

PPM TOP-LINE RADIO STATISTICS - EDMONTON CTRL

Survey period: Radio Meter 2010/11 – July 26, 2010 - October 24, 2010

Demographic: A2+

Daypart: Monday to Sunday 2am-2am

Geography: Edmonton CTRL

Data type: Respondent

Average Daily Universe		July 26, 2010 - October 24, 2010		
		1,127,000		
Station	Market	Share %	Cume (000)	Daily Cume (000)
CBX+	Edmonton CRTL	6.4	319.1	76.4
CBX FM	Edmonton CRTL	2.1	221.1	31.1
CFBRFM	Edmonton CRTL	7.3	783.1	127.9
CFCW.*	Edmonton CRTL/Camrose	5.4	252.8	48.7
CFMGFM	Edmonton CRTL	5.6	973.7	127.0
CFRN	Edmonton CRTL	2.2	204.3	36.6
CHBNFM	Edmonton CRTL	4.7	866.1	138.1
CHDIFM	Edmonton CRTL	6.1	689.1	113.0
CHED	Edmonton CRTL	10.4	578.2	133.1
CHMCFM	Edmonton CRTL	1.1	401.8	25.4
CHQT	Edmonton CRTL	1.9	233.3	39.6
CIRKFM	Edmonton CRTL	6.4	708.5	103.4
CISNFM	Edmonton CRTL	11.0	793.8	117.3
CKNGFM	Edmonton CRTL	6.9	863.2	135.0
CKRAFM	Edmonton CRTL	8.2	887.6	129.1
CKNOFM	Edmonton CRTL	8.3	953.5	168.0

* = spill station

TERMS

Share - Within a central market area, the estimated total hours tuned to that station expressed as a percentage of total hours tuned to Total Encoded Radio.

Cume (000) - Expressed in thousands, this is the total number of people who were exposed to the stations for at least one minute during the analyzed period.

Average Daily Universe - The average daily universe for the analyzed period. The universe is expressed as daily averages because it changes slightly daily as the intab changes.

