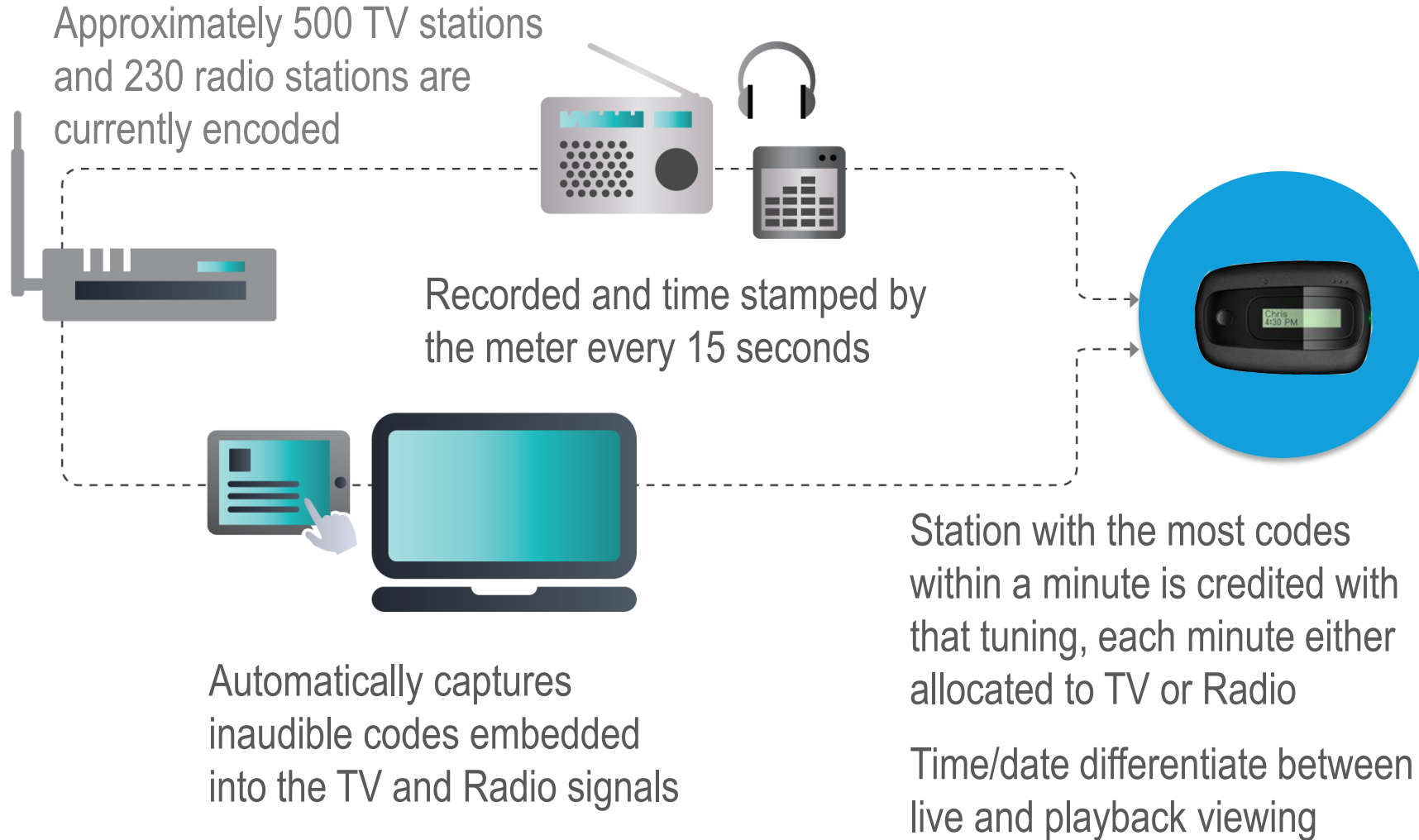


How the PPM works



PPM Panel Sizes

National panel of
4,535 household
or approximately
11,000+ people



	TV (EM) Homes	Radio (CMA) Homes
MONTREAL		
Franco	500	400
Anglo	465	400
TORONTO	800	600
EDMONTON	565	400
CALGARY	529	400
VANCOUVER	672	450
Balance panels*	1,004	