

How Is My Station Really Doing?

The New PPM Benchmarks You Need to Know

 **Research Director Inc.**
the ratings experts™



Research Director, Inc.'s PPM Benchmarks

- **Based on all metro radio stations in the 45 PPM non-embedded metros**
 - 13-book average (Oct. 2010 – Sept. 2011)
 - Over 1,700 different radio stations
 - Stations were divided into 19 format groups – estimates by format group represent the average station in that format group
- **Programmers**
 - Are you matching or exceeding the benchmarks for your format and/or demographic/ethnic group?
- **Marketers**
 - Are there elements which will help you enhance the value of radio to potential advertisers?



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Overall Format Performance



Format Groups

Format Group	Arbitron Formats
Adult Contemporary (171)	Adult Contemporary
	Christian Adult Contemporary
	Hot Adult Contemporary
	Modern Adult Contemporary
	Rhythmic AC
	Soft Adult Contemporary
Adult Rock (85)	Album Adult Alternative
	Classic Rock
	Mainstream Rock
Adult Urban (50)	Urban Adult Contemporary
	Urban Oldies
All News (15)	All News
All Sports (118)	All Sports
CHR (82)	Pop Contemporary Hit Radio
Classical (37)	Classical
Country (123)	Classic Country
	Country
	New Country
Hits (101)	80's Hits
	Adult Hits
	Classic Hits
Inspirational (53)	Contemporary Inspirational
	Gospel
	Southern Gospel
Mexican Regional (84)	Mexican Regional

Format Group	Arbitron Formats
News/Talk (243)	News Talk Information
	Talk/Personality
Oldies (30)	Oldies
	Rhythmic Oldies
Religious (119)	Contemporary Christian
	Religious
Smooth/Jazz (28)	Jazz
	New AC (NAC)/Smooth Jazz
	Smooth AC
Spanish Music (106)	Spanish Adult Hits
	Spanish Contemporary
	Spanish Contemporary Christian
	Spanish Hot Adult Contemporary
	Spanish Oldies
	Spanish Religious
	Spanish Tropical
Spanish Variety	
Spanish Talk (25)	Spanish News/Talk
	Spanish Sports
Urban Contemporary (69)	Rhythmic Contemporary Hit Radio
	Urban Contemporary
Young Rock/Alternative (94)	Active Rock
	Album Oriented Rock
	Alternative
Total Stations: 1,708	Total Markets: 45

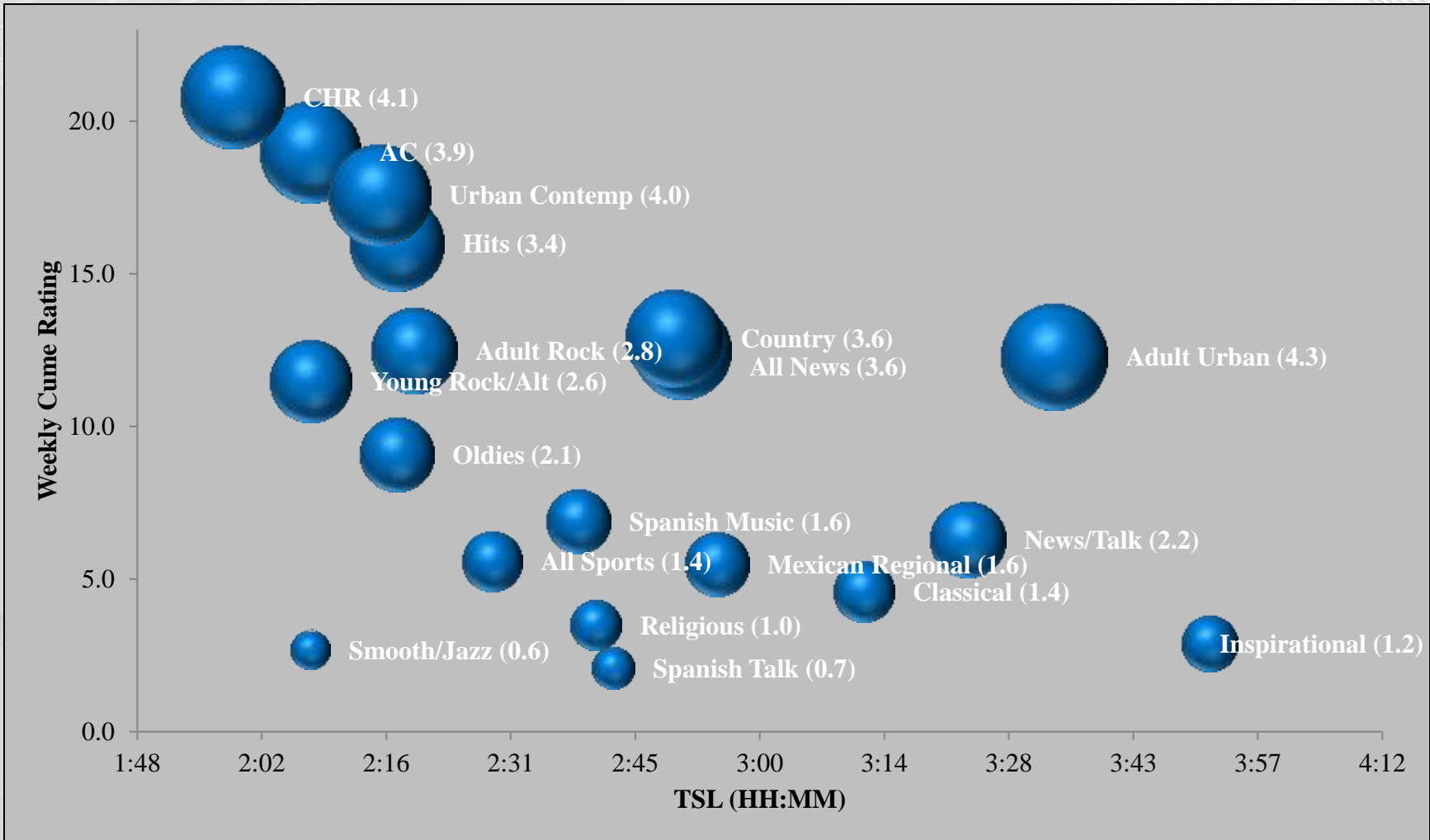


Total Week Estimates by Format Group

Persons 6+

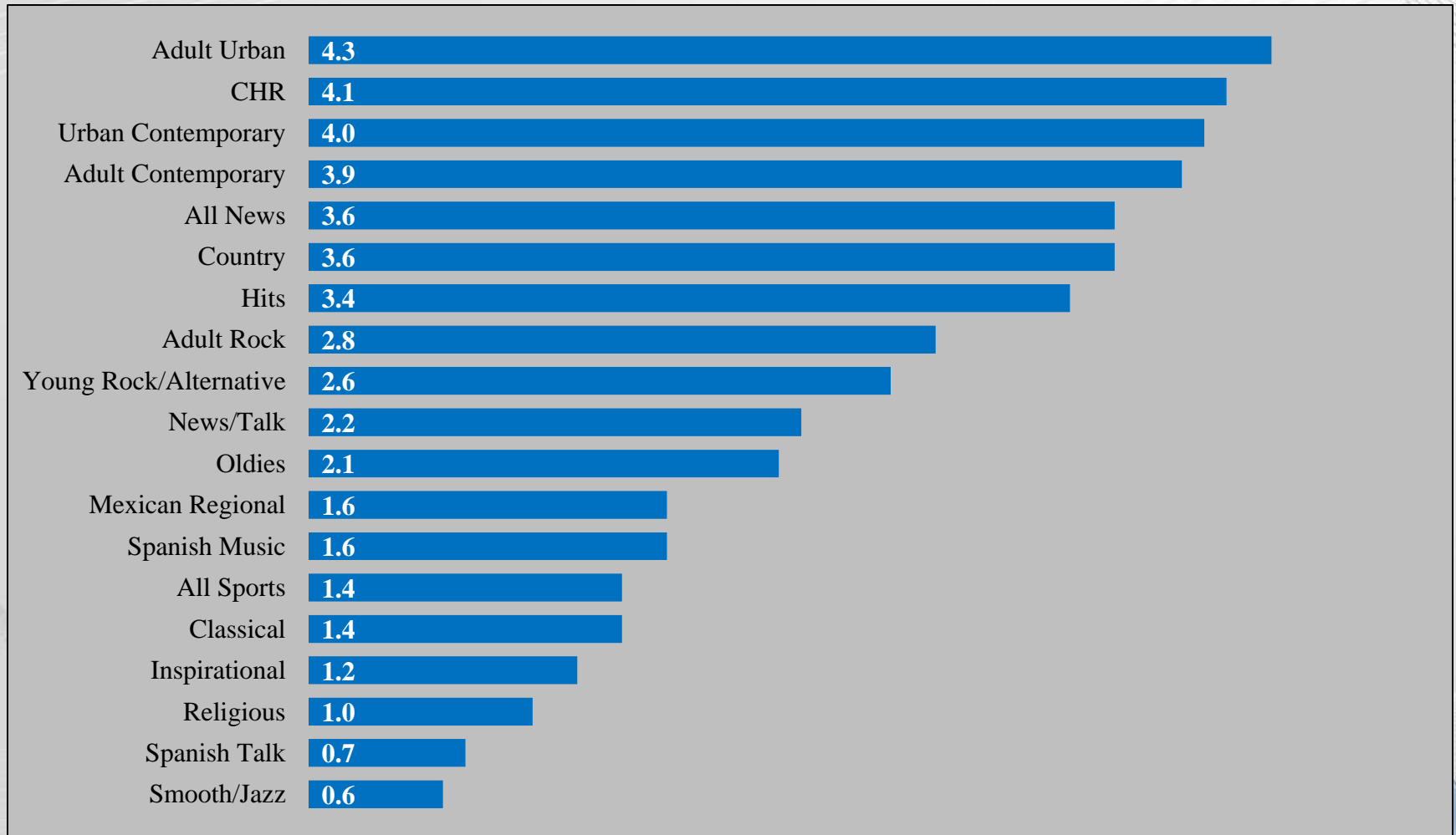
	AQH Share	Weekly Cume Rating	Daily Cume Rating	Weekly TSL	Daily TSL
Adult Contemporary	3.9	19.0	5.7	2:08	1:02
Adult Rock	2.8	12.5	4.0	2:20	1:05
Adult Urban	4.3	12.3	4.9	3:34	1:20
All News	3.6	12.5	5.3	2:51	1:02
All Sports	1.4	5.6	2.0	2:29	1:00
CHR	4.1	20.8	7.5	1:59	0:50
Classical	1.4	4.6	1.6	3:12	1:19
Country	3.6	12.9	4.7	2:50	1:09
Hits	3.4	16.0	4.8	2:18	1:06
Inspirational	1.2	2.9	1.2	3:52	1:23
Mexican Regional	1.6	5.5	2.1	2:55	1:08
News/Talk	2.2	6.3	2.7	3:24	1:12
Oldies	2.1	9.1	2.9	2:18	1:03
Religious	1.0	3.5	1.3	2:41	1:03
Smooth/Jazz	0.6	2.7	0.8	2:08	1:05
Spanish Music	1.6	6.9	2.3	2:39	1:06
Spanish Talk	0.7	2.1	0.8	2:43	1:02
Urban Contemporary	4.0	17.6	6.6	2:16	0:53
Young Rock/Alternative	2.6	11.5	3.8	2:08	0:57
Market Total	100.0	94.1	69.0	11:25	2:13

