The Coleman Insights PPM Series:
Mapping the DNA of PPM

The PPM DNA of America's
High Performance Radio Stations

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INTRODUCTION

"The PPM DNA of America's High Performance Radio Stations" is the fifth study in Coleman Insights' "Mapping the DNA of PPM" series, which we formally launched in January 2008 following the successful release of several other PPM-related studies dating back to 2005. This series is driven by our keen interest in learning from Arbitron's measurement of radio audiences via its Portable People Meter™ (PPM™) service. We want to understand as much as possible about how PPM measures listening and what it can teach us about how consumers use radio.

As the radio industry has prepared for the rollout of PPM measurement, many have made pronouncements about how to program and market stations under this new system. Some of these pronouncements have been made based on scant evidence or—in some cases—misunderstandings about PPM and how consumers use radio.

The "Mapping the DNA of PPM" series is Coleman Insights' effort to address this situation. Only through sound, empirical analysis of PPM data will we learn the strategies and tactics that will be most successful in a PPM world.

As they adapt to PPM measurement, many of our clients have raised important questions based on the data they have examined thus far. These questions often pertain to what differentiates stations that perform very well in PPM from other stations. This study is designed to move beyond the anecdotal evidence that is often cited to answer these questions and provide radio stations with empirical evidence of which PPM measures are more correlated with ratings success.

ACKNOWLEDGEMENTS

GOALS OF THIS STUDY

Radio stations that subscribe to Arbitron's PPM service have the option of including access to the company's PD Advantage® Web service in their subscription. PD Advantage Web includes a wide array of reports that provide programmers with insights designed to help them grow their stations' audiences.

One major goal of this study is to increase programmers' utility of the PD Advantage Web service by allowing them to compare their stations' "vital signs" with those of other stations. A second major goal is to examine the vital signs of High Performance stations to determine if any of those signs set those stations apart from others and the degree to which this may vary by format.

For further details on the analysis techniques employed in this study, see the **Methodology** section on page 17 of this report.

KEY FINDING: CUME IS MORE LIKELY THAN TSL TO DIFFERENTIATE HIGH PERFORMERS FROM ALL STATIONS

The 73 stations we designated as High Performance stations achieved an average AQH Share among Persons 6+ of 6.1 during the study period, as compared to a 1.9 average for all 874 stations covered in our analysis. When we excluded the stations that failed to achieve at least a 1.0 share from our calculations, the 451 stations that remained achieved an average 6+ share of 3.4.
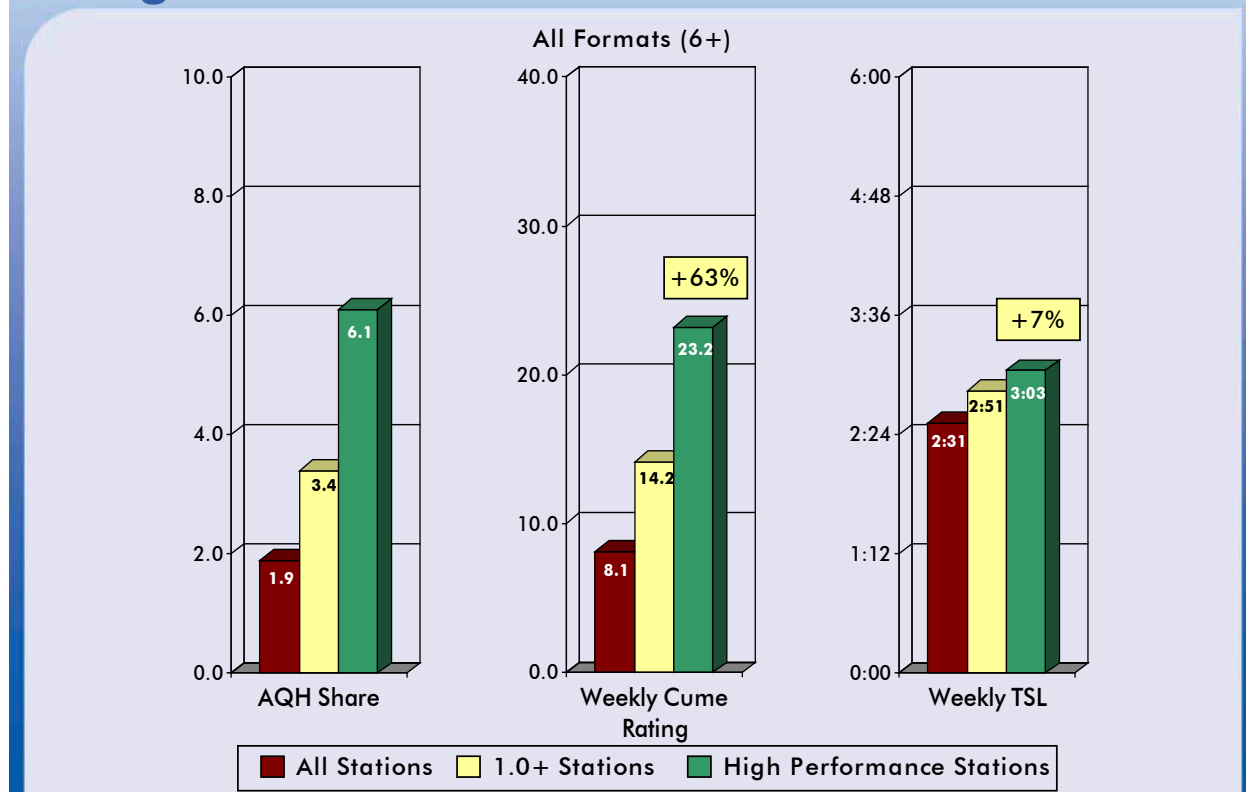
There were not substantial differences, however, between the average Weekly Time Spent Listening (TSL) levels of the High Performance stations and the larger groups of stations. High Performance stations average three hours and three minutes of TSL each week, which is only 7% higher than the two-hour, 51-minute average for all 1.0+ Share stations.

Cume is more likely than TSL to differentiate High Performers from all stations

All Formats (6+)

	AQH Share	Weekly Cume Rating	Weekly TSL
All Stations	1.9	8.1	2:31
1.0+ Stations	3.4	14.2	2:51
High Performance Stations	6.1	23.2	3:03

Cume: +63% TSL: +7%

Legend: ■ All Stations □ 1.0+ Stations ■ High Performance Stations

Where High Performance stations differentiated themselves was with their ability to attract Cume listeners. They had an average Cume Rating of 23.2, as compared to the 14.2 average for all 1.0+ Share stations. This 63% difference is substantially higher than the 7% Weekly TSL difference cited above.

What this clearly reveals is that High Performance stations are generally more differentiated from average stations by having larger Cume audiences than by having higher TSL levels. It does *not*, however, say that all High Performance stations have large Cume audiences or that high TSL stations do not generate strong ratings. The reality is that most High Performance stations perform better-than-average by both measures.

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In fact, some exceptions to our finding about the role of Cume became clear when we conducted a similar analysis after dividing all 1.0+ Share stations into format groups and then designated High Performance stations within each format group. For most formats, the High Performance stations were differentiated from all stations airing those formats by their Cume Ratings. However, as we will discuss in a subsequent section of this report, Weekly TSL was a bigger differentiator of High Performance stations in a handful of format groups.

KEY FINDING: HIGH PERFORMANCE STATIONS TEND TO GENERATE *MORE* LISTENING OCCASIONS, NOT JUST LONGER OCCASIONS

Although, as discussed in the previous section, Cume tends to be a more common indicator of high performance than TSL, the average High Performance station generates more TSL than the typical station. This occurs not just by getting listeners to tune in for longer periods of time, but—to a greater extent—by getting them to tune in for more listening occasions each week.

In fact, the average 11-minute listening occasion to the 73 stations we designated as High Performance stations was only one minute longer than the average for all 1.0+ Share stations in our analysis. We saw a bigger difference when we compared the average number of listening occasions these stations generated each week, with High Performance stations generating an average of 19.9 weekly occasions, 12% more than the 17.7 average for all 1.0+ Share stations.

