

PPM TOP-LINE RADIO STATISTICS - MONTREAL CTRL ANGLO

Survey period: Radio Meter 2010/11 – August 30, 2010 - November 28, 2010

Demographic: A2+

Daypart: Monday to Sunday 2am-2am

Geography: Montreal CTRL Anglo

Data type: Respondent

Average Daily Universe		August 30, 2010 - November 28, 2010		
		827,000		
Station	Market	Share %	Cume (000)	Daily Cume (000)
CBFFM	Montreal CTRL Anglo	0.1	109.8	5.6
CBFXFM	Montreal CTRL Anglo	0.3	171.5	6.7
CBMFM	Montreal CTRL Anglo	3.1	246.4	29.8
CBMEFM	Montreal CTRL Anglo	8.2	223.9	65.7
CFGLFM	Montreal CTRL Anglo	2.4	683.0	56.1
CFQRFM	Montreal CTRL Anglo	17.5	790.9	206.6
CHMPFM	Montreal CTRL Anglo	0.9	278.0	19.3
CHOMFM	Montreal CTRL Anglo	10.9	695.0	144.4
CITEFM	Montreal CTRL Anglo	1.3	616.6	38.2
CJAD	Montreal CTRL Anglo	24.3	529.5	200.1
CJFMFM	Montreal CTRL Anglo	17.7	806.7	239.5
CJPXFM	Montreal CTRL Anglo	2.4	311.0	34.9
CKAC	Montreal CTRL Anglo	0.5	184.3	14.4
CKGM	Montreal CTRL Anglo	2.7	187.6	41.1
CKLXFM	Montreal CTRL Anglo	0.4	216.8	10.4
CKMFFM	Montreal CTRL Anglo	1.2	580.9	38.8
CKOIFM	Montreal CTRL Anglo	1.1	628.0	46.6

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 – August 30, 2010 - November 28, 2010

Demographic: A2+

Daypart: Monday to Sunday 2am-2am

Geography: Montreal CTRL Franco

Data type: Respondent

Average Daily Universe		August 30, 2010 - November 28, 2010		
		2,942,000		
Station	Market	Share %	Cume (000)	Daily Cume (000)
CBFFM	Montreal CTRL Franco	12.1	1,177.9	338.4
CBFXFM	Montreal CTRL Franco	1.5	1,053.0	71.0
CBMFM	Montreal CTRL Franco	0.6	398.6	25.0
CBMEFM	Montreal CTRL Franco	0.1	158.8	11.0
CFGLFM	Montreal CTRL Franco	17.2	2,816.9	723.8
CFQRFM	Montreal CTRL Franco	3.5	2,149.6	222.5
CHMPFM	Montreal CTRL Franco	12.0	2,067.7	470.8
CHOMFM	Montreal CTRL Franco	5.0	2,132.3	284.6
CITEFM	Montreal CTRL Franco	11.8	2,701.2	537.5
CJAD	Montreal CTRL Franco	0.0	160.4	7.0
CJFMFM	Montreal CTRL Franco	6.3	2,577.0	453.6
CJPXFM	Montreal CTRL Franco	4.3	1,172.3	142.1
CKAC	Montreal CTRL Franco	4.1	1,250.0	189.4
CKGM	Montreal CTRL Franco	0.0	72.2	3.8
CKLXFM	Montreal CTRL Franco	1.2	772.8	61.6
CKMFFM	Montreal CTRL Franco	8.3	2,583.6	506.3
CKOIFM	Montreal CTRL Franco	9.8	2,785.3	569.1

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.