AQH Share Graphed by Cume Rating & TSL Persons 6+ / Mon-Sun 6A-12Mid



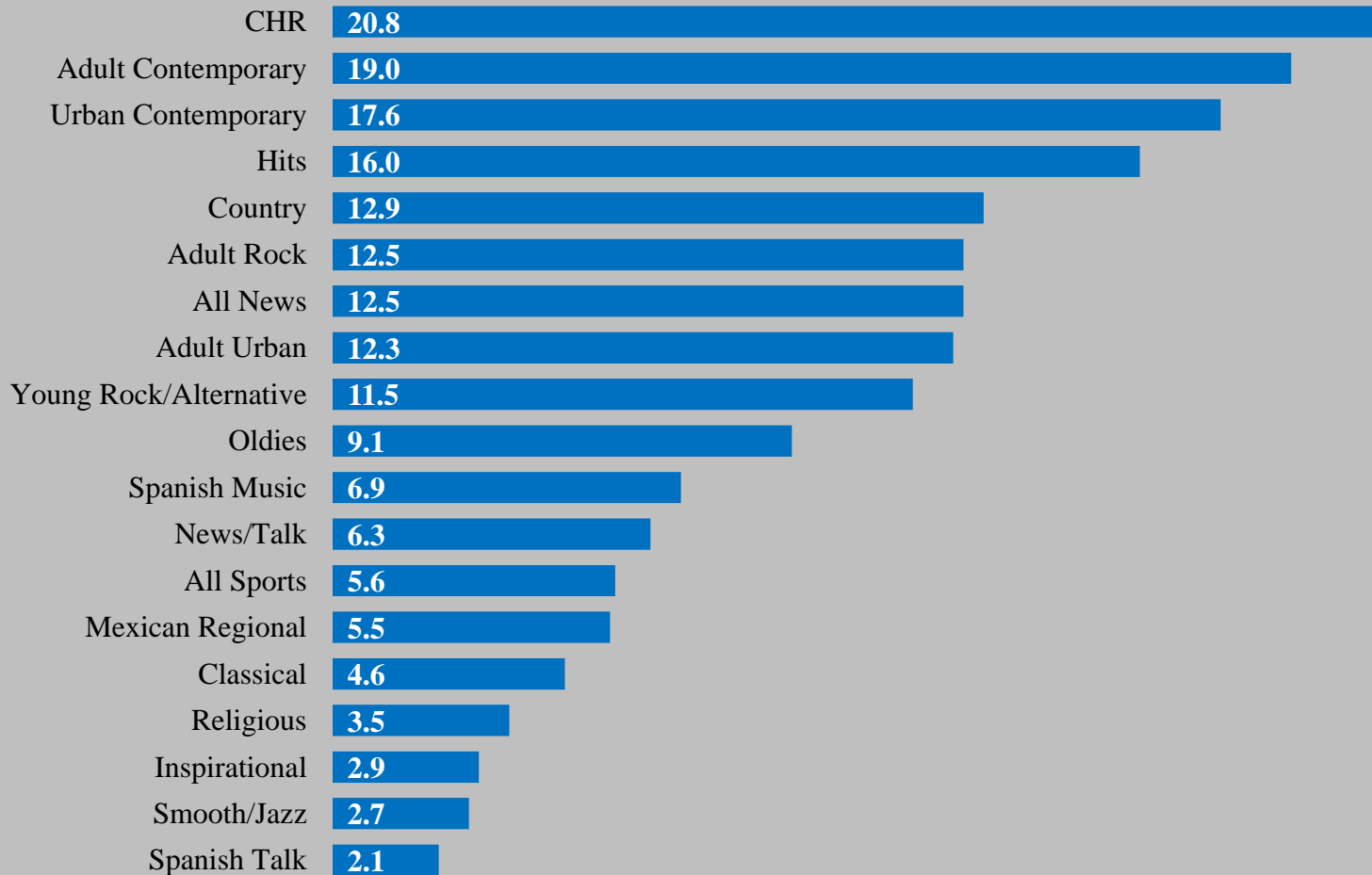
AQH Share Ranker by Format Group

Persons 6+ / Mon-Sun 6A-12Mid



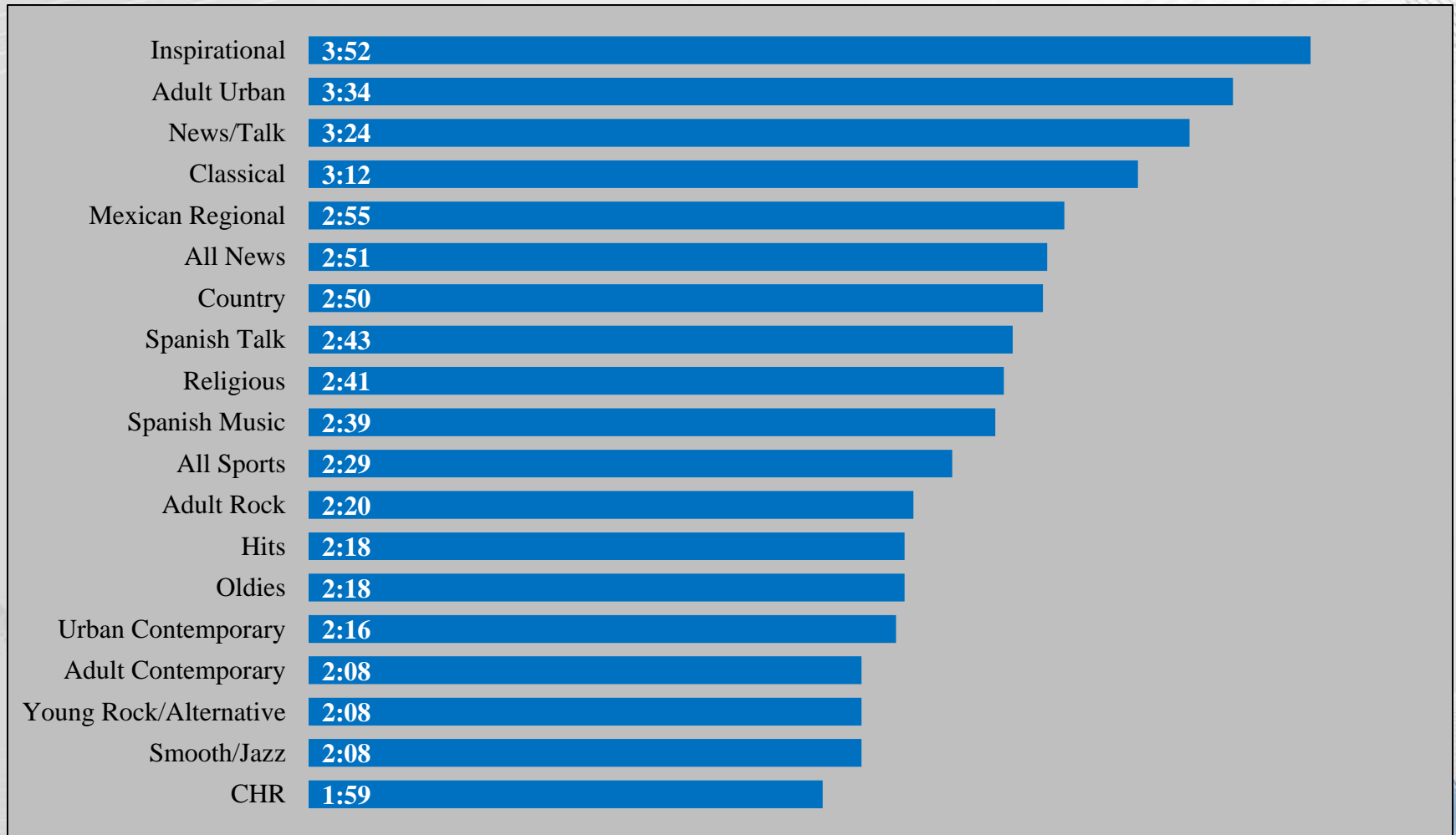
Weekly Cume Rating Ranker by Format Group

Persons 6+ / Mon-Sun 6A-12Mid



Weekly TSL Ranker by Format Group

Persons 6+ / Mon-Sun 6A-12Mid



Total Week Estimates by Gender/Age/Ethnicity

Market Total

	AQH Rating	Weekly Cume Rating	Daily Cume Rating	Weekly TSL	Daily TSL
Persons 6+	8.5	94.1	69.0	11:25	2:13
Men 18+	10.1	94.8	73.0	13:25	2:29
Women 18+	8.5	93.9	69.1	11:22	2:12
Adults 18-34	8.4	94.4	70.1	11:14	2:09
Adults 18-49	9.3	95.2	72.9	12:17	2:17
Adults 25-54	9.8	95.7	74.6	12:55	2:22
Adults 35-64	10.2	95.8	74.7	13:22	2:27
Adults 35+	9.6	94.3	71.4	12:50	2:25
Black Adults 18+	8.9	93.8	67.9	11:59	2:22
Hispanic Adults 18+	9.8	96.0	73.8	12:53	2:23
Other Adults 18+	8.9	93.8	70.2	12:00	2:17



Listening by Day of the Week



Listening by Day of the Week

- **Do listeners tune into Radio more on particular days of the week?**
- **Does listening by day of the week vary by format group?**
- **Does listening by day of the week vary by demographic/ethnic group?**



Listening by Day of the Week - Format Groups

AQH Share / Persons 6+ / 6A-12Mid

	Total Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Adult Contemporary	3.9	3.9	3.9	3.9	3.9	3.9	3.9	3.7
Adult Rock	2.8	2.9	2.9	2.9	2.9	2.9	2.8	2.6
Adult Urban	4.3	4.2	4.2	4.2	4.2	4.4	4.7	4.6
All News	3.6	3.7	3.7	3.7	3.7	3.5	3.1	3.4
All Sports	1.4	1.5	1.5	1.5	1.5	1.4	1.0	1.3
CHR	4.1	3.9	3.8	3.8	3.9	4.0	4.6	4.7
Classical	1.4	1.4	1.4	1.4	1.4	1.3	1.3	1.6
Country	3.6	3.6	3.5	3.5	3.5	3.6	3.9	3.9
Hits	3.4	3.4	3.4	3.4	3.5	3.5	3.5	3.2
Inspirational	1.2	1.1	1.2	1.2	1.1	1.1	1.2	1.5
Mexican Regional	1.6	1.6	1.5	1.5	1.6	1.6	1.6	1.6
News/Talk	2.2	2.4	2.5	2.5	2.4	2.3	1.7	1.7
Oldies	2.1	2.1	2.1	2.1	2.1	2.1	2.3	2.0
Religious	1.0	0.9	0.9	1.0	0.9	0.9	1.0	1.2
Smooth/Jazz	0.6	0.5	0.5	0.5	0.5	0.6	0.7	0.8
Spanish Music	1.6	1.6	1.5	1.6	1.6	1.6	1.8	1.8
Spanish Talk	0.7	0.7	0.7	0.7	0.7	0.7	0.4	0.5
Urban Contemporary	4.0	3.7	3.7	3.7	3.8	4.0	4.6	4.4
Young Rock/Alternative	2.6	2.6	2.6	2.6	2.6	2.6	2.5	2.4
Market Total (AQH Rating)	8.5	8.8	9.1	9.2	9.2	9.5	7.8	6.2

Listening by Day of the Week - Format Groups

AQH Share Indexed vs. Total Week / Persons 6+ / 6A-12Mid

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Adult Contemporary	100	100	100	100	100	100	95
Adult Rock	104	104	104	104	104	100	93
Adult Urban	98	98	98	98	102	109	107
All News	103	103	103	103	97	86	94
All Sports	107	107	107	107	100	71	93
CHR	95	93	93	95	98	112	115
Classical	100	100	100	100	93	93	114
Country	100	97	97	97	100	108	108
Hits	100	100	100	103	103	103	94
Inspirational	92	100	100	92	92	100	125
Mexican Regional	100	94	94	100	100	100	100
News/Talk	109	114	114	109	105	77	77
Oldies	100	100	100	100	100	110	95
Religious	90	90	100	90	90	100	120
Smooth/Jazz	83	83	83	83	100	117	133
Spanish Music	100	94	100	100	100	113	113
Spanish Talk	100	100	100	100	100	57	71
Urban Contemporary	93	93	93	95	100	115	110
Young Rock/Alternative	100	100	100	100	100	96	92
Market Total (AQH Rating)	104	107	108	108	112	92	73



