TALK ANG.	1,288	1,186	1,070	980	1,131	-12%
TOTAL TALK	1,335	1,249	1,137	1,059	1,212	-9%
STATIONS EXT.	347	438	356	327	450	30%
POPULATION (000)	238	238	238	240	239	0%

Évolution de l'écoute radio selon la langue de l'auditeur

Tous 35-54

Montréal central (Sondages d'automne)

Appendix 2

Anglophones bilingues

Heures d'écoute (000)

	2003	2004	2005	2006	2007	Var 03-07 %
CKMFFM	47	9	42	35	30	-36%
CKOIFM	21	13	39	16	22	2%
CITEF3	75	42	34	84	32	-58%
CFGLFM	67	33	48	28	47	-31%
CHMPFM	14	18	27	29	47	234%
CKAC	12	14	6	14	16	31%
CBF FM	12	10	24	18	15	23%
CJPXFM	136	80	75	64	92	-32%
CKLXFM	-	-	48	59	40	-
CBFXFM	5	11	16	14	23	364%
CINF	19	19	3	10	3	-84%
CHOMFM	560	785	823	962	727	30%
CJFMFM	682	679	747	951	726	6%
CFQRFM	1,018	1,104	983	1,044	936	-8%
CJAD	500	459	448	384	445	-11%
CBMEFM	244	221	115	121	130	-47%
CBM FM	47	74	52	13	86	82%
CKGM	92	62	130	153	124	34%
CINW	82	124	87	84	124	52%
TOUTES	3,896	4,086	3,979	4,338	4,000	3%
MARCHÉ	3,635	3,755	3,746	4,083	3,663	1%
FRANCO	409	248	361	371	366	-11%
ANGLO	3,226	3,508	3,385	3,712	3,297	2%
TOTAL	3,635	3,755	3,746	4,083	3,663	1%
MUSICALES FR.	366	187	302	300	285	-22%
MUSICALES ANG.	2,308	2,642	2,605	2,970	2,475	7%
TOTAL MUSICALES	2,674	2,829	2,906	3,270	2,759	3%
TALK FR.	43	60	60	71	81	87%
TALK ANG.	918	866	781	742	823	-10%
TOTAL TALK	961	926	840	813	904	-6%
STATIONS EXT.	262	330	233	256	337	29%
POPULATION (000)	173	182	175	192	180	4%

Appendix 3

Profil de l'auditoire des stations musicales anglophones privées | S4-07

Montréal central, T12+



	Portée															Indice musical vs non-musical
			32%				26%				29%					
	Population		Semaine complète				Plages musicales				Plages non-musicales					
	(000)	%	(000)	%ver	Ind.	%hor	(000)	%ver	Ind.	%hor	(000)	%ver	Ind.	%hor		
SEXE																
Hommes	1,580	49%	521	50%	102	33%	405	49%	100	26%	453	49%	100	29%	100	
Femmes	1,664	51%	531	51%	98	32%	427	51%	100	26%	477	51%	100	29%	100	
ÂGE																
12-17	277	9%	95	9%	106	34%	62	8%	88	22%	84	9%	106	30%	83	
18-24	317	10%	132	13%	128	42%	109	13%	134	34%	111	12%	122	35%	109	
25-34	554	17%	239	23%	133	43%	198	24%	140	36%	212	23%	133	38%	105	
35-44	574	18%	246	23%	132	43%	192	23%	131	34%	219	24%	133	38%	98	
45-49	308	10%	120	11%	120	39%	91	11%	116	30%	107	12%	122	35%	95	
50-54	274	8%	88	8%	100	32%	73	9%	105	27%	81	9%	104	29%	101	
55-59	232	7%	53	5%	71	23%	39	5%	65	17%	49	5%	72	21%	90	
60-64	200	6%	34	3%	52	17%	29	3%	55	14%	30	3%	53	15%	103	
65+	509	16%	45	4%	27	9%	38	5%	29	7%	36	4%	25	7%	115	
âge moyen	43.3 ans		37.6 ans				37.8 ans				37.6 ans					
LANGUE OFFICIELLE																
Pas de réponse	41	1%	12	1%	85	29%	8	1%	77	20%	11	1%	92	27%	83	
anglais seulement	191	6%	92	9%	147	48%	67	8%	136	35%	86	9%	156	45%	87	
Français seulement	909	28%	139	13%	47	15%	112	13%	48	12%	109	12%	42	12%	114	
anglais et Français	2,090	64%	808	77%	119	39%	644	78%	120	31%	721	78%	120	34%	100	
ni anglais, ni Français	13	0%	2	0%	50	16%	1	0%	25	5%	2	0%	50	16%	50	
Marché BBM																
Franco (4481)	2,536	78%	616	59%	75	24%	498	60%	77	20%	516	56%	71	20%	108	
Anglo (4480)	709	22%	436	42%	189	62%	333	40%	183	47%	413	45%	203	58%	90	

Semaine complète: Lun-dim 5h-1h

Plages musicales: lun-ven 9h30-11h30; 13h-15h; 20h-1h / Sam-dim 12h-1h

Plages non-musicales: reste de la semaine

source: BBM Radio, S4 2007, Montréal central (4479), t12+

Stations : CHOM Stations : CHOMfm, CJFMfm, CFQRfr Stations : CHOMfm, CJFMfm, CFQRfr Stations : CHOMfm, CJFMfm, CFQRfm

Appendix 3

Profil des heures d'écoute des stations musicales anglophones privées | S4-07

Montréal central, T12+



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Semaine complète: Lun-dim 5h-1h

Plages musicales: lun-ven 9h30-11h30; 13h-15h; 20h-1h / Sam-dim 12h-1h

Plages non-musicales: reste de la semaine

source: BBM Radio, S4 2007, Montréal central (4479), t12+

Stations : CHOM Stations : CHOMfm, CJFMfm, CFQRfr Stations : CHOMfm, CJFMfm, CFQRfr Stations : CHOMfm, CJFMfm, CFQRfm

Appendix 3

Profil de l'auditoire des stations musicales anglophones privées | S4-06

Montréal central, T12+



SEXE

Hommes	1,565	49%	533	49%	101	34%	411	48%	99	26%	469	49%	100	30%	99
Femmes	1,646	51%	553	51%	99	34%	441	52%	101	27%	492	51%	100	30%	101

ÂGE

12-17	275	9%	98	9%	105	36%	63	7%	86	23%	89	9%	108	33%	80
18-24	317	10%	151	14%	140	47%	128	15%	153	40%	124	13%	130	39%	117
25-34	547	17%	245	23%	133	45%	191	22%	132	35%	218	23%	134	40%	99
35-44	580	18%	257	24%	131	44%	197	23%	128	34%	238	25%	137	41%	94
45-49	308	10%	120	11%	116	39%	96	11%	118	31%	108	11%	117	35%	101
50-54	267	8%	79	7%	88	30%	62	7%	87	23%	69	7%	87	26%	100
55-59	245	8%	60	6%	72	24%	47	6%	72	19%	54	6%	74	22%	98
60-64	179	6%	25	2%	41	14%	23	3%	46	13%	23	2%	43	13%	108
65+	493	15%	52	5%	31	10%	44	5%	34	9%	39	4%	27	8%	127
âge moyen	43.2 ans		37.2 ans				37.6 ans				37.1 ans				

LANGUE OFFICIELLE

Pas de réponse	32	1%	8	1%	70	24%	5	1%	60	17%	6	1%	60	18%	100
anglais seulement	157	5%	75	7%	141	48%	54	6%	129	34%	71	7%	149	45%	86
Français seulement	969	30%	131	12%	40	14%	97	11%	38	10%	96	10%	33	10%	114
anglais et Français	2,040	64%	871	80%	126	43%	695	82%	129	34%	788	82%	129	39%	100
ni anglais, ni Français	14	0%	1	0%	25	9%	1	0%	25	4%	1	0%	25	8%	100

