

Arbitron eBook Reference Guide Understanding and Using Radio Audience Estimates



Understanding and Using Radio Audience Estimates

Contents

The Basic Estimate Types	2
Arbitron eBook Web Site	5
• Welcome Screen	5
• Market Info	7
• Listener Estimates	19
• Methodology	33
What You Can/Can't Do With the Numbers	34
Basic Equations and Buying/Selling Formulas	36
Radio Ratings Review Quiz	43
Information and Training Resources	44
Glossary of Terms and Abbreviations	45
About Arbitron	49
Arbitron Offices	50

This guide is designed to help you get the most value from the listening estimates found in the Arbitron eBookSM. As an online software service, the Arbitron eBook provides fast, convenient access to your Arbitron ratings data subscription wherever you have an Internet connection.

Arbitron clients are welcome to download this publication at my.arbitron.com, in the "Survey & Market Info" section.

Expanded Information, Easier-to-Use

The Arbitron eBook provides all the data found previously in the printed book plus a lot more. The Arbitron eBook includes an expanded range of demos and dayparts as well as in-depth Metro Market Profile information. And since it is a software service, the Arbitron eBook gives you greater control over how ratings data are viewed than the static, black- and white-pages of the traditional printed book. The Arbitron eBook has been designed in a printer-friendly format, making it easy for you to save reports as a PDF for later printing. If you need, you can even save the complete report with a single click.

For questions and more information on the Arbitron eBook, please contact your Arbitron representative.

Users of this report should become familiar with the Arbitron Description of Methodology. Instructions for estimating reliability and effective sample bases for this report can be found in the "Methodology" section of the Arbitron eBook Web site.

The Basic Estimate Types

Making the most out of your Arbitron *Radio Market Report* is easy once you understand the three basic audience estimates reported. They are:

- Persons estimates: the estimated *number* of persons listening
- Rating: the *percent* of listeners in the universe of the measured survey area population
- Share: the *percent* of one station's total daypart estimated listening audience

Each *Radio Market Report* covers either radio listening during a four-week survey period in markets measured with the Portable People Meter™ (PPM™) or a 12-week survey period in Diary markets. Every estimate found in the book is given for a particular survey area (or geography), a demographic (sex and age) and a time period (or daypart).

Persons and Rating estimates are produced for both Average Quarter-Hour (AQH) and Cume; Share estimates apply to AQH only.

Estimates Reported: PPM and Diary

1. Average Quarter-Hour Persons, Ratings and Shares

Average Quarter-Hour Persons identifies the average number of persons estimated to have listened to a station for a minimum of five minutes during any quarter-hour in a time period. The Average Quarter-Hour Persons estimate helps to determine the audience and cost of a spot schedule rotating within a time period.

Example

WAAA has an Average Quarter-Hour Persons audience of 9,000 for Saturday 6AM-10AM. This means that an average of 9,000 people are estimated to have listened to WAAA during any quarter-hour from 6AM-6:15AM to 9:45AM-10AM during the survey period. By buying one spot on WAAA during any quarter-hour during this daypart, an advertiser would reach an estimated average audience of 9,000 people.

Average Quarter-Hour Rating expresses the estimated number of listeners (Average Quarter-Hour Persons) as a percentage of the survey area population. The Average Quarter-Hour Rating is calculated by dividing the number of Average Quarter-Hour Persons by the survey area population within the same sex/age group and multiplying by 100.

$$\frac{\text{Average Quarter-Hour Persons}}{\text{Survey Area Population}} \times 100 = \text{Average Quarter-Hour Rating}$$

Example

Since the Average Quarter-Hour Persons estimate for WAAA is 9,000 for Men 18-49 and the Metro population for this sex/age group is 175,600, the Average Quarter-Hour Rating for WAAA is 5.1.

$$\frac{9,000}{175,600} \times 100 = 5.1$$

Average Quarter-Hour Share is the percent of the total listening audience tuned in to each station. This estimate reveals the share of listening each station captures out of the total listening in the survey area.

Example

The total number of Persons 18-49 listening to radio in the Metro is 40,300 AQH Persons during Monday-Friday 6AM-10AM. With its AQH Persons audience of 9,000, WAAA's share of this listening would be 22.3%.

Average Quarter-Hour Share does not reveal the absolute size of a station's audience. WBBB has a 15% share in the morning and a 20% share at night. But that 15% share in the morning may actually represent a greater number of listeners than a 20% share at night.

Example

	Total Listeners to All Stations	WBBB Share	WBBB Audience
AM	25,000	15%	3,750
PM	15,000	20%	3,000

The Basic Estimate Types

AQH Composition: The size of a station's AQH target audience relative to its total AQH audience.

To obtain AQH audience composition, divide target AQH Persons by total P6+ AQH Persons.

$$\frac{\text{Target AQH Persons}}{\text{Total P6+ AQH Audience}} = \text{AQH Composition}$$

2. Cume Persons and Ratings

Average Daily Cume Composition: The size of an encoded station's Cume target audience relative to its total Cume audience.

How it is used: This calculation is similar to AQH and provides an indication of how efficiently a radio station is reaching its target audience.

Average Daily Cume Composition is calculated by dividing the target Cume Persons by total P6+ Cume Persons.

$$\frac{\text{Target Average Daily Cume Persons}}{\text{Total P6+ Average Daily Cume Audience}} = \text{Average Daily Cume Composition}$$

Cume Duplication: This estimate answers the question, "What percentage of my station's audience also listens to another station?" It is the percentage of Cume Persons for one station that was exposed to a second station.

How it is used: In selling advertising, stations that duplicate the least will add the most reach to a radio schedule while stations that share the most audience will yield a higher schedule frequency.

Cume Persons identifies the estimated number of different people who listened to a station for a minimum of five minutes in a quarter-hour within a reported daypart. No matter how long the listening occurred, each person is counted *only once*. Cume is also referred to as unduplicated audience, reach or circulation.

Cume Rating is the number of Cume Persons expressed as a percentage of the survey population. To calculate Cume Ratings:

$$\frac{\text{Cume Persons}}{\text{Pop. for sex/age group}} \times 100 = \text{Cume Rating}$$

Example

The Cume Persons estimate for WCCC is 75,000 for Men 18-49. The Metro population for the same sex/age group is 175,600. The Cume Rating for WCCC is 42.7. This means that almost 43% of all Men 18-49 in the Metro area listen to WCCC.

Exclusive Cume Persons is the estimated number of Cume Persons in the survey area who listened to only one station within a reported daypart.

The Basic Estimate Types

3. Time Spent Listening (TSL)

An estimate of the number of quarter-hours the average person spends listening during a specified time period. Although TSL is calculated using quarter-hours, it is usually converted to hours and minutes.

$$\frac{\text{Quarter-hours AQH in a time period} \times \text{Persons}}{\text{Cume Persons}} = \text{TSL (in quarter-hours)}$$

To express TSL in hours and minutes:

$$\frac{\text{TSL (in quarter-hours)}}{4} = \text{HH.XX (TSL in decimal hours)}$$

↓ .XX hours
 x 60
 ↓ MM minutes
 HH:MM (TSL in hours and minutes)

The chart below shows the estimate types and the geographies for which they are reported in your *Radio Market Report*.

Estimate Types	Metro	Diary	
		TSA*	DMA®
AQH Persons	x	x	x
AQH Rating	x		x
AQH Share	x		
Cume Persons	x	x	x
Cume Rating	x		
Exclusive Cume Persons	x		
Time Spent Listening	x		

* Diary only. (Exception: Houston-Galveston RMR report includes DMA.)

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Welcome Screen

Radio Market Report January 2009 Your Market

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PPM Data Your Market • January 2009

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February 2009
February 05 - March 04
March 2009
March 05 - April 01
April 2009
April 02 - April 29
May 2009
April 30 - May 27
June 2009
May 28 - June 24
July 2009
June 25 - July 22
August 2009

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Survey Schedule
January 2009
January 08 - February 04
February 2009
February 05 - March 04
March 2009
March 05 - April 01
April 2009
April 02 - April 29
May 2009
April 30 - May 27
June 2009
May 28 - June 24
July 2009
June 25 - July 22
August 2009
July 23 - August 19
September 2009
August 20 - September 16
October 2009
September 17 - October 14

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Once you have the report you wish to view, you can view the information in the report by clicking on the tabs listed across the top of the page: Market Info, Listener Estimates and Methodology.

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Houston-Galveston PPM
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4

- ▶ [What MRC Accreditation Means](#)
- ▶ [What This Report Is Designed to Do](#)
- ▶ [All Arbitron Audience Estimates and Arbitron Maps Are Proprietary and Confidential](#)

2

Survey Schedule

January 2009	January 08 - February 04
February 2009	February 05 - March 04
March 2009	March 05 - April 01
April 2009	April 02 - April 29
May 2009	April 30 - May 27
June 2009	May 28 - June 24
July 2009	June 25 - July 22
August 2009	July 23 - August 19
September 2009	August 20 - September 16

3

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- 1 Throughout the Arbitron eBook, you can save a PDF copy of any page simply by clicking the "PDF options" link in the upper right corner of the page.
- 2 On the right side of the page, you can see the current survey schedule.
- 3 Along the top, you will find links to the Rating Distortion and Rating Bias and Special Notices and Station Activities pages.
- 4 On the left side are links to information on MRC accreditation and legal notices on the use of Arbitron audience estimates.

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Market Info Section

Radio Market Report
Winter 2009

Your Market



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Select Report

Market Info

Listener Estimates

Methodology

Close

Market Map

Population Estimates & Diary Placement

Station Information

Metro Market Profile

Close

Your Market • Winter 2009

PDF options

Market Map

- Metro
- TSA
- DMA*

Metro Rank: 68

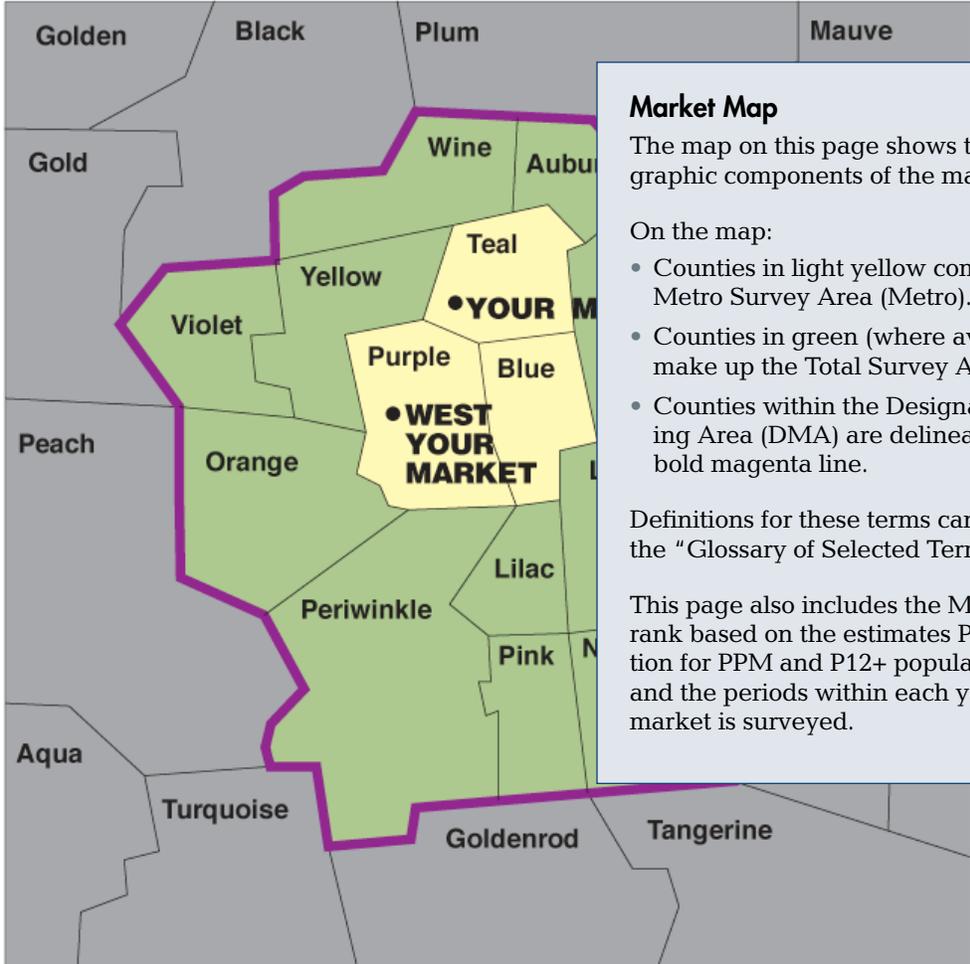
Survey Periods:
Winter, Spring, Summer, Fall

TSA and DMA are sampled in Spring and Fall only.

For definitions of the geographic terms found on this map, see "Selected Arbitron Terms" in the ["Description of Methodology."](#)

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Your Market



Market Map

The map on this page shows the geographic components of the market.

On the map:

- Counties in light yellow comprise the Metro Survey Area (Metro).
- Counties in green (where available) make up the Total Survey Area (TSA).
- Counties within the Designated Marketing Area (DMA) are delineated by the bold magenta line.

Definitions for these terms can be found in the "Glossary of Selected Terms."

This page also includes the Metro market rank based on the estimates P6+ population for PPM and P12+ population for Diary and the periods within each year that the market is surveyed.

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Market Info Section (continued)

Radio Market Report
January 2009

Your Market



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Select Report
Market Info
Listener Estimates
Methodology
Close

Market Map
Population Estimates & Sample Summary
Station Information
Metro Market Profile

PPM Data Your Market • January 2009
PDF options

Population Estimates & Sample Summary

- ▶ [Population Estimates and Average Daily In-Tab Persons by County](#)
- ▶ [Population Estimates and Average Daily Installed and In-Tab Persons by Demographics](#)
- ▶ [Spanish Language Usage Population Estimates and Average Daily Installed and In-Tab Persons](#)
- ▶ [High-Density Area](#)
- ▶ [Sample Summary](#)

Population Estimates and Average Daily In-Tab Persons

▶ [by county](#) [by demographics](#) Metro ▾

County/Sampling Unit	State	Area	HDA	Estimated P6+ Population	Estimated Population % P6+	Installed Persons ByCounty	In-Tab Sample	Unweighted	Weighted
ANYTOWN	AK	M		705,700	12.4	224	174		
REDSVILLE	AK	M	B H	2,147,700	37.7	702	562		
GREENVILLE	AK	M		589,500	10.4	202	158		
BLUESVILLE	AK	M		137,100	2.4	55	40		
JOESTOWN	AK	M		47,700	0.8	11	10		
YELLOWTOWN	AK	M		143,200	2.5	54	43		
MAPLETON	AK	M		93,400	1.6	37	24		
OAKVILLE	AK	M		105,600	1.9	39	33		
LAKE CITY	AK	M		74,400	1.3	60	48		
ORANGETOWN	AK	M	B H	1,595,500	28.0	521	403		
CASEYVILLE	AK	M		54,900	1.0	24	19		
TOTAL Metro				5,694,700		1,928	1,513		

B - Black M - Metro County
 H - Hispanic HDA - High-Density Area
 REM - Remainder portion of geographic split county

Population Estimates and Average Daily In-Tab Persons/In-Tab Diaries by County

Population Estimates are given for the Metro in each market report. Estimates for the TSA are contained in the Spring and Fall Diary reports.

This page provides the number of Average Daily In-Tab (PPM) or in-tab diaries for each county and the estimated population for each county. The codes "M," "T" and "D" identify the geography of the sampling units as Metro, TSA and DMA. More than one code can appear for each county.

PPM

Population Estimates and In-Tab Diaries

▶ [by county](#) [by demographics](#) Metro ▾

County/Sampling Unit	State	Area	HDA	Estimated P12+ Population	Estimated Population % P12+	In-Tab Sample	Unweighted In-Tab %	Weighted In-Tab %
CASEYTOWN	AK	MTD	H	505,000	76.3	1,242	74.9	76.3
ORANGEVILLE	AK	MTD	H	105,500	15.0	268	16.2	15.0
MAPLETON	AK	MTD		60,800	8.7	148	8.9	8.7
TOTAL Metro				701,300		1,658		

B - Black M - Metro County D - DMA County
 H - Hispanic T - TSA County HDA - High-Density Area
 REM - Remainder portion of geographic split county

DIARY For Diary markets, the demo used for this table is P12+.

