

# PPM Top-line Radio Statistics



## Calgary CTRL

Broadcast year: Radio Meter 2020-2021  
 Survey period: November 30, 2020 - February 28, 2021  
 Demographic: A12+  
 Daypart: Monday to Sunday 2am-2am  
 Geography: Calgary CTRL  
 Data type: Respondent

November 30, 2020 - February 28, 2021					
Average Daily Universe: 1,362,000					
Station	Market	AMA (000)	Daily Cume (000)	Share (%)	
CBR	Calgary CTRL	5.1	80.8	9.1	
CBRFM	Calgary CTRL	2.1	31.3	3.8	
CFAC	Calgary CTRL	1.0	35.2	1.8	
CFEXFM	Calgary CTRL	2.4	76.4	4.3	
CFFR	Calgary CTRL	2.4	90.0	4.3	
CFGQFM	Calgary CTRL	2.7	60.9	4.9	
CFXLFM	Calgary CTRL	3.6	83.2	6.5	
CHFMFM	Calgary CTRL	3.8	105.4	6.8	
CKWDFM	Calgary CTRL	1.6	52.9	2.8	
CHQR	Calgary CTRL	5.8	92.2	10.4	
CHUPFM	Calgary CTRL	2.4	78.6	4.4	
CIBKFM	Calgary CTRL	1.5	75.1	2.7	
CJAQFM	Calgary CTRL	2.6	88.4	4.7	
CJAYFM	Calgary CTRL	2.3	58.0	4.1	
CKCEFM	Calgary CTRL	4.0	82.4	7.1	
CKMPFM	Calgary CTRL	2.2	66.6	4.0	
CKMX	Calgary CTRL	0.3	10.3	0.5	
CKRYFM	Calgary CTRL	3.7	73.1	6.6	

### 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.