Marché BBM

Franco (4481)	2,506	78%	620	57%	73	25%	490	58%	74	20%	514	54%	69	21%	108
Anglo (4480)	705	22%	466	43%	195	66%	361	42%	193	51%	447	47%	211	63%	91

Semaine complète: Lun-dim 5h-1h

Plages musicales: lun-ven 9h30-11h30; 13h-15h; 20h-1h / Sam-dim 12h-1h

Plages non-musicales: reste de la semaine

source: BBM Radio, S4 2006, Montréal central (4479), t12+

Stations : CHOM Stations : CHOMfm, CJFMfm, CFQRfr Stations : CHOMfm, CJFMfm, CFQRfr Stations : CHOMfm, CJFMfm, CFQRfm

Appendix 3

Profil des heures d'écoute des stations musicales anglophones privées | S4-06

Montréal central, T12+





	Part des heures totales															Indice musical vs non-musical	
	20%			8%								12%					
	Population			Semaine complète				Plages musicales				Plages non-musicales					
	(000) hres totales	(000) pop	%	(000)	%ver	Ind.	%hor	(000)	%ver	Ind.	%hor	(000)	%ver	Ind.	%hor		
SEXE																	
Hommes	116,665	1,565	49%	23,830	49%	100	20%	9,530	49%	101	8%	14,301	49%	100	12%	101	
Femmes	126,161	1,646	51%	24,898	51%	100	20%	9,814	51%	99	8%	15,084	51%	100	12%	99	
ÂGE																	
12-17	6,115	275	9%	1,946	4%	47	32%	582	3%	35	10%	1,364	5%	53	22%	65	
18-24	16,246	317	10%	4,155	9%	86	26%	1,896	10%	99	12%	2,260	8%	78	14%	127	
25-34	41,059	547	17%	12,167	25%	147	30%	4,930	26%	150	12%	7,237	25%	145	18%	104	
35-44	50,232	580	18%	14,348	29%	162	29%	5,438	28%	155	11%	8,910	30%	167	18%	93	
45-49	27,132	308	10%	5,843	12%	125	22%	2,276	12%	123	8%	3,567	12%	126	13%	98	
50-54	22,637	267	8%	3,932	8%	98	17%	1,503	8%	94	7%	2,429	8%	100	11%	94	
55-59	21,128	245	8%	2,864	6%	78	14%	1,187	6%	80	6%	1,677	6%	75	8%	107	
60-64	14,772	179	6%	1,483	3%	54	10%	618	3%	57	4%	864	3%	52	6%	110	
65+	43,506	493	15%	1,990	4%	27	5%	913	5%	31	2%	1,076	4%	24	2%	127	
âge moyen	43.2 ans			39.4 ans				39.1 ans				39.6 ans					
LANGUE OFFICIELLE																	
Pas de réponse	1,749	32	1%	257	1%	50	15%	76	0%	40	4%	181	1%	60	10%	67	
anglais seulement	13,653	157	5%	4,115	8%	171	30%	1,514	8%	159	11%	2,601	9%	182	19%	88	
Français seulement	72,451	969	30%	3,588	7%	25	5%	1,559	8%	27	2%	2,029	7%	23	3%	117	
anglais et Français	154,447	2,040	64%	40,747	84%	132	26%	16,193	84%	132	10%	24,553	84%	132	16%	100	
ni anglais, ni Français	526	14	0%	23	0%	0	4%	2	0%	0	0%	21	0%	25	4%	0	
Marché BBM																	
Franco	185,464	2,506	78%	19,869	41%	52	11%	8,729	45%	58	5%	11,140	38%	49	6%	119	
Anglo	57,361	705	22%	28,859	59%	269	50%	10,615	55%	250	19%	18,244	62%	282	32%	88	

Semaine complète: Lun-dim 5h-1h

Plages musicales: lun-ven 9h30-11h30; 13h-15h; 20h-1h / Sam-dim 12h-1h

Plages non-musicales: reste de la semaine

source: BBM Radio, S4 2006, Montréal central (4479), t12+

Stations : CHOM Stations : CHOMfm, CJFMfm, CFQRfr Stations : CHOMfm, CJFMfm, CFQRfr Stations : CHOMfm, CJFMfm, CFQRfm

Appendix 3

Profil de l'auditoire des stations musicales anglophones privées | S4-05

Montréal central, T12+





	Portée														Indice musical vs non-musical	
	35%		29%								31%					
	Population		Semaine complète				Plages musicales				Plages non-musicales					
	(000)	%	(000)	%ver	Ind.	%hor	(000)	%ver	Ind.	%hor	(000)	%ver	Ind.	%hor		
SEXE																
Hommes	1,545	49%	555	50%	102	36%	450	49%	101	29%	496	50%	103	32%	98	
Femmes	1,630	51%	564	50%	98	35%	465	51%	99	29%	493	50%	97	30%	102	
ÂGE																
12-17	273	9%	105	9%	109	39%	72	8%	92	26%	96	10%	113	35%	81	
18-24	319	10%	151	14%	134	47%	133	15%	144	42%	119	12%	119	37%	121	
25-34	543	17%	251	23%	132	46%	210	23%	134	39%	225	23%	133	41%	100	
35-44	586	19%	291	26%	141	50%	236	26%	139	40%	267	27%	146	46%	96	
45-49	301	10%	117	10%	109	39%	98	11%	113	33%	107	11%	114	36%	99	
50-54	259	8%	85	8%	93	33%	67	7%	89	26%	75	8%	93	29%	96	
55-59	235	7%	55	5%	66	23%	45	5%	68	19%	47	5%	65	20%	104	
60-64	174	6%	20	2%	33	12%	16	2%	33	9%	17	2%	33	10%	100	
65+	484	15%	44	4%	25	9%	37	4%	27	8%	36	4%	24	7%	114	
âge moyen	43.0 ans		36.7 ans				36.9 ans				36.7 ans					
LANGUE OFFICIELLE																
Pas de réponse	42	1%	13	1%	85	30%	11	1%	92	26%	12	1%	92	28%	100	
anglais seulement	197	6%	95	9%	137	48%	79	9%	139	40%	87	9%	140	44%	99	
Français seulement	961	30%	162	15%	48	17%	129	14%	46	13%	132	13%	44	14%	104	
anglais et Français	1,965	62%	849	76%	123	43%	697	76%	123	35%	758	77%	124	39%	99	
ni anglais, ni Français	11	0%	0	0%	0	3%	0	0%	0	3%	0	0%	0	3%	#DIV/0!	
Marché BBM																
Franco (4481)	2,481	78%	683	61%	78	28%	550	60%	77	22%	578	59%	75	23%	103	
Anglo (4480)	694	22%	437	39%	178	63%	366	40%	183	53%	411	42%	189	59%	96	

Semaine complète: Lun-dim 5h-1h

Plages musicales: lun-ven 9h30-11h30; 13h-15h; 20h-1h / Sam-dim 12h-1h

Plages non-musicales: reste de la semaine

source: BBM Radio, S4 2005, Montréal central (4479), t12+

Stations : CHOM Stations : CHOMfm, CJFMfm, CFQRfr Stations : CHOMfm, CJFMfm, CFQRfr Stations : CHOMfm, CJFMfm, CFQRfm