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Market Info Section (continued)

Radio Market Report
January 2009

Your Market



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Select Report
Market Info
Listener Estimates
Methodology

Market Map
Population Estimates & Sample Summary
Station Information
Metro Market Profile
Close

PPM Data Your Market • January 2009 PDF options

- Population Estimates & Sample Summary**
- ▶ [Population Estimates and Average Daily In-Tab Persons by County](#)
 - ▶ [Population Estimates and Average Daily Installed and In-Tab Persons by Demographics](#)
 - ▶ [Spanish Language Usage Population Estimates and Average Daily Installed and In-Tab Persons](#)
 - ▶ [High-Density Area](#)
 - ▶ [Sample Summary](#)

Population Estimates and Average Daily Installed and In-Tab Persons

by county ▶ by demographics

Metro

These population estimates are based on Census 2000 data, updated and projected to January 1, 2009 by Claritas, Inc. Effective with the October 2008 survey, population

Demographics	Estimated Population	Estimated Population % P6+	Installed Persons by Demo	In-Tab Sample	Unweighted In-Tab %	
Men	12+	2,557,700	44.9	803	649	42.9
	12-24	581,200	10.2	166	122	8.0
	18+	2,280,600	40.0	720	586	38.8
	18-24	304,100	5.3	82	59	3.9
	18-34	802,700	14.1	215	161	10.7
	18-49	1,542,500	27.1	412	324	21.4
	25-34	498,600	8.8	133	103	6.8
	25-54	1,444,900	25.4	408	330	21.8
	35-44	500,500	8.8	132	107	7.1
	45-49	239,300	4.2	65	56	3.7
	50-54	206,500	3.6	78	64	4.2
	55-64	298,500	5.2	122	103	6.8
	65+	233,100	4.1	108	95	6.3
Women	12+	2,562,400	45.0	926	729	48.2
	12-24	548,400	9.6	183	128	8.5

Population Estimates and Average Daily In-Tab Persons/In-Tab Diaries by Demographics

This page breaks out the number of Average Daily In-Tab (PPM) or in-tab diaries by age and sex as well as the estimated population by age and sex. In addition, for applicable markets, this page also includes information on Black and Hispanic in-tab as well as language use (English-dominant and Spanish-dominant) in Hispanic households.

Arbitron based on 2006 National Center for Health Statistics (NCHS) data and updated to January 1, 2009

Population Estimates and In-Tab Diaries

by county ▶ by demographics

Metro

Demographics	Estimated P12+ Population	Est Population % P12+	In-Tab Sample	Unweighted In-Tab %	Weighted In-Tab %	
Men	12-24	70,900	11.0	100	6.0	11.0
	18-24	41,500	5.9	35	2.1	5.9
	25-34	59,800	8.5	68	4.1	8.5
	35-44	57,200	8.2	110	6.6	8.2
	45-49	30,000	4.3	61	3.7	4.3
	50-54	28,300	4.0	80	4.8	4.0
	55-64	46,200	6.6	157	9.5	6.6
	65+	44,000	6.3	175	10.6	6.3
	18+	307,000	43.8	686	41.4	43.8
Women	12-24	74,000	10.6	121	7.3	10.6
	18-24	40,000	5.7	45	2.7	5.7
	25-34	58,200	8.3	87	5.2	8.3
	35-44	56,700	8.1	146	8.8	8.1
	45-49	31,100	4.4	78	4.7	4.4
	50-54	30,500	4.3	96	5.8	4.3

827	662	43.8	40.3
85	61	4.0	5.0
232	169	11.2	13.0
461	350	23.1	25.6
147	108	7.1	8.0
459	357	23.6	24.3
136	104	6.9	8.5
93	77	5.1	4.1
82	68	4.5	3.7

PPM

DIARY For Diary markets, the demo used for this table is P12+.

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Market Info Section *(continued)*

Radio Market Report
January 2009

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Select Report
Market Info
Listener Estimates
Methodology

Market Map
Population Estimates & Sample Summary
Station Information
Metro Market Profile
Close

PPM Data Your Market • January 2009  [PDF options](#)

- Population Estimates & Sample Summary**
- ▶ [Population Estimates and Average Daily In-Tab Persons by County](#)
 - ▶ [Population Estimates and Average Daily Installed and In-Tab Persons by Demographics](#)
 - ▶ [Spanish Language Usage Population Estimates and Average Daily Installed and In-Tab Persons](#)
 - ▶ [High-Density Area](#)
 - ▶ [Sample Summary](#)

Spanish Language Usage Population Estimates and Average Daily Installed and In-Tab Persons

Where available, estimates of Spanish Primary language usage are provided by Nielsen Media Research, Inc. as percentages of the Hispanic population. Arbitron applies

Demographics	Estimated Population	Estimated Hispanic Population % P6+	Installed Persons	In-Tab Sample	Unweighted In-Tab %	Weighted In-Tab %
Spanish Dominant Hispanic Persons 6+	894,900	59.0	309	251	62.4	
English Dominant Hispanic Persons 6+	621,900	41.0	200	152	37.6	
Total Hispanic Persons 6+	1,516,800	100.0	509	403	100.0	

Spanish Language Usage Population Estimates and Average Daily Installed and In-Tab Persons/Spanish Language Usage Population Estimates and In-Tab Diaries

This table shows the population breakout and related installed persons (for PPM) and in-tab sample for Spanish-Dominant and English-Dominant as a percentage of the Hispanic Population.

Spanish Language Usage Population Estimates and In-Tab Diaries

Metro

Demographics	Estimated Population	Estimated Hispanic Population % P12+	In-Tab Sample	Unweighted In-Tab %	Weighted In-Tab %
Spanish Dominant Hispanic Persons 12+	82,400	27.8	86	15.2	27.8
English Dominant Hispanic Persons 12+	214,500	72.2	479	84.8	72.2
Total Hispanic Persons 12+	296,900	100.0	565	100.0	100.0

PPM

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Arbitron eBook Web Site

Market Info Section *(continued)*

Radio Market Report
January 2009

Your Market

Chat | Your Support Team | www.arbitron.com

Select Report
Market Info
Listener Estimates
Methodology

Market Map
Population Estimates & Sample Summary
Station Information
Metro Market Profile
Close

PPM Data Your Market • January 2009
PDF options

- Population Estimates & Sample Summary**
- ▶ [Population Estimates and Average Daily In-Tab Persons by County](#)
 - ▶ [Population Estimates and Average Daily Installed and In-Tab Persons by Demographics](#)
 - ▶ [Spanish Language Usage Population Estimates and Average Daily Installed and In-Tab Persons](#)
 - ▶ [High-Density Area](#)
 - ▶ [Sample Summary](#)

Metro Black/Hispanic High-Density Area

Combined	Total Persons 6+		Ethnic* Persons 6+	
	In-Tab	Est. Persons	In-Tab	Est. Pers
HDBA	125	491,700	67	27
HDHA	332	1,257,700	193	74

For total Metro in-tab counts for applicable ethnic groups, see "[Population Estimates and Average Daily Installed and In-Tab Persons by Demographics.](#)"

* HDBA includes only Black 6+
HDHA includes only Hispanic 6+

Metro Black/Hispanic High-Density Ethnic Area(s)

Portions of geographic areas that exceed a specified threshold of ethnic (black or Hispanic) population density are identified by zip code so that sample planning may be done at a more discrete level. In-tab and population details for these areas are displayed.

estimates (Census 2000-based).

PPM

Metro Black/Hispanic High-Density Area

Combined	Total		Ethnic	
	In-Tab	Est. Pop. 12+	In-Tab	Est. Pop. 12+
HDBA				
HDHA	697	297,700	342	173,800

For total Metro in-tab counts for applicable ethnic groups, see "[Population estimates and in-tab diaries by demographics.](#)"

HDBA = High-Density Black Area
HDHA = High-Density Hispanic Area

DIARY For Diary markets, the demo used for this table is P12+.

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Market Info Section (continued)



Radio Market Report
January 2009

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Select Report

Market Info

Listener Estimates

Methodology

Close

Market Map

Population Estimates & Sample Summary

Station Information

Metro Market Profile

PPM Data Your Market • January 2009  PDF options

Population Estimates & Sample Summary

- ▶ [Population Estimates and Average Daily In-Tab Persons by County](#)
- ▶ [Population Estimates and Average Daily Installed and In-Tab Persons by Demographics](#)
- ▶ [Spanish Language Usage Population Estimates and Average Daily Installed and In-Tab Persons](#)
- ▶ [High-Density Area](#)
- ▶ [Sample Summary](#)

Persons Sample Summary

Persons 6+	
Total Persons in Monthly Sample	
Installed Persons	
In-Tab Persons	
In-Tab Rate	
Estimated Eligible Persons in Basic Households	
In-Tab Basic Persons ¹	
Monthly Persons SPI ²	
Average Daily Persons	
Installed Persons	
In-Tab Persons	
In-Tab Rate	
In-Tab Target	
Designated Delivery Index (DDI) ³	
Compliance-Capable Persons ⁴	4,596
Compliance Rate ⁵	84.7%
Estimated Eligible Persons in Basic Households	4,089
In-Tab Basic Persons	711
Average Daily Persons SPI ⁶	17.4%
Total Person-Days of Measurement	108,925

Average Daily Household Sample Summary

(Represents landline telephone households; see below for information on cell-phone-only sample supplement.)

Total Installed Households	1,729
Installed Basic Households	389
Cooperation Rate	22.5%
Estimated Eligible Basic Households	1,626
Reporting Basic Households	371
Household SPI ⁷	22.8%

Cell-Phone-Only Sample Supplement

This market includes a cell-phone-only sample supplement that consists of telephone numbers that have been prescreened as belonging to cell-phone-only households. The information below provides a measure of cooperation for this sample after screening.

Avg. Daily Installed Cell-Phone-Only Households	305
Avg. Daily Installed Basic Cell-Phone-Only Households	57
Cooperation Rate	18.8%

Average Daily Average Daily

Persons Sample Summary (PPM)

This page provides survey-specific sample information that includes target and actual in-tab, installed panelists and other PPM panel information. It also contains panel turnover and panel recruitment information for landline and cell-phone-only households.

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Market Info Section (continued)

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Market Info

Listener Estimates

Methodology

Close

Market Map

Population Estimates & Diary Placement

Station Information

Metro Market Profile

Your Market • Fall 2008  PDF options

Population Estimates & Diary Placement

- ▶ [Population Estimates and In-Tab Diaries by County](#)
- ▶ [Population Estimates and In-Tab Diaries by Demographics](#)
- ▶ [Spanish Language Usage Population Estimates and In-Tab Diaries](#)
- ▶ [High-Density Area](#)
- ▶ [Diary Placement/Return](#)

Diary Placement/Return

	Metro
Estimated Usable Households in Sample	2,731
Landline Listed	1,563
Landline Unlisted Mailable	873
Landline Unlisted Unmailable	295
Estimated Persons in Usable Households	5,968
Landline Listed	3,359
Landline Unlisted Mailable	1,913
Landline Unlisted Unmailable	696
Contacted Households	2,493
Landline Listed	1,365
Landline Unlisted Mailable	750
Landline Unlisted Unmailable	209
Cell Phone Only	169
Households Accepting Diaries	1,275
Landline Listed	639
Landline Unlisted Mailable	367
Landline Unlisted Unmailable	130
Cell Phone Only	139
Persons Sent Diaries	2,840
Landline Listed	1,421
Landline Unlisted Mailable	829
Landline Unlisted Unmailable	314
Cell Phone Only	276
Diaries In-Tab	1,783
Landline Listed	912
Landline Unlisted Mailable	492
Landline Unlisted Unmailable	192
Cell Phone Only	187
Metro Sample Target	1,700
Metro In-Tab/Target Index	105
Metro Response Rate % ¹	
Weighted ²	27
Unweighted	25

Diary Placement/Return

This page provides Diary recruitment information from usable households to in-tab Diaries.

DIARY

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Market Info Section (continued)

Radio Market Report
January 2009

Your Market



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Select Report
Market Info
Listener Estimates
Methodology

Market Map
Population Estimates & Sample Summary
Station Information
Metro Market Profile
Close

PPM Data
Your Market • January 2009
PDF options

Station Information
For Stations Listed in This Report

- ▶ [Station Summary](#)
- ▶ [Stations Home to Arbitron Radio Metro Area](#)

Station Summary

For Encoded Stations Listed in This Report

Home to Arbitron Radio Metro Area

KAAA-AM	770	
(s) KBBB-FM	97.9	§
(s) KCCC-FM	98.3	
(s) KDDD-FM	90.9	
(s) KEEE-FM	93.3	§
(s) KFFF-FM	102.1	§
(s) KGGG-FM	102.9	§
(s) KHHH-FM	107.1	§
(s) KIII-FM	97.1	§
KJJJ-FM	88.5	
(s) KLLL-FM	90.1	
(s) KMMM-FM	103.3	§
(s) KNNN-FM	107.9	§
(s) KAAA-AM	1270	§

(s) KZZZ-FM	98.7	§
(s) WAAA-FM	107.5	§
WBBB-FM	89.3	
(s) WCCC-FM	93.7	
WDDD-FM	88.1	
(s) WEEE-FM	99.5	§
(s) WFFF-FM	96.7	§
(s) KGGG-AM	1080	§
(s) WGGG-FM	105.3	§
(s) WHHH-FM	105.7	
(s) WIII-FM	96.3	§
(s) KFFF-AM	660	
(s) WJJJ-FM	94.5	§
(s) KHHH-AM	1310	§
(s) WLLL-FM	101.7	§
WMMM-FM	92.1	
KGGG-AM	1440	
(s) WMMM-FM	103.7	§
WNNN-FM	89.7	§
(s) WOOO-FM	91.7	
WPPP-FM	100.7	
(s) KIII-AM	1540	
WQQQ-FM	104.9	
(s) WRRR-FM	92.5	§
(s) WSSS-FM	106.7	
(s) KJJJ-AM	820	§

(s) Authorized user of the service as of the publication date.

[Click here for a list of current authorized users.](#)

§ 100% Simulcast requesting Total Line Reporting under primary station's call letters. See "Special Notices" section.

< > Indicates home status is based on station's Alternate City ID, rather than on station's legally authorized City of License.

To update your Station Information:

Contact Arbitron Radio Station Relations

E-mail: sipupdate@arbitron.com

Phone: (410) 312-8062

Fax: (410) 312-8619

Station Information

This list includes every radio station that met the Minimum Reporting Standards for publication for the market report.

Stations on this list are listed in one of three sections:

1. Home to the Metro
2. Outside of the Metro but home to the DMA
3. Outside of both the Metro and DMA

Any stations that are placed "below-the-line" for Special Station Activities violations come last, and they are noted.

Clicking "Detail View" provides additional station information.

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14

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Market Info Section *(continued)*



Your Market



Select Report

Market Info

Listener Estimates

Methodology

Chat | Your Support Team | www.arbitron.com

Market Map

Population Estimates & Sample Summary

Station Information

Metro Market Profile

Close

PPM Data

Your Market • January 2009

PDF options

Station Information
For Stations Listed In This Report

- ▶ [Station Summary](#)
- ▶ [Stations Home to Arbitron Radio Metro Area](#)

Stations Home to Arbitron Radio Metro Area

[summary view](#)

KAAA-AM 770	
3200 MAIN STREET, ORANGETOWN, CA 12345	
Phone:	(111) 555-1212
Fax:	(111) 555-1111
Format:	Adult Standards/MOR
Owner:	Doe, John, Jr.
Sales Rep:	N/A
Network:	IND
City of Lic./Alt City ID:	Orangetown/Any City, CA
County/Split Co.:	Any City, CA
Power (watts):	10,000/1,000
▲	
ANE, FARMVILLE, CA 44556	
	(222) 999-4444
	(222) 999-4445
	Rhythmic Contemporary Hit Radio
	Jones, Jane
	BIG HIT RADIO
	IND
ID:	Maple City, CA
	Maple County, CA
	100,000/491

(s) Authorized user of the service as of the publication date.

[Click here for a list of current authorized users.](#)

§ 100% Simulcast requesting Total Line Reporting under primary station's call letters. See "Special Notices" section.

< > Indicates home status is based on station's Alternate City ID, rather than on station's legally authorized City of License.

[Click here](#) to view a PDF of the Digital Radio band descriptions. PDF will open in a new window.

To update your Station Information:

Contact Arbitron Radio Station Relations

E-mail: sipupdate@arbitron.com

Phone: (410) 312-8062

Fax: (410) 312-8619

Station Information *(continued)*

The "Detail View" provides extensive information on each station listed:

- Call letters and exact frequency. Digital radio stations will be indicated by an identifying code in place of a frequency. A link to a list of these codes is located on the page.
- Address, phone number and fax number.
- National sales representative.
- Network(s) with which the station is affiliated.
- Format as provided quarterly to Arbitron by each station from a list of industry-recognized formats.
- City of license and/or its alternate city of identification are listed as well as county of license. Where Arbitron has split the county for survey purposes, the location will be identified by the name of the split.
- Signal: Effective Radiated Power (ERP) of an FM station along with its Height Above Average Terrain (HAAT) are given. For AM stations, the power for day and night is given. Users of the report can estimate the station's coverage based on these data. Digital Radio stations will not display these figures.