Listening by Day of the Week - Format Groups

Daily Cume Rating / Persons 6+ / 6A-12Mid

	Total Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Adult Contemporary	5.7	5.7	5.9	6.0	6.1	6.4	5.7	4.4
Adult Rock	4.0	4.0	4.1	4.1	4.2	4.4	3.9	3.2
Adult Urban	4.9	4.8	5.0	5.0	5.1	5.4	4.9	4.1
All News	5.3	5.5	5.8	5.8	5.7	5.6	4.3	4.1
All Sports	2.0	2.2	2.2	2.2	2.2	2.2	1.6	1.7
CHR	7.5	7.4	7.5	7.6	7.7	8.1	7.7	6.5
Classical	1.6	1.7	1.7	1.7	1.7	1.7	1.4	1.4
Country	4.7	4.7	4.8	4.9	4.9	5.1	4.7	4.0
Hits	4.8	4.8	5.0	5.0	5.1	5.4	4.9	3.8
Inspirational	1.2	1.2	1.2	1.3	1.3	1.3	1.1	1.2
Mexican Regional	2.1	2.1	2.1	2.1	2.1	2.2	2.1	1.8
News/Talk	2.7	2.9	3.1	3.1	3.0	3.0	2.0	1.7
Oldies	2.9	2.9	3.0	3.0	3.0	3.2	2.9	2.2
Religious	1.3	1.3	1.4	1.4	1.4	1.4	1.2	1.3
Smooth/Jazz	0.8	0.7	0.7	0.8	0.7	0.8	0.9	0.8
Spanish Music	2.3	2.3	2.3	2.4	2.4	2.5	2.5	2.1
Spanish Talk	0.8	0.9	1.0	1.0	1.0	0.9	0.5	0.5
Urban Contemporary	6.6	6.4	6.6	6.6	6.8	7.2	6.9	5.6
Young Rock/Alternative	3.8	3.9	4.0	4.0	4.1	4.3	3.7	3.0
Market Total	69.0	69.7	71.0	71.4	71.4	72.4	66.4	61.0

Listening by Day of the Week - Format Groups

Daily Cume Rating Indexed vs. Total Week / Persons 6+ / 6A-12Mid

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Adult Contemporary	100	104	105	107	112	100	77
Adult Rock	100	102	102	105	110	98	80
Adult Urban	98	102	102	104	110	100	84
All News	104	109	109	108	106	81	77
All Sports	110	110	110	110	110	80	85
CHR	99	100	101	103	108	103	87
Classical	106	106	106	106	106	87	87
Country	100	102	104	104	109	100	85
Hits	100	104	104	106	113	102	79
Inspirational	100	100	108	108	108	92	100
Mexican Regional	100	100	100	100	105	100	86
News/Talk	107	115	115	111	111	74	63
Oldies	100	103	103	103	110	100	76
Religious	100	108	108	108	108	92	100
Smooth/Jazz	87	87	100	87	100	113	100
Spanish Music	100	100	104	104	109	109	91
Spanish Talk	113	125	125	125	113	63	63
Urban Contemporary	97	100	100	103	109	105	85
Young Rock/Alternative	103	105	105	108	113	97	79
Market Total	101	103	103	103	105	96	88



Listening by Day of the Week - Format Groups

Daily TSL / Persons 6+ / 6A-12Mid

	Total Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Adult Contemporary	1:02	1:04	1:05	1:05	1:03	1:03	0:56	0:53
Adult Rock	1:05	1:07	1:07	1:07	1:06	1:05	1:00	0:55
Adult Urban	1:20	1:18	1:20	1:20	1:21	1:20	1:13	1:11
All News	1:02	1:02	1:04	1:04	1:04	1:03	1:05	0:56
All Sports	1:00	1:02	1:03	1:02	1:02	1:01	0:49	0:46
CHR	0:50	0:50	0:47	0:51	0:49	0:51	0:49	0:48
Classical	1:19	1:21	1:21	1:19	1:20	1:20	1:16	1:16
Country	1:09	1:09	1:09	1:10	1:11	1:09	1:06	1:01
Hits	1:06	1:08	1:09	1:10	1:09	1:07	1:00	0:54
Inspirational	1:23	1:20	1:25	1:24	1:25	1:28	1:23	1:14
Mexican Regional	1:08	1:09	1:11	1:11	1:12	1:11	1:03	0:59
News/Talk	1:12	1:14	1:15	1:13	1:13	1:13	1:03	0:59
Oldies	1:03	1:03	1:04	1:01	1:03	1:02	0:59	0:52
Religious	1:03	1:05	1:04	1:04	1:05	1:04	1:03	0:58
Smooth/Jazz	1:05	0:59	1:01	1:04	1:01	1:04	1:05	1:03
Spanish Music	1:06	1:07	1:06	1:08	1:07	1:08	1:04	0:59
Spanish Talk	1:02	1:05	1:05	1:04	1:06	1:05	0:55	0:54
Urban Contemporary	0:53	0:52	0:53	0:53	0:53	0:54	0:53	0:50
Young Rock/Alternative	0:57	0:58	0:59	0:59	0:58	0:57	0:53	0:50
Market Total	2:13	2:16	2:18	2:18	2:19	2:22	2:07	1:50

Listening by Day of the Week - Format Groups

Daily TSL Indexed vs. Total Week / Persons 6+ / 6A-12Mid

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Adult Contemporary	104	105	105	102	101	91	85
Adult Rock	103	104	103	103	100	93	85
Adult Urban	98	100	101	101	101	91	89
All News	100	104	103	104	103	105	90
All Sports	103	105	103	104	103	81	77
CHR	100	95	103	98	102	99	98
Classical	103	103	101	101	102	97	96
Country	101	101	102	103	100	96	89
Hits	102	104	105	104	100	90	82
Inspirational	96	102	101	102	106	100	89
Mexican Regional	102	104	105	105	104	93	86
News/Talk	102	104	102	102	102	88	81
Oldies	101	102	98	100	100	94	84
Religious	102	102	102	103	101	99	92
Smooth/Jazz	91	95	99	95	99	100	97
Spanish Music	102	101	104	103	104	98	90
Spanish Talk	104	105	103	106	105	88	86
Urban Contemporary	100	100	100	100	103	101	95
Young Rock/Alternative	102	104	104	103	100	94	88
Market Total	102	104	104	104	106	95	82



Listening by Day of the Week – Gender/Age/Ethnicity

Market Total / AQH Rating / 6A-12Mid

	Total Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Persons 6+	8.5	8.8	9.1	9.2	9.2	9.5	7.8	6.2
Men 18+	10.1	10.6	11.1	11.1	11.1	11.4	8.7	6.8
Women 18+	8.5	8.7	9.0	9.1	9.2	9.5	7.7	6.1
Adults 18-34	8.4	8.6	9.0	9.0	9.1	9.5	7.7	6.1
Adults 18-49	9.3	9.6	10.1	10.1	10.2	10.5	8.2	6.3
Adults 25-54	9.8	10.3	10.8	10.8	10.8	11.1	8.4	6.5
Adults 35-64	10.2	10.7	11.2	11.2	11.2	11.5	8.7	6.7
Adults 35+	9.6	10.0	10.5	10.5	10.5	10.8	8.4	6.6
Black Adults 18+	8.9	9.0	9.4	9.5	9.6	10.1	8.3	6.6
Hispanic Adults 18+	9.8	10.1	10.4	10.5	10.6	10.9	8.9	7.0
Other Adults 18+	8.9	9.4	9.8	9.8	9.8	10.0	7.7	6.1



Listening by Day of the Week – Gender/Age/Ethnicity

Market Total / AQH Rating Indexed vs. Total Week / 6A-12Mid

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Persons 6+	104	107	108	108	112	92	73
Men 18+	105	110	110	110	113	86	67
Women 18+	102	106	107	108	112	91	72
Adults 18-34	102	107	107	108	113	92	73
Adults 18-49	103	109	109	110	113	88	68
Adults 25-54	105	110	110	110	113	86	66
Adults 35-64	105	110	110	110	113	85	66
Adults 35+	104	109	109	109	113	88	69
Black Adults 18+	101	106	107	108	113	93	74
Hispanic Adults 18+	103	106	107	108	111	91	71
Other Adults 18+	106	110	110	110	112	87	69



Listening by Day of the Week – Gender/Age/Ethnicity

Market Total / Daily Cume Rating / 6A-12Mid

	Total Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Persons 6+	69.0	69.7	71.0	71.4	71.4	72.4	66.4	61.0
Men 18+	73.0	74.4	75.6	75.8	75.8	76.4	69.6	63.7
Women 18+	69.1	69.8	71.4	71.7	71.8	72.7	66.1	60.5
Adults 18-34	70.1	70.7	71.8	72.1	72.4	73.6	67.8	62.2
Adults 18-49	72.9	73.9	75.2	75.4	75.5	76.4	69.7	63.8
Adults 25-54	74.6	75.9	77.3	77.5	77.5	78.2	70.8	64.7
Adults 35-64	74.7	76.2	77.6	77.8	77.8	78.3	70.6	64.6
Adults 35+	71.4	72.6	74.1	74.4	74.4	74.9	67.7	62.0
Black Adults 18+	67.9	68.0	69.4	70.0	70.2	71.6	65.8	60.1
Hispanic Adults 18+	73.8	74.5	75.2	75.4	75.8	76.9	72.3	66.6
Other Adults 18+	70.2	71.5	73.0	73.2	73.2	73.7	66.2	60.5



Listening by Day of the Week – Gender/Age/Ethnicity

Market Total / Daily Cume Rating Indexed vs. Total Week / 6A-12Mid

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Persons 6+	101	103	103	103	105	96	88
Men 18+	102	104	104	104	105	95	87
Women 18+	101	103	104	104	105	96	88
Adults 18-34	101	102	103	103	105	97	89
Adults 18-49	101	103	103	104	105	96	88
Adults 25-54	102	104	104	104	105	95	87
Adults 35-64	102	104	104	104	105	95	86
Adults 35+	102	104	104	104	105	95	87
Black Adults 18+	100	102	103	103	105	97	89
Hispanic Adults 18+	101	102	102	103	104	98	90
Other Adults 18+	102	104	104	104	105	94	86



Listening by Day of the Week – Gender/Age/Ethnicity

Market Total / Daily TSL / 6A-12Mid

	Total Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Persons 6+	2:13	2:16	2:18	2:18	2:19	2:22	2:07	1:50
Men 18+	2:29	2:34	2:38	2:38	2:38	2:40	2:14	1:54
Women 18+	2:12	2:14	2:16	2:17	2:18	2:21	2:06	1:49
Adults 18-34	2:09	2:12	2:15	2:15	2:16	2:19	2:02	1:45
Adults 18-49	2:17	2:21	2:24	2:24	2:25	2:29	2:06	1:47
Adults 25-54	2:22	2:26	2:30	2:30	2:31	2:34	2:09	1:48
Adults 35-64	2:27	2:31	2:35	2:35	2:36	2:38	2:13	1:52
Adults 35+	2:25	2:29	2:32	2:33	2:33	2:35	2:13	1:55
Black Adults 18+	2:22	2:23	2:25	2:26	2:27	2:32	2:16	1:58
Hispanic Adults 18+	2:23	2:26	2:29	2:30	2:30	2:33	2:13	1:54
Other Adults 18+	2:17	2:21	2:25	2:25	2:25	2:27	2:05	1:48



Listening by Day of the Week – Gender/Age/Ethnicity

Market Total / Daily TSL Indexed vs. Total Week / 6A-12Mid

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Persons 6+	102	104	104	104	106	95	82
Men 18+	103	106	106	106	108	90	77
Women 18+	101	103	104	104	107	95	83
Adults 18-34	102	104	104	105	108	94	81
Adults 18-49	102	105	105	106	108	92	78
Adults 25-54	103	106	106	106	108	91	76
Adults 35-64	103	106	106	106	108	90	77
Adults 35+	103	105	105	105	107	92	79
Black Adults 18+	101	103	103	104	107	96	83
Hispanic Adults 18+	102	105	105	105	107	93	80
Other Adults 18+	103	105	105	106	107	91	79



Listening by Daypart



Listening by Daypart

- **How does listening vary by daypart?**
- **How does daypart listening vary by format group?**
- **How does daypart listening vary by demographic/ethnic group?**