Appendix 3

Profil des heures d'écoute des stations musicales anglophones privées | S4-05

Montréal central, T12+





	Part des heures totales															Indice musical vs non-musical	
	20%			9%								12%					
	Population			Semaine complète				Plages musicales				Plages non-musicales					
	(000) hres totales	(000) pop	%	(000)	%ver	Ind.	%hor	(000)	%ver	Ind.	%hor	(000)	%ver	Ind.	%hor		
SEXE																	
Hommes	119,891	1,545	49%	25,398	50%	102	21%	10,832	51%	104	9%	14,566	49%	101	12%	102	
Femmes	131,022	1,630	51%	25,573	50%	98	20%	10,628	50%	96	8%	14,945	51%	99	11%	98	
ÂGE																	
12-17	7,818	273	9%	2,504	5%	57	32%	957	5%	52	12%	1,547	5%	60	20%	87	
18-24	19,679	319	10%	5,410	11%	105	27%	2,615	12%	121	13%	2,795	10%	94	14%	128	
25-34	39,707	543	17%	11,049	22%	127	28%	4,782	22%	130	12%	6,267	21%	124	16%	105	
35-44	51,876	586	19%	16,056	32%	170	31%	6,576	31%	165	13%	9,480	32%	174	18%	95	
45-49	28,857	301	10%	6,148	12%	127	21%	2,471	12%	121	9%	3,677	13%	132	13%	92	
50-54	22,252	259	8%	4,246	8%	101	19%	1,587	7%	90	7%	2,659	9%	110	12%	82	
55-59	20,582	235	7%	2,949	6%	78	14%	1,228	6%	77	6%	1,721	6%	78	8%	98	
60-64	16,963	174	6%	1,208	2%	44	7%	466	2%	40	3%	742	3%	45	4%	88	
65+	43,179	484	15%	1,401	3%	18	3%	777	4%	24	2%	624	2%	14	1%	171	
âge moyen	43.0 ans			39.4 ans				39.1 ans				39.6 ans					
LANGUE OFFICIELLE																	
Pas de réponse	1,989	42	1%	494	1%	77	25%	184	1%	69	9%	310	1%	85	16%	82	
anglais seulement	15,980	197	6%	5,656	11%	179	35%	2,229	10%	168	14%	3,427	12%	187	21%	90	
Français seulement	77,552	961	30%	5,205	10%	34	7%	2,493	12%	38	3%	2,712	9%	30	3%	126	
anglais et Français	155,095	1,965	62%	39,586	78%	126	26%	16,537	77%	125	11%	23,049	78%	126	15%	99	
ni anglais, ni Français	298	11	0%	30	0%	33	10%	17	0%	33	6%	14	0%	0	5%	#DIV/0!	
Marché BBM																	
Franco	194,571	2,481	78%	23,953	47%	60	12%	10,938	51%	65	6%	13,015	44%	56	7%	116	
Anglo	56,342	694	22%	27,018	53%	242	48%	10,521	49%	224	19%	16,497	56%	255	29%	88	

Semaine complète: Lun-dim 5h-1h

Plages musicales: lun-ven 9h30-11h30; 13h-15h; 20h-1h / Sam-dim 12h-1h

Plages non-musicales: reste de la semaine

source: BBM Radio, S4 2005, Montréal central (4479), t12+

Stations : CHOM Stations : CHOMfm, CJFMfm, CFQRfr Stations : CHOMfm, CJFMfm, CFQRfr Stations : CHOMfm, CJFMfm, CFQRfm

Appendix 3

Profil de l'auditoire des stations musicales anglophones privées | S4-07

Ottawa-Gatineau central, T12+



	Portée														Indice musical vs non-musical	
	60%		50%								56%					
	Population		Semaine complète				Plages musicales				Plages non-musicales					
	(000)	%	(000)	%ver	Ind.	%hor	(000)	%ver	Ind.	%hor	(000)	%ver	Ind.	%hor		
SEXE																
Hommes	497	49%	295	49%	99	59%	243	48%	98	49%	274	48%	98	55%	100	
Femmes	519	51%	312	51%	101	60%	264	52%	102	51%	296	52%	102	57%	100	
ÂGE																
12-17	92	9%	64	11%	115	69%	51	10%	110	55%	59	10%	114	65%	96	
18-24	107	11%	77	13%	120	72%	66	13%	123	62%	71	12%	117	66%	105	
25-34	171	17%	113	19%	111	66%	95	19%	112	56%	107	19%	111	63%	101	
35-44	188	19%	124	20%	110	66%	103	20%	110	55%	117	21%	111	62%	99	
45-49	101	10%	67	11%	111	66%	55	11%	109	54%	63	11%	111	63%	98	
50-54	88	9%	47	8%	90	54%	37	7%	85	42%	45	8%	91	51%	94	
55-59	75	7%	38	6%	85	51%	32	6%	85	42%	36	6%	86	48%	98	
60-64	59	6%	26	4%	72	44%	23	4%	76	39%	24	4%	71	40%	107	
65+	136	13%	52	9%	64	38%	46	9%	68	34%	49	9%	64	36%	106	
âge moyen	42.4 ans		39.3 ans				39.5 ans				39.4 ans					
LANGUE OFFICIELLE																
Pas de réponse	16	2%	6	1%	63	38%	5	1%	63	30%	6	1%	69	38%	91	
anglais seulement	401	39%	269	44%	112	67%	231	46%	116	58%	254	45%	113	63%	102	
Français seulement	54	5%	12	2%	38	23%	9	2%	34	17%	12	2%	40	22%	86	
anglais et Français	543	54%	320	53%	98	59%	261	52%	96	48%	298	52%	98	55%	98	
ni anglais, ni Français	2	0%	1	0%	50	35%	1	0%	50	35%	1	0%	50	35%	100	
Marché BBM																
Franco (4481)	312	31%	128	21%	69	41%	101	20%	65	32%	121	21%	69	39%	94	
Anglo (4480)	703	69%	479	79%	114	68%	406	80%	116	58%	450	79%	114	64%	102	

Semaine complète: Lun-dim 5h-1h

Plages musicales: lun-ven 9h30-11h30; 13h-15h; 20h-1h / Sam-dim 12h-1h

Plages non-musicales: reste de la semaine

source: BBM Radio, S4 2007, Ottawa-Gatineau central (5069), t12+

Stations : CIHTFM, CKQBFM, CHEZFM, CKKLFM, CJMJFM, CISSFm, CIWW, CKBYFM, CILVfm, CJWLfm

Appendix 3

Profil des heures d'écoute des stations musicales anglophones privées | S4-07

Ottawa-Gatineau central, T12+





	Part des heures totales															Indice musical vs non-musical	
	43%			17%								26%					
	Population			Semaine complète				Plages musicales				Plages non-musicales					
	(000) hres totales	(000) pop	%	(000)	%ver	Ind.	%hor	(000)	%ver	Ind.	%hor	(000)	%ver	Ind.	%hor		
SEXE																	
Hommes	32,834	497	49%	14,212	47%	97	43%	5,730	48%	99	17%	8,482	47%	96	26%	103	
Femmes	36,557	519	51%	15,830	53%	103	43%	6,148	52%	101	17%	9,681	53%	104	26%	97	
ÂGE																	
12-17	2,839	92	9%	2,160	7%	79	76%	875	7%	81	31%	1,284	7%	78	45%	104	
18-24	5,282	107	11%	3,471	12%	109	66%	1,543	13%	123	29%	1,928	11%	100	36%	123	
25-34	10,461	171	17%	5,671	19%	113	54%	2,175	18%	109	21%	3,496	19%	114	33%	95	
35-44	11,922	188	19%	5,934	20%	107	50%	2,227	19%	101	19%	3,707	20%	110	31%	92	
45-49	7,299	101	10%	3,352	11%	113	46%	1,214	10%	103	17%	2,138	12%	119	29%	86	
50-54	7,778	88	9%	3,014	10%	115	39%	1,127	10%	109	14%	1,888	10%	120	24%	91	
55-59	5,890	75	7%	1,976	7%	90	34%	787	7%	90	13%	1,189	7%	89	20%	102	
60-64	5,180	59	6%	1,309	4%	76	25%	571	5%	83	11%	738	4%	71	14%	117	
65+	12,741	136	13%	3,155	11%	78	25%	1,360	11%	85	11%	1,796	10%	74	14%	115	
âge moyen	42.4 ans			39.4 ans				39.1 ans				39.6 ans					
LANGUE OFFICIELLE																	
Pas de réponse	604	16	2%	195	1%	44	32%	80	1%	44	13%	116	1%	38	19%	117	
anglais seulement	27,575	401	39%	14,043	47%	119	51%	5,680	48%	121	21%	8,363	46%	117	30%	104	
Français seulement	3,171	54	5%	305	1%	19	10%	130	1%	21	4%	175	1%	19	6%	110	
anglais et Français	37,971	543	54%	15,477	52%	96	41%	5,975	50%	94	16%	9,502	52%	98	25%	96	
ni anglais, ni Français	70	2	0%	22	0%	50	31%	15	0%	50	21%	7	0%	0	11%	#DIV/0!	
Marché BBM																	
Franco	22,459	312	31%	6,363	21%	69	28%	2,581	22%	70	11%	3,782	21%	68	17%	104	
Anglo	46,932	703	69%	23,679	79%	114	50%	9,297	78%	113	20%	14,382	79%	114	31%	99	