High Performance stations do not generate longer listening occasions, just more of them

All Formats (6+)

TSL Per Weekly Occasion: All Stations 0:10, 1.0+ Stations 0:10, High Performance Stations 0:11

Weekly Occasions: All Stations 15.0, 1.0+ Stations 17.7, High Performance Stations 19.9

Legend: All Stations | 1.0+ Stations | High Performance Stations
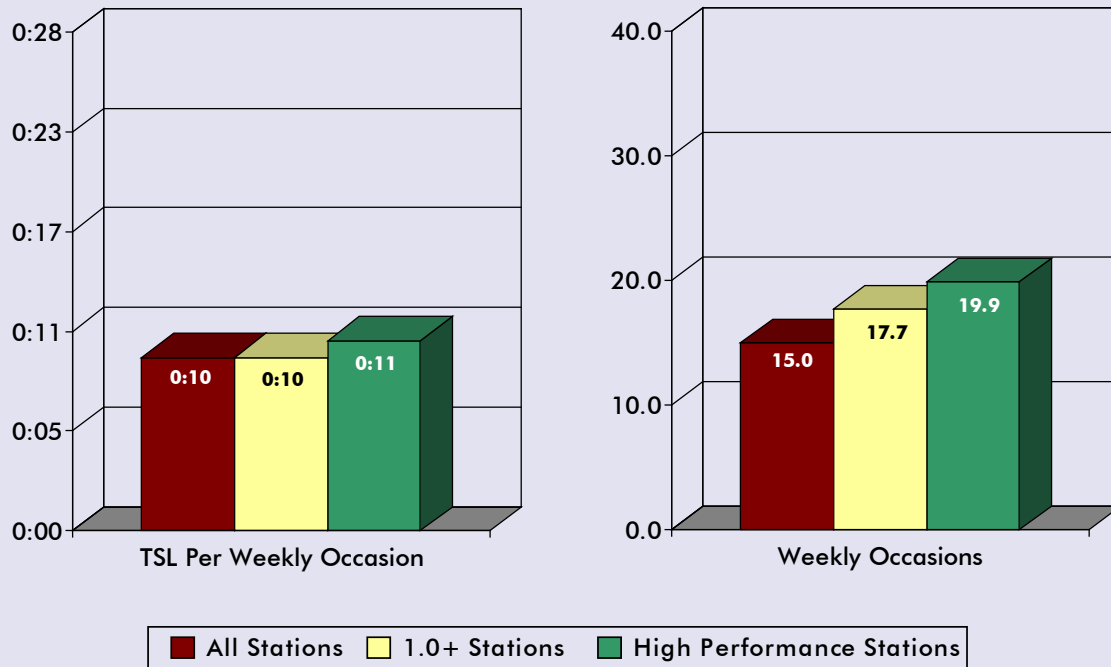
The greater role that listening occasions were having in driving high performance was evident when we looked at specific formats. For virtually every format we examined in this study, the difference in the number of weekly occasions the High Performance stations generated and the number of weekly occasions the format group as a whole generated was substantial. However, for most formats, the average duration of each listening occasion was not noticeably higher for the High Performance stations than the average for all stations in the format.

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KEY FINDING: THE AUDIENCES OF HIGH PERFORMANCE STATIONS HAVE HIGHER P1 COMPOSITIONS THAN OTHER STATIONS

The average station among the 874 we analyzed got 20% of its Weekly Cume audience from P1 listeners. This average increased to 23% for all 1.0+ Share stations and to 26% for High Performance stations.

High Performance stations' audiences have higher P1 compositions than other stations

All Formats (6+)

Legend: ■ All Stations □ 1.0+ Stations ■ High Performance Stations
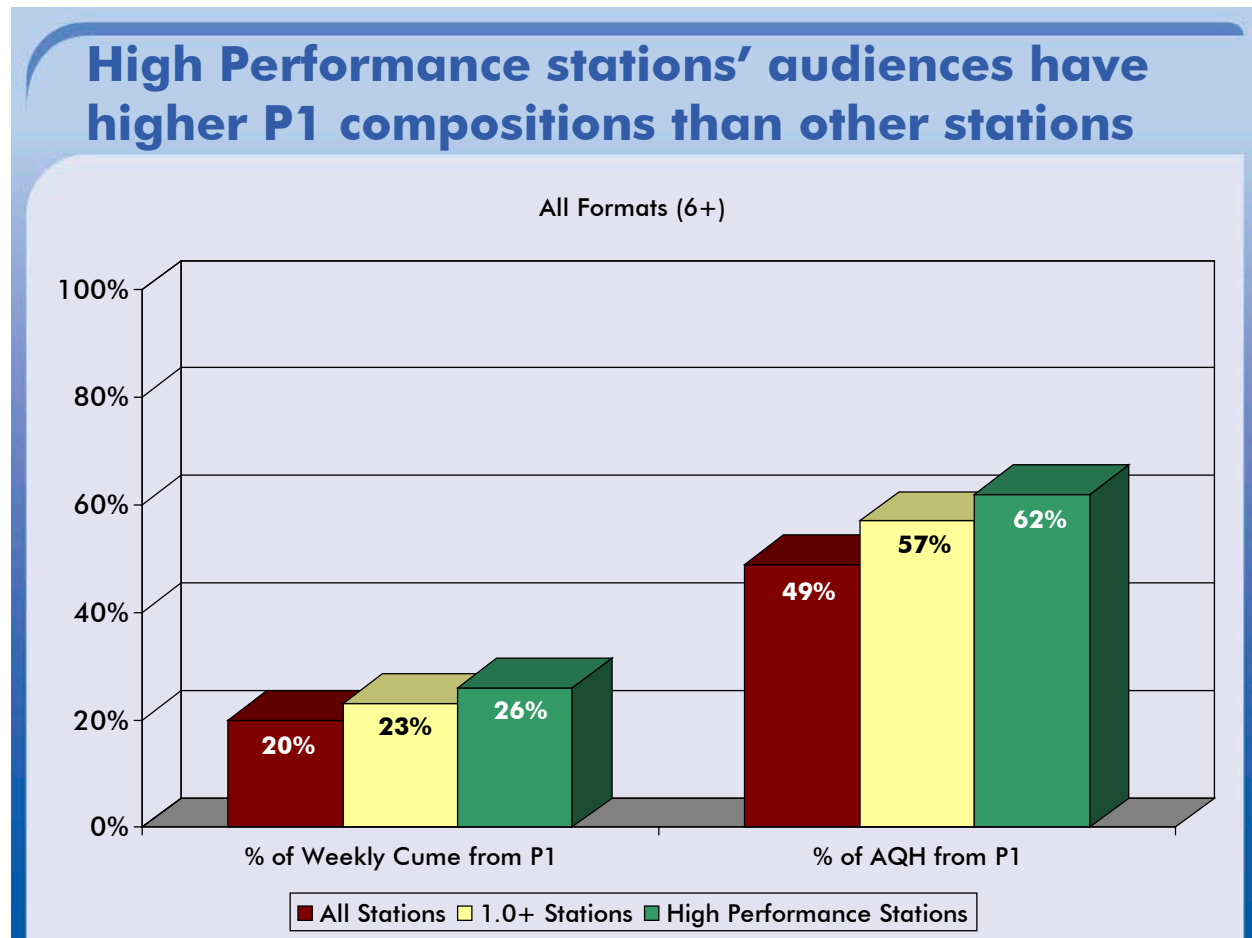
We observed a similar pattern when we analyzed the percentage of AQH listening stations derived from their P1 listeners. Less than half—49%—of an average station's AQH audience came from P1s. Among 1.0+ Share stations, this average increased to 57% and up to 62% among High Performance stations.