Listening by Daypart - Format Groups

AQH Share/ Persons 6+

	Total Week	M-F 6A-10A	M-F 10A-3P	M-F 3P-7P	M-F 7P-12M	Sa-Su 6A-12M
Adult Contemporary	3.9	3.7	4.4	3.9	3.3	3.8
Adult Rock	2.8	2.9	3.1	2.8	2.5	2.7
Adult Urban	4.3	4.2	4.0	4.2	4.9	4.6
All News	3.6	4.9	3.1	3.4	3.1	3.2
All Sports	1.4	1.5	1.4	1.5	1.4	1.2
CHR	4.1	3.6	3.2	4.3	5.2	4.7
Classical	1.4	1.3	1.4	1.2	1.6	1.5
Country	3.6	3.5	3.6	3.5	3.4	3.9
Hits	3.4	3.2	3.8	3.3	3.0	3.4
Inspirational	1.2	1.1	1.1	1.2	1.3	1.3
Mexican Regional	1.6	1.7	1.6	1.5	1.5	1.6
News/Talk	2.2	3.0	2.3	2.3	1.9	1.7
Oldies	2.1	1.8	2.4	2.1	1.9	2.2
Religious	1.0	1.1	0.8	0.9	1.0	1.1
Smooth/Jazz	0.6	0.4	0.6	0.5	0.6	0.7
Spanish Music	1.6	1.4	1.6	1.6	1.6	1.8
Spanish Talk	0.7	1.1	0.6	0.6	0.6	0.5
Urban Contemporary	4.0	3.1	3.1	4.2	5.9	4.5
Young Rock/Alternative	2.6	2.6	2.6	2.6	2.7	2.4
Market Total (AQH Rating)	8.5	10.2	11.3	11.4	4.3	7.0

Listening by Daypart - Format Groups

AQH Share Indexed vs. Total Week / Persons 6+

	M-F 6A-10A	M-F 10A-3P	M-F 3P-7P	M-F 7P-12M	Sa-Su 6A-12M
Adult Contemporary	95	113	100	85	97
Adult Rock	104	111	100	89	96
Adult Urban	98	93	98	114	107
All News	136	86	94	86	89
All Sports	107	100	107	100	86
CHR	88	78	105	127	115
Classical	93	100	86	114	107
Country	97	100	97	94	108
Hits	94	112	97	88	100
Inspirational	92	92	100	108	108
Mexican Regional	106	100	94	94	100
News/Talk	136	105	105	86	77
Oldies	86	114	100	90	105
Religious	110	80	90	100	110
Smooth/Jazz	67	100	83	100	117
Spanish Music	87	100	100	100	113
Spanish Talk	157	86	86	86	71
Urban Contemporary	78	78	105	148	113
Young Rock/Alternative	100	100	100	104	92
Market Total (AQH Rating)	120	133	134	51	82



Listening by Daypart - Format Groups

Weekly Cume Rating / Persons 6+

	Total Week	M-F 6A-10A	M-F 10A-3P	M-F 3P-7P	M-F 7P-12M	Sa-Su 6A-12M
Adult Contemporary	19.0	5.8	8.5	8.4	4.4	8.0
Adult Rock	12.5	4.0	5.4	5.7	3.2	5.6
Adult Urban	12.3	4.7	5.9	6.5	4.6	6.6
All News	12.5	6.2	5.7	6.6	3.7	6.1
All Sports	5.6	2.1	2.3	2.7	1.6	2.6
CHR	20.8	6.7	8.6	10.6	7.1	10.5
Classical	4.6	1.8	2.1	2.1	1.3	2.1
Country	12.9	4.9	6.2	6.5	3.9	6.4
Hits	16.0	5.0	7.1	7.1	3.8	6.9
Inspirational	2.9	1.3	1.5	1.6	1.1	1.7
Mexican Regional	5.5	2.2	2.7	2.7	1.7	2.9
News/Talk	6.2	3.1	3.1	3.4	1.9	2.7
Oldies	9.1	2.9	4.2	4.1	2.2	4.0
Religious	3.5	1.5	1.5	1.8	1.2	1.8
Smooth/Jazz	2.7	0.7	1.1	1.0	0.7	1.3
Spanish Music	6.9	2.3	3.2	3.2	2.0	3.5
Spanish Talk	2.1	1.0	1.1	0.9	0.5	0.8
Urban Contemporary	17.6	5.7	7.5	9.1	6.6	9.1
Young Rock/Alternative	11.5	3.8	4.9	5.4	3.4	5.2
Market Total	94.1	67.7	74.7	79.0	59.7	77.2

Listening by Daypart - Format Groups

Percent of Total Week Weekly Cume Rating / Persons 6+

	M-F 6A-10A	M-F 10A-3P	M-F 3P-7P	M-F 7P-12M	Sa-Su 6A-12M
Adult Contemporary	31%	45%	44%	23%	42%
Adult Rock	32%	43%	46%	26%	45%
Adult Urban	38%	48%	53%	37%	54%
All News	50%	46%	53%	30%	49%
All Sports	38%	41%	48%	29%	46%
CHR	32%	41%	51%	34%	50%
Classical	39%	46%	46%	28%	46%
Country	38%	48%	50%	30%	50%
Hits	31%	44%	44%	24%	43%
Inspirational	45%	52%	55%	38%	59%
Mexican Regional	40%	49%	49%	31%	53%
News/Talk	50%	50%	55%	31%	44%
Oldies	32%	46%	45%	24%	44%
Religious	43%	43%	51%	34%	51%
Smooth/Jazz	26%	41%	37%	26%	48%
Spanish Music	33%	46%	46%	29%	51%
Spanish Talk	48%	52%	43%	24%	38%
Urban Contemporary	32%	43%	52%	37%	52%
Young Rock/Alternative	33%	43%	47%	30%	45%
Market Total	72%	79%	84%	63%	82%



Listening by Daypart - Format Groups

Weekly TSL / Persons 6+

	Total Week	M-F 6A-10A	M-F 10A-3P	M-F 3P-7P	M-F 7P-12M	Sa-Su 6A-12M
Adult Contemporary	2:08	1:14	1:25	1:02	0:46	1:08
Adult Rock	2:20	1:20	1:33	1:06	0:52	1:12
Adult Urban	3:34	1:42	1:50	1:26	1:07	1:37
All News	2:51	1:36	1:26	1:09	1:03	1:27
All Sports	2:29	1:21	1:34	1:12	0:48	1:00
CHR	1:59	1:02	1:04	0:55	0:47	1:05
Classical	3:12	1:28	1:52	1:19	1:31	1:42
Country	2:50	1:24	1:37	1:14	0:54	1:25
Hits	2:18	1:18	1:34	1:05	0:51	1:14
Inspirational	3:52	1:42	1:52	1:34	1:12	1:48
Mexican Regional	2:55	1:28	1:39	1:11	0:50	1:19
News/Talk	3:25	1:48	1:52	1:23	1:01	1:22
Oldies	2:18	1:06	1:27	1:03	0:52	1:12
Religious	2:41	1:26	1:24	1:07	0:54	1:22
Smooth/Jazz	2:08	1:01	1:26	1:03	0:48	1:19
Spanish Music	2:39	1:19	1:32	1:07	0:52	1:21
Spanish Talk	2:43	1:39	1:33	1:12	0:46	1:10
Urban Contemporary	2:16	1:04	1:07	1:00	0:54	1:10
Young Rock/Alternative	2:08	1:14	1:19	1:01	0:52	1:06
Market Total	11:25	3:01	3:46	2:53	1:49	3:16

Listening by Daypart – Gender/Age/Ethnicity

Market Total / AQH Rating

	Total Week	M-F 6A-10A	M-F 10A-3P	M-F 3P-7P	M-F 7P-12M	Sa-Su 6A-12M
Persons 6+	8.5	10.2	11.3	11.4	4.3	7.0
Men 18+	10.1	12.5	14.1	13.4	5.0	7.7
Women 18+	8.5	10.2	11.4	11.4	4.0	6.9
Adults 18-34	8.4	9.2	10.9	11.6	5.0	6.9
Adults 18-49	9.3	11.1	12.3	12.9	4.9	7.3
Adults 25-54	9.8	12.3	13.2	13.6	4.7	7.5
Adults 35-64	10.2	13.0	14.0	13.9	4.6	7.7
Adults 35+	9.6	12.2	13.5	12.7	4.3	7.5
Black Adults 18+	8.9	10.1	11.4	11.8	5.4	7.5
Hispanic Adults 18+	9.8	11.2	13.5	12.9	5.0	8.0
Other Adults 18+	8.9	11.2	12.5	12.0	4.1	6.9



Listening by Daypart – Gender/Age/Ethnicity

Market Total / AQH Rating Indexed vs. Total Week

	M-F 6A-10A	M-F 10A-3P	M-F 3P-7P	M-F 7P-12M	Sa-Su 6A-12M
Persons 6+	120	133	134	51	82
Men 18+	124	140	133	50	76
Women 18+	120	134	134	47	81
Adults 18-34	110	130	138	60	82
Adults 18-49	119	132	139	53	78
Adults 25-54	126	135	139	48	77
Adults 35-64	127	137	136	45	75
Adults 35+	127	141	132	45	78
Black Adults 18+	113	128	133	61	84
Hispanic Adults 18+	114	138	132	51	82
Other Adults 18+	126	140	135	46	78



Listening by Daypart – Gender/Age/Ethnicity

Market Total / Weekly Cume Rating

	Total Week	M-F 6A-10A	M-F 10A-3P	M-F 3P-7P	M-F 7P-12M	Sa-Su 6A-12M
Persons 6+	94.1	67.7	74.7	79.0	59.7	77.2
Men 18+	94.8	71.9	80.1	81.3	63.1	79.4
Women 18+	93.9	68.2	77.3	78.8	58.0	76.6
Adults 18-34	94.4	65.8	76.2	80.3	66.6	78.0
Adults 18-49	95.2	71.5	78.5	82.7	66.4	79.7
Adults 25-54	95.7	75.3	79.6	84.1	65.6	80.7
Adults 35-64	95.8	75.8	80.6	83.9	62.9	80.7
Adults 35+	94.3	71.8	79.7	79.8	57.8	77.9
Black Adults 18+	93.8	65.0	76.6	77.3	62.5	76.4
Hispanic Adults 18+	96.0	70.1	81.1	82.1	65.1	81.9
Other Adults 18+	93.8	70.0	77.9	79.3	58.1	76.5



Listening by Daypart – Gender/Age/Ethnicity

Market Total / Percent of Total Week Weekly Cume Rating

	M-F 6A-10A	M-F 10A-3P	M-F 3P-7P	M-F 7P-12M	Sa-Su 6A-12M
Persons 6+	72%	79%	84%	63%	82%
Men 18+	76%	84%	86%	67%	84%
Women 18+	73%	82%	84%	62%	82%
Adults 18-34	70%	81%	85%	71%	83%
Adults 18-49	75%	82%	87%	70%	84%
Adults 25-54	79%	83%	88%	69%	84%
Adults 35-64	79%	84%	88%	66%	84%
Adults 35+	76%	85%	85%	61%	83%
Black Adults 18+	69%	82%	82%	67%	81%
Hispanic Adults 18+	73%	84%	86%	68%	85%
Other Adults 18+	75%	83%	85%	62%	82%



Listening by Daypart – Gender/Age/Ethnicity

Market Total / Weekly TSL

	Total Week	M-F 6A-10A	M-F 10A-3P	M-F 3P-7P	M-F 7P-12M	Sa-Su 6A-12M
Persons 6+	11:25	3:01	3:46	2:53	1:49	3:16
Men 18+	13:25	3:27	4:24	3:17	2:00	3:29
Women 18+	11:22	3:00	3:41	2:53	1:43	3:15
Adults 18-34	11:14	2:48	3:33	2:53	1:53	3:10
Adults 18-49	12:17	3:06	3:54	3:07	1:51	3:16
Adults 25-54	12:55	3:16	4:08	3:14	1:48	3:20
Adults 35-64	13:22	3:26	4:20	3:18	1:50	3:26
Adults 35+	12:50	3:23	4:14	3:10	1:51	3:27
Black Adults 18+	11:59	3:06	3:43	3:02	2:08	3:30
Hispanic Adults 18+	12:53	3:12	4:10	3:09	1:56	3:31
Other Adults 18+	12:00	3:12	4:00	3:02	1:45	3:14



Vertical (Daypart) Recycling



Vertical (Daypart) Recycling

- **What percent of each daypart's audience is tuning into another daypart?**
- **How does vertical recycling vary by format group?**
- **How does vertical recycling vary by demographic/ethnic group?**