Semaine complète: Lun-dim 5h-1h

Plages musicales: lun-ven 9h30-11h30; 13h-15h; 20h-1h / Sam-dim 12h-1h

Plages non-musicales: reste de la semaine

source: BBM Radio, S4 2007, Ottawa-Gatineau central (5069), t12+

Stations : CIHTFM, CKQBFM, CHEZFM, CKKLFM, CJMJFM, CISSFM, CIWW, CKBYFM, CILVfm, CJWLfm

Appendix 3

Profil de l'auditoire des stations musicales anglophones privées | S4-06

Ottawa-Gatineau central, T12+



	Portée														Indice musical vs non-musical	
	61%		51%								59%					
	Population		Semaine complète				Plages musicales				Plages non-musicales					
	(000)	%	(000)	%ver	Ind.	%hor	(000)	%ver	Ind.	%hor	(000)	%ver	Ind.	%hor		
SEXE																
Hommes	500	49%	304	49%	99	61%	251	48%	99	50%	289	48%	99	58%	100	
Femmes	520	51%	321	51%	101	62%	268	52%	101	52%	308	52%	101	59%	100	
ÂGE																
12-17	93	9%	67	11%	118	72%	55	11%	115	59%	63	11%	115	67%	100	
18-24	109	11%	83	13%	124	76%	71	14%	128	65%	79	13%	124	73%	103	
25-34	175	17%	121	19%	112	69%	101	20%	113	58%	116	19%	113	66%	101	
35-44	193	19%	128	21%	109	67%	103	20%	105	54%	125	21%	111	65%	95	
45-49	100	10%	63	10%	103	63%	53	10%	103	53%	61	10%	105	61%	98	
50-54	87	9%	48	8%	89	55%	38	7%	86	44%	44	7%	87	51%	99	
55-59	78	8%	45	7%	92	57%	36	7%	90	46%	42	7%	91	53%	99	
60-64	52	5%	22	4%	69	42%	19	4%	71	36%	21	4%	71	41%	100	
65+	133	13%	48	8%	59	36%	44	9%	65	33%	46	8%	59	34%	110	
âge moyen	42.1 ans		38.7 ans				38.9 ans				38.7 ans					
LANGUE OFFICIELLE																
Pas de réponse	19	2%	10	2%	83	52%	8	2%	83	41%	9	1%	78	46%	107	
anglais seulement	415	41%	299	48%	117	72%	249	48%	118	60%	289	49%	119	70%	99	
Français seulement	60	6%	14	2%	37	22%	10	2%	34	17%	11	2%	31	18%	111	
anglais et Français	523	51%	301	48%	94	58%	252	49%	95	48%	287	48%	94	55%	101	
ni anglais, ni Français	2	0%	1	0%	50	41%	1	0%	50	32%	1	0%	100	41%	50	
Marché BBM																
Franco (4481)	311	31%	117	19%	62	38%	91	17%	57	29%	109	18%	60	35%	96	
Anglo (4480)	708	70%	507	81%	117	72%	429	83%	119	61%	488	82%	118	69%	101	

Semaine complète: Lun-dim 5h-1h

Plages musicales: lun-ven 9h30-11h30; 13h-15h; 20h-1h / Sam-dim 12h-1h

Plages non-musicales: reste de la semaine

source: BBM Radio, S4 2006, Ottawa-Gatineau central (5069), t12+

Stations : CIHTFM, CKQBFM, CHEZFM, CKKLFM, CJMJFM, CISSFm, CIWW, CKBYFM, CILVfm, CJWLfm

Appendix 3

Profil des heures d'écoute des stations musicales anglophones privées | S4-06

Ottawa-Gatineau central, T12+





	Part des heures totales															Indice musical vs non-musical	
	44%			17%								27%					
	Population			Semaine complète				Plages musicales				Plages non-musicales					
	(000) hres totales	(000) pop	%	(000)	%ver	Ind.	%hor	(000)	%ver	Ind.	%hor	(000)	%ver	Ind.	%hor		
SEXE																	
Hommes	37,174	500	49%	15,767	46%	94	42%	6,189	47%	96	17%	9,578	46%	94	26%	102	
Femmes	40,150	520	51%	18,271	54%	105	46%	7,040	53%	104	18%	11,231	54%	106	28%	99	
ÂGE																	
12-17	3,454	93	9%	2,613	8%	85	76%	912	7%	76	26%	1,700	8%	90	49%	84	
18-24	6,633	109	11%	4,556	13%	125	69%	2,054	16%	145	31%	2,502	12%	112	38%	129	
25-34	11,907	175	17%	6,404	19%	109	54%	2,550	19%	112	21%	3,854	19%	108	32%	104	
35-44	15,106	193	19%	7,332	22%	114	49%	2,696	20%	108	18%	4,637	22%	118	31%	91	
45-49	8,115	100	10%	3,591	11%	108	44%	1,238	9%	96	15%	2,354	11%	115	29%	83	
50-54	7,036	87	9%	2,853	8%	99	41%	1,035	8%	92	15%	1,818	9%	102	26%	90	
55-59	6,599	78	8%	2,342	7%	90	35%	924	7%	91	14%	1,418	7%	88	21%	103	
60-64	5,204	52	5%	1,408	4%	80	27%	567	4%	84	11%	841	4%	78	16%	108	
65+	13,271	133	13%	2,940	9%	66	22%	1,253	10%	73	9%	1,686	8%	62	13%	117	
âge moyen	42.1 ans			39.4 ans				39.1 ans				39.6 ans					
LANGUE OFFICIELLE																	
Pas de réponse	1,297	19	2%	665	2%	111	51%	238	2%	100	18%	428	2%	117	33%	86	
anglais seulement	32,376	415	41%	17,333	51%	125	54%	6,654	50%	123	21%	10,679	51%	126	33%	98	
Français seulement	4,058	60	6%	356	1%	17	9%	143	1%	19	4%	213	1%	17	5%	110	
anglais et Français	39,465	523	51%	15,648	46%	90	40%	6,181	47%	91	16%	9,467	46%	89	24%	103	
ni anglais, ni Français	129	2	0%	36	0%	50	28%	15	0%	50	11%	21	0%	50	16%	100	
Marché BBM																	
Franco	23,345	311	31%	4,806	14%	46	21%	1,969	15%	49	8%	2,837	14%	45	12%	110	
Anglo	53,979	708	70%	29,232	86%	124	54%	11,260	85%	122	21%	17,971	86%	124	33%	98	

