

# PPM Top-line Radio Statistics



## Edmonton CTRL

Broadcast year: Radio Meter 2020-2021  
 Survey period: March 01, 2021 - May 30, 2021  
 Demographic: A12+  
 Daypart: Monday to Sunday 2am-2am  
 Geography: Edmonton CTRL  
 Data type: Respondent

March 01, 2021 - May 30, 2021					
Average Daily Universe: 1,299,000					
Station	Market	AMA (000)	Daily Cume (000)	Share (%)	
CBX+	Edmonton CTRL	4.5	79.4	8.2	
CBXFM	Edmonton CTRL	0.9	14.9	1.6	
CFBRFM	Edmonton CTRL	2.6	79.1	4.6	
CFMGFM	Edmonton CTRL	1.2	71.4	2.1	
CFRN	Edmonton CTRL	0.7	20.6	1.2	
CHBNFM	Edmonton CTRL	2.3	82.1	4.1	
CHDIFM	Edmonton CTRL	3.6	94.5	6.4	
CHED	Edmonton CTRL	3.7	67.7	6.7	
CHQT	Edmonton CTRL	0.8	26.0	1.5	
CIRKFM	Edmonton CTRL	4.4	75.0	7.9	
CISNFM	Edmonton CTRL	4.2	82.5	7.6	
CIUPFM	Edmonton CTRL	5.3	98.3	9.5	
CKPWFM	Edmonton CTRL	1.0	59.7	1.9	
CKEAFM	Edmonton CTRL	2.7	67.2	4.8	
CKNGFM	Edmonton CTRL	2.6	65.9	4.6	
CKNOFM	Edmonton CTRL	4.2	134.4	7.6	
CKRAFM	Edmonton CTRL	2.9	92.3	5.3	
CKUAFM	Edmonton CTRL	1.7	22.2	3.0	

### 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.