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15

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Market Info Section (continued)



**Radio Market Report
January 2009**

Your Market



Chat | Your Support Team | www.arbitron.com

Select Report

Market Info

Listener Estimates

Methodology

Close

Market Map

Population Estimates & Sample Summary

Station Information

Metro Market Profile

PPM Data

Your Market • January 2009

[PDF options](#)

Metro Market Profile

- ▶ [Household Data](#)
- ▶ [Group Quarters Population Estimates](#)
- ▶ [Ethnic Population Estimates](#)
- ▶ [Sales Data](#)
- ▶ [Car Registrations](#)
- ▶ [Top 10 Employer Industries](#)
- ▶ [Magazines](#)
- ▶ [Newspapers](#)
- ▶ [Radio Time Spent Listening](#)
- ▶ [Radio 24-Hour Cume](#)
- ▶ [Metro Market Profile](#)

Household Data

Select one of the links below to see that category of household data

Total Households	Seasonal Housing Units	Transportation to Work
Households by Income	Education: Persons 25+	Average Travel Time
Value of Owner-Occupied Housing Units	Colleges & Universities	Car Ownership by Household
Monthly Contract Rent	Occupation	
Household Size	Farm Population	

Total Households

	Metro Total	Metro %
Total Households	2,255,800	

Households by Income [chart this table](#)

Income	Metro Total	Metro %
Under \$15,000	218,579	9.7
\$15,000-24,999	201,572	8.9
\$25,000-34,999	238,071	10.6
\$35,000-49,999	350,934	15.5
\$50,000-74,999	445,819	19.8
\$75,000-99,999	294,437	13.1
\$100,000-149,999	305,334	13.5
\$150,000+	201,054	8.9
Total Income (\$000)	\$ 172,569,637	
Income per Household	\$ 76,500	
Median Income: \$56,104		

Metro Market Profile

The Metro Market Profile section provides a snapshot of consumers in a metropolitan area.

Profiles include household data from the U.S. Census showing income, education, household size, occupation, car ownership, method of transportation to work and other characteristics of the market.

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Market Info Section (continued)

Radio Market Report
January 2009

Your Market



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Select Report

Market Info

Listener Estimates

Methodology

Close

Market Map

Population Estimates & Sample Summary

Station Information

Metro Market Profile

PPM Data

Your Market • January 2009

 PDF options

Metro Market Profile

- ▶ [Household Data](#)
- ▶ [Group Quarters Population Estimates](#)
- ▶ [Ethnic Population Estimates](#)
- ▶ [Sales Data](#)
- ▶ [Car Registrations](#)
- ▶ [Top 10 Employer Industries](#)
- ▶ [Magazines](#)
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- ▶ [Metro Market Profile](#)

Household Data

Select one of the links below to see that category of household data

Total Households	Seasonal Housing Units	Transportation to Work
Households by Income	Education: Persons 25+	Average Travel Time to Work
Value of Owner-Occupied Housing Units	Colleges & Universities	Car Ownership by Household
Monthly Contract Rent	Occupation	
Household Size	Farm Population	

Total Households

	Metro Total	Metro %
Total Households	2,255,800	100.0

Households by Income

Income	Metro Total	Metro %
Under \$15,000	218,579	
\$15,000-24,999	201,572	
\$25,000-34,999	238,071	
\$35,000-49,999	350,934	
\$50,000-74,999	445,819	
\$75,000-99,999	294,437	
\$100,000-149,999	305,334	
\$150,000+	201,054	
	294,437	
	305,334	
	\$ 172,569,637	
	\$ 76,500	

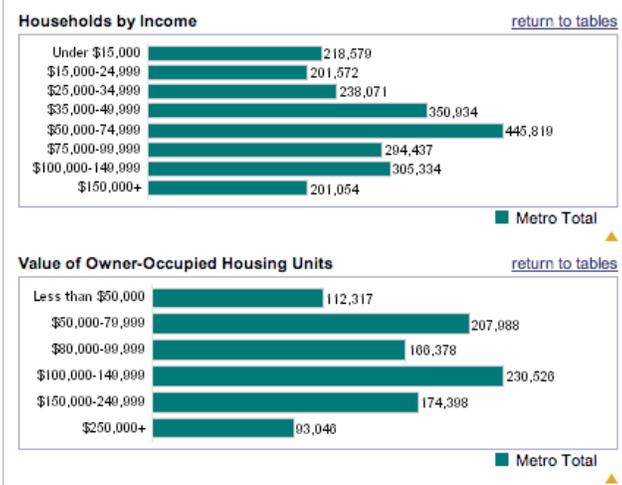
[chart this table](#)

Metro Household Data are Census 2000 data updated by Claritas, Inc. where appropriate sources are available. For more information, see "Metro Census Data" on the "Metro Market Profile Sources" page (PDF download).

Metro Market Profile (continued)

The Metro Market Profile gives you access to information that describes local lifestyles. Metro Market Profiles help radio stations and advertisers identify opportunities and answers questions like:

- How much does the market spend on retail? See information for top advertiser categories like Grocery Stores, Food Services, Furniture Store and more.
- What is the median income and average income per household?
- What are the top car brands?
- What is the ethnic population in the market? See details by age and sex on black and Hispanic populations and identify opportunities.
- What are the top 10 employer categories?
- What magazines are being read in this market?
- What is the circulation of newspapers in this market?
- How much time do radio listeners spend with the medium in this market by age and sex?
- What percentage of the market is reached by radio by demographic group? See radio's reach over the seven-day, 24-hour period.



The Household Data are also available in charted format. Simply click on the "chart this table" link above the table. You can copy and paste them into your own sales presentations.

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Market Info Section (continued)

Metro Market Profile (continued)
 You can also download the Metro Market Profile as a printer-friendly, one-page PDF. This format gives you a quick one-page market snapshot.

Arbitron Metro Market Profile Your Market

Gender (Persons 12+)
 Male **50 %** Female **50 %**

Households by Income

Income Range	Metro Total	Metro %
Under \$15,000	218,579	9.7
\$15,000-24,999	201,572	8.9
\$25,000-34,999	238,071	10.6
\$35,000-49,999	350,934	15.5
\$50,000-74,999	445,819	19.8
\$75,000-99,999	294,437	13.1
\$100,000-149,999	305,334	13.5
\$150,000+	201,054	8.9
Total Income (\$000)	\$172,569,637	
Income per Household	\$76,500	
Median Income: \$56,104		

Metro Retail Sales Data (\$000)

Total Retail Sales	\$94,274,411
Retail Expenditures per Household (\$)	\$41,792
Food & Beverage Stores	\$9,501,329
Grocery Stores	\$8,710,057
Food Services & Drinking Establishments	\$9,973,893
General Merchandise	\$11,973,272
Department Stores	\$4,606,448
Clothing & Accessories	\$4,459,015
Motor Vehicle & Parts Dealers	\$20,829,627
Building & Material Supply	\$7,626,570
Health & Personal Care	\$2,752,797
Furniture & Household Appliance Stores	\$1,433,256
Radio, TV & Other Electronics Stores	\$1,350,134

Magazines (Top 15 Circulation)

AARP	358,930
RDRS DIGST	151,028
BITR HOME	138,123
SOUTHN LVG	103,880
PEOPLE	77,671
NAT GEO	73,784
LADIES HMJ	69,865
TIME	68,522
GD HSEKPNQ	68,390
SPORTS ILS	59,697
PREVENTION	53,990
FAMILY CRCL	53,537
WOMANS DAY	52,937
NEWSWEEK	50,186
O OPIRAN	48,770

Newspapers (Top Circulation Listed in This Report)

MORNING NEWS	356,898
STAR-TELEGRAM	211,194
USA TODAY	48,704

Car Registrations

DaimlerChrysler AC	4.0%
Ford Motor Company	9.0%
General Motors Corporation	11.8%
Honda/Acura	16.2%
Hundai	4.0%
Nissan/Infiniti	10.9%
Toyota/Lexus	20.7%
Volkswagen/Audi	4.0%
Other	17.3%

Radio 24-Hour Cume* (Mon-Sun MID-MID, Metro, Rating)

Persons 6+	35.6
Persons 12+	35.4
Men 18-34	37.6
Men 25-54	37.7
Men 35-64	36.7
Women 18-34	36.3
Women 25-54	37.5
Women 35-64	35.9

* Based on the current survey.

Arbitron Metro Market Profile • January 2009
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Listener Estimates Section

Radio Market Report
January 2009

Your Market

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Select Report
Market Info
Listener Estimates
Methodology

Target Listener Trends
Target Listener Estimates
Listener Composition
Listening Locations
Time Spent Listening
Cume Duplication Percent
Exclusive & Overnight Listening
Ethnic Composition
Close

PPM Data Your Market • January 2009

[Hide Menu](#)
PDF options
Select Demo:
Persons 6+

Target Listener Trends

Go to station: KAAA-AM	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM	
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)
KAAA-AM														
~JAN '09	17	900		0.3	26	305		0.4	28	477		0.4	23	18
~HL '08	13	747		0.3	23	238		0.4	20	474		0.3	18	18
~DEC '08	14	913		0.3	27	406		0.4	23	568		0.3	15	15
~NOV '08	17	1281		0.3	29	359	0.1	0.4	32	742	0.1	0.4	21	21
~OCT '08	16	1261		0.3	28	448		0.4	26	814		0.4	23	23
KBBB-AM														
~JAN '09	178	10276	0.3	3.4	175	3346	0.3	2.6	158	3626	0.3	2.4	306	5
~HL '08	188	10596	0.3	3.7	157	3230	0.3	2.8	192	4672	0.3	2.8	278	5
~DEC '08	176	10080	0.3	3.4	168	2978	0.3	2.6	173	3977	0.3	2.5	226	5
~NOV '08	180	11450	0.3	3.2	163	3373	0.3	2.2	161	4077	0.3	2.2	264	5
~OCT '08	167	10657	0.3	3.0	162	2682	0.3	2.2	165	3779	0.3	2.3	219	5
KCCC-AM														
~JAN '09	88	4941	0.2	1.7	89	1798	0.2	1.3	116	1861	0.2	1.7	106	2
~HL '08	94	5008	0.2	1.9	71	1450	0.1	1.3	174	2452	0.3	2.6	125	2
~DEC '08	95	5287	0.2	1.8	67	1486	0.1	1.0	140	2300	0.2	2.1	129	2
~NOV '08	97	5299	0.2	1.7	61	1725	0.1	0.8	143	2157	0.3	2.0	126	2
~OCT '08	116	5118	0.2	2.1	77	1549	0.1	1.1	168	2256	0.3	2.4	138	2
KDDD-AM														
~JAN '09	37	2023	0.1	0.7	64	912	0.1	0.9	27	620		0.4	67	2
~HL '08	33	2094	0.1	0.7	33	911	0.1	0.6	30	821	0.1	0.4	49	2
~DEC '08	**	**	**	**	**	**	**	**	**	**	**	**	**	**
~NOV '08	**	**	**	**	**	**	**	**	**	**	**	**	**	**
~OCT '08	**	**	**	**	**	**	**	**	**	**	**	**	**	**

PPM

Target Listener Trends

The Target Listener Trends provides AQH, Cume, AQH Ratings and AQH Share for the most requested demographic groups (30 for PPM, 20 for Diary) trended over time.

To use the report, select the demographic target most closely aligned to the sales target of the advertiser from the drop-down menu in the upper right corner.

For PPM markets, data are provided for the last 14 four-week survey periods. For Diary markets, data are provided for the last five quarterly survey periods.

The report shows at a glance what direction a station is headed and answers questions like:

- How consistent is a station's performance? Are the numbers increasing or decreasing? Does the station have a seasonal skew?
- What dayparts stand out? Is the direction the same for all dayparts? Have recent changes such as a new morning team made a difference?

Target Listener Trends

Go to station: KAAA-AM	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KAAA-AM																
FA '08	28	688	0.4	3.0	42	309	0.6	3.1	43	366	0.6	3.2	27	286	0.4	2.2
SU '08	34	696	0.5	3.6	53	373	0.8	3.9	55	354	0.8	3.8	38	323	0.5	3.4
SP '08	34	697	0.5	3.6	44	365	0.6	3.2	52	391	0.8	3.6	35	364	0.5	3.1
WI '08	35	683	0.5	3.9	49	372	0.7	3.6	57	423	0.8	4.4	42	393	0.6	3.7
4-Book	33	691	0.5	3.5	47	355	0.7	3.5	52	384	0.8	3.8	36	342	0.5	3.1
FA '07	31	647	0.4	3.2	52	321	0.8	3.7	53	362	0.8	3.8	30	321	0.4	2.6
KBBB-AM																
FA '08	17	262	0.2	1.8	26	183	0.4	1.9	34	209	0.5	2.5	20	160	0.2	1.8
SU '08	14	174	0.2	1.5	21	96	0.3	1.6	31	114	0.4	2.2	18	98	0.2	1.5
SP '08	24	243	0.3	2.5	25	162	0.4	1.8	51	174	0.7	3.6	37	167	0.3	2.5
WI '08	23	222	0.3	2.6	32	136	0.5	2.4	41	156	0.6	3.1	28	136	0.3	2.6
4-Book	20	225	0.3	2.1	26	144	0.4	1.9	39	163	0.6	2.9	26	140	0.3	2.1
FA '07	13	162	0.2	1.3	17	113	0.2	1.2	26	109	0.4	1.9	19	108	0.2	1.3

DIARY

Diary market reports also include a multi-book average. In Diary markets measured four times per year, the average is for four-books; for Diary markets measured two times per year, the average is for two-books. Multi-book averages do not appear in non-embedded condensed markets.

Arbitron eBook Web Site

Listener Estimates Section (continued)

Radio Market Report
January 2009

Your Market

Chat | Your Support Team | www.arbitron.com

Select Report
Market Info
Listener Estimates
Methodology

Target Listener Trends
Target Listener Estimates
Listener Composition
Listening Locations
Time Spent Listening
Cume Duplication Percent
Exclusive & Overnight Listening
Ethnic Composition
Close

PPM Data Your Market • January 2009

Hide Menu PDF options

Select Demo: Persons 6+

Target Listener Trends

Go to station: KAAA-AM	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM		Monday-Friday 7PM-MID	
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH (00)	AQH (00)
KAAA-AM																
~JAN '09	17	900		0.3	26	305		0.4	28	477		0.4			23	
~HL '08	13	747		0.3	23	238		0.4	20	474		0.3			18	
~DEC '08	14	913		0.3	27	406		0.4	23	568		0.3			15	
~NOV '08	17	1281		0.3	29	359	0.1	0.4	32	742	0.1	0.4			21	
~OCT '08	16	1261		0.3	28	448		0.4	26	814		0.4			23	
KBBB-AM																
~JAN '09	178	10276	0.3	3.4	175	3346	0.3	2.6	158	3626	0.3	2.4	306	5450	0.3	2.8
~HL '08	188	10596	0.3	3.7	157	3230	0.3	2.8	192	4672	0.3	2.8	278	5450	0.3	2.8
~DEC '08	176	10080	0.3	3.4	168	2978	0.3	2.6	173	3977	0.3	2.5	226	5450	0.3	2.5
~NOV '08	180	11450	0.3	3.2	163	3373	0.3	2.2	161	4077	0.3	2.2	264	5450	0.3	2.2
~OCT '08	167	10657	0.3	3.0	162	2682	0.3	2.2	165	3779	0.3	2.3	219	5450	0.3	2.3
KCCC-AM																
~JAN '09	88	4941	0.2	1.7	89	1798	0.2	1.3	116	1861	0.2	1.7	106	2256	0.2	1.7
~HL '08	94	5008	0.2	1.9	71	1450	0.1	1.3	174	2452	0.3	2.6	125	2256	0.2	1.7
~DEC '08	95	5287	0.2	1.8	67	1486	0.1	1.0	140	2300	0.2	2.1	129	2256	0.2	1.7
~NOV '08	97	5299	0.2	1.7	61	1725	0.1	0.8	143	2157	0.3	2.0	126	2256	0.2	1.7
~OCT '08	116	5118	0.2	2.1	77	1549	0.1	1.1	168	2256	0.3	2.4	138	2256	0.2	1.7
KDDD-AM																
~JAN '09	37	2023	0.1	0.7	64	912	0.1	0.9	27	620		0.4			67	
~HL '08	33	2094	0.1	0.7	33	911	0.1	0.6	30	821	0.1	0.4			49	
~DEC '08	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
~NOV '08	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
~OCT '08	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KEEE-AM																
~JAN '09	62	6285	0.1	1.2	61	2042	0.1	0.9	76	2017	0.1	1.1	69	2256	0.1	1.1
~HL '08	62	6591	0.1	1.2	51	1345	0.1	0.9	86	2470	0.2	1.3	63	2256	0.2	1.3
~DEC '08	65	6165	0.1	1.2	69	1473	0.1	1.1	86	2004	0.2	1.3	60	2256	0.2	1.3
~NOV '08	72	6768	0.1	1.3	79	1977	0.1	1.1	95	2323	0.2	1.3	56	2256	0.2	1.3
~OCT '08	77	6704	0.1	1.4	83	2077	0.1	1.1	116	2107	0.2	1.6	46	2256	0.2	1.3
KFFF-AM																
~JAN '09	128	9333	0.2	2.5	133	3236	0.2	2.0	176	4009	0.3	2.6	206	4480	0.3	2.6
~HL '08	140	9908	0.2	2.8	130	2645	0.2	2.3	193	4480	0.3	2.8	203	4480	0.3	2.8
~DEC '08	131	9225	0.2	2.5	122	2799	0.2	1.9	169	3943	0.3	2.5	189	4480	0.3	2.5
~NOV '08	147	9681	0.3	2.6	145	2765	0.3	2.0	200	3965	0.4	2.8	194	4480	0.4	2.8
~OCT '08	178	10113	0.3	3.2	194	3462	0.3	2.7	231	4083	0.4	3.2	224	4480	0.4	3.2

Target Listener Trends (continued)

Report Features: Standard Report

	PPM	Diary
Demos		
Persons, Men and Women:		
6+*	●	
12+	●	●
18+*	●	
12-24*	●	●
18-34	●	●
18-49	●	●
25-54	●	●
35-64	●	●
Teens 12-17*	●	●
Children 6-11*	●	
Estimates		
AQH (00)	●	●
Cume (00)	●	●
AQH Rating	●	●
AQH Share Trends	●	●
Multibook Average**		●
Dayparts		
Mon-Sun 6AM-Mid	●	●
Mon-Fri 10AM-3PM	●	●
Mon-Fri 3PM-7PM	●	●
Mon-Fri 7PM-Mid	●	●

* Demo not available in Condensed Market Report (Diary only).

