

## PPM TOP-LINE RADIO STATISTICS - MONTREAL CTRL ANGLO

Survey period: Radio Meter 2010/11 – March 28, 2011 – June 26, 2011

Demographic: A2+

Daypart: Monday to Sunday 2am-2am

Geography: Montreal CTRL Anglo

Data type: Respondent

Average Daily Universe		March 28, 2011 – June 26, 2011		
		837,000		
Station	Market	Share %	Cume (000)	Daily Cume (000)
CBFFM	Montreal CTRL Anglo	0.3	137.5	9.5
CBFXFM	Montreal CTRL Anglo	0.2	148.9	4.9
CBMFM	Montreal CTRL Anglo	2.9	228.6	30.6
CBMEFM	Montreal CTRL Anglo	8.0	244.2	71.4
CFGLFM	Montreal CTRL Anglo	2.2	674.1	53.4
CFQRFM	Montreal CTRL Anglo	16.6	783.0	200.8
CHMPFM	Montreal CTRL Anglo	0.9	332.6	20.2
CHOMFM	Montreal CTRL Anglo	12.6	686.8	156.3
CITEFM	Montreal CTRL Anglo	1.0	599.0	37.9
CJAD	Montreal CTRL Anglo	24.5	503.6	191.1
CJFMFM	Montreal CTRL Anglo	19.0	813.1	260.3
CJPXFM	Montreal CTRL Anglo	2.2	306.5	27.9
CKAC	Montreal CTRL Anglo	0.4	144.6	11.1
CKGM	Montreal CTRL Anglo	2.5	219.5	43.2
CKLXFM	Montreal CTRL Anglo	0.6	205.1	10.8
CKMFFM	Montreal CTRL Anglo	0.9	577.6	42.5
CKOIFM	Montreal CTRL Anglo	1.0	607.8	46.0

### 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.



## PPM TOP-LINE RADIO STATISTICS - MONTREAL CTRL FRANCO

Survey period: Radio Meter 2010/11 – March 28, 2011 – June 26, 2011

Demographic: A2+

Daypart: Monday to Sunday 2am-2am

Geography: Montreal CTRL Franco

Data type: Respondent

Average Daily Universe		March 28, 2011 – June 26, 2011		
		2,942,000		
Station	Market	Share %	Cume (000)	Daily Cume (000)
CBFFM	Montreal CTRL Franco	13.1	1,263.3	331.9
CBFXFM	Montreal CTRL Franco	1.4	1,055.6	76.3
CBMFM	Montreal CTRL Franco	0.4	328.3	17.4
CBMEFM	Montreal CTRL Franco	0.1	185.2	7.9
CFGLFM	Montreal CTRL Franco	18.2	2,839.6	716.5
CFQRFM	Montreal CTRL Franco	3.0	2,073.5	201.0
CHMPFM	Montreal CTRL Franco	14.5	2,250.0	525.0
CHOMFM	Montreal CTRL Franco	4.1	2,171.5	263.9
CITEFM	Montreal CTRL Franco	10.0	2,723.8	512.2
CJAD	Montreal CTRL Franco	0.0	157.7	5.7
CJFMFM	Montreal CTRL Franco	6.8	2,694.5	493.3
CJPXFM	Montreal CTRL Franco	4.2	1,245.2	141.0
CKAC	Montreal CTRL Franco	3.4	1,096.7	149.1
CKGM	Montreal CTRL Franco	0.0	153.2	5.7
CKLXFM	Montreal CTRL Franco	1.0	802.8	55.9
CKMFFM	Montreal CTRL Franco	9.6	2,569.0	536.3
CKOIFM	Montreal CTRL Franco	8.3	2,744.0	547.4

### TERMS

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**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.