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Thus, the general concept behind the old adage from diary measurement that stations get about two-thirds of their listening from one-third of their audience appears to hold in PPM measurement. The percentages have changed somewhat, but the importance of P1 listeners remains clear and—perhaps more importantly—high performance appears to be driven by how much of a station's audience is made up of P1s.
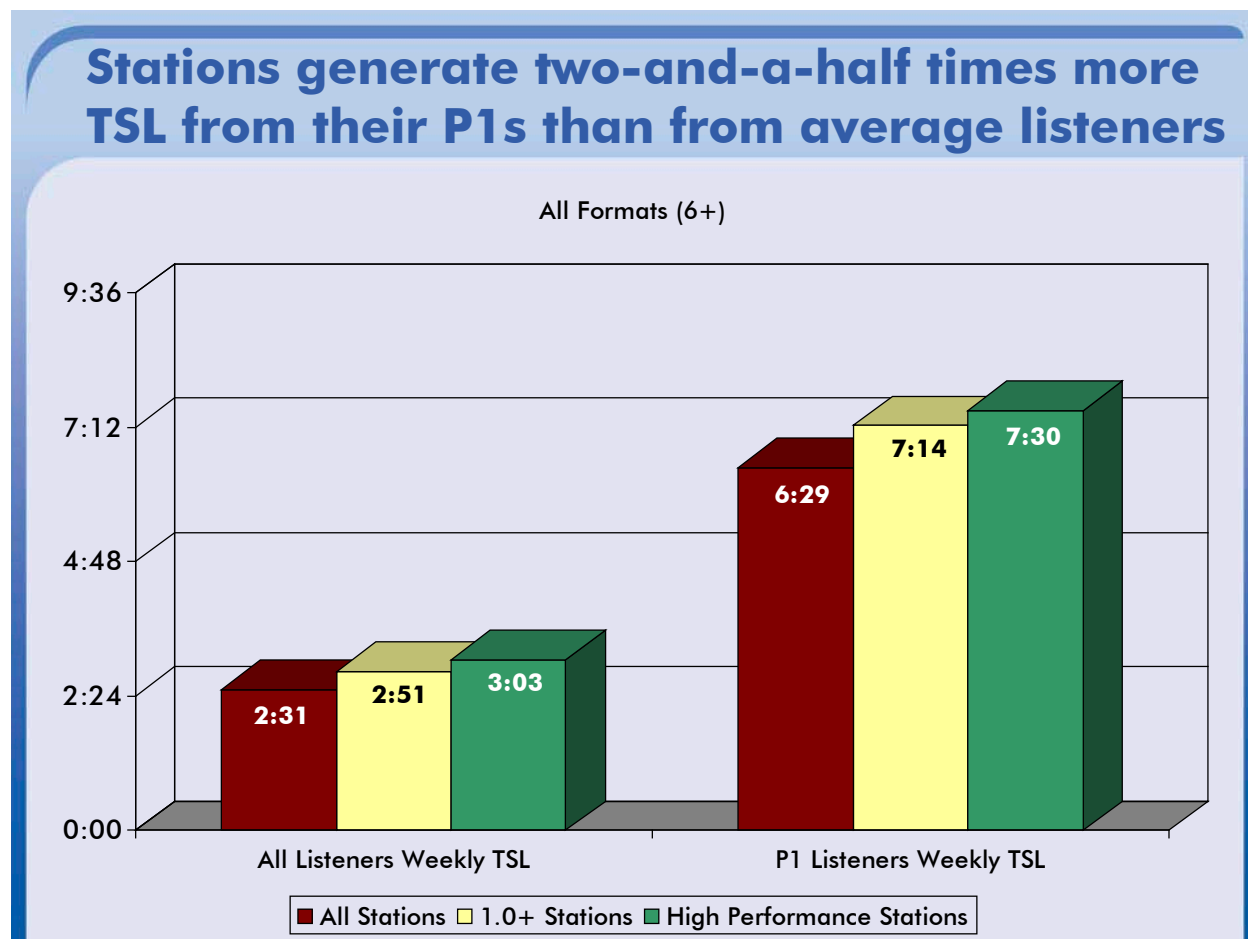
KEY FINDING: ALL STATIONS GENERATE ROUGHLY TWO-AND-A-HALF TIMES MORE TSL FROM THEIR P1S THAN THEY DO FROM ALL LISTENERS

Another finding that strongly demonstrates the importance of P1 listeners pertains to how much TSL they contribute to stations. As shown earlier, the average station had a Weekly TSL level of two hours, 31 minutes in our analysis. However, among its P1 listeners, the average station generated six hours and 29 minutes of Weekly TSL.

Stations generate two-and-a-half times more TSL from their P1s than from average listeners

All Formats (6+)

	All Listeners Weekly TSL	P1 Listeners Weekly TSL
All Stations	2:31	6:29
1.0+ Stations	2:51	7:14
High Performance Stations	3:03	7:30

This relationship, with stations generating roughly two-and-a-half times more TSL from their P1 listeners than all of their listeners, held when we examined it among all 1.0+ Share stations and among High Performance stations. High Performance stations received an

average of seven hours and 30 minutes of TSL each week from their P1s, as compared to just over three hours among all of their listeners.

That this relationship does not vary between these groups of stations suggests that the relationship itself is not something that differentiates High Performance stations. However, in tandem with our previous finding about the higher P1 composition of the audiences of High Performance stations, it affirms how important attracting P1 listeners is to success under PPM measurement.

KEY FINDING: GREATER P1 TSL IS OVERWHELMINGLY DRIVEN GENERATING MORE LISTENING OCCASIONS

An earlier finding discussed how the High Performance stations—especially those we designated as High Performance stations within specific format groups—built TSL more from generating listening occasions than from lengthening those occasions. Additional findings from when we focused on P1 listeners even more strongly demonstrate how important it is for stations to get listeners to tune in for multiple occasions.

In our analysis, High Performance stations averaged 13 minutes per occasion from their P1s, as compared to the 11 minutes they got from all of their listeners on average. The gap in listening occasions between these two groups, however, was far more dramatic. High Performance stations got an average of 61.5 listening occasions from their P1s each week, more than triple the 19.9 average number of occasions they received from all of their listeners.

P1 listening occasions are not much longer than average; they occur a lot more frequently

All Formats (6+)

	All Stations	1.0+ Stations	High Performance Stations
TSL Per Weekly Occasion	0:10	0:10	0:11
P1 TSL Per Weekly Occasion	0:12	0:12	0:13
Weekly Occasions	15.0	17.7	19.9
P1 Weekly Occasions	53.7	59.8	61.5
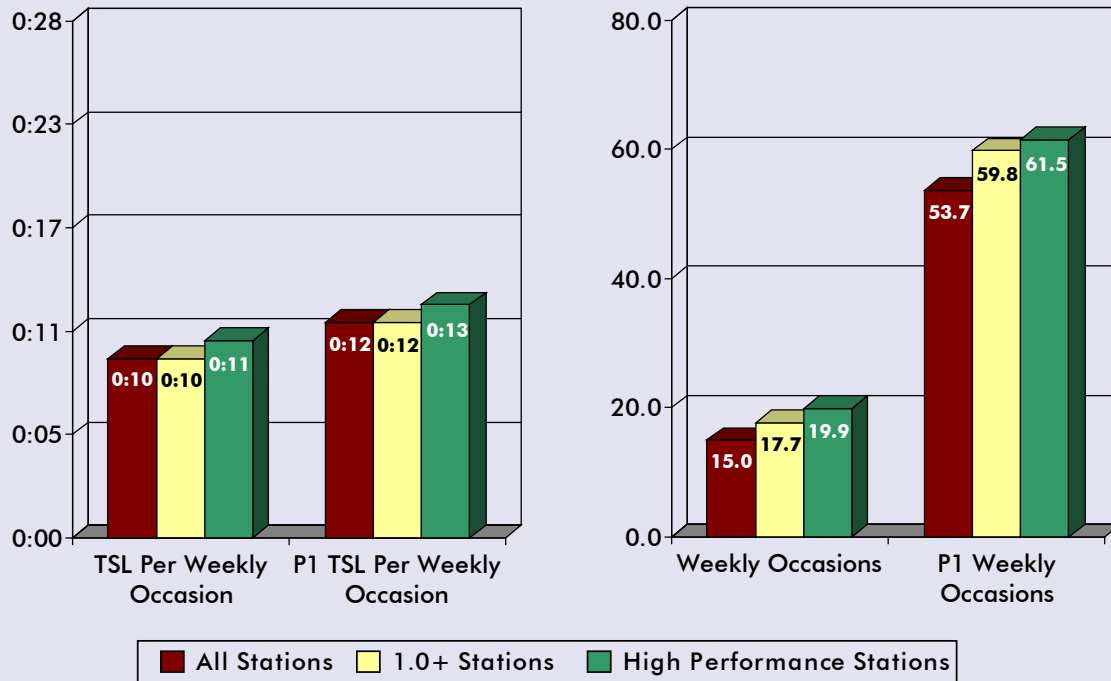
KEY FINDING: THE PPM LISTENING CHARACTERISTICS OF HIGH PERFORMANCE STATIONS WITHIN SELECTED FORMAT GROUPS VARY

When Coleman Insights classified each of the 451 1.0+ Share stations covered in this study by format, it afforded us the opportunity to examine whether the overall findings reported in the previous sections "held" for specific formats. In this section, we will provide examples of formats for which our overall findings apply, as well as some of the more interesting exceptions we uncovered, where what differentiated the High Performance stations in a specific format was different from the overall patterns we detected.[1]

Mainstream AC

Much like our overall finding about High Performance stations, the Mainstream AC outlets we designated as High Performance stations differentiated themselves from all stations within the format by their Weekly Cume Ratings. On average, the 31 Mainstream AC stations we analyzed achieved Weekly Cume Ratings of 23.3, making Mainstream AC one of the highest Cume formats in PPM. However, the seven stations we designated as High Performance Mainstream AC stations achieved an average Weekly Cume Rating of 31.0, which is 33% higher than we observed for all stations in the format.

