

PPM Top-line Radio Statistics



Vancouver CTRL

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

Demographic: A2+

Daypart: Monday to Sunday 2am-2am

Geography: Vancouver CTRL

Data type: Respondent

December 1, 2014 - March 1, 2015				
Average Daily Universe: 2,514,000				
Station	Market	Share (%)	Cume (000)	Daily Cume (000)
CBU+	Vancouver CTRL	14.1	733.0	195.0
CBU FM	Vancouver CTRL	3.4	839.0	109.0
CFBTFM	Vancouver CTRL	6.3	2,069.0	344.0
CFMIFM	Vancouver CTRL	7.3	1,513.0	194.0
CFOXFM	Vancouver CTRL	5.5	1,152.0	143.0
CFTE	Vancouver CTRL	0.4	268.0	21.0
CFUNFM*	Vancouver CTRL/Chilliwack	3.7	1,628.0	224.0
CHLGFM	Vancouver CTRL	2.8	1,280.0	114.0
CHMJ	Vancouver CTRL	0.8	707.0	63.0
CHQMFM	Vancouver CTRL	12.4	2,408.0	454.0
CISL	Vancouver CTRL	3.2	473.0	73.0
CJAXFM	Vancouver CTRL	4.2	1,690.0	187.0
CJRFM	Vancouver CTRL	5.2	1,230.0	141.0
CKNW	Vancouver CTRL	6.9	572.0	146.0
CKPKFM	Vancouver CTRL	3.4	1,246.0	127.0
CKST	Vancouver CTRL	2.6	797.0	115.0
CKWX	Vancouver CTRL	6.2	862.0	200.0
CKZZFM	Vancouver CTRL	5.8	1,927.0	294.0
KWPZFM*	Vancouver CTRL/Lynden	1.6	467.0	50.0

* = spill station

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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.