** Continuous measurement markets report a four-book average. Markets measured twice a year (Spring and Fall) report a two-book average.

Arbitron eBook Web Site

Listener Estimates Section (continued)

Radio Market Report
January 2009

Your Market



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Select Report
Market Info
Listener Estimates
Methodology

Target Listener Trends
Target Listener Estimates
Listener Composition
Listening Locations
Time Spent Listening
Cume Duplication Percent
Exclusive & Overnight Listening
Ethnic Composition
Close

PPM Data Your Market • January 2009 ▲ Hide Menu PDF options

Select Demo: Persons 6+

Target Listener Estimates ▶ Dayparts 1-5 Dayparts 6-10

Go to station: KAAA-AM	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KAAA-AM JAN '09	26	813	0.4	7	229	0.2	23	113	0.8	2										
KBBB-AM JAN '09	209	7952	0.4	3.0	166	5339	0.3	4.2	87	489	0.2	3.1	289							
KCCC-AM JAN '09	105	3527	0.2	1.5	97	2523	0.2	2.4	57	294	0.1	2.0	183							
KDDD-AM JAN '09	51	1428	0.1	0.7	21	970	0.5	14	173	0.5	21									
KEEE-AM JAN '09	69	4090	0.1	1.0	68	2962	0.1	1.7	30	239	0.1	1.1	99							
KFFF-AM JAN '09	172	7050	0.3	2.5	96	4387	0.2	2.4	35	341	0.1	1.2	145							
KGGG-AM JAN '09	207	10095	0.4	3.0	150	6843	0.3	3.8	87	810	0.2	3.1	251							
KHHH-AM JAN '09	64	2136	0.1	0.9	37	1796	0.1	0.9	27	246	1.0	47								
KIII-AM JAN '09	145	4863	0.3	2.1	118	3328	0.2	3.0	72	366	0.1	2.6	220	1211	0.4	3.3	130	881	0.2	2.2
KJJJ-AM JAN '09	35	1716	0.1	0.5	15	587	0.4	9	96	0.3	20	154	0.3	17	122	0.3				
KLLL-AM JAN '09	139	3531	0.2	2.0	61	2064	0.1	1.5	58	375	0.1	2.1	75	601	0.1	1.1	74	525	0.1	1.3
KMMM-AM JAN '09	151	3452	0.3	2.2	30	1513	0.1	0.8	9	74	0.3	35	170	0.1	0.5	37	297	0.1	0.6	

Target Listener Estimates

This report shows daypart estimates for the most current survey available. In Diary markets, the two- or four-survey multibook average is also provided.

To use the report, select the demographic target most closely aligned to the sales target of the advertiser from the drop-down menu in the upper right corner.

Want to find the percentage of persons that listen only on weekdays ("Exclusive Week-day Cume")? Simply subtract the Weekend 6AM to Midnight Cume from the Monday-Sunday 6AM to Midnight Cume.

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Listener Estimates Section (continued)

Radio Market Report January 2009														Your Market	
Select Report		Market Info		Listener Estimates				Methodology							
Target Listener Trends	Target Listener Estimates	Listener Composition	Listening Locations	Time Spent Listening	Cume Duplication Percent	Exclusive & Overnight Listening	Ethnic Composition								
PPM Data Your Market • January 2009															
Target Listener Estimates ▶ Dayparts 1-5 Dayparts 6-10															
Go to station: KAAA-AM	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Sun 10AM-3PM		
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	
KAAA-AM JAN '09	26	813	0.4	7	229	0.2	23	113	0.8	2					
KBBB-AM JAN '09	209	7952	0.4	3.0	166	5339	0.3	4.2	87	489	0.2	3.1	289		
KCCC-AM JAN '09	105	3527	0.2	1.5	97	2523	0.2	2.4	57	294	0.1	2.0	183		
KDDD-AM JAN '09	51	1428	0.1	0.7	21	970		0.5	14	173		0.5	21		
KEEE-AM JAN '09	69	4090	0.1	1.0	68	2962	0.1	1.7	30	239	0.1	1.1	99		
KFFF-AM JAN '09	172	7050	0.3	2.5	96	4387	0.2	2.4	35	341	0.1	1.2	145		
KGGG-AM JAN '09	207	10095	0.4	3.0	150	6843	0.3	3.8	87	810	0.2	3.1	251		
KHHH-AM JAN '09	64	2136	0.1	0.9	37	1796	0.1	0.9	27	246		1.0	47		
KIII-AM JAN '09	145	4863	0.3	2.1	118	3328	0.2	3.0	72	366	0.1	2.6	220		
KJJJ-AM JAN '09	35	1716	0.1	0.5	15	587		0.4	9	96		0.3	20		
KLLL-AM JAN '09	139	3531	0.2	2.0	61	2064	0.1	1.5	58	375	0.1	2.1	75		
KMMM-AM JAN '09	151	3452	0.3	2.2	30	1513	0.1	0.8	9	74		0.3	35		

Target Listener Estimates (continued)

Report Features: Standard Report

	PPM	Diary
Demos		
Persons, Men and Women:		
6+*	●	
12+	●	●
18+*	●	
12-24*	●	●
18-34	●	●
18-49	●	●
25-54	●	●
35-64	●	●
Teens 12-17*	●	●
Children 6-11*	●	
Estimates		
AQH (00)	●	●
Cume (00)	●	●
AQH Rating	●	●
AQH Share Trends	●	●
Multibook Average**		●
Dayparts		
Weekend 6AM-Mid	●	●
Mon-Fri 6AM-7PM	●	●
Sat 6AM-10AM	●	●
Sat 10AM-3PM	●	●
Sat 3PM-7PM	●	●
Sat 7PM-Mid	●	●
Sun 6AM-10AM	●	●
Sun 10AM-3PM	●	●
Sun 3PM-7PM	●	●
Sun 7PM-Mid	●	●

* Demo not available in Condensed Market Report (Diary only).

** Continuous measurement markets report a four-book average. Markets measured twice a year (Spring and Fall) report a two-book average.

Arbitron eBook Web Site

Listener Estimates Section (continued)

Radio Market Report
January 2009

Your Market



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Select Report
Market Info
Listener Estimates
Methodology

Target Listener Trends
Target Listener Estimates
Listener Composition
Listening Locations
Time Spent Listening
Cume Duplication Percent
Exclusive & Overnight Listening
Ethnic Composition
Close

PPM Data Your Market • January 2009 ▲ Hide Menu PDF options

Listener AQH Composition ▶ Listener AQH Composition Listener Cume Composition

Go to station: KAAA-AM	Monday-Sunday 6AM-MID AQH Persons (00)										
	Persons 6+	Children 6-11	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+
KAAA-AM	17		17		8				1		7
(%)	100		100		51	1			8	2	41
Rating											0.3
Share	0.3		0.3		0.3				0.2		3.6
KBBB-AM	178	8	170	15	84	32	20	13	8	1	10
(%)	100	4	96	8	47	18	11	7	5	1	5
Rating	0.3	0.1	0.3	0.3	0.4	1.1	0.4	0.3	0.2		0.4
Share	3.4	2.8	3.5	4.9	3.3	8.8	3.9	1.9	1.6	0.3	5.4
KCCC-AM	88	5	82	4	60	17	22	10	10	1	1
(%)	100	6	94	5	69	19	25	11	11	1	1
Rating	0.2	0.1	0.2	0.1	0.3	0.6	0.4	0.2	0.2		
Share	1.7	1.7	1.7	1.3	2.4	4.7	4.3	1.5	2.0	0.3	0.5
KDDD-AM	37	1	36		11		2	2	3	2	3
(%)	100	3	97		31	1	4	5	7	7	7
Rating	0.1		0.1						0.1	0.1	0.1
Share	0.7	0.3	0.7		0.4		0.4	0.3	0.6	0.7	1.6
KEEE-AM	62	1	61	2	41	2	6	16	15	2	
(%)	100	2	98	4	66	3	9	26	24	4	
Rating	0.1		0.1		0.2	0.1	0.1	0.3	0.3	0.1	
Share	1.2	0.3	1.2	0.6	1.6	0.6	1.2	2.4	3.0	0.7	
KFFF-AM	128	3	125	9	78	26	20	23	6	2	
(%)	100	2	98	7	61	20	16	18	5	2	
Rating	0.2	0.1	0.2	0.2	0.3	0.9	0.4	0.5	0.1	0.1	
Share	2.5	1.0	2.6	2.9	3.1	7.2	3.9	3.4	1.2	0.7	
KGGG-AM	169	8	161	17	59	16	12	14	11	4	1
(%)	100	5	95	10	35	10	7	9	6	2	1
Rating	0.3	0.1	0.3	0.3	0.3	0.5	0.2	0.3	0.2	0.1	
Share	3.3	2.8	3.3	5.5	2.3	4.4	2.3	2.1	2.2	1.3	0.5

Listener Composition (AQH and Cume)

This report helps you determine whether a station's audience is concentrated in a demographic cell or spread across a broader demographic target.

To see the percentage of the total audience by age or sex, you can add across cells in this section to form a custom demographic for both AQH and Cume.

This report provides answers to the following questions:

- Is a station effectively reaching its stated target audience?
- Are the highest AQH ratings and highest Cume rating occurring in the same cells? If not, there is a difference in time spent listening.

PPM

Listener AQH Composition ▶ Listener AQH Composition Listener Cume C

Go to station: KAAA-AM	Monday-Sunday 6AM-MID AQH Persons (00)									
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+
KAAA-AM	28		14		1	1	6	5	1	14
(%)	100		51	1	2	4	20	19	5	49
Rating	0.4		0.5		0.2	0.2	1.0	1.1	0.2	0.4
Share	3.0		3.2		1.2	1.1	6.3	7.1	1.8	3.2
KBBB-AM	17		8			1	2	4	2	9
(%)	100		49			5	10	21	12	51
Rating	0.2		0.3			0.2	0.3	0.9	0.5	0.3

DIARY

Arbitron eBook Web Site

Listener Estimates Section (continued)

Radio Market Report
January 2009

Your Market



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Select Report
Market Info
Listener Estimates
Methodology

Target Listener Trends
Target Listener Estimates
Listener Composition
Listening Locations
Time Spent Listening
Cume Duplication Percent
Exclusive & Overnight Listening
Ethnic Composition
Close

PPM Data Your Market • January 2009

▲ Hide Menu

PDF options

Listener Cume Composition

Listener AQH Composition ▶ Listener Cume Composition

Go to station: KAAA-AM	Monday-Sunday 6AM-MID Cume Person (00)										
	Persons 6+	Children 6-11	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+
KAAA-AM	900		900		340	15			95	77	153
(%)	100		100		38	2			11	9	17
Rating	1.6		1.8		1.5	0.5			2.1	2.6	6.6
KBBB-AM	10276	770	9506	1341	4443	1175	1245	1106	544	189	183
(%)	100	7	93	13	43	11	12	11	5	2	2
Rating	18.0	13.4	18.6	24.7	19.5	38.6	25.0	22.1	12.2	6.3	7.9
KCCC-AM	4941	570	4371	376	2647	686	900	504	380	76	101
(%)	100	12	88	8	54	14	18	10	8	2	2
Rating	8.7	9.9	8.5	6.9	11.6	22.6	18.1	10.1	8.5	2.5	4.3
KDDD-AM	2023	208	1815	72	811		183	201	134	164	129
(%)	100	10	90	4	40		9	10	7	8	6
Rating	3.6	3.6	3.5	1.3	3.6		3.7	4.0	3.0	5.5	5.5
KEEE-AM	6285	343	5942	531	3632	356	796	1308	973	179	21
(%)	100	5	95	8	58	6	13	21	15	3	
Rating	11.0	6.0	11.6	9.8	15.9	11.7	16.0	26.1	21.8	6.0	0.9
KFFF-AM	9333	538	8795	1005	4756	989	1490	1187	815	177	99
(%)	100	6	94	11	51	11	16	13	9	2	1
Rating	16.4	9.4	17.2	18.5	20.9	32.5	29.9	23.7	18.3	5.9	4.2
KGGG-AM	14284	1014	13270	1461	5541	901	1501	1585	927	387	240
(%)	100	7	93	10	39	6	11	11	6	3	2
Rating	25.1	17.6	25.9	26.9	24.3	29.6	30.1	31.7	20.8	13.0	10.3
KHHH-AM	3157	456	2701	350	1673	245	712	363	170	120	61
(%)	100	14	86	11	53	8	23	12	5	4	2
Rating	5.5	7.9	5.3	6.4	7.3	8.1	14.3	7.3	3.8	4.0	2.6
KIII-AM	7094	508	6586	587	4319	802	1012	1489	789	187	38
(%)	100	7	93	8	61	11	14	21	11	3	1

PPM

Listener Composition (AQH and Cume) (continued)

Report Features

	PPM	Diary
Demos		
P6+	●	
Children 6-11	●	
Teens 12-17	●	●
P12+	●	●
Persons, Men and Women:		
18+	●	●
18-24	●	●
25-34	●	●
35-44	●	●
45-54	●	●
55-64	●	●
65+	●	●
Estimates		
AQH (00)	●	●
AQH Composition %	●	●
AQH Rating	●	●
AQH Share		
Cume (00)	●	●
Cume Composition %	●	●
Cume Rating	●	●
Daypart		
Mon-Sun 6AM-Mid	●	●

Go to station: KAAA-AM	Monday-Sunday 6AM-MID Cume Person (00)										
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	
KAAA-AM	688	5	352	29	50	30	84	129	31	331	
(%)	100	1	51	4	7	4	12	19	4	48	
Rating	9.8	0.7	11.5	7.0	8.4	5.2	14.4	27.9	7.0	10.2	
KBBB-AM	262	10	125			20	28	47	31	127	
(%)	100	4	48			7	11	18	12	48	
Rating	3.7	1.4	4.1			3.5	4.8	10.2	7.0	3.9	

DIARY

Arbitron eBook Web Site

Listener Estimates Section (continued)

Radio Market Report
January 2009

Your Market

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Select Report
Market Info
Listener Estimates
Methodology

Target Listener Trends
Target Listener Estimates
Listener Composition
Listening Locations
Time Spent Listening
Cume Duplication Percent
Exclusive & Overnight Listening
Ethnic Composition
Close

PPM Data Your Market • January 2009 ▲ Hide Menu [PDF options](#)

Listening Locations

Go to station: KAAA-AM	Persons 18+ AQH (00)					
	Monday-Friday 6AM-10AM+3PM-7PM		Monday-Friday 10AM-3PM		Weekend 10AM-7PM	
	At Home	Out of Home	At Home	Out of Home	At Home	Out of Home
KAAA-AM	14	10	11	16	1	
%	58	42	40	60	50	
KBBB-AM	82	132	47	99	79	
%	38	62	32	68	40	
KCCC-AM	18	70	15	95	26	
%	21	79	13	87	23	
KDDD-AM	21	42	6	20	3	
%	33	67	24	76	19	
KEEE-AM	14	48	14	59	20	
%	22	78	20	80	24	
KFFF-AM	30	123	25	145	33	
%	20	80	14	86	30	
KGGG-AM	57	117	52	145	53	
%	33	67	27	73	31	
KHHH-AM	14	50	6	34	14	
%	22	78	15	85	37	
KIII-AM	35	99	28	106	22	
%	26	74	21	79	19	
KJJJ-AM	11	19	10	23	5	
%	38	62	31	69	27	
KLLL-AM	69	92	24	66	17	

Listening Locations

This report provides an AQH estimate and percentage of this audience by listening location for Persons 18+ in four key dayparts.