Semaine complète: Lun-dim 5h-1h

Plages musicales: lun-ven 9h30-11h30; 13h-15h; 20h-1h / Sam-dim 12h-1h

Plages non-musicales: reste de la semaine

source: BBM Radio, S4 2006, Ottawa-Gatineau central (5069), t12+

Stations : CIHTFM, CKQBFM, CHEZFM, CKKLFM, CJMJFM, CISSFM, CIWW, CKBYFM, CILVfm, CJWLfm

Appendix 3

Profil de l'auditoire des stations musicales anglophones privées | S4-05

Ottawa-Gatineau central, T12+



	Portée														
	64%					52%					60%				
	Population		Semaine complète				Plages musicales				Plages non-musicales				Indice musical vs non-musical
	(000)	%	(000)	%ver	Ind.	%hor	(000)	%ver	Ind.	%hor	(000)	%ver	Ind.	%hor	
SEXE															
Hommes	491	49%	313	49%	99	64%	249	48%	97	51%	295	49%	99	60%	98
Femmes	512	51%	329	51%	101	64%	275	53%	103	54%	312	51%	101	61%	102
ÂGE															
12-17	92	9%	66	10%	111	72%	51	10%	105	55%	62	10%	111	67%	95
18-24	108	11%	87	14%	126	81%	75	14%	133	70%	83	14%	126	77%	106
25-34	173	17%	131	20%	119	76%	108	21%	120	63%	123	20%	118	71%	101
35-44	194	19%	142	22%	114	73%	115	22%	113	59%	137	23%	116	70%	98
45-49	98	10%	65	10%	104	67%	54	10%	106	55%	61	10%	103	62%	103
50-54	84	8%	49	8%	90	58%	38	7%	86	45%	46	8%	92	55%	94
55-59	72	7%	39	6%	85	54%	32	6%	85	44%	36	6%	82	50%	103
60-64	52	5%	24	4%	71	46%	21	4%	77	40%	22	4%	71	43%	108
65+	129	13%	39	6%	47	30%	30	6%	44	23%	37	6%	47	28%	93
âge moyen	41.9 ans		38.0 ans				37.9 ans				38.0 ans				
LANGUE OFFICIELLE															
Pas de réponse	16	2%	10	2%	94	60%	9	2%	106	55%	9	1%	88	54%	121
anglais seulement	420	42%	309	48%	115	74%	253	48%	116	60%	296	49%	117	71%	99
Français seulement	56	6%	12	2%	32	21%	9	2%	32	17%	11	2%	32	19%	100
anglais et Français	509	51%	311	49%	95	61%	251	48%	94	49%	290	48%	94	57%	100
ni anglais, ni Français	2	0%	1	0%	50	53%	1	0%	100	53%	1	0%	50	53%	200
Marché BBM															
Franco (4481)	305	31%	121	19%	62	40%	95	18%	59	31%	111	18%	60	36%	99
Anglo (4480)	697	70%	521	81%	117	75%	429	82%	118	62%	496	82%	118	71%	100

Semaine complète: Lun-dim 5h-1h

Plages musicales: lun-ven 9h30-11h30; 13h-15h; 20h-1h / Sam-dim 12h-1h

Plages non-musicales: reste de la semaine

source: BBM Radio, S4 2005, Ottawa-Gatineau central (5069), t12+

Stations: CIHTFM, CKQBFM, CHEZFM, CKKLFM, CJMJFM, CISSFm, CIWW, CKBYFM

Appendix 3

Profil des heures d'écoute des stations musicales anglophones privées | S4-05

Ottawa-Gatineau central, T12+





	Part des heures totales															Indice musical vs non-musical	
	46%			18%								28%					
	Population			Semaine complète				Plages musicales				Plages non-musicales					
	(000) hres totales	(000) pop	%	(000)	%ver	Ind.	%hor	(000)	%ver	Ind.	%hor	(000)	%ver	Ind.	%hor		
SEXE																	
Hommes	35,167	491	49%	15,922	47%	97	45%	6,123	48%	97	17%	9,798	47%	97	28%	100	
Femmes	37,831	512	51%	17,652	53%	103	47%	6,777	53%	103	18%	10,874	53%	103	29%	100	
ÂGE																	
12-17	2,809	92	9%	2,092	6%	67	74%	745	6%	63	27%	1,347	7%	71	48%	89	
18-24	6,226	108	11%	4,211	13%	116	68%	1,860	14%	133	30%	2,351	11%	106	38%	126	
25-34	11,156	173	17%	6,172	18%	107	55%	2,269	18%	102	20%	3,903	19%	110	35%	93	
35-44	15,384	194	19%	8,313	25%	128	54%	3,087	24%	123	20%	5,225	25%	130	34%	94	
45-49	7,647	98	10%	3,675	11%	112	48%	1,391	11%	111	18%	2,283	11%	113	30%	98	
50-54	6,837	84	8%	2,861	9%	101	42%	1,098	9%	101	16%	1,763	9%	101	26%	100	
55-59	6,684	72	7%	2,315	7%	96	35%	872	7%	94	13%	1,443	7%	97	22%	97	
60-64	5,275	52	5%	1,779	5%	102	34%	742	6%	112	14%	1,037	5%	96	20%	116	
65+	10,980	129	13%	2,156	6%	50	20%	836	7%	50	8%	1,320	6%	50	12%	102	
âge moyen	41.9 ans			39.4 ans				39.1 ans				39.6 ans					
LANGUE OFFICIELLE																	
Pas de réponse	1,182	16	2%	688	2%	125	58%	294	2%	144	25%	393	2%	119	33%	121	
anglais seulement	31,349	420	42%	17,856	53%	127	57%	6,837	53%	126	22%	11,020	53%	127	35%	99	
Français seulement	4,405	56	6%	366	1%	20	8%	170	1%	23	4%	197	1%	18	4%	130	
anglais et Français	36,016	509	51%	14,624	44%	86	41%	5,582	43%	85	15%	9,041	44%	86	25%	99	
ni anglais, ni Français	45	2	0%	40	0%	50	89%	18	0%	50	40%	22	0%	50	49%	100	
Marché BBM																	
Franco	23,553	305	31%	4,756	14%	47	20%	1,920	15%	49	8%	2,836	14%	45	12%	109	
Anglo	49,445	697	70%	28,817	86%	123	58%	10,981	85%	122	22%	17,837	86%	124	36%	99	