Vertical (Daypart) Cume Recycling - Format Groups

Persons 6+

From Mon-Fri 6A-10A

From Mon-Fri 10A-3P

To	M-F 10A-3P	M-F 3P-7P	M-F 7P-12M	To	M-F 6A-10A	M-F 3P-7P	M-F 7P-12M
Adult Contemporary	53%	52%	26%	Adult Contemporary	36%	45%	21%
Adult Rock	53%	53%	27%	Adult Rock	40%	49%	24%
Adult Urban	61%	62%	41%	Adult Urban	49%	60%	39%
All News	50%	54%	29%	All News	52%	57%	28%
All Sports	56%	60%	28%	All Sports	50%	59%	26%
CHR	51%	57%	36%	CHR	40%	54%	33%
Classical	55%	53%	34%	Classical	45%	53%	28%
Country	59%	60%	34%	Country	45%	55%	30%
Hits	55%	52%	26%	Hits	39%	46%	22%
Inspirational	63%	63%	41%	Inspirational	54%	62%	37%
Mexican Regional	63%	58%	32%	Mexican Regional	49%	55%	29%
News/Talk	53%	54%	15%	News/Talk	45%	55%	20%
Oldies	57%	50%	25%	Oldies	36%	46%	21%
Religious	51%	55%	34%	Religious	52%	54%	32%
Smooth/Jazz	50%	46%	28%	Smooth/Jazz	35%	47%	25%
Spanish Music	60%	56%	32%	Spanish Music	44%	52%	28%
Spanish Talk	51%	40%	19%	Spanish Talk	48%	44%	19%
Urban Contemporary	53%	60%	42%	Urban Contemporary	40%	56%	39%
Young Rock/Alternative	52%	54%	32%	Young Rock/Alternative	40%	50%	29%
Market Total	85%	90%	68%	Market Total	77%	88%	66%



Vertical (Daypart) Cume Recycling - Format Groups

Persons 6+

From Mon-Fri 3P-7P

From Mon-Fri 7P-12M

To	M-F 6A-10A	M-F 10A-3P	M-F 7P-12M
Adult Contemporary	36%	46%	29%
Adult Rock	38%	47%	31%
Adult Urban	46%	56%	45%
All News	50%	51%	33%
All Sports	47%	52%	30%
CHR	37%	44%	39%
Classical	44%	55%	37%
Country	45%	53%	37%
Hits	37%	47%	30%
Inspirational	52%	59%	44%
Mexican Regional	45%	56%	36%
News/Talk	46%	55%	26%
Oldies	35%	49%	30%
Religious	51%	50%	38%
Smooth/Jazz	32%	47%	32%
Spanish Music	42%	53%	35%
Spanish Talk	45%	51%	24%
Urban Contemporary	37%	47%	43%
Young Rock/Alternative	38%	46%	35%
Market Total	77%	83%	69%

To	M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
Adult Contemporary	35%	41%	57%
Adult Rock	34%	40%	55%
Adult Urban	43%	52%	65%
All News	51%	47%	62%
All Sports	41%	42%	56%
CHR	35%	41%	59%
Classical	45%	47%	59%
Country	44%	49%	65%
Hits	34%	40%	57%
Inspirational	53%	54%	69%
Mexican Regional	43%	50%	62%
News/Talk	44%	49%	59%
Oldies	33%	43%	56%
Religious	50%	47%	62%
Smooth/Jazz	30%	38%	50%
Spanish Music	40%	48%	61%
Spanish Talk	43%	45%	52%
Urban Contemporary	36%	44%	60%
Young Rock/Alternative	35%	41%	57%
Market Total	78%	83%	92%



Vertical (Daypart) Cume Recycling – Gender/Age/Ethnicity Market Total

From Mon-Fri 6A-10A

To	M-F 10A-3P	M-F 3P-7P	M-F 7P-12M
Persons 6+	85%	90%	68%
Men 18+	89%	91%	71%
Women 18+	87%	90%	67%
Adults 18-34	87%	91%	75%
Adults 18-49	88%	92%	74%
Adults 25-54	88%	92%	72%
Adults 35-64	88%	92%	70%
Adults 35+	89%	90%	67%
Black Adults 18+	88%	88%	72%
Hispanic Adults 18+	90%	91%	73%
Other Adults 18+	88%	90%	67%

From Mon-Fri 10A-3P

To	M-F 6A-10A	M-F 3P-7P	M-F 7P-12M
Persons 6+	77%	88%	66%
Men 18+	80%	89%	69%
Women 18+	77%	87%	64%
Adults 18-34	75%	89%	74%
Adults 18-49	80%	90%	73%
Adults 25-54	83%	91%	71%
Adults 35-64	83%	91%	68%
Adults 35+	80%	88%	64%
Black Adults 18+	75%	87%	70%
Hispanic Adults 18+	78%	89%	70%
Other Adults 18+	79%	88%	64%



Vertical (Daypart) Cume Recycling – Gender/Age/Ethnicity Market Total

From Mon-Fri 3P-7P

To	M-F 6A-10A	M-F 10A-3P	M-F 7P-12M
Persons 6+	77%	83%	69%
Men 18+	80%	88%	72%
Women 18+	78%	86%	68%
Adults 18-34	75%	85%	76%
Adults 18-49	80%	86%	74%
Adults 25-54	83%	86%	73%
Adults 35-64	83%	87%	70%
Adults 35+	81%	88%	67%
Black Adults 18+	74%	86%	73%
Hispanic Adults 18+	78%	88%	73%
Other Adults 18+	80%	87%	68%

From Mon-Fri 7P-12M

To	M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
Persons 6+	78%	83%	92%
Men 18+	81%	88%	93%
Women 18+	79%	86%	93%
Adults 18-34	74%	84%	91%
Adults 18-49	79%	86%	93%
Adults 25-54	83%	87%	93%
Adults 35-64	84%	87%	94%
Adults 35+	83%	88%	93%
Black Adults 18+	75%	86%	90%
Hispanic Adults 18+	78%	88%	92%
Other Adults 18+	81%	86%	93%



Horizontal (Daily) Recycling



Horizontal (Daily) Recycling

- **What percent of your weekday audience is tuning in on the weekends?**
- **What percent of your weekend audience is tuning in during the week?**
- **How does horizontal recycling vary by format group?**
- **How does horizontal recycling vary by demographic/ethnic group?**



Horizontal (Daily) Cume Recycling - Format Groups

Persons 6+

From Mon-Fri 6A-12M

To	Sat-Sun 6A-12M
Adult Contemporary	29%
Adult Rock	31%
Adult Urban	42%
All News	36%
All Sports	30%
CHR	38%
Classical	36%
Country	38%
Hits	29%
Inspirational	43%
Mexican Regional	41%
News/Talk	31%
Oldies	30%
Religious	36%
Smooth/Jazz	30%
Spanish Music	38%
Spanish Talk	25%
Urban Contemporary	40%
Young Rock/Alternative	32%
Market Total	82%

From Sat-Sun 6A-12M

To	M-F 6A-12M
Adult Contemporary	58%
Adult Rock	58%
Adult Urban	70%
All News	71%
All Sports	55%
CHR	66%
Classical	66%
Country	66%
Hits	57%
Inspirational	68%
Mexican Regional	68%
News/Talk	68%
Oldies	57%
Religious	64%
Smooth/Jazz	47%
Spanish Music	64%
Spanish Talk	65%
Urban Contemporary	67%
Young Rock/Alternative	59%
Market Total	97%



Horizontal (Daily) Cume Recycling - Gender/Age/Ethnicity Market Total

From Mon-Fri 6A-12M

To	Sat-Sun 6A-12M
Persons 6+	82%
Men 18+	83%
Women 18+	81%
Adults 18-34	82%
Adults 18-49	83%
Adults 25-54	84%
Adults 35-64	84%
Adults 35+	82%
Black Adults 18+	81%
Hispanic Adults 18+	85%
Other Adults 18+	81%

From Sat-Sun 6A-12M

To	M-F 6A-12M
Persons 6+	97%
Men 18+	98%
Women 18+	97%
Adults 18-34	97%
Adults 18-49	98%
Adults 25-54	98%
Adults 35-64	98%
Adults 35+	97%
Black Adults 18+	97%
Hispanic Adults 18+	97%
Other Adults 18+	97%



Average Days Listened per Week



Average Days Listened per Week

- **In an average week, how many days do your listeners come into your radio station?**
- **How do average days listened vary by format group?**
- **How do average days listened vary by demographic/ethnic group?**



Average Days Listened per Week - Format Groups Persons 6+

	Average Days
Adult Contemporary	2.1
Adult Rock	2.2
Adult Urban	2.7
All News	2.7
All Sports	2.4
CHR	2.4
Classical	2.4
Country	2.5
Hits	2.1
Inspirational	2.7
Mexican Regional	2.5
News/Talk	2.8
Oldies	2.1
Religious	2.5
Smooth/Jazz	1.9
Spanish Music	2.4
Spanish Talk	2.5
Urban Contemporary	2.5
Young Rock/Alternative	2.2
Market Total	5.1



Average Days Listened per Week - Gender/Age/Ethnicity Market Total

	Average Days
Persons 6+	5.1
Men 18+	5.4
Women 18+	5.2
Adults 18-34	5.2
Adults 18-49	5.4
Adults 25-54	5.5
Adults 35-64	5.5
Adults 35+	5.3
Black Adults 18+	5.1
Hispanic Adults 18+	5.4
Other Adults 18+	5.2



Conclusions



These Benchmarks Are an Important Guide for Programmers

- **As marketing budgets have tightened, success is more dependent on growing time spent listening**
- **PPM has taught us that the key to growing time spent listening is adding occasions**
- **Finding places where your station does not meet the format or demographic/ethnic benchmarks can help you focus on ways to grow your time spent listening and therefore your AQH Share**



Beyond Programming

- **This study provides a vast amount of information that can help those promoting radio as an advertising vehicle**
- **Radio has tremendous reach and delivery in all time periods**



Quick-Reference Format Sheets



Adult Contemporary

Persons 6+

Average Days Listened

2.1

Estimates by Daypart

	AQH Share	Weekly Cume Rating	Weekly TSL
Mon-Sun 6A-12Mid	3.9	19.0	2:08
Mon-Fri 6A-10A	3.7	5.8	1:14
Mon-Fri 10A-3P	4.4	8.5	1:25
Mon-Fri 3P-7P	3.9	8.4	1:02
Mon-Fri 7P-12Mid	3.3	4.4	0:46
Sat-Sun 6A-12Mid	3.8	8.0	1:08

Estimates by Day of the Week

	AQH Share	Daily Cume Rating	Daily TSL
Mon-Sun 6A-12Mid	3.9	5.7	1:02
Mon 6A-12Mid	3.9	5.7	1:04
Tues 6A-12Mid	3.9	5.9	1:05
Wed 6A-12Mid	3.9	6.0	1:05
Thurs 6A-12Mid	3.9	6.1	1:03
Fri 6A-12Mid	3.9	6.4	1:03
Sat 6A-12Mid	3.9	5.7	0:56
Sun 6A-12Mid	3.7	4.4	0:53

Total Week Cume by Daypart

	Percent Tuning in during Each Daypart
Mon-Fri 6A-10A	31%
Mon-Fri 10A-3P	45%
Mon-Fri 3P-7P	44%
Mon-Fri 7P-12Mid	23%
Sat-Sun 6A-12Mid	42%

Recycling

From Mon-Fri 6A-10A

M-F 10A-3P	M-F 3P-7P	M-F 7P-12M
53%	52%	26%

From Mon-Fri 10A-3P

M-F 6A-10A	M-F 3P-7P	M-F 7P-12M
36%	45%	21%

From Mon-Fri 3P-7P

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
36%	46%	29%

From Mon-Fri 7P-12Mid

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
35%	41%	57%

From Mon-Fri 6A-12Mid

Sa-Su 6A-12M
29%

From Sat-Sun 6A-12Mid

M-F 6A-12M
58%

Arbitron Formats Included: Adult Contemporary, Christian Adult Contemporary, Hot Adult Contemporary, Modern Adult Contemporary, Rhythmic AC, Soft Adult Contemporary

