

# PPM Top-line Radio Statistics



## Vancouver CTRL

Survey period: Radio Meter 2014/15 – June 1, 2015 - August 30, 2015

Demographic: A12+

Daypart: Monday to Sunday 2am-2am

Geography: Vancouver CTRL

Data type: Respondent

June 1, 2015 - August 30, 2015

Average Daily Universe: 2,269,000

Station	Market	AMA (000)	Daily Cume (000)	Share (%)
CBU+	Vancouver CTRL	12.6	174.2	10.3
CBU FM	Vancouver CTRL	3.4	88.0	2.8
CFBTFM	Vancouver CTRL	8.3	305.0	6.8
CFMIFM	Vancouver CTRL	8.8	200.2	7.2
CFOXFM	Vancouver CTRL	6.6	158.2	5.4
CFTE	Vancouver CTRL	0.3	15.8	0.3
CHLGFM	Vancouver CTRL	3.1	124.4	2.5
CHMJ	Vancouver CTRL	0.8	63.9	0.7
CHQMFM	Vancouver CTRL	14.0	372.1	11.4
CISL	Vancouver CTRL	4.4	78.5	3.6
CJAXFM	Vancouver CTRL	8.3	211.6	6.8
CJJRFM	Vancouver CTRL	6.7	140.2	5.5
CKKSFM*	Vancouver CTRL/Chilliwack	4.1	207.0	3.4
CKNW	Vancouver CTRL	12.0	150.4	9.8
CKPKFM	Vancouver CTRL	4.1	140.7	3.4
CKST	Vancouver CTRL	2.3	69.5	1.9
CKWX	Vancouver CTRL	7.8	209.7	6.4
CKZZFM	Vancouver CTRL	7.2	269.7	5.9
KWPZFM*	Vancouver CTRL/Abbotsford	2.4	43.2	2.0

\* spill station

### TERMS

**Average Minute Audience (000):** Expressed in thousands, this is the average number of persons exposed to a radio station during an average minute. Calculated by adding all the individual minute audiences together and dividing by the number of minutes in the daypart.

**Average Daily Cume (000):** Expressed in thousands, this is the average number of unique listeners who were exposed to the station for at least one minute during an average day. Calculated by adding the number of unique listeners each day and dividing it by the number of days in the analysis.

**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.

**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.