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[1] Appendix A includes details on every format we examined.

Mainstream AC High Performers achieve huge levels of Cume

Mainstream AC (6+)

AQH Share: 1.0+ Stations in Format 4.5, High Performance Stations in Format 6.7

Weekly Cume Rating: 1.0+ Stations in Format 23.3, High Performance Stations in Format 31.0 (+33%)

Weekly TSL: 1.0+ Stations in Format 2:13, High Performance Stations in Format 2:29 (+12%)

■ 1.0+ Stations in Format   ■ High Performance Stations in Format
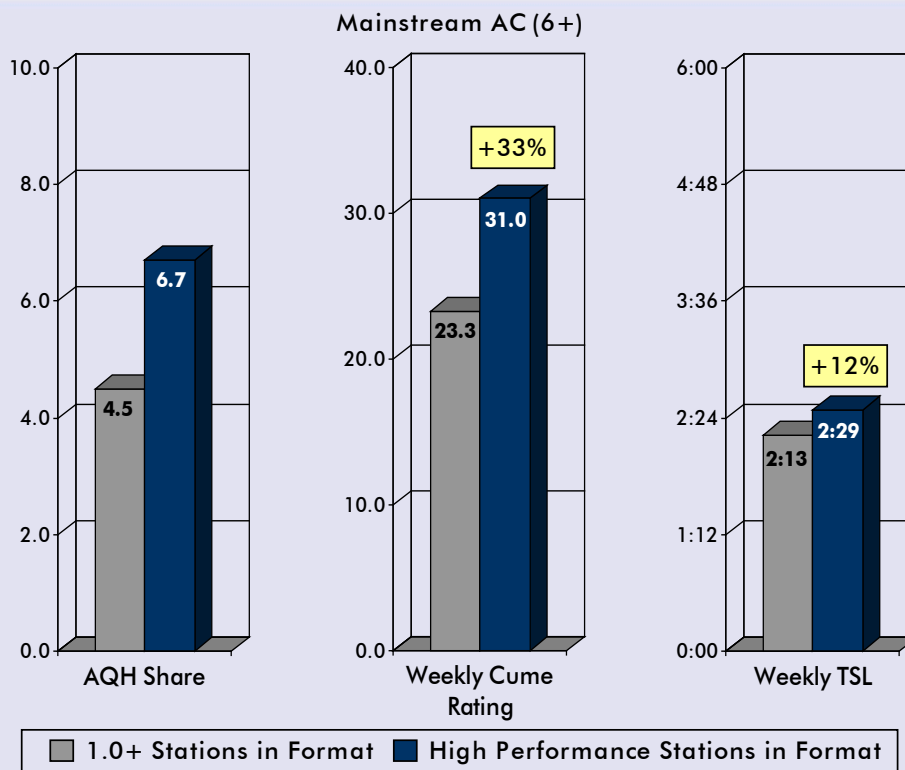
By comparison, these seven High Performance Mainstream AC stations generated only moderately higher TSL. Their average Weekly TSL was 2 hours and 29 minutes, only 12% higher than the two hour, 13 minute average for all stations in the format.

Country

The Weekly Cume Ratings of the average Country stations we analyzed—at 13.7—were not nearly as high as what we observed for Mainstream AC. Instead, Country as a format had more of a TSL orientation than Mainstream AC, with the 28 Country outlets in our study achieving an average Weekly TSL of two hours and 54 minutes. This made Country stations more "typical" among all stations, as the format achieved average Weekly Cume and TSL levels that were close to the averages for all 1.0+ Share stations.

Even with not being as Cume-driven as—for example—Mainstream AC, Country generated findings that mirror those for all stations. The eight High Performance Country stations achieved average Weekly Cume Ratings of 17.6, which was 28% higher than for all stations in the format. There was only a 9% increase in the TSL of High Performance Country stations relative to all Country stations, as these eight stations had an average Weekly TSL of three hours and nine minutes.

Country High Performers are most separated from average Country stations by more Cume

Country (6+)

| 1.0+ Stations in Format | High Performance Stations in Format |
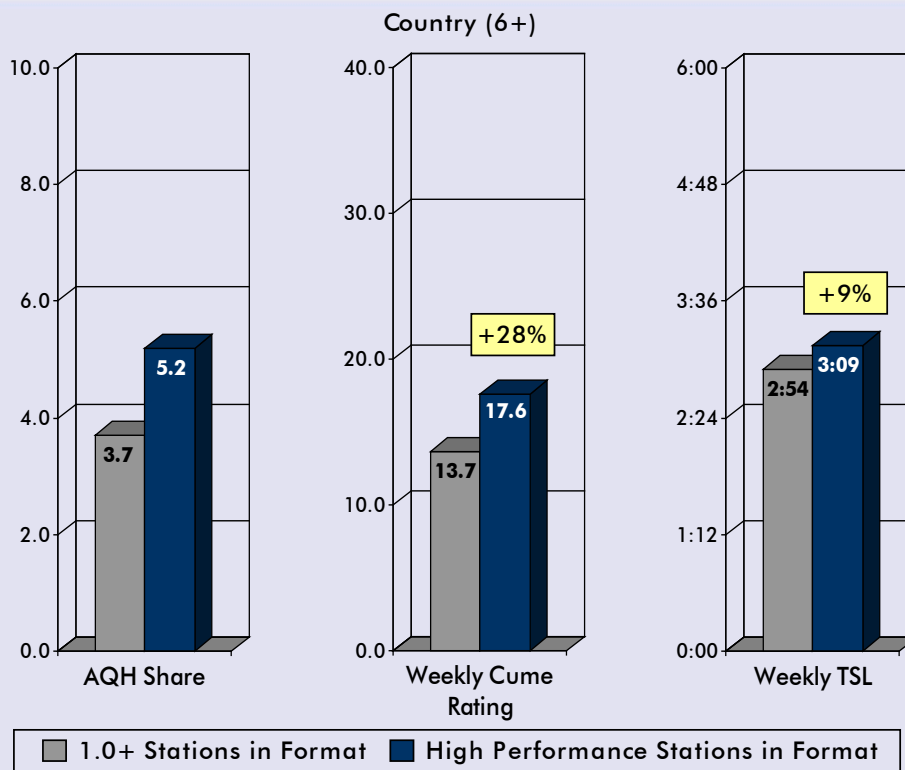
Oldies

The five High Performance Oldies stations we analyzed were clearly differentiated from all stations in the format by their Weekly Cume Ratings, but they did not follow the overall pattern for High Performance stations in one significant way. Their average Weekly Cume Rating was 24.3, which was 26% higher than the 19.3 average for all 17 Oldies stations in our analysis.

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Oldies High Performers attract below average TSL from an above average Cume

Oldies (6+)

| | 1.0+ Stations in Format | High Performance Stations in Format |
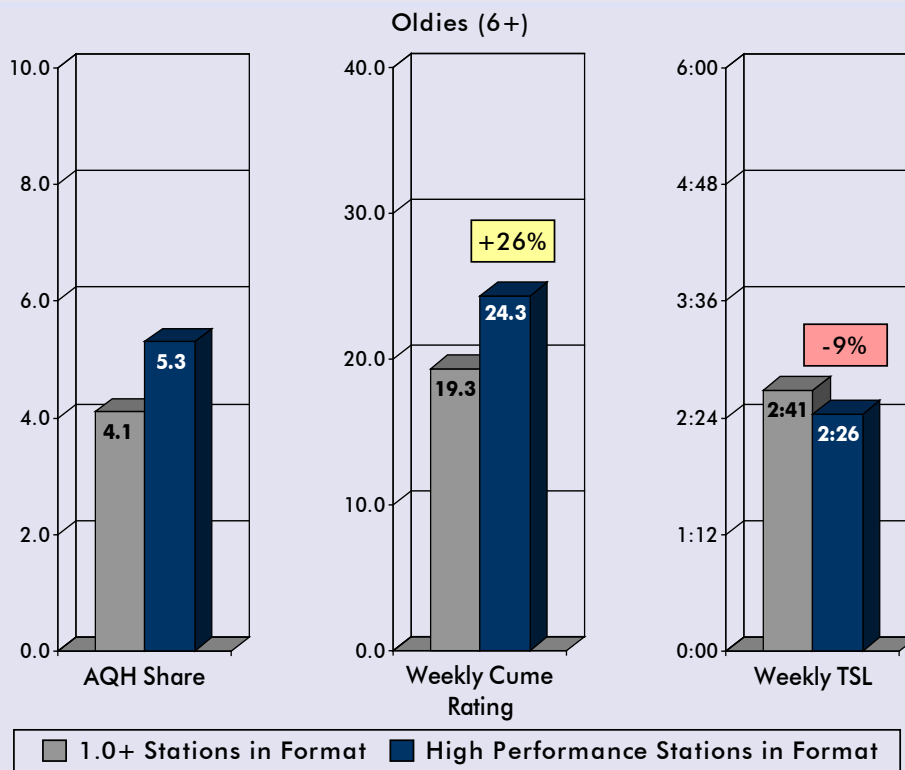
However, the average Weekly TSL of the High Performance Oldies stations was actually 9% *lower* than the average for all of the Oldies stations. The High Performance stations generated average Weekly TSL of two hours and 26 minutes, 15 minutes less than the format's overall average.