Adult Rock Persons 6+

Average Days Listened

2.2

Estimates by Daypart

	AQH Share	Weekly Cume Rating	Weekly TSL
Mon-Sun 6A-12Mid	2.8	12.5	2:20
Mon-Fri 6A-10A	2.9	4.0	1:20
Mon-Fri 10A-3P	3.1	5.4	1:33
Mon-Fri 3P-7P	2.8	5.7	1:06
Mon-Fri 7P-12Mid	2.5	3.2	0:52
Sat-Sun 6A-12Mid	2.7	5.6	1:12

Estimates by Day of the Week

	AQH Share	Daily Cume Rating	Daily TSL
Mon-Sun 6A-12Mid	2.8	4.0	1:05
Mon 6A-12Mid	2.9	4.0	1:07
Tues 6A-12Mid	2.9	4.1	1:07
Wed 6A-12Mid	2.9	4.1	1:07
Thurs 6A-12Mid	2.9	4.2	1:06
Fri 6A-12Mid	2.9	4.4	1:05
Sat 6A-12Mid	2.8	3.9	1:00
Sun 6A-12Mid	2.6	3.2	0:55

Arbitron Formats Included: Album Adult Alternative, Classic Rock, Mainstream Rock

Total Week Cume by Daypart

	Percent Tuning in during Each Daypart
Mon-Fri 6A-10A	32%
Mon-Fri 10A-3P	43%
Mon-Fri 3P-7P	46%
Mon-Fri 7P-12Mid	26%
Sat-Sun 6A-12Mid	45%

Recycling

From Mon-Fri 6A-10A

M-F 10A-3P	M-F 3P-7P	M-F 7P-12M
53%	53%	27%

From Mon-Fri 10A-3P

M-F 6A-10A	M-F 3P-7P	M-F 7P-12M
40%	49%	24%

From Mon-Fri 3P-7P

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
38%	47%	31%

From Mon-Fri 7P-12Mid

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
34%	40%	55%

From Mon-Fri 6A-12Mid

Sa-Su 6A-12M
31%

From Sat-Sun 6A-12Mid

M-F 6A-12M
58%

Adult Urban Persons 6+

Average Days Listened

2.7

Estimates by Daypart

	AQH Share	Weekly Cume Rating	Weekly TSL
Mon-Sun 6A-12Mid	4.3	12.3	3:34
Mon-Fri 6A-10A	4.2	4.7	1:42
Mon-Fri 10A-3P	4.0	5.9	1:50
Mon-Fri 3P-7P	4.2	6.5	1:26
Mon-Fri 7P-12Mid	4.9	4.6	1:07
Sat-Sun 6A-12Mid	4.6	6.6	1:37

Estimates by Day of the Week

	AQH Share	Daily Cume Rating	Daily TSL
Mon-Sun 6A-12Mid	4.3	4.9	1:20
Mon 6A-12Mid	4.2	4.8	1:18
Tues 6A-12Mid	4.2	5.0	1:20
Wed 6A-12Mid	4.2	5.0	1:20
Thurs 6A-12Mid	4.2	5.1	1:21
Fri 6A-12Mid	4.4	5.4	1:20
Sat 6A-12Mid	4.7	4.9	1:13
Sun 6A-12Mid	4.6	4.1	1:11

Total Week Cume by Daypart

	Percent Tuning in during Each Daypart
Mon-Fri 6A-10A	38%
Mon-Fri 10A-3P	48%
Mon-Fri 3P-7P	53%
Mon-Fri 7P-12Mid	37%
Sat-Sun 6A-12Mid	54%

Recycling

From Mon-Fri 6A-10A

M-F 10A-3P	M-F 3P-7P	M-F 7P-12M
61%	62%	41%

From Mon-Fri 10A-3P

M-F 6A-10A	M-F 3P-7P	M-F 7P-12M
49%	60%	39%

From Mon-Fri 3P-7P

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
46%	56%	45%

From Mon-Fri 7P-12Mid

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
43%	52%	65%

From Mon-Fri 6A-12Mid

Sa-Su 6A-12M
42%

From Sat-Sun 6A-12Mid

M-F 6A-12M
70%

Arbitron Formats Included: Urban Adult Contemporary, Urban Oldies

All News Persons 6+

Average Days Listened

2.7

Estimates by Daypart

	AQH Share	Weekly Cume Rating	Weekly TSL
Mon-Sun 6A-12Mid	3.6	12.5	2:51
Mon-Fri 6A-10A	4.9	6.2	1:36
Mon-Fri 10A-3P	3.1	5.7	1:26
Mon-Fri 3P-7P	3.4	6.6	1:09
Mon-Fri 7P-12Mid	3.1	3.7	1:03
Sat-Sun 6A-12Mid	3.2	6.1	1:27

Estimates by Day of the Week

	AQH Share	Daily Cume Rating	Daily TSL
Mon-Sun 6A-12Mid	3.6	5.3	1:02
Mon 6A-12Mid	3.7	5.5	1:02
Tues 6A-12Mid	3.7	5.8	1:04
Wed 6A-12Mid	3.7	5.8	1:04
Thurs 6A-12Mid	3.7	5.7	1:04
Fri 6A-12Mid	3.5	5.6	1:03
Sat 6A-12Mid	3.1	4.3	1:05
Sun 6A-12Mid	3.4	4.1	0:56

Arbitron Formats Included: All News

Total Week Cume by Daypart

	Percent Tuning in during Each Daypart
Mon-Fri 6A-10A	50%
Mon-Fri 10A-3P	46%
Mon-Fri 3P-7P	53%
Mon-Fri 7P-12Mid	30%
Sat-Sun 6A-12Mid	49%

Recycling

From Mon-Fri 6A-10A

M-F 10A-3P	M-F 3P-7P	M-F 7P-12M
50%	54%	29%

From Mon-Fri 10A-3P

M-F 6A-10A	M-F 3P-7P	M-F 7P-12M
52%	57%	28%

From Mon-Fri 3P-7P

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
50%	51%	33%

From Mon-Fri 7P-12Mid

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
51%	47%	62%

From Mon-Fri 6A-12Mid

Sa-Su 6A-12M
36%

From Sat-Sun 6A-12Mid

M-F 6A-12M
71%

All Sports Persons 6+

Average Days Listened

2.4

Estimates by Daypart

	AQH Share	Weekly Cume Rating	Weekly TSL
Mon-Sun 6A-12Mid	1.4	5.6	2:29
Mon-Fri 6A-10A	1.5	2.1	1:21
Mon-Fri 10A-3P	1.4	2.3	1:34
Mon-Fri 3P-7P	1.5	2.7	1:12
Mon-Fri 7P-12Mid	1.4	1.6	0:48
Sat-Sun 6A-12Mid	1.2	2.6	1:00

Estimates by Day of the Week

	AQH Share	Daily Cume Rating	Daily TSL
Mon-Sun 6A-12Mid	1.4	2.0	1:00
Mon 6A-12Mid	1.5	2.2	1:02
Tues 6A-12Mid	1.5	2.2	1:03
Wed 6A-12Mid	1.5	2.2	1:02
Thurs 6A-12Mid	1.5	2.2	1:02
Fri 6A-12Mid	1.4	2.2	1:01
Sat 6A-12Mid	1.0	1.6	0:49
Sun 6A-12Mid	1.3	1.7	0:46

Arbitron Formats Included: All Sports

Total Week Cume by Daypart

	Percent Tuning in during Each Daypart
Mon-Fri 6A-10A	38%
Mon-Fri 10A-3P	41%
Mon-Fri 3P-7P	48%
Mon-Fri 7P-12Mid	29%
Sat-Sun 6A-12Mid	46%

Recycling

From Mon-Fri 6A-10A

M-F 10A-3P	M-F 3P-7P	M-F 7P-12M
56%	60%	28%

From Mon-Fri 10A-3P

M-F 6A-10A	M-F 3P-7P	M-F 7P-12M
50%	59%	26%

From Mon-Fri 3P-7P

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
47%	52%	30%

From Mon-Fri 7P-12Mid

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
41%	42%	56%

From Mon-Fri 6A-12Mid

Sa-Su 6A-12M
30%

From Sat-Sun 6A-12Mid

M-F 6A-12M
55%

CHR

Persons 6+

Average Days Listened

2.4

Estimates by Daypart

	AQH Share	Weekly Cume Rating	Weekly TSL
Mon-Sun 6A-12Mid	4.1	20.8	1:59
Mon-Fri 6A-10A	3.6	6.7	1:02
Mon-Fri 10A-3P	3.2	8.6	1:04
Mon-Fri 3P-7P	4.3	10.6	0:55
Mon-Fri 7P-12Mid	5.2	7.1	0:47
Sat-Sun 6A-12Mid	4.7	10.5	1:05

Estimates by Day of the Week

	AQH Share	Daily Cume Rating	Daily TSL
Mon-Sun 6A-12Mid	4.1	7.5	0:50
Mon 6A-12Mid	3.9	7.4	0:50
Tues 6A-12Mid	3.8	7.5	0:47
Wed 6A-12Mid	3.8	7.6	0:51
Thurs 6A-12Mid	3.9	7.7	0:49
Fri 6A-12Mid	4.0	8.1	0:51
Sat 6A-12Mid	4.6	7.7	0:49
Sun 6A-12Mid	4.7	6.5	0:48

Arbitron Formats Included: Pop Contemporary Hit Radio

Total Week Cume by Daypart

	Percent Tuning in during Each Daypart
Mon-Fri 6A-10A	32%
Mon-Fri 10A-3P	41%
Mon-Fri 3P-7P	51%
Mon-Fri 7P-12Mid	34%
Sat-Sun 6A-12Mid	50%

Recycling

From Mon-Fri 6A-10A

M-F 10A-3P	M-F 3P-7P	M-F 7P-12M
51%	57%	36%

From Mon-Fri 10A-3P

M-F 6A-10A	M-F 3P-7P	M-F 7P-12M
40%	54%	33%

From Mon-Fri 3P-7P

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
37%	44%	39%

From Mon-Fri 7P-12Mid

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
35%	41%	59%

From Mon-Fri 6A-12Mid

Sa-Su 6A-12M
38%

From Sat-Sun 6A-12Mid

M-F 6A-12M
66%

Classical Persons 6+

Average Days Listened

2.4

Estimates by Daypart

	AQH Share	Weekly Cume Rating	Weekly TSL
Mon-Sun 6A-12Mid	1.4	4.6	3:12
Mon-Fri 6A-10A	1.3	1.8	1:28
Mon-Fri 10A-3P	1.4	2.1	1:52
Mon-Fri 3P-7P	1.2	2.1	1:19
Mon-Fri 7P-12Mid	1.6	1.3	1:31
Sat-Sun 6A-12Mid	1.5	2.1	1:42

Estimates by Day of the Week

	AQH Share	Daily Cume Rating	Daily TSL
Mon-Sun 6A-12Mid	1.4	1.6	1:19
Mon 6A-12Mid	1.4	1.7	1:21
Tues 6A-12Mid	1.4	1.7	1:21
Wed 6A-12Mid	1.4	1.7	1:19
Thurs 6A-12Mid	1.4	1.7	1:20
Fri 6A-12Mid	1.3	1.7	1:20
Sat 6A-12Mid	1.3	1.4	1:16
Sun 6A-12Mid	1.6	1.4	1:16

Arbitron Formats Included: Classical

Total Week Cume by Daypart

	Percent Tuning in during Each Daypart
Mon-Fri 6A-10A	39%
Mon-Fri 10A-3P	46%
Mon-Fri 3P-7P	46%
Mon-Fri 7P-12Mid	28%
Sat-Sun 6A-12Mid	46%

Recycling

From Mon-Fri 6A-10A

M-F 10A-3P	M-F 3P-7P	M-F 7P-12M
55%	53%	34%

From Mon-Fri 10A-3P

M-F 6A-10A	M-F 3P-7P	M-F 7P-12M
45%	53%	28%

From Mon-Fri 3P-7P

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
44%	55%	37%

From Mon-Fri 7P-12Mid

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
45%	47%	59%

From Mon-Fri 6A-12Mid

Sa-Su 6A-12M
36%

From Sat-Sun 6A-12Mid

M-F 6A-12M
66%

Country Persons 6+

Average Days Listened

2.5

Estimates by Daypart

	AQH Share	Weekly Cume Rating	Weekly TSL
Mon-Sun 6A-12Mid	3.6	12.9	2:50
Mon-Fri 6A-10A	3.5	4.9	1:24
Mon-Fri 10A-3P	3.6	6.2	1:37
Mon-Fri 3P-7P	3.5	6.5	1:14
Mon-Fri 7P-12Mid	3.4	3.9	0:54
Sat-Sun 6A-12Mid	3.9	6.4	1:25