Semaine complète: Lun-dim 5h-1h

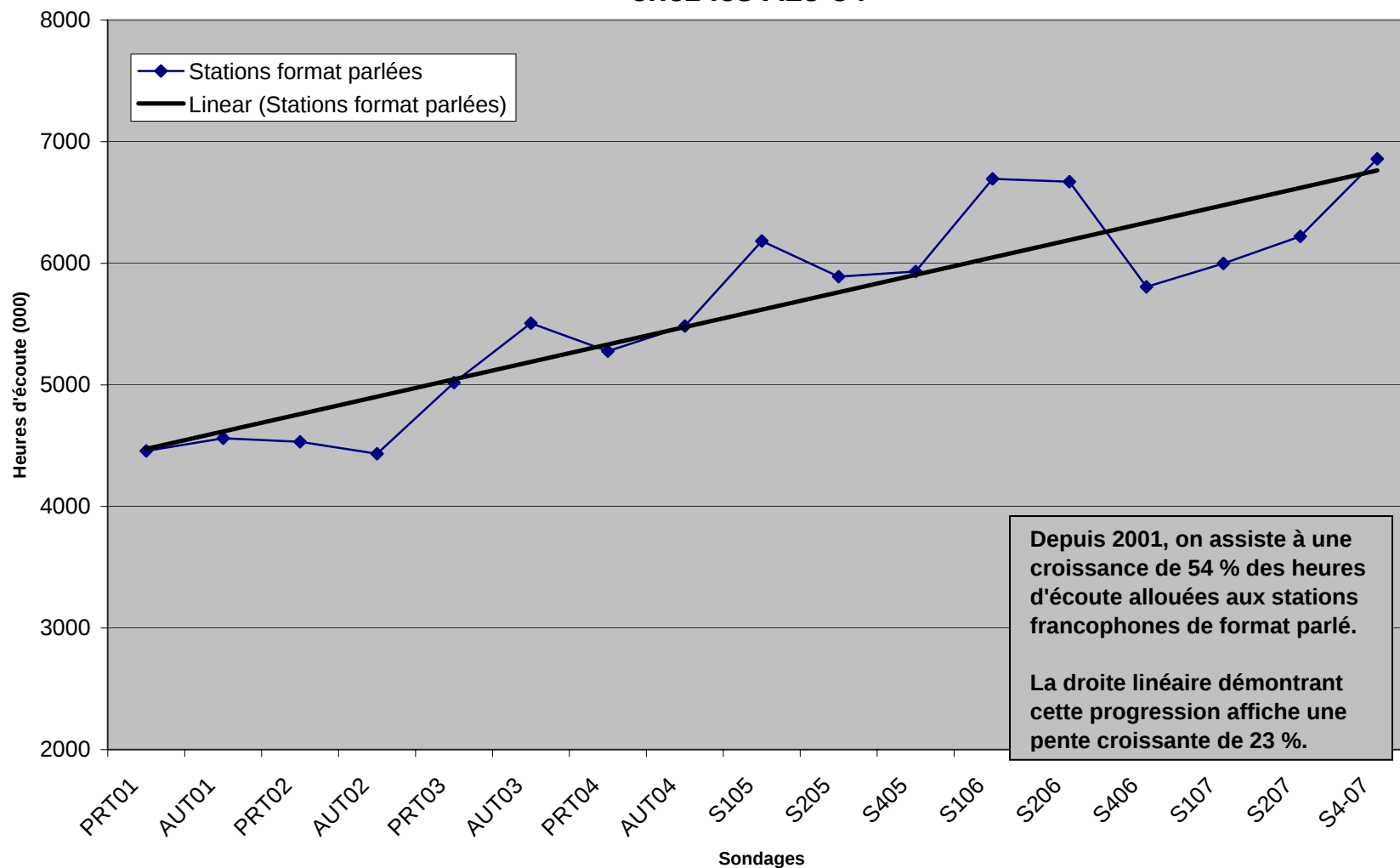
Plages musicales: lun-ven 9h30-11h30; 13h-15h; 20h-1h / Sam-dim 12h-1h

Plages non-musicales: reste de la semaine

source: BBM Radio, S4 2005, Ottawa-Gatineau central (5069), t12+

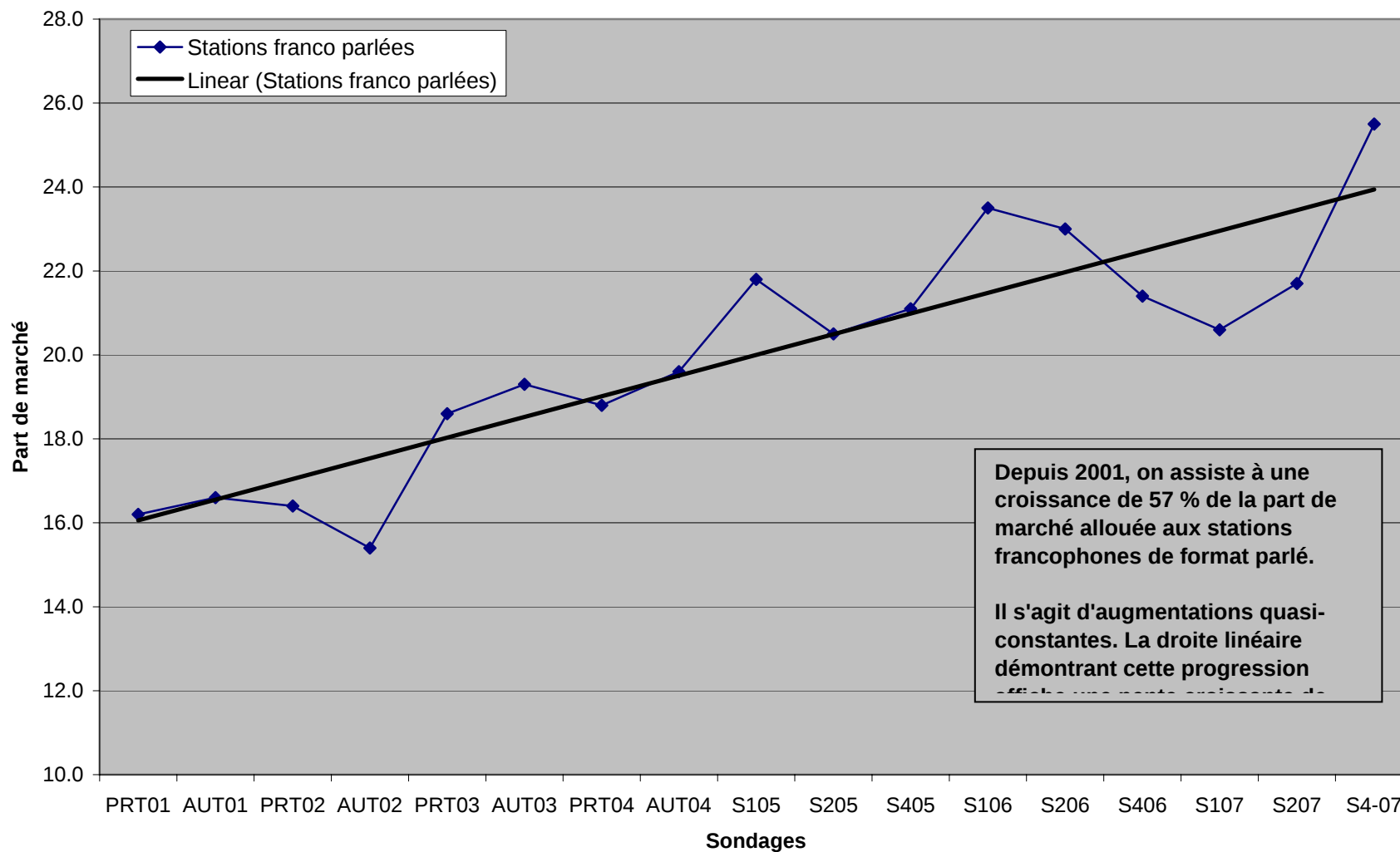
Stations : CIHTFM, CKQBFM, CHEZFM, CKKLFM, CJMJFM, CISSFM, CIWW, CKBYFM

Évolution des heures d'écoute des stations francophones parlées chez les A25-54



Source : MicroBBM, Montréal franco, A25-54, écoute totale, stations parlées (CHMP (AUT04-S407), CKAC, CINF, CBF)