The PPM and Diary measure listening location differently. In PPM markets, listening is identified as either at home or out of home. In Diary markets, diarykeepers are given four choices to indicate their location of listening: at home, in car, at work or other place.

The location where radio listening occurs can have a big impact on the way a radio station sells time and the way an advertiser buys time. While an advertiser such as a fast food restaurant might place a premium on a listener who is driving, an insurance agent might value a listener at home more highly.

For programmers, understanding where listening is occurring can help shape programming elements such as traffic reports, contests, newscasts and other information and entertainment segments.

PPM

Listening Locations

Go to station: KAAA-AM	Persons 18+ AQH (00)									
	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Wee 10AM	
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car
KAAA-AM	14	14	6		13	15	14		19	16
%	41	40	18	1	31	35	33	1	54	45
KBBB-AM	10	10	2	1	14	13	4	3	5	4
%	44	45	8	3	41	37	11	10	52	40

DIARY

Arbitron eBook Web Site

Listener Estimates Section (continued)



**Radio Market Report
January 2009**

Your Market



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Select Report
Market Info
Listener Estimates
Methodology

Target Listener Trends
Target Listener Estimates
Listener Composition
Listening Locations
Time Spent Listening
Cume Duplication Percent
Exclusive & Overnight Listening
Ethnic Composition
Close

PPM Data Your Market • January 2009

[Hide Menu](#)

[PDF options](#)

Listening Locations

Go to station: KAAA-AM	Persons 18+ AQH (00)					
	Monday-Friday 6AM-10AM+3PM-7PM		Monday-Friday 10AM-3PM		Weekend 10AM-7PM	
	At Home	Out of Home	At Home	Out of Home	At Home	Out of Home
KAAA-AM	14	10	11	16	1	
%	58	42	40	60	50	
KBBB-AM	82	132	47	99	79	
%	38	62	32	68	40	
KCCC-AM	18	70	15	95	26	
%	21	79	13	87	23	
KDDD-AM	21	42	6	20	3	
%	33	67	24	76	19	
KEEE-AM	14	48	14	59	20	
%	22	78	20	80	24	
KFFF-AM	30	123	25	145	33	
%	20	80	14	86	30	
KGGG-AM	57	117	52	145	53	
%	33	67	27	73	31	
KHHH-AM	14	50	6	34	14	
%	22	78	15	85	37	
KIII-AM	35	99	28	106	22	
%	26	74	21	79	19	
KJJJ-AM	11	19	10	23	5	
%	38	62	31	69	27	
KLLL-AM	69	92	24	66	17	

PPM

Listening Locations (continued)

Report Features

	PPM	Diary
Locations		
Out of Home	●	
At Home	●	●
In Car		●
At Work		●
Other		●
Demo		
P18+	●	●
Estimates		
AQH (00)	●	●
Location % Within Daypart	●	●
Dayparts		
Mon-Fri 6AM-10AM	●	●
Mon-Fri 3PM-7PM	●	●
Mon-Fri 10AM-3PM		
Weekend 10AM-7PM		
Mon-Sun 6AM-Mid	●	●

Listening Locations

Go to station: KAAA-AM	Persons 18+ AQH (00)									
	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Wee 10AM	
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car
KAAA-AM	14	14	6		13	15	14		19	16
%	41	40	18	1	31	35	33	1	54	45
KBBB-AM	10	10	2	1	14	13	4	3	5	4
%	44	45	8	3	41	37	11	10	52	40

DIARY

Arbitron eBook Web Site

Listener Estimates Section (continued)

Radio Market Report
January 2009

Your Market



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Select Report
Market Info
Listener Estimates
Methodology

Target Listener Trends
Target Listener Estimates
Listener Composition
Listening Locations
Time Spent Listening
Cume Duplication Percent
Exclusive & Overnight Listening
Ethnic Composition

Close

PPM Data Your Market • January 2009

[Hide Menu](#) [PDF options](#)

Time Spent Listening

Go to station: KAAA-AM	Monday-Sunday 6AM-MID Hours and Minutes						
	Persons 6+	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54
KAAA-AM							
~JAN '09	2: 15	2: 15	1: 45	1: 15	1: 30	1: 00	1: 30
~HL '08	2: 15	2: 15	0: 30	1: 15	1: 30	0: 15	1: 30
~DEC '08	2: 00	2: 00	0: 15	1: 15	1: 15	0: 00	1: 30
~NOV '08	1: 45	1: 45	0: 15	1: 30	1: 15	0: 15	3: 00
~OCT '08	1: 30	1: 45	0: 30	1: 15	1: 30	0: 30	2: 00
KBBB-AM							
~JAN '09	2: 00	2: 15	2: 30	2: 00	2: 00	2: 45	1: 45
~HL '08	2: 00	2: 00	2: 00	1: 45	2: 00	2: 30	1: 45
~DEC '08	2: 00	2: 00	2: 00	2: 15	2: 30	2: 00	2: 00
~NOV '08	2: 00	2: 00	2: 15	2: 00	2: 00	2: 15	1: 45
~OCT '08	1: 45	1: 45	1: 45	2: 00	2: 15	1: 45	1: 45
KCCC-AM							
~JAN '09	2: 00	2: 15	2: 30	2: 30	2: 15	3: 00	2: 45
~HL '08	2: 15	2: 15	2: 15	2: 15	2: 30	2: 45	2: 30
~DEC '08	2: 15	2: 30	2: 45	2: 45	2: 30	3: 15	3: 00
~NOV '08	2: 15	2: 15	2: 15	2: 15	2: 45	2: 30	2: 00
~OCT '08	3: 00	3: 15	4: 00	2: 45	2: 30	4: 15	2: 30
KDDD-AM							
~JAN '09	2: 30	2: 30	2: 00	2: 45	3: 00	1: 15	1: 30
~HL '08	2: 15	2: 15	1: 00	2: 00	2: 00	1: 15	1: 30
~DEC '08	**	**	**	**	**	**	**
~NOV '08	**	**	**	**	**	**	**
~OCT '08	**	**	**	**	**	**	**
KEEE-AM							
~JAN '09	1: 15	1: 15	0: 45	1: 30	1: 45	0: 45	1: 30
~HL '08	1: 00	1: 00	1: 00	1: 00	1: 00	1: 15	1: 15
~DEC '08	1: 15	1: 15	1: 00	1: 30	1: 30	1: 15	1: 45
~NOV '08	1: 15	1: 15	1: 00	1: 30	1: 30	1: 00	1: 30
~OCT '08	1: 30	1: 30	0: 45	1: 45	2: 00	0: 45	2: 15
KFFF-AM							
~JAN '09	1: 45	1: 45	2: 00	1: 45	1: 45	2: 15	1: 45
~HL '08	1: 45	2: 00	2: 30	2: 00	1: 30	2: 15	1: 45
~DEC '08	1: 45	1: 45	2: 00	1: 45	1: 45	2: 00	1: 45

PPM

Time Spent Listening

The Time Spent Listening (TSL) report is how long listeners spend with a radio station in a week. In a typical scenario, the demographic with the highest time spent listening for a station should match the station's stated target audience.

For advertisers, TSL provides valuable insight on the connection listeners make with a station. TSL is also an essential tool for making programming decisions.

For PPM markets, TSL is reported for 11 demographic targets; for Diary markets, TSL is reported for 10 demographic targets. Diary markets also include a two- or four-book average.

Report Features

	PPM	Diary
Demo		
P6+	•	
P12+	•	•
Persons, Men and Women:		
18-34	•	•
25-54	•	•
35-64	•	•
Estimate		
Time Spent Listening	•	•
Daypart		
Mon-Sun 6AM-Mid	•	•

Time Spent Listening

Go to station: KAAA-AM	Monday-Sunday 6AM-MID Hours and Minutes					
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54
KAAA-AM						
FA '08	5: 00	2: 00	5: 30	5: 30	1: 30	5: 30
SU '08	6: 15	2: 45	7: 30	7: 15	2: 30	7: 15
SP '08	6: 00	6: 30	6: 30	6: 00	6: 00	5: 00
WI '08	6: 30	1: 45	6: 30	6: 30	1: 45	7: 00
4-Book	6: 00	3: 15	6: 30	6: 15	2: 00	6: 15
FA '07	6: 00	2: 45	4: 45	7: 00	3: 30	4: 30
KBBB-AM						

DIARY

Arbitron eBook Web Site

Listener Estimates Section (continued)

Radio Market Report
January 2009

Your Market

Chat | Your Support Team | www.arbitron.com

Select Report
Market Info
Listener Estimates
Methodology

Target Listener Trends
Target Listener Estimates
Listener Composition
Listening Locations
Time Spent Listening
Cume Duplication Percent
Exclusive & Overnight Listening
Ethnic Composition
Close

PPM Data Your Market • January 2009

Cume Duplication Percent

Columns 1-16 Columns 17-32 Columns 33-48 Columns 49-64

Go to station: KAAA-AM	Persons 6+ Monday-Sunday 6AM-MID											
	KAAM-AM	KBBB-FM	KBOC-FM	KCBI-FM	KDBN-FM	KDGE-FM	KDMX-FM	KDXX-FM	KEGL-FM	KEOM-FM	KERA-FM	KEFI-FM
Cume Pers. (00)	900	10276	4941	2023	6285	9333	14284	3157	7094	1954	4335	4335
KAAA-AM	100	1		4			1			7	3	
KBBB-FM	9	100	23	8	13	21	16	34	22	11	12	
KCCC-FM		11	100	4	4	6	6	50	8	11	1	
KDDD-AM	10	2	2	100	3	4	5	2	3	3	4	
KEEE-AM	2	8	5	8	100	28	20	3	38	25	19	
KFFF-AM	2	19	11	18	42	100	31	6	56	14	22	
KAAA-FM	18	22	18	32	46	48	100	12	42	39	36	
KGGG-AM		10	32	3	2	2	3	100	3	2	1	
KHHH-FM	2	15	11	12	43	43	21	7	100	10	19	
KIII-AM	16	2	4	3	8	3	5	1	3	100	6	
KJJJ-FM	15	5	1	9	13	10	11	1	12	13	100	
KLLL-FM	5	8	3	3	14	11	12	1	11	15	16	
KMMM-FM		15	58	5	8	6	6	68	7	5	3	
KNNN-FM		1	4	1	1	1	1	8				
KHHH-AM	1			3	3	2	2		2		1	
KPPP-AM	2			1	2	2	1		2	4	2	
KOOO-FM		13	37	1	3	5	6	32	3	3	1	
KRRR-FM	3	2	1	5	1	1	1		1			
KJJJ-AM	17	37	34	22	30	40	45	22	36	29	27	
KDDD-FM		4	1	5	1	1	1		1		1	
KFFF-FM	11	11	9	20	52	38	38	4	40	31	36	
KTTT-AM	1	5	3	7	1	1	1	1	1	3	2	
KUUU-AM	13	72	25	15	19	23	18	41	24	17	11	
KVVV-AM	4	1	1	2	1	2	3	1	2	1	1	
KIII-FM	9	2	1	8	8	4	7	1	6	11	11	
KAAA-FM		17	62	9	10	8	9	70	11	9	4	
KCCC-AM	13	9	8	54	18	20	19	5	19	12	18	
KYYY-FM	33	14	12	27	31	21	24	8	25	40	27	
KZZZ-FM	7	29	22	17	27	23	27	13	24	29	29	

PPM

Cume Duplication Percent

This report answers the question "What percentage of a station's audience also listens to other radio stations and which ones are they?"

The total week Cume is listed under each station's call letters at the top of the page. For PPM markets, Cume is available for both 6+ and 12+; for Diary markets Cume is listed for 12+. As you look down each station's column, you will see the percentage of Cume it shared with the station in the left-hand column of that row.

For radio stations, this report can be used to identify which stations compete most strongly for the attention of your current listeners.

For advertisers, this report can help determine which stations to include on a buy. If you are attempting to build the most reach into a radio schedule, you would choose the stations that duplicate the least. If you want to add frequency to a schedule, you would choose stations that share the most audience.

Report Features

	PPM	Diary
Demo		
P6+	•	
P12+	•	•
Estimates		
Cume (00) and % Duplication Each Pair of Stations	•	•
Daypart		
Mon-Sun 6AM-Mid	•	•

Cume Duplication Percent

Columns 1-16 Columns 17-29

Go to station: KAAA-AM	Persons 12+ Monday-Sunday 6AM-MID									
	KABG-FM	KABQ-AM	KABQ-FM	KAGM-FM	KBQI-FM	KDLW-FM	KDRF-FM	KHFH-FM	KIOT-FM	KJFA-FM
Cume Pers. (00)	688	262	328	402	812	783	888	432	856	380
KAAA-AM	100	12	15	23	18	6	18	9	20	
KBBB-FM	5	100	4				2	9	2	
KCCC-FM	7	5	100	4	5	5	7	9	6	
KDDD-AM	13		5	100	19	4	8	8	7	
KEEE-AM	21		12	39	100	11	13	16	16	2
KFFF-AM	7		12	8	11	100	10	5	10	31
KAAA-FM	24	8	18	18	14	12	100	11	39	3

DIARY

Arbitron eBook Web Site

Listener Estimates Section (continued)

Radio Market Report
January 2009

Your Market



Chat | Your Support Team | www.arbitron.com

Select Report
Market Info
Listener Estimates
Methodology

Target Listener Trends
Target Listener Estimates
Listener Composition
Listening Locations
Time Spent Listening
Cume Duplication Percent
Exclusive & Overnight Listening
Ethnic Composition
Close

PPM Data Your Market • January 2009

[Hide Menu](#)

[PDF options](#)

Exclusive & Overnight Listening

Select Demo:

Persons 6+

Go to station: KAAA-AM <input type="button" value="v"/>	Persons 6+ Monday-Sunday				
	Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr
	(00)	%	AQH (00)	Cume (00)	Cume (00)
KAAA-AM	70	8	21	104	900
KBBB-FM	47		34	1142	10400
KCCC-FM	9		7	391	4964
KDDD-AM	5		11	434	2119
KEEE-AM	93	1	13	562	6446
KFFF-FM	84	1	19	679	9402
KAAA-FM	195	1	17	632	14385
KGGG-AM	8		5	198	3184
KHHH-FM	56	1	49	797	7163
KIII-AM	69	4	2	181	2002
KJJJ-FM	139	3	36	965	4335
KLLL-FM	15		11	569	4188
KMMM-FM	35	1	16	511	6268
KNNN-FM			1	55	653
KHHH-AM	38	5	10	52	702
KPPP-AM				11	469
KOOO-FM			5	320	3702
KRRR-FM	7	2			340
KJJJ-AM	439	3	40	973	14808
KDDD-FM	128	16	2	113	848
KFFF-FM	90	1	19	501	10626
KTTT-AM	6	1	10	229	923
KUUU-AM	75	1	51	1332	10755
KVVV-AM					710
KIII-FM	32	1	9	279	2735
KAAA-FM	380	5	72	876	8173
KCCC-AM	363	4	42	842	8615
KYYY-FM	379	4	24	831	10656

PPM

Exclusive & Overnight Listening

Exclusive

This report provides the percentage of a station's audience that listens to no other radio station. This report can be very useful in demonstrating the loyalty of a station's audience. If an advertiser wants to reach this audience by radio, it can be done only on one station!

