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ANNUAL FULL TIME EMPLOYMENT ESTIMATES UPDATE

Nielsen Audio will update estimates of adults (18+) employed full time for the October 2016 PPM Survey using an average of 12 monthly estimates from the Bureau of Labor Statistics' Current Population Survey (CPS). The CPS data is a monthly survey and the source of the monthly unemployment statistics reported by the news media. These estimates are used in weighting the In-Tab sample in PPM markets only. The next update is scheduled for the October 2017 survey.

We continue to anticipate that future changes in employment estimates will be gradual. The employment estimates difference reflected in the October 2016 refresh are minimal as the average difference across all markets is approximately +0.6 of a percentage point compared to the most recent refresh that occurred in October 2015. Further, the differences in local markets range from a 3.2 percentage point increase to a 4.0 percentage point decrease. Overall, employment estimates in 30 Metros increased whereas 18 metros were similar or experienced a decrease.

Markets where the Persons 18+ Employed Full Time population estimates increase may see that group have more of an impact on the Total Persons Ratings than seen previously as that group will begin to be weighted to a larger population. Likewise, markets where the Persons 18+ Employed Full Time population estimates decrease may see that group have less of an impact on the Total Persons Ratings as that group will begin to be weighted to a smaller population. Persons Employed Full-time tend to listen to more radio and contribute higher Time Spent Listening (TSL) than those who are not employed. Therefore markets with an increase in the Persons 18+ Employed Full Time population estimate may see those higher TSL individuals begin to be weighted higher than they previously had been.

The final impact of full time employment changes on ratings is not possible to reliably predict since other factors may also impact listening levels. Other factors to consider when analyzing audience estimate changes include:

- Programming changes in the market.
- Events such as weather or major news stories which can influence radio listening behavior.
- Typical survey to survey variance in estimates that is characteristic of survey samples.
- Panel changes that may occur from month-to-month
- Other changes and improvements in the PPM service.

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**PERSONS 18+ EMPLOYED FULL TIME**

Source: Nielsen Pop-Facts Demographics (Average monthly CPS data)

October 2016 Refresh includes June 2015 - May 2016 monthly CPS

October 2015 Refresh includes June 2014 - May 2015 monthly CPS

Metro	October 2015 Estimate	October 2016 Estimate	Difference
Atlanta	53.1	54.7	1.6
Austin	57.9	59.3	1.4
Baltimore	55.3	54.9	-0.4
Boston	52.7	48.7	-4.0
Charlotte-Gastonia-Rock Hill	52.8	54.7	1.9
Chicago	51.9	52.4	0.5
Cincinnati	50.0	50.7	0.7
Cleveland	49.2	48.2	-1.0
Columbus, OH	54.4	55.3	0.9
Dallas-Ft. Worth	57.2	57.6	0.4
Denver-Boulder	55.8	56.5	0.7
Detroit	45.2	46.3	1.1
Greensboro-Winston-Salem-High Point	53.6	50.1	-3.5
Hartford-New Britain-Middletown	51.8	54.2	2.4
Houston-Galveston	57.8	54.8	-3.0
Indianapolis	54.2	54.8	0.6
Jacksonville	52.9	51.7	-1.2
Kansas City	55.3	58.5	3.2
Las Vegas	50.5	50.4	-0.1
Los Angeles	49.9	51.1	1.2
Memphis	50.9	50.4	-0.5
Miami-Ft. Lauderdale-Hollywood	53.2	52.9	-0.3
Middlesex-Somerset-Union	53.4	54.8	1.4
Milwaukee-Racine	53.2	53.1	-0.1
Minneapolis-St. Paul	58.7	58.1	-0.6
Nashville	53.2	56.4	3.2
Nassau-Suffolk (Long Island)	50.6	51.9	1.3
New York	50.5	51.8	1.3
Norfolk-Virginia Beach-Newport News	51.6	51.0	-0.6
Orlando	53.1	54.5	1.4
Philadelphia	49.8	50.8	1.0
Phoenix	50.8	52.8	2.0



REFRESH OF FULL-TIME EMPLOYMENT ESTIMATES - PRODUCT BRIEF

Metro	October 2015 Estimate	October 2016 Estimate	Difference
Pittsburgh, PA	49.6	48.5	-1.1
Portland, OR	50.4	52.1	1.7
Providence-Warwick-Pawtucket	49.6	52.0	2.4
Raleigh-Durham	56.5	57.8	1.3
Riverside-San Bernardino	45.4	46.5	1.1
Sacramento	44.9	46.6	1.7
Salt Lake City-Ogden-Provo	54.8	54.3	-0.5
San Antonio	53.0	52.4	-0.6
San Diego	47.1	49.4	2.3
San Francisco	51.7	52.7	1.0
San Jose	51.7	54.0	2.3
Seattle-Tacoma	53.5	53.4	-0.1
St. Louis	51.7	53.9	2.2
Tampa-St. Petersburg-Clearwater	46.4	48.8	2.4
Washington, DC	59.9	59.7	-0.2
West Palm Beach-Boca Raton	47.9	47.5	-0.4

PPM ratings are based on audience estimates and are the opinion of Nielsen Audio and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.