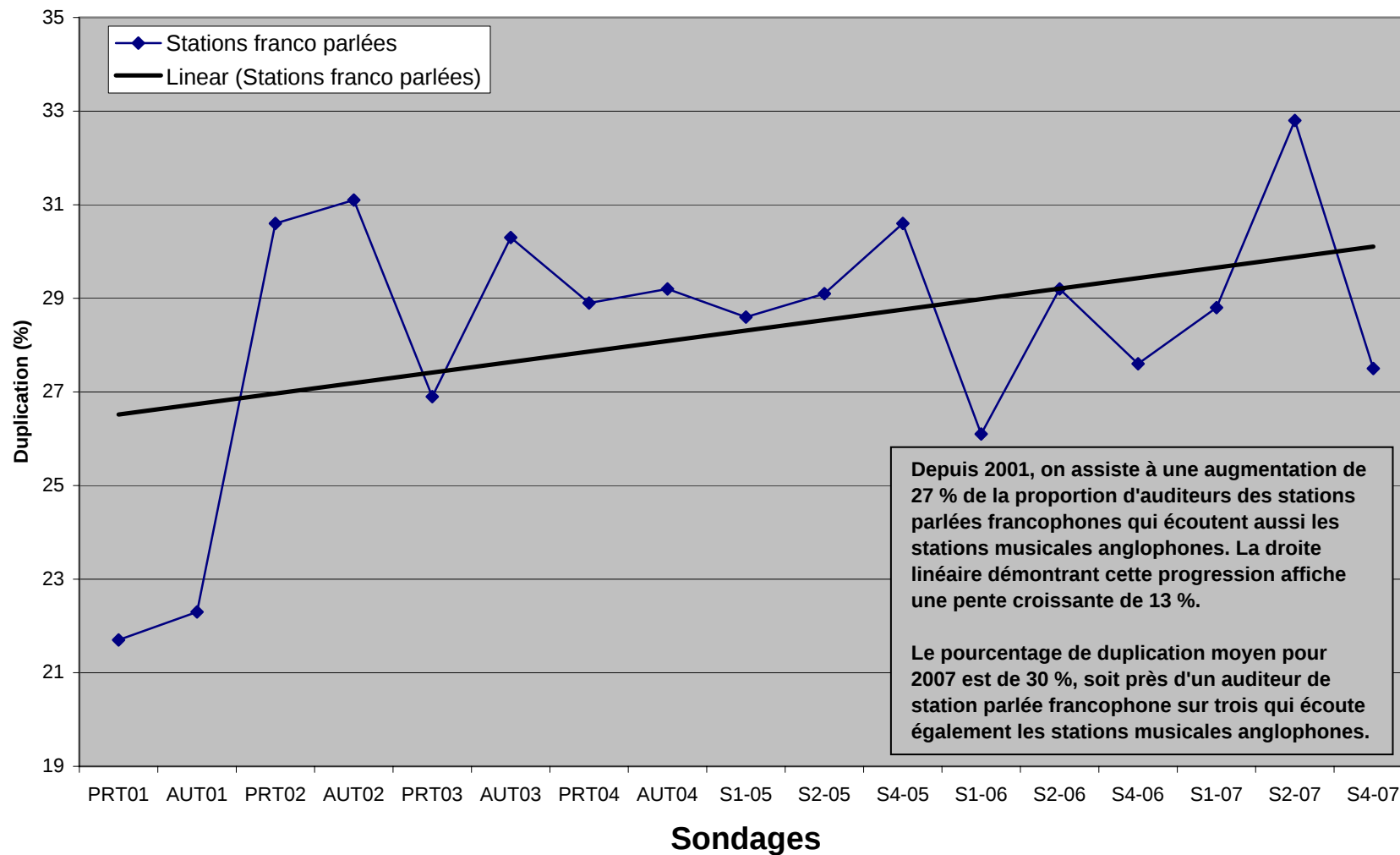
Évolution des parts d'écoute des stations francophones parlées chez les A25-54



Source : MicroBBM, Montréal franco, A25-54, écoute totale, stations parlées (CHMP (AUT04-S407), CKAC, CINF, CBF)

Appendix 4

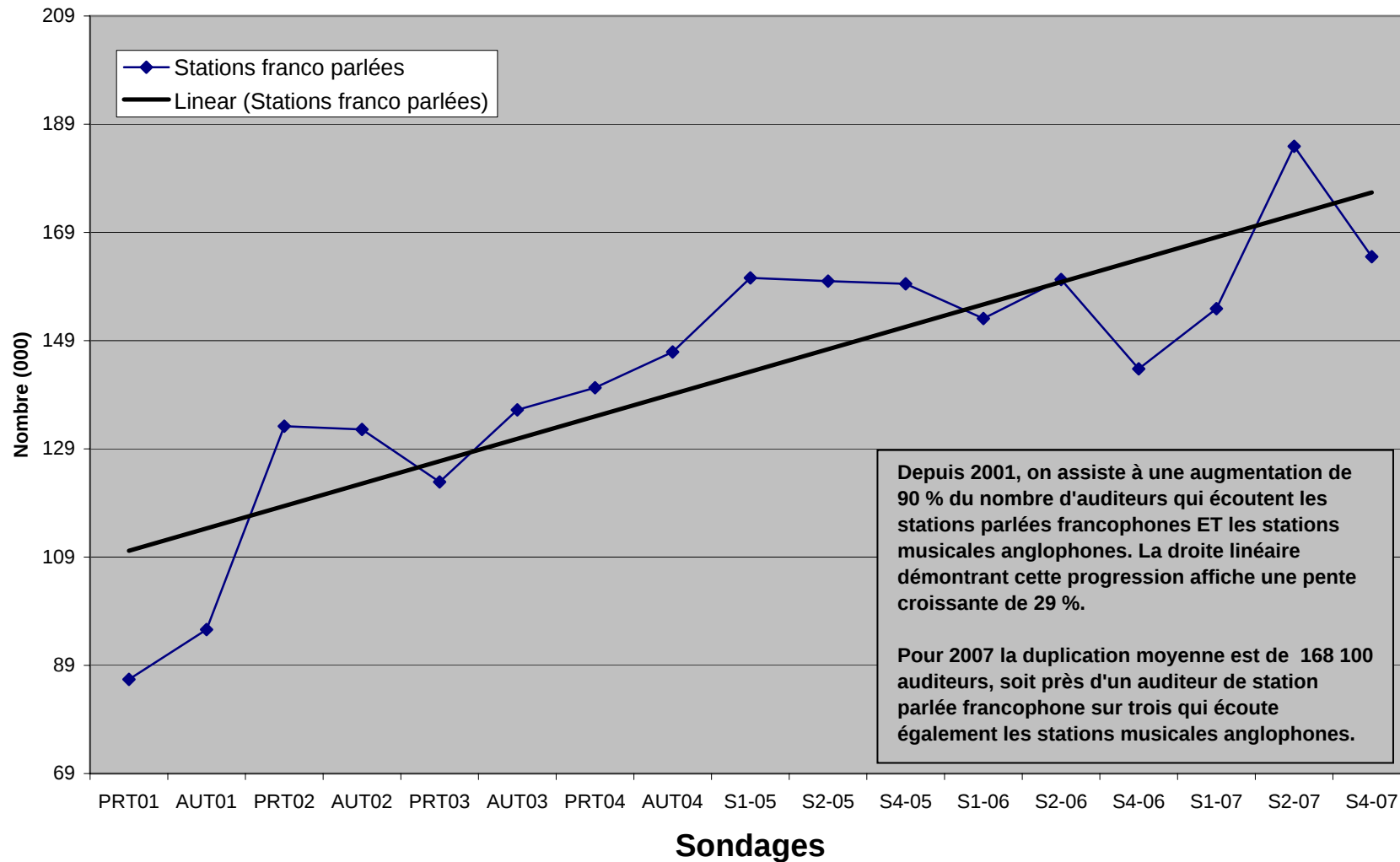
Proportion d'auditeurs A25-54 des stations francophones parlées qui écoutent aussi les stations anglophones musicales



Source : MicroBBM, Montréal franco, A25-54, écoute totale, stations parlées (CHMP (AUT04-S407), CKAC, CINF, CBF)

Appendix 4

Nombre d'auditeurs A25-54 des stations francophones parlées qui écoutent aussi les stations anglophones musicales



Source : MicroBBM, Montréal franco, A25-54, écoute totale, stations parlées (CHMP (AUT04-S407) CKAC CINE CBF)