Alternative

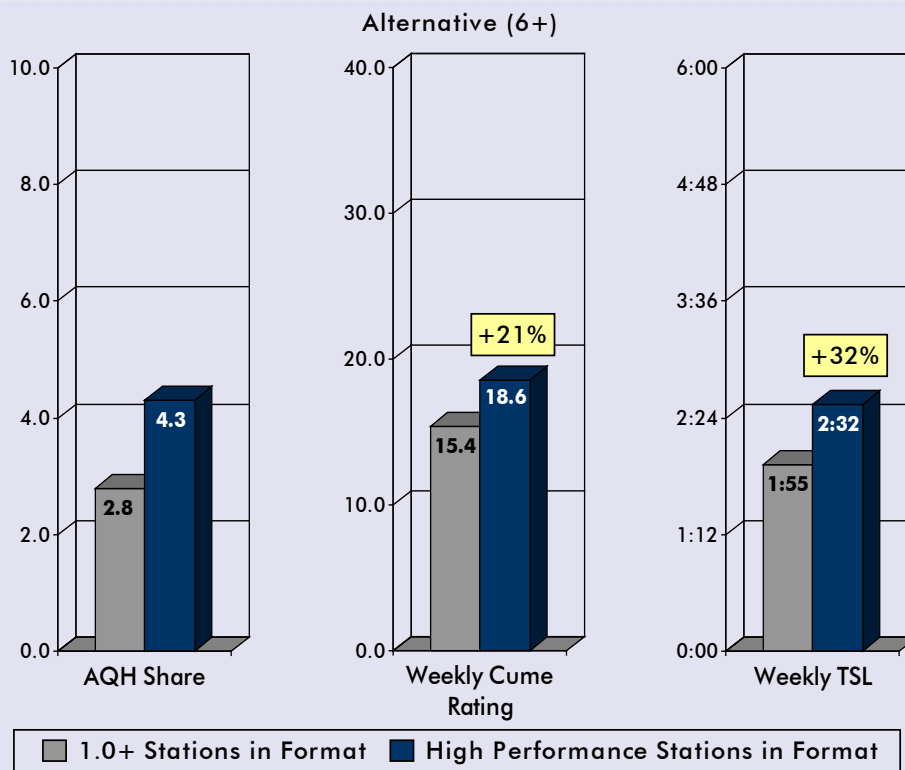The Alternative format performed quite differently from most of the others in terms of what differentiated High Performance stations. At 18.6, the average Weekly Cume Rating of the High Performance Alternative stations was 21% higher than the 15.4 average for all stations in the format.

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Alternative High Performers attract much more TSL than the average Alternative station

Alternative (6+)

AQH Share — 1.0+ Stations in Format: 2.8, High Performance Stations in Format: 4.3

Weekly Cume Rating — 1.0+ Stations in Format: 15.4, High Performance Stations in Format: 18.6 (+21%)

Weekly TSL — 1.0+ Stations in Format: 1:55, High Performance Stations in Format: 2:32 (+32%)

☐ 1.0+ Stations in Format   ■ High Performance Stations in Format

However, the High Performance stations in the format differentiated themselves even further in terms of TSL. They had an average Weekly TSL of two hours and 32 minutes, considerably more than the one-hour, 55-minute average for all Alternative stations. What made this even more interesting was that Alternative as a whole was a format that tended to be above average in terms of Cume, but was one of the lowest TSL-generating formats overall.

The important role that TSL played in differentiating High Performance Alternative stations was demonstrated by the 27% difference between their 15.2 average number of Weekly Occasions and the 12.0 average for all stations in the format. Furthermore, High Performance Alternative stations generated 60% of their AQH from P1 listeners, as compared to the 48% average for all Alternative stations.

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Urban AC

Urban AC is another format where TSL differentiated High Performance stations to a greater extent than Cume. High Performance Urban AC stations did have Weekly Cume Ratings that were on average 23% higher than the average for all stations, but there was an even larger—30%—difference between their four-hour, 22-minute average Weekly TSL and the 3-hour, 22-minute Weekly TSL the average Urban AC-formatted station achieved.

How TSL differentiated High Performance Urban AC stations was even more apparent when we examined data among only Black listeners. The High Performance stations achieved an average Weekly Cume Rating of 56.1 among Black listeners, which was 17% higher than the average for all stations in the format. However, the five-hour, eight-minute average Weekly TSL of the High Performance Urban AC stations was 28% greater than the average Urban AC station's Weekly TSL, which was four hours and one minute among Black listeners.

Urban AC High Performers are differentiated more by TSL than by Cume

Urban AC (Black 6+)

| 1.0+ Stations in Format | High Performance Stations in Format |
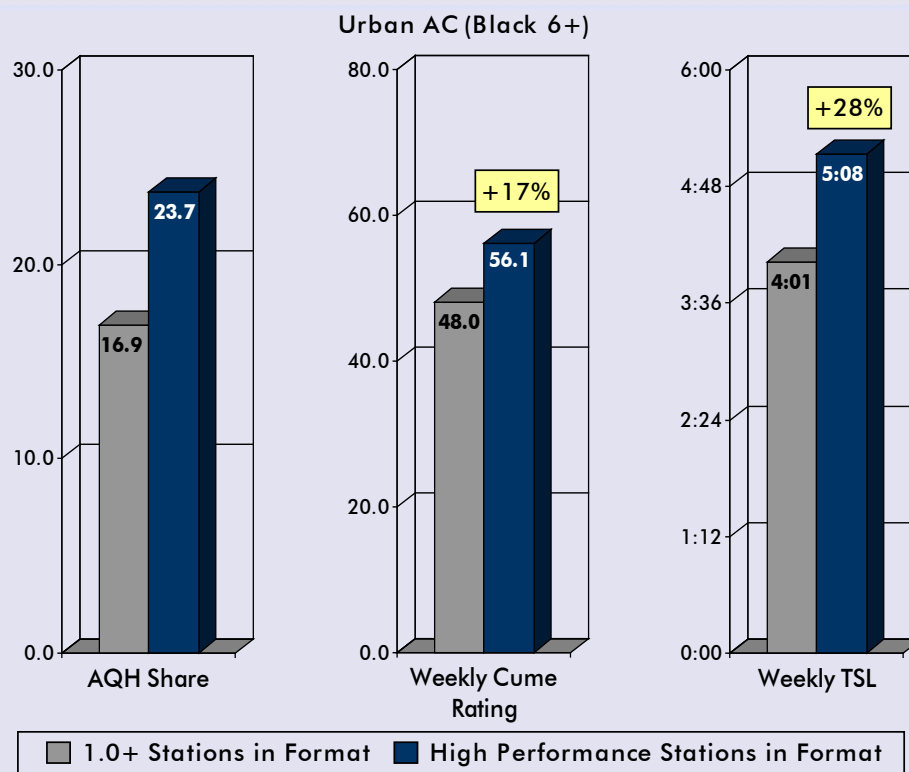
High Performance Urban AC stations accomplished this by generating significantly more Weekly Occasions than all stations in the format. The average Urban AC generated 28.3 Weekly Occasions among Black listeners; this figure jumped by 27% to 36.0 Weekly Occasions for the High Performance Urban AC stations.

Spanish Music

When we combined data for Spanish language music-based formats—including Regional Mexican, Spanish Pop/AC, Spanish Gold and Spanish Tropical stations—we found that TSL plays as much of a role as Cume does in differentiating High Performance stations. Among Hispanics, the High Performance Spanish Music stations had an Average Weekly Cume Rating of 35.7, 15% higher than the 31.1 average for all stations in the format.