Estimates by Day of the Week

	AQH Share	Daily Cume Rating	Daily TSL
Mon-Sun 6A-12Mid	3.6	4.7	1:09
Mon 6A-12Mid	3.6	4.7	1:09
Tues 6A-12Mid	3.5	4.8	1:09
Wed 6A-12Mid	3.5	4.9	1:10
Thurs 6A-12Mid	3.5	4.9	1:11
Fri 6A-12Mid	3.6	5.1	1:09
Sat 6A-12Mid	3.9	4.7	1:06
Sun 6A-12Mid	3.9	4.0	1:01

Arbitron Formats Included: Classic Country, Country, New Country

Total Week Cume by Daypart

	Percent Tuning in during Each Daypart
Mon-Fri 6A-10A	38%
Mon-Fri 10A-3P	48%
Mon-Fri 3P-7P	50%
Mon-Fri 7P-12Mid	30%
Sat-Sun 6A-12Mid	50%

Recycling

From Mon-Fri 6A-10A

M-F 10A-3P	M-F 3P-7P	M-F 7P-12M
59%	60%	34%

From Mon-Fri 10A-3P

M-F 6A-10A	M-F 3P-7P	M-F 7P-12M
45%	55%	30%

From Mon-Fri 3P-7P

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
45%	53%	37%

From Mon-Fri 7P-12Mid

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
44%	49%	65%

From Mon-Fri 6A-12Mid

Sa-Su 6A-12M
38%

From Sat-Sun 6A-12Mid

M-F 6A-12M
66%

Hits

Persons 6+

Average Days Listened

2.1

Estimates by Daypart

	AQH Share	Weekly Cume Rating	Weekly TSL
Mon-Sun 6A-12Mid	3.4	16.0	2:18
Mon-Fri 6A-10A	3.2	5.0	1:18
Mon-Fri 10A-3P	3.8	7.1	1:34
Mon-Fri 3P-7P	3.3	7.1	1:05
Mon-Fri 7P-12Mid	3.0	3.8	0:51
Sat-Sun 6A-12Mid	3.4	6.9	1:14

Estimates by Day of the Week

	AQH Share	Daily Cume Rating	Daily TSL
Mon-Sun 6A-12Mid	3.4	4.8	1:06
Mon 6A-12Mid	3.4	4.8	1:08
Tues 6A-12Mid	3.4	5.0	1:09
Wed 6A-12Mid	3.4	5.0	1:10
Thurs 6A-12Mid	3.5	5.1	1:09
Fri 6A-12Mid	3.5	5.4	1:07
Sat 6A-12Mid	3.5	4.9	1:00
Sun 6A-12Mid	3.2	3.8	0:54

Arbitron Formats Included: 80's Hits, Adult Hits, Classic Hits

Total Week Cume by Daypart

	Percent Tuning in during Each Daypart
Mon-Fri 6A-10A	31%
Mon-Fri 10A-3P	44%
Mon-Fri 3P-7P	44%
Mon-Fri 7P-12Mid	24%
Sat-Sun 6A-12Mid	43%

Recycling

From Mon-Fri 6A-10A

M-F 10A-3P	M-F 3P-7P	M-F 7P-12M
55%	52%	26%

From Mon-Fri 10A-3P

M-F 6A-10A	M-F 3P-7P	M-F 7P-12M
39%	46%	22%

From Mon-Fri 3P-7P

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
37%	47%	30%

From Mon-Fri 7P-12Mid

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
34%	40%	57%

From Mon-Fri 6A-12Mid

Sa-Su 6A-12M
29%

From Sat-Sun 6A-12Mid

M-F 6A-12M
57%



Inspirational Persons 6+

Average Days Listened

2.7

Estimates by Daypart

	AQH Share	Weekly Cume Rating	Weekly TSL
Mon-Sun 6A-12Mid	1.2	2.9	3:52
Mon-Fri 6A-10A	1.1	1.3	1:42
Mon-Fri 10A-3P	1.1	1.5	1:52
Mon-Fri 3P-7P	1.2	1.6	1:34
Mon-Fri 7P-12Mid	1.3	1.1	1:12
Sat-Sun 6A-12Mid	1.3	1.7	1:48

Estimates by Day of the Week

	AQH Share	Daily Cume Rating	Daily TSL
Mon-Sun 6A-12Mid	1.2	1.2	1:23
Mon 6A-12Mid	1.1	1.2	1:20
Tues 6A-12Mid	1.2	1.2	1:25
Wed 6A-12Mid	1.2	1.3	1:24
Thurs 6A-12Mid	1.1	1.3	1:25
Fri 6A-12Mid	1.1	1.3	1:28
Sat 6A-12Mid	1.2	1.1	1:23
Sun 6A-12Mid	1.5	1.2	1:14

Total Week Cume by Daypart

	Percent Tuning in during Each Daypart
Mon-Fri 6A-10A	45%
Mon-Fri 10A-3P	52%
Mon-Fri 3P-7P	55%
Mon-Fri 7P-12Mid	38%
Sat-Sun 6A-12Mid	59%

Recycling

From Mon-Fri 6A-10A

M-F 10A-3P	M-F 3P-7P	M-F 7P-12M
63%	63%	41%

From Mon-Fri 10A-3P

M-F 6A-10A	M-F 3P-7P	M-F 7P-12M
54%	62%	37%

From Mon-Fri 3P-7P

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
52%	59%	44%

From Mon-Fri 7P-12Mid

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
53%	54%	69%

From Mon-Fri 6A-12Mid

Sa-Su 6A-12M
43%

From Sat-Sun 6A-12Mid

M-F 6A-12M
68%

Arbitron Formats Included: Contemporary Inspirational, Gospel, Southern Gospel

Mexican Regional Persons 6+

Average Days Listened

2.5

Estimates by Daypart

	AQH Share	Weekly Cume Rating	Weekly TSL
Mon-Sun 6A-12Mid	1.6	5.5	2:55
Mon-Fri 6A-10A	1.7	2.2	1:28
Mon-Fri 10A-3P	1.6	2.7	1:39
Mon-Fri 3P-7P	1.5	2.7	1:11
Mon-Fri 7P-12Mid	1.5	1.7	0:50
Sat-Sun 6A-12Mid	1.6	2.9	1:19

Estimates by Day of the Week

	AQH Share	Daily Cume Rating	Daily TSL
Mon-Sun 6A-12Mid	1.6	2.1	1:08
Mon 6A-12Mid	1.6	2.1	1:09
Tues 6A-12Mid	1.5	2.1	1:11
Wed 6A-12Mid	1.5	2.1	1:11
Thurs 6A-12Mid	1.6	2.1	1:12
Fri 6A-12Mid	1.6	2.2	1:11
Sat 6A-12Mid	1.6	2.1	1:03
Sun 6A-12Mid	1.6	1.8	0:59

Total Week Cume by Daypart

	Percent Tuning in during Each Daypart
Mon-Fri 6A-10A	40%
Mon-Fri 10A-3P	49%
Mon-Fri 3P-7P	49%
Mon-Fri 7P-12Mid	31%
Sat-Sun 6A-12Mid	53%

Recycling

From Mon-Fri 6A-10A

M-F 10A-3P	M-F 3P-7P	M-F 7P-12M
63%	58%	32%

From Mon-Fri 10A-3P

M-F 6A-10A	M-F 3P-7P	M-F 7P-12M
49%	55%	29%

From Mon-Fri 3P-7P

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
45%	56%	36%

From Mon-Fri 7P-12Mid

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
43%	50%	62%

From Mon-Fri 6A-12Mid

Sa-Su 6A-12M
41%

From Sat-Sun 6A-12Mid

M-F 6A-12M
68%

Arbitron Formats Included: Mexican Regional

News/Talk Persons 6+

Average Days Listened

2.8

Estimates by Daypart

	AQH Share	Weekly Cume Rating	Weekly TSL
Mon-Sun 6A-12Mid	2.2	6.2	3:25
Mon-Fri 6A-10A	3.0	3.1	1:48
Mon-Fri 10A-3P	2.3	3.1	1:52
Mon-Fri 3P-7P	2.3	3.4	1:23
Mon-Fri 7P-12Mid	1.9	1.9	1:01
Sat-Sun 6A-12Mid	1.7	2.7	1:22

Estimates by Day of the Week

	AQH Share	Daily Cume Rating	Daily TSL
Mon-Sun 6A-12Mid	2.2	2.7	1:12
Mon 6A-12Mid	2.4	2.9	1:14
Tues 6A-12Mid	2.5	3.1	1:15
Wed 6A-12Mid	2.5	3.1	1:13
Thurs 6A-12Mid	2.4	3.0	1:13
Fri 6A-12Mid	2.3	3.0	1:13
Sat 6A-12Mid	1.7	2.0	1:03
Sun 6A-12Mid	1.7	1.7	0:59

Total Week Cume by Daypart

	Percent Tuning in during Each Daypart
Mon-Fri 6A-10A	50%
Mon-Fri 10A-3P	50%
Mon-Fri 3P-7P	55%
Mon-Fri 7P-12Mid	31%
Sat-Sun 6A-12Mid	44%

Recycling

From Mon-Fri 6A-10A

M-F 10A-3P	M-F 3P-7P	M-F 7P-12M
53%	54%	15%

From Mon-Fri 10A-3P

M-F 6A-10A	M-F 3P-7P	M-F 7P-12M
45%	55%	20%

From Mon-Fri 3P-7P

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
46%	55%	26%

From Mon-Fri 7P-12Mid

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
44%	49%	59%

From Mon-Fri 6A-12Mid

Sa-Su 6A-12M
31%

From Sat-Sun 6A-12Mid

M-F 6A-12M
68%

Arbitron Formats Included: News Talk Information, Talk/Personality

Oldies Persons 6+

Average Days Listened

2.1

Estimates by Daypart

	AQH Share	Weekly Cume Rating	Weekly TSL
Mon-Sun 6A-12Mid	2.1	9.1	2:18
Mon-Fri 6A-10A	1.8	2.9	1:06
Mon-Fri 10A-3P	2.4	4.2	1:27
Mon-Fri 3P-7P	2.1	4.1	1:03
Mon-Fri 7P-12Mid	1.9	2.2	0:52
Sat-Sun 6A-12Mid	2.2	4.0	1:12

Estimates by Day of the Week

	AQH Share	Daily Cume Rating	Daily TSL
Mon-Sun 6A-12Mid	2.1	2.9	1:03
Mon 6A-12Mid	2.1	2.9	1:03
Tues 6A-12Mid	2.1	3.0	1:04
Wed 6A-12Mid	2.1	3.0	1:01
Thurs 6A-12Mid	2.1	3.0	1:03
Fri 6A-12Mid	2.1	3.2	1:02
Sat 6A-12Mid	2.3	2.9	0:59
Sun 6A-12Mid	2.0	2.2	0:52

Arbitron Formats Included: Oldies, Rhythmic Oldies

Total Week Cume by Daypart

	Percent Tuning in during Each Daypart
Mon-Fri 6A-10A	32%
Mon-Fri 10A-3P	46%
Mon-Fri 3P-7P	45%
Mon-Fri 7P-12Mid	24%
Sat-Sun 6A-12Mid	44%

Recycling

From Mon-Fri 6A-10A

M-F 10A-3P	M-F 3P-7P	M-F 7P-12M
57%	50%	25%

From Mon-Fri 10A-3P

M-F 6A-10A	M-F 3P-7P	M-F 7P-12M
36%	46%	21%

From Mon-Fri 3P-7P

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
35%	49%	30%

From Mon-Fri 7P-12Mid

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
33%	43%	56%

From Mon-Fri 6A-12Mid

Sa-Su 6A-12M
30%

From Sat-Sun 6A-12Mid

M-F 6A-12M
57%

Religious Persons 6+

Average Days Listened

2.5

Estimates by Daypart

	AQH Share	Weekly Cume Rating	Weekly TSL
Mon-Sun 6A-12Mid	1.0	3.5	2:41
Mon-Fri 6A-10A	1.1	1.5	1:26
Mon-Fri 10A-3P	0.8	1.5	1:24
Mon-Fri 3P-7P	0.9	1.8	1:07
Mon-Fri 7P-12Mid	1.0	1.2	0:54
Sat-Sun 6A-12Mid	1.1	1.8	1:22