Appendix 4

Heures d'écoute

		Stations	PRT01	ÉTÉ01	AUT01	PRT02	ÉTÉ02	AUT02	PRT03	ÉTÉ03	AUT03	PRT04	ÉTÉ04	AUT04
Lun-Dim 5h-1h	25-54	CKAC			2448.9	2296.1	1653.9	1812.7	1985.0	1728.3	1648.8	1884.9	886.2	957.5
	25-54	CHMPFM			*	*	*	*	*	*	*	*	1116.8	1450.4
	25-54	CBF FM			1660.4	1886.7	1507.6	2261.3	2563.6	2051.7	3539.8	2992.6	2739.9	2802.8
	25-54	CINF			451.3	348.7	377.1	358.7	470.1	358.1	318.5	399.8	310.9	273.0
	25-54	CHMP (PRT03-S407), CKAC (PRT01-S107), CINF, CBF	4457.1	3617.1	4560.6	4531.5	3538.6	4432.8	5018.6	4138.1	5507.2	5277.3	5053.8	5483.7
	25-54	FNTK	*	*	4372.9	4681.5	3668.4	4619.9	5193.9	4250.3	5791.2	6105.3	5212.9	5575.6
		CKAC, CHMPFM, CBF FM, CINF	4457.1	3617.1	4560.6	4531.5	3538.6	4432.8	5018.6	4138.1	5507.2	5277.3	5053.8	5483.7

		Stations	PRT01	ÉTÉ01	AUT01	PRT02	ÉTÉ02	AUT02	PRT03	ÉTÉ03	AUT03	PRT04	ÉTÉ04	AUT04
Lun-Dim 5h-1h	25-54	CKAC			8.9	8.3	5.6	6.3	7.4	6.3	5.8	6.7	3.2	3.4
	25-54	CHMPFM			*	*	*	*	*	*	*	*	4.1	5.2
	25-54	CBF FM			6.0	6.8	5.1	7.9	9.5	7.5	12.4	10.7	10.0	10.0
	25-54	CINF			1.6	1.3	1.3	1.2	1.7	1.3	1.1	1.4	1.1	1.0
	25-54	CHMP (PRT03-S407), CKAC (PRT01-S107), CINF, CBF	16.2	12.8	16.6	16.4	12.0	15.4	18.6	15.2	19.3	18.8	18.5	19.6
	25-54	FNTK	*	*	15.9	16.9	12.4	16.0	19.3	15.6	20.3	21.7	19.1	19.9
		CKAC, CHMPFM, CBF FM, CINF	16.2	12.8	16.6	16.4	12.0	15.4	18.6	15.2	19.3	18.8	18.5	19.6

Appendix 4

S105	S205	S305	S405	S106	S206	S306	S406	S107	S207	S307	S4-07
1017.3	872.9	1095.3	770.6	1025.9	870.8	865.7	723.5	980.0	1035.4	571.2	636.9
1781.8	2048.7	1749.9	2112.8	2426.2	2401.5	2302.7	2631.7	2825.1	3031.9	1945.1	
3092.9	2654.3	2027.0	2707.3	2916.6	3153.0	2213.9	2187.0	1937.6	1905.1	2525.6	
291.5	314.5	312.5	341.6	325.5	245.8	288.7	263.7	255.7	249.2	128.1	
6183.5	5890.5	5184.7	5932.3	6694.2	6671.1	5671.0	5806.0	5998.4	5186.1	4598.8	6221.8
6304.9	6051.7	5326.9	6030.1	6795.5	6831.6	5784.4	6009.2	6133.3	5309.6	4645.0	6374.0
6183.5	5890.5	5184.7	5932.3	6694.2	6671.1	5671.0	5806.0	5998.4	6221.5	5170.0	6858.7

var %

54%

S105	S205	S305	S405	S106	S206	S306	S406	S107	S207	S307	S4-07
3.6	3.0	3.8	2.7	3.6	3.0	3.2	2.7	3.4	3.6	2.1	2.4
6.3	7.1	6.1	7.5	8.5	8.3	8.6	9.7	9.7	10.6	7.1	
10.9	9.2	7.0	9.6	10.2	10.9	8.3	8.1	6.7	6.7	9.2	
1.0	1.1	1.1	1.2	1.1	0.8	1.1	1.0	0.9	0.9	0.5	
21.8	20.5	18.0	21.1	23.5	23.0	21.2	21.4	20.6	18.1	16.7	23.1
22.2	21.1	18.4	21.4	23.8	23.5	21.6	22.1	21.1	18.5	16.9	23.7
21.8	20.5	18.0	21.1	23.5	23.0	21.2	21.4	20.6	21.7	18.8	25.5

var %

57%

Appendix 4

Duplication chez les francophones A25-54 | stations franco parlées et les stations anglo musicales

Montréal Franco (4481), Lundi au dimanche 5h-1h

Stations	Portée (000)										
	PRT01	AUT01	PRT02	AUT02	PRT03	AUT03	PRT04	AUT04	S1-05	S2-05	S4-05
CINF, CBF FM, CKAC, CHMPFM	397.4	428.4	435.5	425.8	457.1	450.1	485	502.9	562.3	549.8	521.5
CFQRFM, CHOMFM, CJFMFM	338.1	371.5	404.7	425.9	392.2	410.3	412.2	438.7	406.7	448.7	462.2

Stations	Portée exclusive %										
	PRT01	AUT01	PRT02	AUT02	PRT03	AUT03	PRT04	AUT04	S1-05	S2-05	S4-05
CINF, CBF FM, CKAC, CHMPFM	78.3%	77.7%	69.4%	68.9%	73.1%	69.7%	71.1%	70.8%	71.4%	70.9%	69.4%
CFQRFM, CHOMFM, CJFMFM	74.5	74.3%	67.1%	68.9%	68.7%	66.8%	66.0%	66.5%	60.5%	64.3%	65.5%

Stations	Duplication (000)										
	PRT01	AUT01	PRT02	AUT02	PRT03	AUT03	PRT04	AUT04	S1-05	S2-05	S4-05
CINF, CBF FM, CKAC, CHMPFM	86.4	95.6	133.2	132.6	122.9	136.2	140.3	146.9	160.6	160	159.5
CFQRFM, CHOMFM, CJFMFM	86.4	95.6	133.2	132.6	122.9	136.2	140.3	146.9	160.6	160	159.5

Stations	Duplication %										
	PRT01	AUT01	PRT02	AUT02	PRT03	AUT03	PRT04	AUT04	S1-05	S2-05	S4-05
CINF, CBF FM, CKAC, CHMPFM	21.7	22.3	30.6	31.1	26.9	30.3	28.9	29.2	28.6	29.1	30.6
CFQRFM, CHOMFM, CJFMFM	25.5	25.7	32.9	31.1	31.3	33.2	34	33.5	39.5	35.7	34.5

Note :

Premier sondage en ajoutant CHMPFM dans l'analyse : AUT04

Appendix 4

S1-06	S2-06	S4-06	S1-07	S2-07	S4-07
586.3	549.2	521.1	538.1	563	598.5
375.8	417.9	400.6	417.7	439.1	406.4

S1-06	S2-06	S4-06	S1-07	S2-07	S4-07
73.9%	70.8%	72.4%	71.2%	67.2%	72.5%
59.3%	61.6%	64.1%	62.9%	57.9%	59.5%

S1-06	S2-06	S4-06	S1-07	S2-07	S4-07	moyenne 2007		
153.1	160.3	143.8	154.9	184.9	164.5	168.1	var %	90%
153.1	160.3	143.8	154.9	184.9	164.5			

S1-06	S2-06	S4-06	S1-07	S2-07	S4-07	moyenne 2007		
26.1	29.2	27.6	28.8	32.8	27.5	29.7	var %	27%
40.7	38.4	35.9	37.1	42.1	40.5			