Overnight

While Midnight to 6AM generally has a smaller audience than Morning Drive, there is substantial inventory during this daypart and there are many advertisers that would find this daypart beneficial. Some examples include convenience stores, after-hours clubs, all-night restaurants and 24-hour pharmacies.

To find how many listeners are listening exclusively during Midnight to 6AM, simply subtract the Monday-Sunday 6AM to Midnight Cume from the 24-hour Cume.

Report Features

	PPM	Diary
Demo		
P6+	•	
P12+	•	•
Estimates		
AQH (00)	•	•
Cume (00)	•	•
Daypart		
Exclusive Cume Mon-Sun 6AM-Mid	•	•
Mon-Sun Mid-6AM	•	•
Mon-Sun 6AM-Mid	•	•

Exclusive & Overnight Listening

Go to station: KAAA-AM <input type="button" value="v"/>	Persons 12+ Monday-Sunday				
	Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr
	(00)	%	AQH (00)	Cume (00)	Cume (00)
KAAA-AM	48	7	3	70	688
KBBB-FM	32	12	1	30	262
KCCC-FM	14	4	2	25	328
KDDD-AM	55	14	2	32	402
KEEE-AM	85	10	4	89	816
KFFF-FM	6	1	1	61	789

DIARY

Arbitron eBook Web Site

Listener Estimates Section (continued)

Radio Market Report
January 2009

Your Market

Chat | Your Support Team | www.arbitron.com

Select Report
Market Info
Listener Estimates
Methodology

Target Listener Trends
Target Listener Estimates
Listener Composition
Listening Locations
Time Spent Listening
Cume Duplication Percent
Exclusive & Overnight Listening
Ethnic Composition
Close

PPM Data Your Market • January 2009

Select Demo: Persons 6+

Ethnic Composition

Go to station: KAAA-AM	Persons 6+ Monday-Sunday 6AM-MID					
	AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg
KAAA-AM						
Total	17	100		900	100	1.6
Black	1	4		116	13	1.4
Hispanic	1	3		14	2	0.1
KBBB-AM						
Total	178	100	0.3	10276	100	18.0
Black	119	67	1.4	5053	49	60.8
Hispanic	33	19	0.2	3313	32	21.8
KCCC-AM						
Total	88	100	0.2	4941	100	8.7
Black	1	1		85	2	1.0
Hispanic	83	95	0.5	4548	92	30.0
KDDD-AM						
Total	37	100	0.1	2023	100	3.6
Black	3	7		319	16	3.8
Hispanic	1	3		203	10	1.3
KEEE-AM						
Total	62	100	0.1	6285	100	11.0
Black	4	7		274	4	3.3
Hispanic	9	15	0.1	1382	22	9.1
KFFF-AM						
Total	128	100	0.2	9333	100	16.4
Black	3	3		606	6	7.3
Hispanic	19	15	0.1	1595	17	10.5
KGGG-AM						
Total	169	100	0.3	14284	100	25.1
Black	6	4	0.1	1085	8	13.1
Hispanic	37	22	0.2	3147	22	20.7
KHHH-AM						

PPM

Ethnic Composition

This report is a great tool for stations with a strong ethnic audience and for advertisers wishing to reach ethnic consumers.

In Metros that are controlled for black population, Hispanic population or both, estimates are provided for AQH and Cume for the controlled population. The percentage of a station's audience that is black or Hispanic is shown for both AQH and Cume.

Report Features

	PPM	Diary
Demo		
P6+	•	
P12+	•	•
Estimates		
AQH (00), Ethnic % and Rating	•	•
Cume (00), Ethnic % and Rating	•	•
Daypart		
Mon-Sun 6AM-Mid	•	•

Ethnic Composition

Go to station: KAAA-AM	Persons 12+ Monday-Sunday 6AM-MID					
	AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg
KAAA-AM						
Total	28	100	0.4	688	100	9.8
Hispanic	17	61	0.6	346	50	11.7
KBBB-AM						
Total	17	100	0.2	262	100	3.7
Hispanic	2	14	0.1	25	10	0.8

DIARY

Arbitron eBook Web Site

Listener Estimates Section (continued)

Radio Market Report
Fall 2008

Your Market

Chat | Your Support Team | www.arbitron.com

[Select Report](#)

[Market Info](#)

[Listener Estimates](#)

[Methodology](#)

[Close](#)

[Target Listener Trends](#)

[Target Listener Estimates](#)

[Listener Composition](#)

[Listening Locations](#)

[Time Spent Listening](#)

[Cume Duplication Percent](#)

[Exclusive & Overnight Listening](#)

[Ethnic Composition](#)

[TSA Target Listeners](#)

[DMA Target Listeners](#)

Your Market • Fall 2008 [Hide Menu](#) [PDF options](#)

TSA Target Listeners

Go to station: KAAA-AM	Monday-Sunday 6AM-MID AQH and Cume Persons (00)						
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64
KAAA-AM							
TSA AQH	52	8	24	34	7	13	18
Metro AQH	28	2	14	21	1	7	12
TSA Cume	1019	164	480	708	107	232	340
Metro Cume	688	125	323	478	79	163	243
KBBB-AM							
TSA AQH	18	1	8	13		3	7
Metro AQH	17	1	7	13		3	6
TSA Cume	305	8	143	230	3	68	116
Metro Cume	262	6	106	191		47	94
KCCC-AM							
TSA AQH	11		6	8		3	4
Metro AQH	10		5	7		3	4
TSA Cume	375	62	166	232	26	55	101
Metro Cume	328	62	137	184	26	50	81
KDDD-AM							
TSA AQH	27	6	13	15	4	6	6
Metro AQH	24	6	10	12	4	5	6
TSA Cume	490	137	238	236	53	111	103
Metro Cume	402	109	177	190	41	80	81
KEEE-AM							
TSA AQH	46	15	25	24	6	12	11
Metro AQH	34	12	17	17	4	8	7
TSA Cume	1087	374	612	542	158	280	251
Metro Cume	812	284	457	392	117	207	176
KFFF-AM							
TSA AQH	29	16	13	5	7	7	3
Metro AQH	25	14	11	4	6	4	2
TSA Cume	931	486	400	211	213	202	98
Metro Cume	783	398	346	189	149	158	78
KGGG-AM							
TSA AQH	48	18	32	28	15	20	16
Metro AQH	38	16	23	21	14	15	11
TSA Cume	1109	416	750	621	223	366	313
Metro Cume	888	350	589	482	185	280	243
KHHH-AM							
TSA AQH	28	1	6	12		4	6
Metro AQH	17	1	5	8		3	4
TSA Cume	611	64	224	327	8	73	125
Metro Cume	432	57	179	246	8	66	95
KIII-AM							
TSA AQH	48	16	33	29	7	21	19
Metro AQH	36	11	27	22	5	16	14
TSA Cume	1105	320	758	673	184	424	370
Metro Cume	856	227	590	526	132	325	299
KJJJ-AM							
TSA AQH	47	25	38	19	15	25	12
Metro AQH	38	20	30	16	12	19	9

TSA Target Listeners (Diary Only)
(Available Spring and Fall surveys. Includes corresponding Metro estimates.)

This report shows audience estimates for both the Metro and non-Metro TSA counties.

To calculate the non-Metro audience for a station, subtract the Metro AQH or Cume from the corresponding TSA AQH or Cume.

Report Features

	Diary
Demos	
P12+	•
Persons, Men and Women:	
18-34	•
25-54	•
35-64	•
Estimates	
TSA and Metro AQH (00)	•
TSA and Metro Cume (00)	•
Dayparts	
Mon-Sun 6AM-Mid	•

Arbitron eBook Web Site

Listener Estimates Section (continued)

Radio Market Report
Fall 2008

Your Market

Chat | Your Support Team | www.arbitron.com

Select Report
Market Info
Listener Estimates
Methodology

Target Listener Trends
Target Listener Estimates
Listener Composition
Listening Locations
Time Spent Listening
Cume Duplication Percent
Exclusive & Overnight Listening
Ethnic Composition
TSA Target Listeners
DMA Target Listeners
Close

Your Market • Fall 2008 ▲ Hide Menu PDF options

DMA Target Listeners ▶ [Dayparts 1-6](#) [Dayparts 7-12](#)

	AQH and Cume Persons												Mo	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)					
	Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID																				
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)																		
Go to station: KAAA-AM																														
KAAA-AM																														
P 12+	71	0.5	508	82	0.5	550	59	0.4	485	18	0.1	194	7	0.1	194	7	0.1	194	7	0.1	194	7	0.1	194	7	0.1	194	7	0.1	194
Teens 12-17			6			6			6			7			7			7			7			7			7			7
M 18-34	6	0.3	35	13	0.6	56	10	0.5	45	2	0.1	7	1	0.1	7	1	0.1	7	1	0.1	7	1	0.1	7	1	0.1	7	1	0.1	7
W 18-34	1		18	1		18			15			9			9			9			9			9			9			9
M 18-49	10	0.2	61	18	0.4	115	14	0.3	89	5	0.1	48	1	0.1	48	1	0.1	48	1	0.1	48	1	0.1	48	1	0.1	48	1	0.1	48
W 18-49	5	0.1	68	14	0.4	87	9	0.2	84	1	0.1	42	1	0.1	42	1	0.1	42	1	0.1	42	1	0.1	42	1	0.1	42	1	0.1	42
M 25-49	7	0.2	48	11	0.4	95	9	0.3	81	2	0.1	40	3	0.1	40	3	0.1	40	3	0.1	40	3	0.1	40	3	0.1	40	3	0.1	40
W 25-49	5	0.2	68	14	0.5	80	9	0.3	80	1	0.1	33	1	0.1	33	1	0.1	33	1	0.1	33	1	0.1	33	1	0.1	33	1	0.1	33
M 25-54	17	0.5	90	22	0.6	132	17	0.5	124	6	0.2	57	1	0.1	57	1	0.1	57	1	0.1	57	1	0.1	57	1	0.1	57	1	0.1	57
W 25-54	13	0.3	129	20	0.5	118	15	0.4	132	3	0.1	44	1	0.1	44	1	0.1	44	1	0.1	44	1	0.1	44	1	0.1	44	1	0.1	44
M 35-64	32	0.9	183	27	0.8	189	17	0.5	179	7	0.2	87	2	0.1	87	2	0.1	87	2	0.1	87	2	0.1	87	2	0.1	87	2	0.1	87
W 35-64	20	0.6	195	26	0.7	203	20	0.6	181	4	0.1	59	2	0.1	59	2	0.1	59	2	0.1	59	2	0.1	59	2	0.1	59	2	0.1	59
KBBB-AM																														
P 12+	28	0.2	204	36	0.2	247	22	0.1	192	7		62	29	0.2	299	18	0.1	305			299	18	0.1	305			299	18	0.1	305
Teens 12-17	1	0.1	10			10						10			10			10			10			10			10			10
M 18-34	1		3			3						3			3			3			3			3			3			3
W 18-34	2	0.1	6	2	0.1	6			6			6			6			6			6			6			6			6
M 18-49	5	0.1	26	2		43	3	0.1	27	1		10	3	0.1	48	2		48			48	2		48			48	2		48
W 18-49	7	0.2	48	5	0.1	42	2	0.1	36	2	0.1	8	5	0.1	59	3	0.1	59			59	3	0.1	59			59	3	0.1	59
M 25-49	5	0.2	26	2	0.1	43	3	0.1	27	1		10	3	0.1	48	2	0.1	48			48	2	0.1	48			48	2	0.1	48
W 25-49	7	0.2	48	5	0.2	42	2	0.1	36	2	0.1	8	5	0.2	59	3	0.1	59			59	3	0.1	59			59	3	0.1	59
M 25-54	7	0.2	39	6	0.2	59	5	0.1	44	1		16	6	0.2	68	3	0.1	68			68	3	0.1	68			68	3	0.1	68
W 25-54	9	0.2	59	8	0.2	58	5	0.1	52	3	0.1	11	7	0.2	75	5	0.1	75			75	5	0.1	75			75	5	0.1	75
M 35-64	11	0.3	68	14	0.4	100	8	0.2	67	2	0.1	32	11	0.3	111	7	0.2	116			111	7	0.2	116			111	7	0.2	116
W 35-64	10	0.3	82	10	0.3	87	10	0.3	84	4	0.1	22	10	0.3	112	7	0.2	114			112	7	0.2	114			112	7	0.2	114
KCCC-AM																														
P 12+	7		99	17	0.1	174	16	0.1	199	6		90	14	0.1	293	11	0.1	375			293	11	0.1	375			293	11	0.1	375
Teens 12-17						3			8						11			11			11			11			11			11
M 18-34												18						18						18						18
W 18-34						6			31			6			31			31			31			31			31			31
M 18-49			8	1		3	1		23	1		23	1		23	1		23	1		23	1		23	1		23	1		23
W 18-49	1		16	7	0.2	45	3	0.1	69	1		21	4	0.1	90	3	0.1	111			90	3	0.1	111			90	3	0.1	111
M 25-49			8	1		3	1		23			5	1		23	1		23			23	1		23			23	1		23
W 25-49	1		16	7	0.2	45	3	0.1	44	1		21	4	0.1	66	3	0.1	87			66	3	0.1	87			66	3	0.1	87
M 25-54	1		14	4	0.1	14	5	0.1	42	1		16	3	0.1	42	3	0.1	55			42	3	0.1	55			42	3	0.1	55
W 25-54	2	0.1	25	7	0.2	52	3	0.1	59	1		24	4	0.1	85	3	0.1	112			85	3	0.1	112			85	3	0.1	112
M 35-64	2	0.1	37	6	0.2	49	6	0.2	64	2	0.1	33	5	0.1	83	4	0.1	101			83	4	0.1	101			83	4	0.1	101
W 35-64	4	0.1	40	9	0.2	66	5	0.1	74	1		21	6	0.2	107	4	0.1	130			107	4	0.1	130			107	4	0.1	130
KDDD-AM																														
P 12+	44	0.3	257	46	0.3	255	28	0.2	249	6		98	40	0.3	402	27	0.2	490			402	27	0.2	490			402	27	0.2	490
Teens 12-17			10			5			9			5			14			17			14			17			14			17
M 18-34	10	0.5	40	10	0.5	26	3	0.1	26			15	8	0.4	48	4	0.2	53			48	4	0.2	53			48	4	0.2	53
W 18-34	2	0.1	35	2	0.1	43	2	0.1	36			12	2	0.1	59	2	0.1	83			59	2	0.1	83			59	2	0.1	83
M 18-49	12	0.3	61	11	0.3	53	5	0.1	41	1		34	9	0.2	87	6	0.1	103			87	6	0.1	103			87	6	0.1	103
W 18-49	7	0.2	70	6	0.2	72	7	0.2	84	2	0.1	27	7	0.2	112	5	0.1	144			112	5	0.1	144			112	5	0.1	144

DMA Target Listeners (Diary Only)
(Available Spring and Fall surveys.)

This report provides radio listening estimates based on Nielsen Media Research, Inc.'s Designated Market Area (DMA). The DMA is a geography defined by television viewing patterns. Every county in the United States is assigned to a single DMA. The DMA is a standard market definition for buying and selling television, newspapers, outdoor advertising and other media.

