

PPM Top-line Radio Statistics



Edmonton CTRL

Survey period: Radio Meter 2014/15 – September 1, 2014 - November 30, 2014

Demographic: A2+

Daypart: Monday to Sunday 2am-2am

Geography: Edmonton CTRL

Data type: Respondent

September 1, 2014 - November 30, 2014

Average Daily Universe: 1,258,000

| Station | Market | Share (%) | Cume (000) | Daily Cume (000) |
|---------|-----------------------|-----------|------------|------------------|
| CBX+ | Edmonton CRTL | 10.0 | 411.2 | 110.7 |
| CBX FM | Edmonton CRTL | 0.7 | 214.3 | 21.6 |
| CFBRFM | Edmonton CRTL | 3.9 | 617.0 | 84.4 |
| CFCW * | Edmonton CRTL/Camrose | 5.8 | 262.9 | 53.4 |
| CFMGFM | Edmonton CRTL | 4.1 | 931.1 | 126.6 |
| CFRN | Edmonton CRTL | 2.7 | 211.9 | 38.5 |
| CHBNFM | Edmonton CRTL | 4.1 | 932.3 | 139.3 |
| CHDIFM | Edmonton CRTL | 4.3 | 762.0 | 115.6 |
| CHED | Edmonton CRTL | 9.4 | 563.7 | 127.6 |
| CHQT | Edmonton CRTL | 1.0 | 243.6 | 28.0 |
| CIRKFM | Edmonton CRTL | 5.3 | 671.2 | 96.2 |
| CISNFM | Edmonton CRTL | 6.1 | 839.4 | 107.4 |
| CIUPFM | Edmonton CRTL | 5.2 | 943.4 | 126.4 |
| CJNWFM | Edmonton CRTL | 3.0 | 719.6 | 92.4 |
| CKEAFM | Edmonton CRTL | 2.0 | 706.3 | 57.1 |
| CKNGFM | Edmonton CRTL | 4.5 | 945.3 | 127.7 |
| CKNOFM | Edmonton CRTL | 13.7 | 1,025.8 | 216.0 |
| CKRAFM | Edmonton CRTL | 8.1 | 952.2 | 132.0 |

* = 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.