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Among Hispanics, Cume and TSL drive High Performing Spanish Music stations

Spanish Music (Hispanic 6+)

Legend: ☐ 1.0+ Stations in Format   ■ High Performance Stations in Format
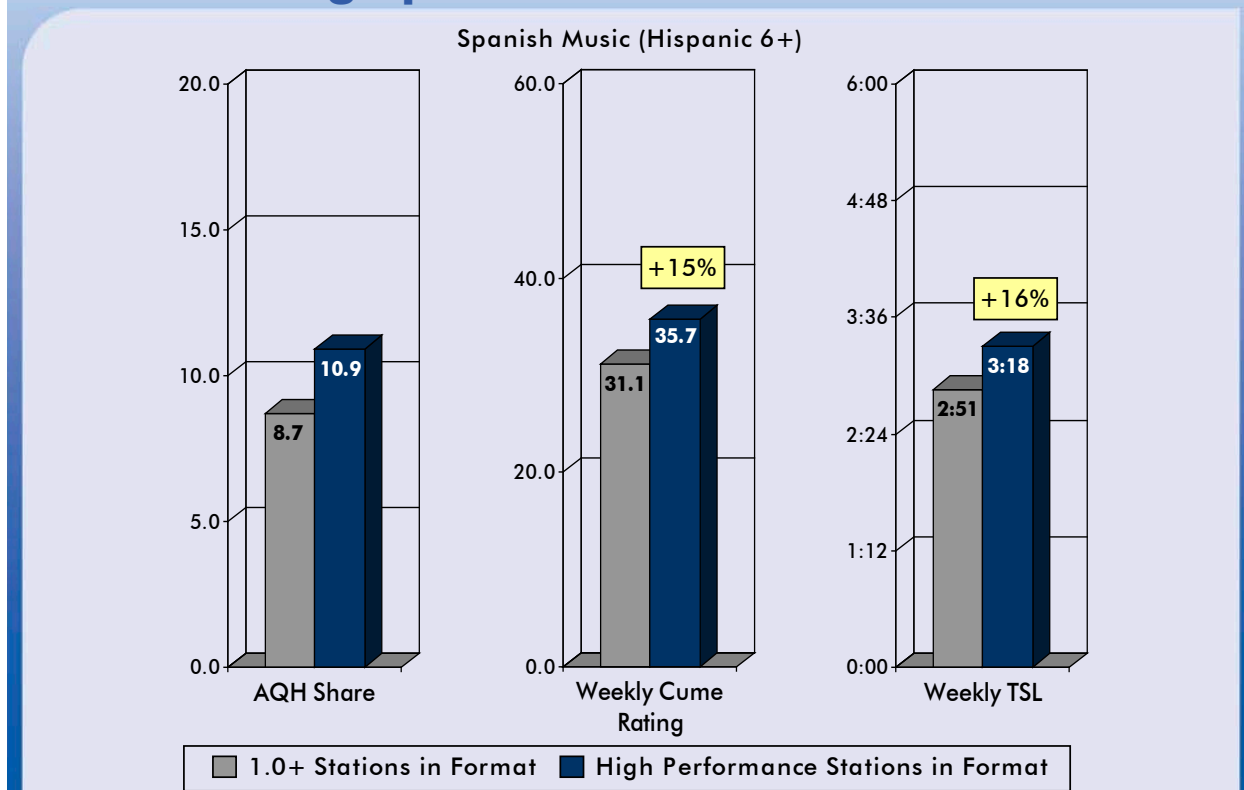
The percentage difference between the average Weekly TSL levels of the High Performance Spanish Music and all the stations in the format was roughly as large as the Cume difference cited above. On average, Spanish Music stations achieved 2 hours and 51 minutes of Weekly TSL among Hispanic listeners. The three-hour, 18-minute average for High Performance Spanish Music stations was 16% higher.
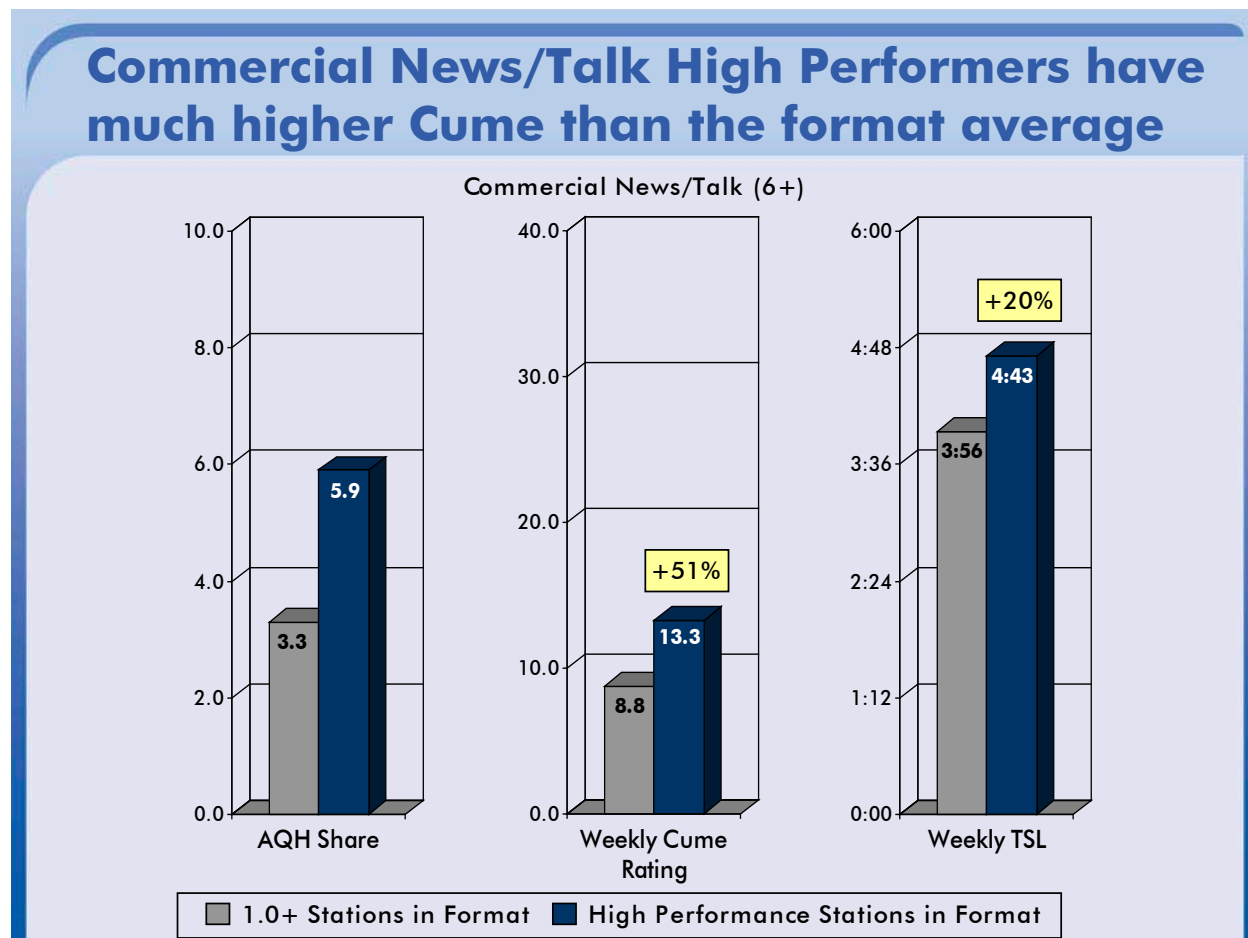
Commercial News/Talk

Even though the Commercial News/Talk stations we analyzed had an average Weekly Cume level that was lower than the average for all stations, the format followed the overall pattern of Weekly Cume differentiating the High Performance stations. The 13.3 average Weekly

Cume Rating that the format's High Performance achieved was far lower than we observed for High Performance stations in other formats, but it was a striking 51% higher than the 8.8 average for all stations in the format.

Commercial News/Talk High Performers have much higher Cume than the format average

Commercial News/Talk (6+)

| 1.0+ Stations in Format | High Performance Stations in Format |

AQH Share: 3.3 / 5.9

Weekly Cume Rating: 8.8 / 13.3 (+51%)

Weekly TSL: 3:56 / 4:43 (+20%)

High Performance Commercial News/Talk stations also outperformed all stations in the format in terms of Weekly TSL, but not nearly to the extent that they did by Cume. The average Commercial News/Talk station generated three hours and 56 minutes of Weekly TSL; among the High Performance stations, the average was 20% higher at four hours and 43 minutes.

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Public News/Talk

Public News/Talk High Performance stations were differentiated by their Weekly Cume performances to a greater extent than any other format we analyzed even though the format as a whole had an average Weekly Cume that was the lowest of the formats we examined. The 11.3 average Weekly Cume Rating of the High Performance stations in the format was a staggering 74% higher than the 6.5 average for all stations in the format.