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32

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Methodology Section

Radio Market Report
January 2009

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Select Report
Market Info
Listener Estimates
Methodology
Close

Description of Methodology
Audience Estimates Reliability
Survey & Delivery Schedules
Radio Advisory Council
Advertiser/Agency Advisory Council

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PDF options

Audience Estimates Reliability

- ▶ [Instructions for estimating reliability](#)
- ▶ [Table A](#)
- ▶ [Metro Table B](#)
- ▶ [Standard Error Calculator](#)

Metro Table B ▶ [Columns 1-6](#) [Columns 7-11](#)

▶ [Terms for the Trade](#)
▶ [Who to Call](#)

Metro Survey Area	All Cume Estimates	Average Quarter-Hour Estimates				
		Sat 6A-10A Sat 3P-7P Sun 6A-10A Sun 3P-7P	Weekend 10A-7P	Sat 10A-3P Sat 7P-MID Sun 10A-7P-M	Mon-Fri 6A-10A	Mon-Fri 10A-3P
Persons						
6+	30.31	62.89	93.51	74		
12+	31.52	61.76	99.44	75		
18+	32.55	61.48	97.50	77		
35+	29.17	54.36	95.31	69		
Men						
6+	26.81	58.96	111.67	138		
12+	26.02	53.26	99.13	115		
18+	25.90	48.51	87.68	67.59	69.58	69.01
18-24	9.85	21.87	35.93	32.96	31.83	37.63
25-34	10.42	25.32	41.28	48.22	36.73	40.14
35+	22.80	43.03	74.98	84.48	60.43	62.66
35-44	11.42	25.73	42.57	61.68	33.35	38.57
45-54	12.27	26.24	45.18	44.88	33.51	41.36
55-64	10.57	34.40	52.68	90.08	36.76	40.72
65+	12.51	42.08	55.21	90.96	40.25	46.00
12-24	11.55	25.94	44.19	31.23	40.27	44.47
18-34	13.38	29.26	46.93	41.88	42.01	44.41
18-49	19.75	38.81	66.19	53.65	55.23	58.30
25-49	16.67	35.18	64.44	52.05	49.83	51.47
25-54	18.61	38.18	71.78	56.79	55.56	53.72
35-64	19.24	38.58	68.35	57.81	52.81	57.87
Women						
6+	26.54	56.94	104.23	99.69	72.07	83.48
12+	25.91	51.42	91.69	69.05	65.00	75.07
18+	25.60	49.34	79.51	60.99	64.05	76.07
18-24	9.29	22.30	35.54	51.52	31.15	41.28
25-34	9.46	23.59	44.52	39.24	37.08	45.08
35+	23.91	42.37	69.19	34.47	52.00	59.54
35-44	10.79	26.04	43.50	59.18	35.58	48.61
45-54	13.45	30.77	52.66	87.74	37.88	53.98
55-64	11.53	28.98	42.85	70.93	31.02	39.60

The Methodology section is where you'll find information including links to the Local Syndicated Services Descriptions of Methodology, Audience Estimates Reliability tables and other useful information.

What You Can/Can't Do With the Numbers

Certain estimates can be added together and others cannot. Since it's often difficult to remember which estimates are compatible, here's a convenient chart:

Do's and Don'ts			
	Station + Station	Demographic + Demographic	Daypart + Daypart
AQH Persons	Yes	Yes	No
AQH Ratings	Yes	No	No
AQH Shares	Yes	No	No
Cume Persons	No	Yes	No
Cume Ratings	No	No	No

This chart assumes a constant geography and non-overlapping demographics/dayparts (Metro compared to Metro; 18-34 added to 35-64).

AQH Persons, Ratings, Shares

Stations: For all AQH estimates (Persons, Ratings and Shares), stations may be added together *so long as the demo and daypart for the individual station estimates are the same.*

Demographics: For AQH Persons, demographic cells may be added together to produce broader demographics (e.g., Teens and Persons 18-24 can be added together to produce Persons 12-24) *so long as the daypart is held constant.* However, for AQH Ratings, demos are not additive because their denominators are entirely different populations. Likewise, for AQH shares, demos are not additive because their denominators are entirely different AQH PUR* (or PUMM** for PPM) Totals.

In order to combine demos for Ratings, it is necessary to uncalculate the station rating, combine the demos, then recalculate the Rating:

$$\begin{array}{l} \text{Men 18-24} \\ \text{AQH Rating} \end{array} + \begin{array}{l} \text{Men 25-34} \\ \text{AQH Rating} \end{array} =$$

$$\begin{array}{l} \text{Men 18-24} \\ \text{AQH Pers} \\ \hline \text{M18-24 Pop} \end{array} + \begin{array}{l} \text{Men 25-34} \\ \text{AQH Pers} \\ \hline \text{M25-34 Pop} \end{array} =$$

$$\frac{(\text{Men 18-24} + \text{Men 25-34})}{(\text{M18-24 Pop} + \text{M25-34 Pop})} =$$

$$\frac{\text{M18-34 AQH Persons}}{\text{M18-34 Pop}} = \text{Men 18-34 Rating}$$

Similarly, in order to combine demos for Shares, it is necessary to uncalculate the station Share, combine the demos, then recalculate the Share (for PPM, PUMM replaces PUR):

$$\text{Men 18-34 Share} + \text{Men 25-34 Share} =$$

$$\frac{\text{Men 18-24 AQH Pers}}{\text{M18-24 AQH PUR}} + \frac{\text{Men 25-34 AQH Pers}}{\text{M25-34 AQH PUR}} =$$

$$\frac{\text{M18-24 AQH Pers} + \text{Men 25-34 AQH Pers}}{\text{M18-24 AQH PUR} + \text{M25-34 AQH PUR}} =$$

$$\frac{\text{M18-34 AQH Persons}}{\text{M18-34 AQH PUR}} = \text{Men 18-34 Share}$$

* PUR = Persons Using Radio. It is a convenient shorthand for Metro or DMA Totals.

** PUMM = Persons Using Measured Media. Also known as Metro Totals.

What You Can/Can't Do With the Numbers

Dayparts: Daypart AQH estimates are not additive under any circumstance since, by definition, daypart is not held constant. It was demonstrated above that AQH Ratings and Shares for combined demos are not the sums of the Ratings and Shares for the individual demos, but the weighted averages of the Ratings and Shares for the individual demos. Likewise for combined dayparts: They are the weighted averages of the component dayparts, not the sum of the component dayparts; and they, too, are computed by first un-averaging AQH Persons for the component dayparts, summing the Quarter-Hour Persons and then dividing by the number of quarter-hours in the combined daypart to get the Average Quarter-Hour Persons for the combined daypart:

$$\frac{\text{Mon-Fri 6A-7P}}{\text{AQH Persons}} + \frac{\text{Mon-Fri 7P-MID}}{\text{AQH Persons}} =$$

$$\left(\frac{\text{Mon-Fri 6A-7P} \times 260}{\text{AQH Pers} \quad \text{QHs}} \right) + \left(\frac{\text{Mon-Fri 7P-MID} \times 100}{\text{AQH Pers} \quad \text{QHs}} \right) =$$

$$360 \text{ QHs}$$

$$\frac{\text{Mon-Fri 6A-7P}}{\text{QH Persons}^*} + \frac{\text{Mon-Fri 7P-MID}}{\text{QH Persons}} =$$

$$360 \text{ QHs}$$

$$\frac{\text{Mon-Fri 6A-MID QH Persons}}{360\text{QHs}} = \frac{\text{Mon-Fri 6A-MID}}{\text{AQH Persons}}$$

Cume Persons, Ratings

Stations: The definition of Cume is the number of *different* persons listening to a particular station or group of stations. Cume estimates for individual stations cannot be added together because of possible duplication: The same listener would be counted more than once if she/he listened to more than one of the stations in the combination.

Demographics: Cume Persons for nonoverlapping demographic groups may be added together, since there is no possibility of counting the same person twice, *so long as the daypart for the individual station estimates is the same*. However, Cume Ratings are not additive, for the same reason that AQH Ratings are not additive: because they are calculated using different denominators (i.e., population bases).

Dayparts: Cume estimates for different dayparts are not additive under any circumstances—for the same reason that AQH estimates for different dayparts are not additive and also because of possible duplication of Cume persons across dayparts.

Basic Equations and Buying/Selling Formulas

This section contains equations and formulas you can use to make the most of the audience estimates in your *Radio Market Report*. Whether you're buying or selling radio, following these simple equations can give you the information you need to be on top of any buying/selling situation.

Designed in a workbook format, this section allows you to provide your own information and apply your ratings skills right away using your own current *Radio Market Report*.

With this information (below), you'll be able to calculate:

- Average Quarter-Hour Rating
- Average Quarter-Hour Share
- Cume Rating
- Target Audience Efficiency
- Exclusive Cume Percent
- Exclusive Cume Rating
- Time Spent Listening
- Turnover

Basic Reference Data

Metro: _____

Station: _____

Daypart: _____

Demo: _____

Station				Metro*	
Persons 12+ AQH Persons	Demo AQH Persons	Demo Cume Persons	Demo Exclusive Persons	Demo Total AQH Persons (AQH PUR)**	Demo Population

* Could also be calculated for TSA or DMA, so long as all estimates and populations reflect the same geography.

** PUMM for PPM.

Basic Equations and Buying/Selling Formulas

Basic Calculations

Average Quarter-Hour Rating expresses the AQH Persons estimate for a demographic group as a percentage of that population in a geographic area. A rating of 1 represents 1% of the population.

$$\frac{\text{AQH Persons}}{\text{Population}} \times 100 = \text{Average Quarter-Hour Rating}$$

Metro: _____
 Station: _____
 Daypart: _____
 Demo: _____

$$\frac{\text{AQH Persons ()}}{\text{Population ()}} \times 100 = \text{AQH Rating ()}$$

Average Quarter-Hour Share is a station's AQH Persons audience expressed as a percentage of total radio listening (Metro Total or DMA Total) for a demographic group.

$$\frac{\text{AQH Persons}}{\text{Metro Total AQH Persons}} \times 100 = \text{AQH Share}$$

Metro: _____
 Station: _____
 Daypart: _____
 Demo: _____

$$\frac{\text{AQH Persons ()}}{\text{Metro Total AQH Persons ()}} \times 100 = \text{AQH Share ()}$$

Cume Rating expresses the Cume Persons estimate for a demographic group as a percentage of that population in a geographic area. A Cume Rating of 20 means that a station is reaching an estimated 20% of the total population.

$$\frac{\text{Cume Persons}}{\text{Population}} \times 100 = \text{Cume Rating}$$

Metro: _____
 Station: _____
 Daypart: _____
 Demo: _____

$$\frac{\text{Cume Persons ()}}{\text{Population ()}} \times 100 = \text{Cume Rating ()}$$

Target Audience Efficiency (Audience Composition)

expresses a station's AQH Persons audience for a particular demographic target as a percentage of the station's total (P12+ for Diary and P6+ for PPM) audience. This figure demonstrates a station's coverage of a particular demographic target and is valuable when deciding between two alternatives; the more precisely targeted station (i.e., the station with the higher percent) is the more efficient. This concept can also be applied to Cume and Time Spent Listening.

$$\frac{\text{Station Demo AQH Persons}}{\text{Station Total AQH Persons}} \times 100 = \text{TAE}$$

Metro: _____
 Station: _____
 Daypart: _____
 Demo: _____

$$\frac{\text{Station Demo AQH Persons ()}}{\text{Station Total AQH Persons ()}} \times 100 = \text{TAE ()}$$

Basic Equations and Buying/Selling Formulas

Exclusive Cume Percent is a station's Exclusive Cume Persons audience expressed as a percentage of its total Cume Persons audience. This figure is the percent of a station's total Cume audience that listens only to that station and reflects the loyalty of the station's audience.

$$\frac{\text{Exclusive Cume Persons}}{\text{Cume Persons}} \times 100 = \text{Exclusive Cume Percent}$$

Metro: _____

Station: _____

Daypart: _____

Demo: _____

$$\frac{\text{Exclusive Cume Persons ()}}{\text{Cume Persons ()}} \times 100 = \text{Exclusive Cume Percent ()}$$

Exclusive Cume Rating is a station's Exclusive Cume Persons audience for a target demographic expressed as a percentage of the population for that demographic. This figure demonstrates the percentage of target customers that can only be reached by that station.

$$\frac{\text{Exclusive Cume Persons}}{\text{Population}} \times 100 = \text{Exclusive Cume Rating}$$

Metro: _____

Station: _____

Daypart: _____

Demo: _____

$$\frac{\text{Exclusive Cume Persons ()}}{\text{Population ()}} \times 100 = \text{Exclusive Cume Rating ()}$$

Time Spent Listening (TSL) is the amount of time the average listener spends with a particular station during a daypart. It is calculated by dividing the total amount of listening (in quarter-hours) by the total number of listeners. Total quarter-hours is computed by "unaveraging" Average Quarter-Hour Persons—that is, multiplying AQH Persons by the number of quarter-hours in the daypart (*see calculation below*):

$$\frac{\text{AQH Persons} \times \text{Quarter-Hours in Daypart}}{\text{Cume Persons}} = \text{TSL}$$

Metro: _____

Station: _____

Daypart: _____

Demo: _____

$$\frac{\text{AQH Persons ()} \times \text{QHs in Daypart ()}}{\text{Cume Persons ()}} = \text{TSL ()}$$

Turnover is the number of different groups of persons that make up a station's audience. It is the ratio Cume Persons to AQH Persons. The lower the turnover factor, the more loyal the station's audience. The higher the turnover factor, the faster the rate of Cume growth. Turnover reflects the relationship between AQH and Cume.

$$\frac{\text{Cume Persons}}{\text{AQH Persons}} = \text{Turnover Factor}$$

Metro: _____

Station: _____

Daypart: _____

Demo: _____

$$\frac{\text{Cume Persons ()}}{\text{AQH Persons ()}} = \text{Turnover ()}$$

Basic Equations and Buying/Selling Formulas

How to Calculate Quarter-Hours in Daypart:

$$\frac{\# \text{ days in daypart} \times \# \text{ hours in daypart} \times \# \text{ QHs in an hour}}{1} = \# \text{ QHs in a daypart}$$

Example:

$$\text{Mon-Fri 6A-10A} = 5 \text{ days} \times 4 \text{ hours} \times 4 \text{ QHs} = 80 \text{ QHs in daypart}$$

Buying/Selling Formulas

Gross Impressions (GIs) are the number of impressions a schedule will deliver. GIs are computed by multiplying the AQH Persons estimate for the particular daypart by the number of spots to be run in the daypart. The GIs for the individual dayparts are then summed to obtain the total number of GIs a schedule will deliver.

Note: As the name implies, Gross Impressions represent the total number of times a spot will be heard—not the number of persons who will hear it.

Metro: _____

Station: _____

Demo: _____

AQH Daypart	Persons	x	# Spots	=	GIs
Example: M-F 6A-10A	4700	x	5	=	23500
()	()	x	()	=	()
()	()	x	()	=	()
()	()	x	()	=	()
()	()	x	()	=	()
()	()	x	()	=	()
Total Schedule GIs					= ()

Gross Rating Points (GRPs) are the number of rating points a schedule will deliver. The most precise way to compute GRPs is to compute GIs as shown above, and then divide Schedule GIs by the population for the particular demographic group.

Note: Although Gross Rating Points are Gross Impressions expressed as a percentage of the population, GRPs should not be understood as the actual percentage of the population that would be exposed to the spot (more below).

$$\frac{\text{Schedule Gross Impressions}}{\text{Population}} = \text{Schedule GRPs}$$

Metro: _____

Station: _____

Daypart: _____

Demo: _____

$$\frac{\text{Schedule GIs ()}}{\text{Population ()}} = \text{Schedule GRPs ()}$$

Basic Equations and Buying/Selling Formulas

An alternative method of computing GRPs is to multiply the AQH Rating for each daypart by the number of spots to be run in the daypart. Then, sum the GRPs for the individual dayparts to obtain the Schedule GRPs.

Metro: _____

Station: _____

Demo: _____

AQH Daypart	AQH Rating	x	# Spots	=	GRPs
<i>Example:</i> M-F 6A-10A	2.3	x	5	=	11.5
()	()	x	()	=	()
()	()	x	()	=	()
()	()	x	()	=	()
()	()	x	()	=	()
()	()	x	()	=	()
Total Schedule GRPs =					()

Caution: 100 GRPs do not deliver 100% of the market

Some users of audience ratings mistakenly believe that if they buy 100 Gross Rating Points in a market, they are buying 100% of the available listeners. It sounds reasonable: If one rating point equals 1% of the population, then 100 rating points must equal everyone in the market.

But remember that Gross Impressions (the basis for Gross Rating Points) equals the number of spots times the estimated number of persons hearing the spot, and does not necessarily represent different people; in fact, there is always some duplication, and there may be quite a lot of duplication.

For example, in a Metro consisting of 125,000 Persons 12+, it wouldn't even be possible for 125,000 GIs (or

100 GRPs) to represent everyone in the market. First, not every person in a market listens to radio; then, of those who do listen to radio (approximately 95%), many listen to more than one station. So, even if it was considered desirable to completely avoid duplication, it probably wouldn't be achievable.

One final note: Just as 100 GRPs does not represent 100% coverage of a market, 200 or 300 GRPs does not represent reaching the entire market two or three times. Three hundred (300) GRPs, for example, may represent a reach of 30 and an average frequency of 10—or a reach of 50 and an average frequency of 6.

