

PPM Top-line Radio Statistics

Edmonton CTRL



Survey period: Radio Meter 2012/13 – August 27, 2012 - November 25, 2012

Demographic: A2+

Daypart: Monday to Sunday 2am-2am

Geography: Edmonton CTRL

Data type: Respondent

August 27, 2012 - November 25, 2012

Average Daily Universe: 1,171,000

Station	Market	Share (%)	Cume (000)	Daily Cume (000)
CBX+	Edmonton CTRL	6.3	342.0	79.7
CBX FM	Edmonton CTRL	1.9	188.2	20.9
CFBRFM	Edmonton CTRL	7.9	692.0	96.3
CFCW *	Edmonton CTRL/Camrose	4.2	239.6	40.0
CFMGFM	Edmonton CTRL	4.1	901.3	128.0
CFRN	Edmonton CTRL	1.5	184.1	30.7
CHBNFM	Edmonton CTRL	3.2	835.1	113.2
CHDIFM	Edmonton CTRL	6.8	765.6	129.1
CHED	Edmonton CTRL	10.2	492.6	121.6
CHQT	Edmonton CTRL	1.5	200.8	33.8
CIRKFM	Edmonton CTRL	5.7	639.6	85.4
CISNFM	Edmonton CTRL	8.3	789.2	120.6
CIUPFM	Edmonton CTRL	6.1	942.7	124.6
CJNWFM	Edmonton CTRL	2.5	713.0	96.4
CKEAFM	Edmonton CTRL	2.7	770.2	66.0
CKNGFM	Edmonton CTRL	3.3	769.2	89.7
CKNOFM	Edmonton CTRL	11.4	962.2	187.8
CKRAFM	Edmonton CTRL	8.7	888.0	122.9

* = 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.