

PPM Top-line Radio Statistics



Calgary CTRL

Survey period: Radio Meter 2014/15 – December 1, 2014 - March 1, 2015

Demographic: A2+

Daypart: Monday to Sunday 2am-2am

Geography: Calgary CTRL

Data type: Respondent

December 1, 2014 - March 1, 2015

Average Daily Universe: 1,338,000

Station	Market	Share (%)	Cume (000)	Daily Cume (000)
CBR	Calgary CTRL	7.8	399.0	87.0
CBR FM	Calgary CTRL	1.8	319.0	34.0
CFAC	Calgary CTRL	3.6	418.0	64.0
CFEXFM	Calgary CTRL	4.3	688.0	91.0
CFFR	Calgary CTRL	5.7	586.0	125.0
CFGQFM	Calgary CTRL	5.6	697.0	82.0
CFXLFM	Calgary CTRL	8.2	1,019.0	124.0
CHFMFM	Calgary CTRL	8.4	1,183.0	159.0
CHPKFM	Calgary CTRL	1.3	491.0	40.0
CHQR	Calgary CTRL	6.8	321.0	72.0
CHUPFM	Calgary CTRL	3.4	987.0	101.0
CIBKFM	Calgary CTRL	5.8	1,041.0	177.0
CJAQFM	Calgary CTRL	4.6	929.0	111.0
CJAYFM	Calgary CTRL	4.8	742.0	113.0
CKCEFM	Calgary CTRL	3.9	912.0	121.0
CKMPFM	Calgary CTRL	4.2	896.0	128.0
CKMX	Calgary CTRL	1.2	240.0	28.0
CKRYFM	Calgary CTRL	11.3	854.0	139.0

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.