Reverse Gross Impressions is a term often used when calculating the number of spots needed on a competing station to match your station's Gross Impressions.

$$\frac{\text{Your Station Gross Impressions}}{\text{Competing Station AQH Persons}} = \# \text{ of spots needed}$$

Metro: _____

Demo: _____

Daypart: _____

Your Station: _____

Competing Station: _____

Your
Station GIs () = # of spots ()
Competing
Station AQH ()

Basic Equations and Buying/Selling Formulas

Cost Per Gross Rating Point ("Cost Per Point") is the average cost of one GRP in a given schedule. It is calculated by dividing the total cost of the schedule by the total number of GRPs the schedule is expected to deliver.

$$\frac{\text{Cost of Schedule}}{\text{GRPs}} = \text{Cost Per Point}$$

Metro: _____

Station: _____

Daypart: _____

Demo: _____

$$\frac{\text{Cost of Schedule ()}}{\text{GRPs ()}} = \text{Cost Per Point ()}$$

Cost Per Thousand (CPM) is the estimated cost of each 1,000 Gross Impressions delivered by a schedule.

$$\frac{\text{Cost of Schedule}}{\text{GIs}} \times 1,000 = \text{CPM}$$

Metro: _____

Station: _____

Daypart: _____

Demo: _____

$$\frac{\text{Cost of Schedule ()}}{\text{GIs ()}} \times 1,000 = \text{CPM ()}$$

Reverse Cost Per Thousand is the maximum rate per spot a competing station can charge to be as cost-effective as your station.

$$\frac{\text{Your Station CPM} \times \text{Competing Station AQH Persons}}{1,000} = \text{Reverse CPM}$$

Metro: _____

Demo: _____

Daypart: _____

Your Station: _____

Competing Station: _____

$$\frac{\text{Your Station CPM} \times \text{Competing Station AQH ()}}{1,000} = \text{Reverse CPM ()}$$

Listeners Per Dollar expresses the number of persons reached (or impressions achieved) with a single advertising dollar. This calculation often demonstrates the advantage of radio over direct mail.

$$\frac{\text{AQH Persons}}{\text{Spot Cost}} = \text{Listeners Per Dollar}$$

Metro: _____

Station: _____

Daypart: _____

Demo: _____

$$\frac{\text{AQH Persons ()}}{\text{Spot Cost (\$)}} = \text{Listeners Per Dollar ()}$$

Basic Equations and Buying/Selling Formulas

Reach and Frequency

Reach and Frequency is the process of answering two questions:

- How many different people hear the spot at least once during its series of plays on the air?
- How many times, on average, does the listener hear the spot?

Reach identifies the estimated number of different people reached by a schedule. It is the unduplicated audience a station delivers. Reach can be expressed either as different persons or as a rating.

Frequency is the average number of times the unduplicated listener will hear an advertising message.

$$\text{Frequency} = \frac{\text{Gross Impressions}}{\text{Reach of Schedule (Persons)}}$$

OR

$$\text{Frequency} = \frac{\text{Gross Rating Points}}{\text{Reach of Schedule (Rating)}}$$

Advertisers have been using Reach and Frequency for many years to estimate the delivery of advertising schedules. This estimate helps determine the total number of different people that will hear an advertising schedule at least once. However, since the spot is not on the air constantly, the estimate is less than the station's Cume estimate for the same time period. Once Reach has been determined, Frequency can be easily calculated.

Most Reach and Frequency formulas used for evaluating radio advertising schedules are models or mathematical simulations. Reach, when calculated on models, uses probability analysis to determine an estimated audience size.

Arbitron's software applications provide an efficient and easy way to calculate Reach and Frequency.

Station: _____

Daypart: _____

Demo: _____

AQH Persons: _____

Cume Persons: _____

No. of Spots in Schedule: _____

Gross Impressions: _____

Cost-Per-Thousand Net Reach is the cost of reaching 1,000 different people on a station.

$$\frac{\text{Cost of Schedule \$ (000)}}{\text{Net Reach of Schedule}} = \text{CPM Net Reach}$$

Daypart: _____

Demo: _____

Station: _____

$$\frac{\text{Cost of Schedule (\$ _____)}}{\text{Net Reach of Schedule (_____)}} = \text{CPM Net Reach (\$ _____)}$$

Radio Ratings Review Quiz

Here's a brief True/False quiz to help you test your knowledge of radio audience estimates and the information contained in Arbitron eBook. All the answers can be found within this reference guide.

True or False

- _____ 1. A station's share is based on population.
- _____ 2. To calculate Gross Impressions, multiply the number of spots by the AQH Persons audience.
- _____ 3. To find changes in a station's market share over time, you would refer to the "Target Listener Trends" section.
- _____ 4. You can't add Cume estimates across stations.
- _____ 5. Cume Ratings can indicate the audience penetration of stations.
- _____ 6. 100 GRPs deliver 100% of the available audience of a market.
- _____ 7. Exclusive Cume listening estimates identify the number of different people who listened to one station during a time period.
- _____ 8. If a station has an average audience of 12,000 and a cost-per-spot of \$45, the cost-per-thousand for 20 spots would be \$3.75.
- _____ 9. You can add Cume Ratings across stations and dayparts.
- _____ 10. A person listening to all quarter-hours during a time period counts more in the Cume Persons estimate than someone only tuning in during one quarter-hour.
- _____ 11. A station has an Average persons audience of 25,700 and a Cume persons audience of 135,500. The TSL for M-F 6AM-10AM is 15.2 quarter-hours.
- _____ 12. Using the above example, the turnover factor for this station is 5.3.
- _____ 13. Average Quarter-Hour Ratings and Cume Ratings have the same base.
- _____ 14. Gross Impressions represent the number of people that have heard an advertising spot.
- _____ 15. The higher the turnover factor, the faster the rate of Cume growth.

Answers
1. F 2. T 3. T 4. T 5. T 6. F 7. T 8. T 9. F 10. F 11. T 12. T 13. T 14. F 15. T

Information and Training Resources

Arbitron offers many free resources to help you get the most value for your subscription. You can get information on radio markets, reports on the evolving way consumers use media and a lot more at www.arbitron.com. Here's a sampling of some of what's available:

Arbitron Radio Market Rankings

Online list showing the population rankings for all Arbitron-rated markets. Includes information on measurement type (PPM or Diary), Differential Survey Treatments, Qualitative data and the Metro 12+ population.

www.arbitron.com/home/mmm001050.asp

Arbitron Market Survey Schedules

Online guide detailing survey dates for Diary and PPM markets.

www.arbitron.com/home/surveysched.asp

Arbitron Ratings Data Delivery Schedules

Online lookup tool for market delivery dates for Arbitron ratings data services. Includes delivery information for Arbitron eBook, ArbitrendsSM, Black summary data, Hispanic summary data, MaximiSer[®], Media ProfessionalSM, PPM WeekliesSM and PPM Monthlies services.

www.arbitron.com/home/delivsched.asp

Arbitron Qualitative Data Delivery Schedules

Online lookup tool for market delivery dates for Arbitron qualitative consumer data services. Includes delivery information for Scarborough, Retail Direct and Qualitative Diary services.

www.arbitron.com/radio_stations/QualSched.asp

Glossary of Selected Terms

An online glossary of terms used in radio ratings is included in Arbitron's Local Syndicated Services Description of Methodology (DOM), which can be accessed through Arbitron eBook.

Rating Distortion & Ratings Bias Handbook

Printer-friendly downloadable guide that provides information on Arbitron's Special Station Activities policies. The guide is designed to help station personnel avoid activities that sensitize or bias radio listeners about the survey process.

www.arbitron.com/downloads/ratingdistortionandbias.pdf

Training and Support Center

Online site that provides a wide array of self-paced interactive courses, recorded classes and live interactive training sessions on a wide variety of Arbitron services.

<http://www.arbitrontraining.com>

Free Studies and Reports

Check out Arbitron's acclaimed series of studies and reports on emerging trends in consumer behavior and media usage. Recent studies have included a review of radio's emerging digital platforms, an evaluation of the effectiveness of product sampling as a marketing and sales tool and the way Hispanic Americans use radio.

<http://www.arbitron.com/home/studies.htm>

Glossary of Terms and Abbreviations

Arbitron's Local Syndicated Services Description of Methodology can be accessed through Arbitron eBook and includes a comprehensive glossary of terms. A subset of frequently used terms is listed below.

Glossary of Terms

Average Quarter-Hour Composition: An encoded station's Target AQH Persons divided by its Total Persons 6+ AQH audience. P D

Average Quarter-Hour (AQH) Persons: The estimated average number of persons who were exposed to or listened to a station for a minimum of five minutes within a reported daypart. (Note: the five minutes of exposure need not be continuous). AQH is used to estimate duration of listening (TSL or AWTE). Expressed in hundreds (00). P D

Average Quarter-Hour (AQH) Rating: A station's Average Quarter-Hour Persons estimate expressed as a percentage of all persons estimated to be in the specified demographic group. P D

$$\frac{\text{AQH Persons}}{\text{Population}} \times 100 = \text{AQH Rating (\%)}$$

Average Quarter-Hour Share: The Average Quarter-Hour Persons estimate for a given station expressed as a percentage of the Metro Total Average Quarter-Hour Persons estimate within a reported daypart. P D

Average Weekly Time Exposed (AWTE): See "Time Spent Listening (TSL)." P

Condensed Radio Market Report (CRMR): Condensed Reports have smaller sample objectives for the Metro and TSA, and contain fewer dayparts and demographics than Standard *Radio Market Reports*. Effective Fall 2005, estimates published in *Radio Market Reports* for non-embedded condensed radio markets consist of averages from the two most recent survey periods. D

Cost Per Gross Rating Point (or "Cost Per Point"):

The cost of achieving a number of impressions equivalent to one percent of the population in a given demographic group. P D

$$\frac{\text{Cost of Schedule}}{\text{GRPs}} = \text{Cost Per Gross Rating Point}$$

Cost Per Thousand (CPM): The cost of delivering 1,000 Gross Impressions (GIs). P D

$$\frac{\text{Cost of Schedule}}{\text{Gross Impressions}} \times 1,000 = \text{CPM}$$

OR

$$\frac{\text{Spot Cost}}{\text{AQH Persons}} \times 1,000 = \text{CPM}$$

"Cell-Phone-Only" Household: Households with cellular telephone service that do not also have landline telephone service. P D

Compliance Rate (PPM): The percentage of Metered panelists eligible to be included in the In-Tab sample. A panelist may be ineligible due to factors such as an extended period of travel away from home. P

Cume Duplication Percent: The percentage of one station's estimated Cume audience that listened to a second station. P D

Cume Persons: The estimated number of different persons who were exposed to or listened to a station for a minimum of five minutes in a quarter-hour within a reported daypart. (Cume estimates may also be referred to as cumulative or unduplicated estimates.) This estimate is expressed in hundreds (00). P D

Cume Rating: The Cume persons audience expressed as a percentage of all persons estimated to be in the specified demographic group. P D

$$\frac{\text{Cume Persons}}{\text{Population}} \times 100 = \text{Cume Rating (\%)}$$

Demographics: Characteristics of the population such as age, sex, race/ethnicity, etc. P D

P = PPM D = Diary

Glossary of Terms and Abbreviations

Designated Delivery Index (DDI): A measure of sample delivery that indicates how the PPM and Diary services deliver specific demographic groups, such as race/ethnicity and age cells. It is based on how well Arbitron meets its In-Tab goals. A 100 DDI is considered ideal. DDI is calculated as follows:

$$\frac{\text{Demo or Geo Average Daily In-Tab}}{\text{Demo or Geo Population Percent} \times \text{Average Daily Target}} = \text{Designated Delivery Index}$$

DDI reflects the extent to which the In-Tab sample aligns with "perfect" sample distributions based on the population universe and the total In-Tab target, as opposed to proportionality for Diary, compares the actual share of in-tab to the targeted share of in-tab. DDI is not affected by higher or lower actual In-Tab results for other demos. P D

Designated Market Area (DMA): Nielsen Media Research, Inc.'s geographic market design, which defines each television market exclusive of others based on measurable viewing patterns. Every county (or county equivalent) in the U.S. is assigned exclusively to one DMA. Arbitron reports radio listening estimates for the Top 50 DMAs (ranked on TV households) in the *Radio Market Reports* of all Standard radio markets whose Metros are located within the DMA and whose names are contained in the DMA name. P D

Discrete Demographics: This term refers to uncombined or nonoverlapping sex/age groups, such as Men and/or Women 18-24, 25-34, 35-44, as opposed to "target" or aggregate demographics, such as Men and/or Women 18+, 18-34, 18-49 or 25-49. P D

Effective Sample Base (ESB): The theoretical sample size used to estimate the sampling error of audience estimates. P D

Exclusive Cume: The number of different persons listening to only one station during a reported daypart. P D

Frequency: The average number of times a person is exposed to a radio spot schedule. P D

$$\frac{\text{Gross Impressions}}{\text{Net Reach}} = \text{Frequency}$$

Gross Impressions (GIs): The sum of the AQH Persons audience for all spots in a given schedule. P D

$$\text{AQH Persons} \times \frac{\text{The number of spots in an advertising schedule}}{\text{Net Reach}} = \text{GIs}$$

Group Quarters: Living arrangements of 10 or more, such as college dormitories, military barracks, nursing homes and prisons. P D

In-Tab Rate (PPM): Metered panelists who qualify for in-tab as a percent of all metered panelists. P

In-Tab Sample (Diary): The number of usable diaries tabulated to produce the market report. D

Listening Location: A location for which Arbitron reports audience estimates. In Diary-based reports, listening locations include: "At Home," "In a Car," "At Work" and "Other Place." In PPM-based reports, listening locations include: "At Home" and "Away from Home." P D

Metro: Arbitron Metros generally correspond to the Metropolitan Statistical Areas (MSAs, PMSAs, CMSAs) defined by the U.S. Government's Office of Management and Budget. They are subject to exceptions dictated by historical industry usage and other marketing considerations as determined by Arbitron. P D

Metro Totals and/or DMA Totals (Total listening in the Metro and/or DMA): These total listening estimates include listening to reported stations, nonqualifying commercial stations, noncommercial stations, cable-only stations and unidentified stations. P D

Minimum Reporting Standards (MRS): Criteria used to determine which stations qualify to be listed in a market report. P D

P = PPM D = Diary

Glossary of Terms and Abbreviations

Net Reach: The number of unique persons reached in a given schedule. P D

Persons-Per-Diary Value (PPDV): The weight assigned to each diary by sample balancing (based on the diarykeeper's age, sex, county and, if applicable, ethnic and/or language usage [English/Spanish] group) immediately prior to report processing. It is the number of persons in the population which that diary represents for purposes of processing audience estimates. D

Persons-Per-Meter Value (PPMV): The weight assigned to each panelist by sample balancing (based on the panelist's age, sex, county, presence of children, employment status and, if applicable, ethnic and/or language usage [English/Spanish] group) immediately prior to report processing. It is the number of persons in the population that a panelist represents for purposes of processing audience estimates. P

Persons Using Radio (PUR): The total amount of listening to radio for a particular demo/daypart/geography. The term PUR can refer to Persons or Ratings, AQH or Cume. (See also "Metro Totals and/or DMA Totals," above.) D

Persons Using Measured Media (PUMM): See "Metro Totals." P

Portable People Meter (PPM): An electronic-measurement device that detects and stores CBET codes as it is exposed to encoded audio. P

Rating (AQH or Cume): The AQH or Cume Persons audience expressed as a percentage of the total population. P D

$$\frac{\text{Persons}}{\text{Population}} \times 100 = \text{Rating (\%)}$$

Sample Performance Indicator (SPI): A metric with which to measure sample performance for a panel design. SPI is tracked at both the household and person levels and is reported for individual media days and for the month. P

Sample Turnover: When a household exits the panel. All households are phased out of the panel after two years, but may be phased out earlier. P

Sampling Unit: A geographic area consisting of a county or county equivalent (e.g., geographic or ethnic split county, or independent city) for which sample is separately selected and monitored. P D

Sex/Age Populations: Various sex/age groups are determined from population estimates within a county. P D

Share: See definition for AQH and/or Cume Share. P D

$$\frac{\text{Station AQH Persons}}{\text{Metro AQH Persons}} \times 100 = \text{Share (\%)}$$

Simulcast: The simultaneous broadcast of one station's broadcast flow by another station (noted in the "Station Information" section, from information supplied to Arbitron by stations). P D

Target Demographics: Audience groups consisting of multiple discrete demographic cells (e.g., Men 18-34, Women 25-54). P D

Technical Difficulty (TD): Time period(s) of five or more consecutive minutes during the survey period for which an RMR-qualifying station notified Arbitron, in writing, of reduced power, intermittent power, signal interference or time off-air during the station's authorized broadcast day. P D

P = PPM D = Diary

About Arbitron

Arbitron Inc. (NYSE: ARB) is a media and marketing research firm serving the media—radio, television, cable, online radio and out-of-home—as well as advertisers and advertising agencies. Arbitron's core businesses are measuring network and local market radio audiences across the United States; surveying the retail, media and product patterns of local market consumers; and providing application software used for analyzing media audience and marketing information data. The company has developed the Portable People Meter™, a new technology for media and marketing research.

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