Public News/Talk High Performers are completely differentiated by stronger Cume
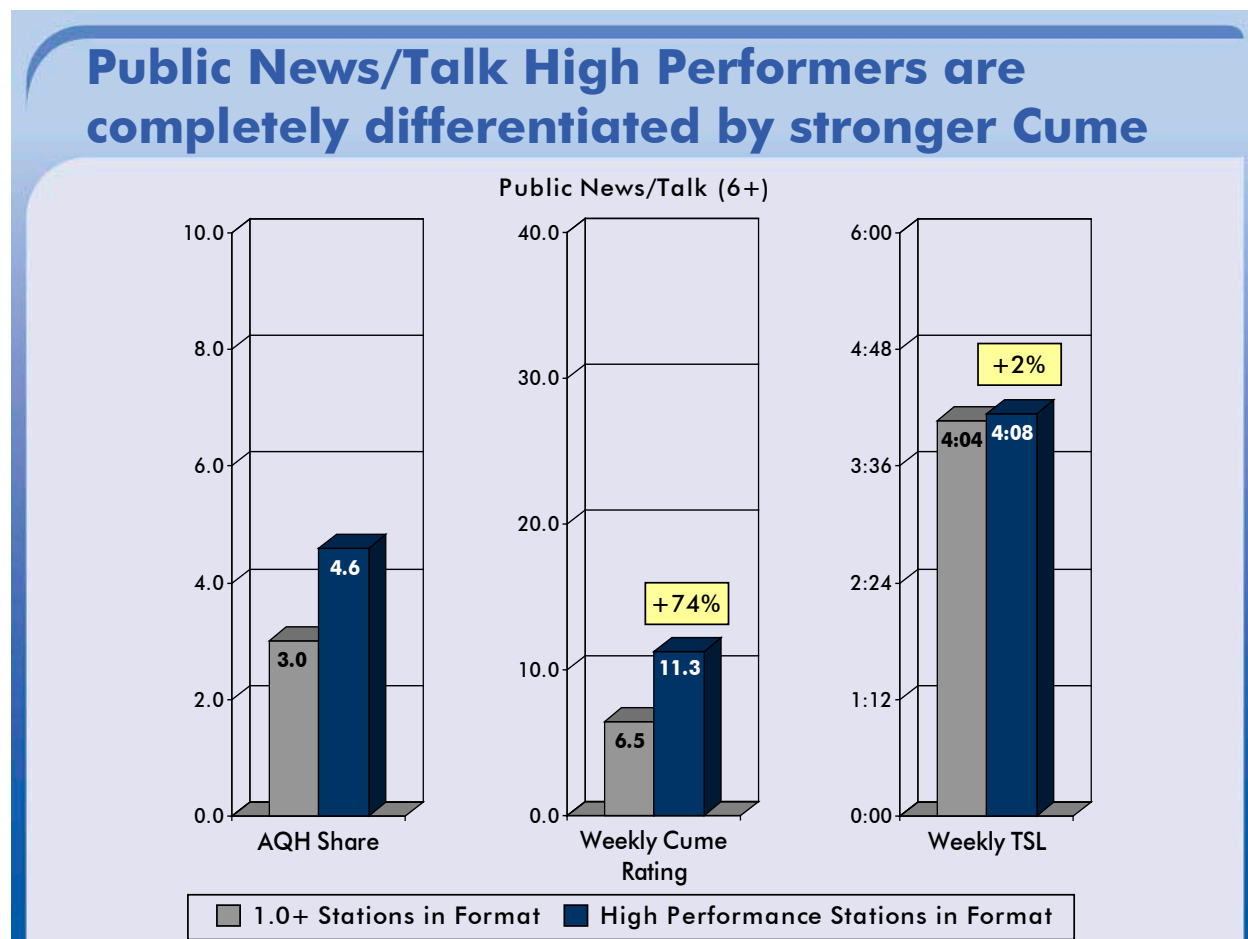
Public News/Talk (6+)

By comparison, there was virtually no difference between the Weekly TSL generated by the Public News/Talk High Performance stations and the average for all of the format's stations. At four hours and eight minutes, the average Weekly TSL of the High Performance stations was only 2% higher than the four-hour, four-minute overall average for the format.

TAKE-AWAY POINTS

Recognize the Importance of Awareness, Positioning and Branding

The findings of this study—especially how Weekly Cume is a far stronger differentiator of High Performance stations than any other measure we examined—reaffirms how important being well known, having a well-defined position and possessing brand attributes that listeners find appealing is to success under PPM measurement. A station's ability to get more people to tune into it in the first place is the biggest driver of high performance under PPM measurement.

While ensuring that product execution is as strong as possible is always a good practice and will help generate incremental Cume listening, stations must also expend as much energy and resources as possible on their marketing strategies. Marketing is not only about having the right product; it is also about having the right position, the right distribution strategy and the right brand name. Once that strategy is set, stations should devote as many resources as they can to advertise, so that they can generate awareness and position their brand names in the minds of consumers.

Emphasize Getting Listeners to Tune in More Often Rather than "Stretching" Each Occasion

The High Performance stations in this study generally have higher-than-average TSL levels. Stations, however, should understand that listener lifestyle plays a huge role in how listeners use radio and their ability to "stretch" individual listening occasions is very limited. The more impactful way to generate TSL is to get listeners—especially a station's P1 listeners—to tune in more times each week.

This can be accomplished by offering compelling content, but also by establishing a clearly-defined position and building a brand. Stations that possess strong positions and brands get listeners to return to them on a regular basis.

Thus, stations should avoid seeking a tactical solution for what is a strategic challenge. While there is some value in tactics like on-air promotion of upcoming content, stations' resources—including the energy of their programming staffs—are better utilized when they are focused on activities that will build strong brands. This means that if a station's position is

underdeveloped or it lacks brand attributes with which listeners want to affiliate, it will have a better chance of increasing listening occasions by airing promos designed to build its position and brand rather than those that tactically try to get listeners to tune in at a specific time.

Recognize the Continued Importance of P1 Listening

P1 listeners are incredibly valuable to a station that is measured by PPM, as they generate nearly two-thirds of the AQH listening to High Performance stations. Thus, building a sizable P1 audience and then servicing that P1 audience should be paramount for most stations. Listeners become P1s to those stations they intentionally listen to[2] because they have a clear perception of what the station offers and stands for, and because it possesses brand attributes with which listeners want to affiliate.

Review, but Do Not Overreact to How Your "Vital Signs" Compare to Others

This study enables a station to compare its performance across the many measures available in Arbitron's PD Advantage Web "Vital Signs" report with average stations in its format and—more importantly—the High Performance stations in its format. The Appendix to this report includes tables for numerous formats that allow for such comparisons and we encourage stations to utilize them.

However, stations should be careful in how they interpret comparisons because differences in how an individual station performs do not necessarily mean that a station's strategy is on- or off-target. For example, a station that achieves Weekly TSL levels that are comparable to those of other stations in its format, but has lower Weekly Cume Ratings should not necessarily focus its efforts on Cume-building. Other research may find, for example, that its ability to grow Cume further is constrained by the level of demand that exists in its market for the format it offers.

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[2] For more information on Intentional, Incidental and Invisible listening, see Coleman Insights' "Real PPM Panelists Tell All" study, available at www.ColemanInsights.com.

METHODOLOGY

Arbitron provided Coleman Insights with data from its PD Advantage Web service for all stations in the 20 US markets in which PPM measurement served as "currency" in April, May and June 2009. Much of this data came from PD Advantage Web's Vital Signs report, which includes detailed information on each station's audience in terms of Average Quarter-Hour (AQH) listening, Cume listening and Time Spent Listening (TSL) and the specific components of those measures.

All analyses, except where noted otherwise, are based on the Persons 6+ demographic and the Monday-Sunday, 6AM-Midnight daypart. We utilized Metro-based estimates exclusively, and in cases where Arbitron reported ratings for individual stations in more than one Metro, Coleman Insights subjectively selected the one Metro that we felt best represented the station's performance (which generally was each station's "home" Metro).

For each of the 451 stations measured via PPM that achieved an AQH Share of 1.0 or higher in the combined April-May-June 2009 survey period, Coleman Insights calculated a Performance Index designed to account for the fact that AQH Share levels are not easily compared across markets (i.e., achieving a 4.0 share in Los Angeles represents higher performance than a 4.0 share in Minneapolis-St. Paul). To calculate each station's Performance Index, we divided its Persons 6+ AQH Share by the average AQH share of the top ten stations in its market.

