

## PPM TOP-LINE RADIO STATISTICS - TORONTO CTRL

Survey period: Radio Meter 2010/11 – March 28, 2011 – June 26, 2011  
 Demographic: A2+  
 Daypart: Monday to Sunday 2am-2am  
 Geography: Toronto CTRL  
 Data type: Respondent

Average Daily Universe		March 28, 2011 – June 26, 2011		
		5,573,000		
Station	Market	Share %	Cume (000)	Daily Cume (000)
CBL FM	Toronto CTRL	1.3	1,252.0	125.4
CBLAFM	Toronto CTRL	8.4	1,806.8	414.1
CFMJ	Toronto CTRL	2.2	1,371.6	164.0
CFMZFM	Toronto CTRL	4.0	2,233.6	244.6
CFNYFM	Toronto CTRL	6.2	3,097.4	442.6
CFRB	Toronto CTRL	5.2	1,182.1	238.8
CFTR	Toronto CTRL	7.3	3,135.1	750.7
CFXJFM	Toronto CTRL	2.6	2,206.2	277.2
CFZM	Toronto CTRL	2.7	1,224.8	147.5
CHBMFM	Toronto CTRL	7.7	4,590.5	644.1
CHFIFM	Toronto CTRL	13.6	5,149.5	985.2
CHUM	Toronto CTRL	0.5	695.9	67.3
CHUMFM	Toronto CTRL	8.8	4,781.8	809.9
CIDCFM	Toronto CTRL	2.5	3,006.8	369.0
CILQFM	Toronto CTRL	7.2	3,467.7	538.4
CINGFM*	Toronto CTRL/Hamilton	1.6	2,054.6	190.2
CIWVFM*	Toronto CTRL/Hamilton	0.5	679.3	40.1
CJCL	Toronto CTRL	3.1	1,569.1	257.1
CJRFTM	Toronto CTRL	1.6	1,313.3	121.2
CKDXFM	Toronto CTRL	1.4	929.1	90.4
CKFMFM	Toronto CTRL	6.4	4,760.8	780.4
CKISFM	Toronto CTRL	4.0	3,443.5	493.5

\* = 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.

