

PPM TOP-LINE RADIO STATISTICS - VANCOUVER CTRL

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

Demographic: A2+

Daypart: Monday to Sunday 2am-2am

Geography: Vancouver CTRL

Data type: Respondent

Average Daily Universe		August 30, 2010 - November 28, 2010		
		2,296,000		
Station	Market	Share	Cume	Daily Cume
		%	(000)	(000)
CBU+	Vancouver CTRL	9.0	633.0	172.2
CBU FM	Vancouver CTRL	3.1	659.7	75.1
CFBTFM	Vancouver CTRL	9.3	1,940.8	393.6
CFMIFM	Vancouver CTRL	3.7	1,381.2	142.5
CFOXFM	Vancouver CTRL	3.9	1,099.2	131.6
CFTE**	Vancouver CTRL	0.8	462.5	40.1
CFUNFM**	Vancouver CTRL/Chilliwack	3.3	1,639.0	143.9
CHHRFM	Vancouver CTRL	1.6	900.7	57.4
CHMJ	Vancouver CTRL	0.9	692.4	64.9
CHQMFM	Vancouver CTRL	8.2	2,084.8	336.6
CISL	Vancouver CTRL	4.2	615.7	78.9
CJJRFM	Vancouver CTRL	5.5	1,253.9	161.6
CKLGFM	Vancouver CTRL	7.7	1,703.7	248.1
CKNW	Vancouver CTRL	12.0	833.1	220.3
CKPKFM	Vancouver CTRL	2.9	979.1	80.0
CKST	Vancouver CTRL	3.2	903.9	134.0
CKWX	Vancouver CTRL	6.5	971.7	227.1
CKZZFM	Vancouver CTRL	5.8	1,771.0	284.7
KWPZFM*	Vancouver CTRL/Lynden	0.9	363.9	40.1

* = Spill station

** = Call letter change from CFUN to CFTE and CKCLFM to CFUNFM

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.