Coleman Insights then designated the 73 stations that achieved Performance Indices of 100 or higher as High Performance stations. In addition, we classified all 451 1.0+ Share stations by format and then designated High Performance stations within each format group. High Performance stations by format were generally those that achieved Performance Indices that were at least one standard deviation above the average Performance Index for all the stations in that format group, although we made some exceptions based on the distribution of scores in an effort to have High Performance stations represent roughly 25% to 35% of the stations in a format.

APPENDIX: "VITAL SIGNS" BY FORMAT

Persons 6+, Monday-Sunday 6AM-Midnight, April 2009 to June 2009, except where noted otherwise

AAA

	All Stations	High Performance Stations
Stations	11	3
Markets	10	3
Estimates		
Average Weekly Cume Rating	10.6	14.6
Average Weekly TSL (HH:MM)[3]	2:14	2:29
Average Weekly Occasions	12.3	14.8
Average Weekly Time Spent per Occasions (HH:MM)	0:10	0:10

Active Rock/AOR

	All Stations	High Performance Stations
Stations	13	5
Markets	11	5
Estimates		
Average Weekly Cume Rating	15.1	18.9
Average Weekly TSL (HH:MM)	2:21	2:32
Average Weekly Occasions	14.0	15.4
Average Weekly Time Spent per Occasions (HH:MM)	0:09	0:09

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[3] Arbitron's PD Advantage Web reports Weekly TSL data rounded to the nearest quarter-hour. The minute-based data reported here are for comparison purposes only.

Adult Hits

	All Stations	High Performance Stations
Stations	10	3
Markets	10	3
Estimates		
Average Weekly Cume Rating	20.2	22.6
Average Weekly TSL (HH:MM)	2:02	2:12
Average Weekly Occasions	12.8	13.3
Average Weekly Time Spent per Occasions (HH:MM)	0:10	0:10

Alternative

	All Stations	High Performance Stations
Stations	16	4
Markets	14	4
Estimates		
Average Weekly Cume Rating	15.4	18.6
Average Weekly TSL (HH:MM)	1:55	2:32
Average Weekly Occasions	12.0	15.2
Average Weekly Time Spent per Occasions (HH:MM)	0:09	0:09

All News

	All Stations	High Performance Stations
Stations	11	4
Markets	9	4
Estimates		
Average Weekly Cume Rating	15.7	21.2
Average Weekly TSL (HH:MM)	3:00	3:14
Average Weekly Occasions	20.7	23.7
Average Weekly Time Spent per Occasions (HH:MM)	0:11	0:11

Classic Rock

	All Stations	High Performance Stations
Stations	18	5
Markets	17	5
Estimates		
Average Weekly Cume Rating	17.3	21.1
Average Weekly TSL (HH:MM)	2:23	2:45
Average Weekly Occasions	14.5	17.0
Average Weekly Time Spent per Occasions (HH:MM)	0:10	0:10

Commercial News/Talk

	All Stations	High Performance Stations
Stations	41	8
Markets	17	7
Estimates		
Average Weekly Cume Rating	8.8	13.3
Average Weekly TSL (HH:MM)	3:56	4:43
Average Weekly Occasions	27.2	34.4
Average Weekly Time Spent per Occasions (HH:MM)	0:12	0:12

Contemporary Christian

	All Stations	High Performance Stations
Stations	11	3
Markets	10	3
Estimates		
Average Weekly Cume Rating	8.9	11.6
Average Weekly TSL (HH:MM)	3:18	4:43
Average Weekly Occasions	17.3	20.5
Average Weekly Time Spent per Occasions (HH:MM)	0:11	0:11

Country

	All Stations	High Performance Stations
Stations	28	8
Markets	17	7
Estimates		
Average Weekly Cume Rating	13.7	17.6
Average Weekly TSL (HH:MM)	2:54	3:09
Average Weekly Occasions	16.9	19.2
Average Weekly Time Spent per Occasions (HH:MM)	0:10	0:11

Hot AC

	All Stations	High Performance Stations
Stations	20	5
Markets	17	5
Estimates		
Average Weekly Cume Rating	19.2	25.2
Average Weekly TSL (HH:MM)	2:02	2:30
Average Weekly Occasions	12.6	15.2
Average Weekly Time Spent per Occasions (HH:MM)	0:09	0:10

Mainstream AC

	All Stations	High Performance Stations
Stations	31	7
Markets	20	7
Estimates		
Average Weekly Cume Rating	23.3	31.0
Average Weekly TSL (HH:MM)	2:13	2:29
Average Weekly Occasions	13.0	15.4
Average Weekly Time Spent per Occasions (HH:MM)	0:11	0:11

Oldies

	All Stations	High Performance Stations
Stations	17	5
Markets	14	5
Estimates		
Average Weekly Cume Rating	19.3	24.3
Average Weekly TSL (HH:MM)	2:41	2:26
Average Weekly Occasions	16.3	14.9
Average Weekly Time Spent per Occasions (HH:MM)	0:11	0:11

Pop CHR

	All Stations	High Performance Stations
Stations	20	6
Markets	16	6
Estimates		
Average Weekly Cume Rating	25.1	29.8
Average Weekly TSL (HH:MM)	2:02	2:12
Average Weekly Occasions	14.3	15.6
Average Weekly Time Spent per Occasions (HH:MM)	0:09	0:09

Public News/Talk

	All Stations	High Performance Stations
Stations	18	5
Markets	17	5
Estimates		
Average Weekly Cume Rating	6.5	11.3
Average Weekly TSL (HH:MM)	4:04	4:08
Average Weekly Occasions	26.5	27.9
Average Weekly Time Spent per Occasions (HH:MM)	0:12	0:12

Regional Mexican[4]

	All Stations	High Performance Stations
Stations	23	6
Markets	9	5
Estimates		
Average Weekly Cume Rating	28.1	35.3
Average Weekly TSL (HH:MM)	2:59	3:19
Average Weekly Occasions	22.0	25.5
Average Weekly Time Spent per Occasions (HH:MM)	0:10	0:11

Rhythmic CHR

	All Stations	High Performance Stations
Stations	16	6
Markets	12	6
Estimates		
Average Weekly Cume Rating	20.7	22.6
Average Weekly TSL (HH:MM)	1:48	1:55
Average Weekly Occasions	13.3	14.5
Average Weekly Time Spent per Occasions (HH:MM)	0:08	0:09

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[4] Regional Mexican data, which are based on Hispanics 6+, are broken out here separately and included—along with Spanish Gold, Spanish Pop/AC and Spanish Tropical—in the Spanish Music breakout as well.

Spanish Pop/AC[5]

	All Stations	High Performance Stations
Stations	19	6
Markets	10	6
Estimates		
Average Weekly Cume Rating	32.3	38.3
Average Weekly TSL (HH:MM)	2:25	2:49
Average Weekly Occasions	17.3	19.1
Average Weekly Time Spent per Occasions (HH:MM)	0:10	0:11

Sports

	All Stations	High Performance Stations
Stations	22	7
Markets	16	7
Estimates		
Average Weekly Cume Rating	8.7	11.9
Average Weekly TSL (HH:MM)	3:04	3:40
Average Weekly Occasions	19.8	23.6
Average Weekly Time Spent per Occasions (HH:MM)	0:10	0:11

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[5] Spanish Pop/AC data, which are based on Hispanics 6+, are broken out here separately and included—along with Regional Mexican, Spanish Gold, and Spanish Tropical—in the Spanish Music breakout as well.

Urban AC[6]

	All Stations	High Performance Stations
Stations	18	5
Markets	10	5
Estimates		
Average Weekly Cume Rating	48.0	56.1
Average Weekly TSL (HH:MM)	4:01	5:08
Average Weekly Occasions	28.3	36.0
Average Weekly Time Spent per Occasions (HH:MM)	0:12	0:13

Urban Contemporary

	All Stations	High Performance Stations
Stations	18	5
Markets	10	5
Estimates		
Average Weekly Cume Rating	48.8	61.0
Average Weekly TSL (HH:MM)	3:12	4:14
Average Weekly Occasions	22.2	28.6
Average Weekly Time Spent per Occasions (HH:MM)	0:10	0:11

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[6] Urban AC data are based on Blacks 6+.

Spanish Music[7]

	All Stations	High Performance Stations
Stations	54	16
Markets	13	9
Estimates		
Average Weekly Cume Rating	31.1	35.7
Average Weekly TSL (HH:MM)	2:51	3:18
Average Weekly Occasions	20.5	24.1
Average Weekly Time Spent per Occasions (HH:MM)	0:11	0:11

[7] Spanish Music data are based on Hispanics 6+ and include stations airing Regional Mexican, Spanish Gold, Spanish Pop/AC and Spanish Tropical formats.