



In-Market Factors – how they are established and applied

Effective January 2, 2015

COMMBNavigator® Markets

1 – Major Markets

Calgary CMA
 Edmonton CMA
 Montreal CMA
 Toronto CMA
 Vancouver CMA

GPS travel studies are deployed. CMA residents, and non-residents living within 100 kilometers of the CMA-market-borders, carry GPS units for a period of 9 days tracking their movement every two seconds.

Random sample of 200 per market. Study accuracy +/- 7%.

In-market factors are calculated based on the total kilometers driven within the CMA market by residents, and non-residents that visit the market a minimum of 4 days per week.

2 – All other COMMBNavigator® markets (40 markets)

Barrie	Kelowna	Ottawa-Gatineau (ON + QC)	Saskatoon
Brantford	Kingston	Peterborough	Sherbrooke
Cape Breton	Kitchener-Cambridge-Waterloo	Prince George	St. John's
Fredericton	Lethbridge	Quebec City	St.Catharines-Niagara
Grande Prairie	London	Red Deer	Thunder Bay
Greater Sudbury	Medicine Hat	Regina	Trois Rivieres
Halifax	Moncton	Saguenay	Victoria
Hamilton	North Bay	Saint John	Windsor
Joliette	Orillia	Saint-Hyacinthe	Winnipeg
Kamloops	Oshawa	Saint-Jean-sur Richelieu	



While new methodologies are explored, existing in-market percentages established by randomly collecting license plate numbers and tracking them to place of residence, are being applied.

Markets not included in COMMBNavigator®

1 – Individual standard markets

As approved by COMMB's Research Committee and Board of Directors, an in-market factor is not required for non-Navigator markets. Total 'average circulation per face' for the market is applied; in-market factor equaling 100%.

These markets can be identified in the COMMB Data Report software, Help tab, Reference Data (excel document), Load Factor and InMarket% tab.

Under circumstances where GRPs are being sold in a non-Navigator market, a reliable estimate of the in-market factor can be provided. Contact Adrian Makurat amakurat@commb.ca

2 – OOH Company-defined Markets

(An OOH company's custom market area that covers a specific geographical region. Can be a group of CSDs on their own, or a combination of CMA/CA/CSD markets. Also known as a plant-defined market.)

The in-market factor for the largest populated market within the OOH company-defined markets listed below is applied.

Annapolis Valley ESA
Greater Sudbury CMA / North Bay CA / North Shore & District
Timmins CA & District

If you have questions or would like more details, please contact Jeremy Stick
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