Estimates by Day of the Week

	AQH Share	Daily Cume Rating	Daily TSL
Mon-Sun 6A-12Mid	1.0	1.3	1:03
Mon 6A-12Mid	.09	1.3	1:05
Tues 6A-12Mid	0.9	1.4	1:04
Wed 6A-12Mid	1.0	1.4	1:04
Thurs 6A-12Mid	0.9	1.4	1:05
Fri 6A-12Mid	0.9	1.4	1:04
Sat 6A-12Mid	1.0	1.2	1:03
Sun 6A-12Mid	1.2	1.3	0:58

Arbitron Formats Included: Contemporary Christian, Religious

Total Week Cume by Daypart

	Percent Tuning in during Each Daypart
Mon-Fri 6A-10A	43%
Mon-Fri 10A-3P	43%
Mon-Fri 3P-7P	51%
Mon-Fri 7P-12Mid	34%
Sat-Sun 6A-12Mid	51%

Recycling

From Mon-Fri 6A-10A

M-F 10A-3P	M-F 3P-7P	M-F 7P-12M
51%	55%	34%

From Mon-Fri 10A-3P

M-F 6A-10A	M-F 3P-7P	M-F 7P-12M
52%	54%	32%

From Mon-Fri 3P-7P

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
51%	50%	38%

From Mon-Fri 7P-12Mid

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
50%	47%	62%

From Mon-Fri 6A-12Mid

Sa-Su 6A-12M
36%

From Sat-Sun 6A-12Mid

M-F 6A-12M
64%

Smooth/Jazz

Persons 6+

Average Days Listened

1.9

Estimates by Daypart

	AQH Share	Weekly Cume Rating	Weekly TSL
Mon-Sun 6A-12Mid	0.6	2.7	2:08
Mon-Fri 6A-10A	0.4	0.7	1:01
Mon-Fri 10A-3P	0.6	1.1	1:26
Mon-Fri 3P-7P	0.5	1.0	1:03
Mon-Fri 7P-12Mid	0.6	0.7	0:48
Sat-Sun 6A-12Mid	0.7	1.3	1:19

Estimates by Day of the Week

	AQH Share	Daily Cume Rating	Daily TSL
Mon-Sun 6A-12Mid	0.6	0.8	1:05
Mon 6A-12Mid	0.5	0.7	0:59
Tues 6A-12Mid	0.5	0.7	1:01
Wed 6A-12Mid	0.5	0.8	1:04
Thurs 6A-12Mid	0.5	0.7	1:01
Fri 6A-12Mid	0.6	0.8	1:04
Sat 6A-12Mid	0.7	0.9	1:05
Sun 6A-12Mid	0.8	0.8	1:03

Total Week Cume by Daypart

	Percent Tuning in during Each Daypart
Mon-Fri 6A-10A	26%
Mon-Fri 10A-3P	41%
Mon-Fri 3P-7P	37%
Mon-Fri 7P-12Mid	26%
Sat-Sun 6A-12Mid	48%

Recycling

From Mon-Fri 6A-10A

M-F 10A-3P	M-F 3P-7P	M-F 7P-12M
50%	46%	28%

From Mon-Fri 10A-3P

M-F 6A-10A	M-F 3P-7P	M-F 7P-12M
35%	47%	25%

From Mon-Fri 3P-7P

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
32%	47%	32%

From Mon-Fri 7P-12Mid

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
30%	38%	50%

From Mon-Fri 6A-12Mid

Sa-Su 6A-12M
30%

From Sat-Sun 6A-12Mid

M-F 6A-12M
47%

Arbitron Formats Included: Jazz, New AC (NAC)/Smooth Jazz, Smooth AC



Spanish Music Persons 6+

Average Days Listened

2.4

Estimates by Daypart

	AQH Share	Weekly Cume Rating	Weekly TSL
Mon-Sun 6A-12Mid	1.6	6.9	2:39
Mon-Fri 6A-10A	1.4	2.3	1:19
Mon-Fri 10A-3P	1.6	3.2	1:32
Mon-Fri 3P-7P	1.6	3.2	1:07
Mon-Fri 7P-12Mid	1.6	2.0	0:52
Sat-Sun 6A-12Mid	1.8	3.5	1:21

Estimates by Day of the Week

	AQH Share	Daily Cume Rating	Daily TSL
Mon-Sun 6A-12Mid	1.6	2.3	1:06
Mon 6A-12Mid	1.6	2.3	1:07
Tues 6A-12Mid	1.5	2.3	1:06
Wed 6A-12Mid	1.6	2.4	1:08
Thurs 6A-12Mid	1.6	2.4	1:07
Fri 6A-12Mid	1.6	2.5	1:08
Sat 6A-12Mid	1.8	2.5	1:04
Sun 6A-12Mid	1.8	2.1	0:59

Total Week Cume by Daypart

	Percent Tuning in during Each Daypart
Mon-Fri 6A-10A	33%
Mon-Fri 10A-3P	46%
Mon-Fri 3P-7P	46%
Mon-Fri 7P-12Mid	29%
Sat-Sun 6A-12Mid	51%

Recycling

From Mon-Fri 6A-10A

M-F 10A-3P	M-F 3P-7P	M-F 7P-12M
60%	56%	32%

From Mon-Fri 10A-3P

M-F 6A-10A	M-F 3P-7P	M-F 7P-12M
44%	52%	28%

From Mon-Fri 3P-7P

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
42%	53%	35%

From Mon-Fri 7P-12Mid

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
40%	48%	61%

From Mon-Fri 6A-12Mid

Sa-Su 6A-12M
38%

From Sat-Sun 6A-12Mid

M-F 6A-12M
64%

Arbitron Formats Included: Spanish Adult Hits, Spanish Contemporary, Spanish Contemporary Christian, Spanish Hot Adult Contemporary, Spanish Oldies, Spanish Religious, Spanish Tropical, Spanish Variety

Spanish Talk

Persons 6+

Average Days Listened

2.5

Estimates by Daypart

	AQH Share	Weekly Cume Rating	Weekly TSL
Mon-Sun 6A-12Mid	0.7	2.1	2:43
Mon-Fri 6A-10A	1.1	1.0	1:39
Mon-Fri 10A-3P	0.6	1.1	1:33
Mon-Fri 3P-7P	0.6	0.9	1:12
Mon-Fri 7P-12Mid	0.6	0.5	0:46
Sat-Sun 6A-12Mid	0.5	0.8	1:10

Estimates by Day of the Week

	AQH Share	Daily Cume Rating	Daily TSL
Mon-Sun 6A-12Mid	0.7	0.8	1:02
Mon 6A-12Mid	0.7	0.9	1:05
Tues 6A-12Mid	0.7	1.0	1:05
Wed 6A-12Mid	0.7	1.0	1:04
Thurs 6A-12Mid	0.7	1.0	1:06
Fri 6A-12Mid	0.7	0.9	1:05
Sat 6A-12Mid	0.4	0.5	0:55
Sun 6A-12Mid	0.5	0.5	0:54

Arbitron Formats Included: Spanish News/Talk, Spanish Sports

Total Week Cume by Daypart

	Percent Tuning in during Each Daypart
Mon-Fri 6A-10A	48%
Mon-Fri 10A-3P	52%
Mon-Fri 3P-7P	43%
Mon-Fri 7P-12Mid	24%
Sat-Sun 6A-12Mid	38%

Recycling

From Mon-Fri 6A-10A

M-F 10A-3P	M-F 3P-7P	M-F 7P-12M
51%	40%	19%

From Mon-Fri 10A-3P

M-F 6A-10A	M-F 3P-7P	M-F 7P-12M
48%	44%	19%

From Mon-Fri 3P-7P

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
45%	51%	24%

From Mon-Fri 7P-12Mid

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
43%	45%	52%

From Mon-Fri 6A-12Mid

Sa-Su 6A-12M
25%

From Sat-Sun 6A-12Mid

M-F 6A-12M
65%

Urban Contemporary

Persons 6+

Average Days Listened

2.5

Estimates by Daypart

	AQH Share	Weekly Cume Rating	Weekly TSL
Mon-Sun 6A-12Mid	4.0	17.6	2:16
Mon-Fri 6A-10A	3.1	5.7	1:04
Mon-Fri 10A-3P	3.1	7.5	1:07
Mon-Fri 3P-7P	4.2	9.1	1:00
Mon-Fri 7P-12Mid	5.9	6.6	0:54
Sat-Sun 6A-12Mid	4.5	9.1	1:10

Estimates by Day of the Week

	AQH Share	Daily Cume Rating	Daily TSL
Mon-Sun 6A-12Mid	4.0	6.6	0:53
Mon 6A-12Mid	3.7	6.4	0:52
Tues 6A-12Mid	3.7	6.6	0:53
Wed 6A-12Mid	3.7	6.6	0:53
Thurs 6A-12Mid	3.8	6.8	0:53
Fri 6A-12Mid	4.0	7.2	0:54
Sat 6A-12Mid	4.6	6.9	0:53
Sun 6A-12Mid	4.4	5.6	0:50

Arbitron Formats Included: Rhythmic Contemporary Hit Radio, Urban Contemporary

Total Week Cume by Daypart

	Percent Tuning in during Each Daypart
Mon-Fri 6A-10A	32%
Mon-Fri 10A-3P	43%
Mon-Fri 3P-7P	52%
Mon-Fri 7P-12Mid	37%
Sat-Sun 6A-12Mid	52%

Recycling

From Mon-Fri 6A-10A

M-F 10A-3P	M-F 3P-7P	M-F 7P-12M
53%	60%	42%

From Mon-Fri 10A-3P

M-F 6A-10A	M-F 3P-7P	M-F 7P-12M
40%	56%	39%

From Mon-Fri 3P-7P

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
37%	47%	43%

From Mon-Fri 7P-12Mid

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
36%	44%	60%

From Mon-Fri 6A-12Mid

Sa-Su 6A-12M
40%

From Sat-Sun 6A-12Mid

M-F 6A-12M
67%

Young Rock/Alternative Persons 6+

Average Days Listened

2.2

Estimates by Daypart

	AQH Share	Weekly Cume Rating	Weekly TSL
Mon-Sun 6A-12Mid	2.6	11.5	2:08
Mon-Fri 6A-10A	2.6	3.8	1:14
Mon-Fri 10A-3P	2.6	4.9	1:19
Mon-Fri 3P-7P	2.6	5.4	1:01
Mon-Fri 7P-12Mid	2.7	3.4	0:52
Sat-Sun 6A-12Mid	2.4	5.2	1:06

Estimates by Day of the Week

	AQH Share	Daily Cume Rating	Daily TSL
Mon-Sun 6A-12Mid	2.6	3.8	0:57
Mon 6A-12Mid	2.6	3.9	0:58
Tues 6A-12Mid	2.6	4.0	0:59
Wed 6A-12Mid	2.6	4.0	0:59
Thurs 6A-12Mid	2.6	4.1	0:58
Fri 6A-12Mid	2.6	4.3	0:57
Sat 6A-12Mid	2.5	3.7	0:53
Sun 6A-12Mid	2.4	3.0	0:50

Arbitron Formats Included: Active Rock, Album Oriented Rock, Alternative

Total Week Cume by Daypart

	Percent Tuning in during Each Daypart
Mon-Fri 6A-10A	33%
Mon-Fri 10A-3P	43%
Mon-Fri 3P-7P	47%
Mon-Fri 7P-12Mid	30%
Sat-Sun 6A-12Mid	45%

Recycling

From Mon-Fri 6A-10A

M-F 10A-3P	M-F 3P-7P	M-F 7P-12M
52%	54%	32%

From Mon-Fri 10A-3P

M-F 6A-10A	M-F 3P-7P	M-F 7P-12M
40%	50%	29%

From Mon-Fri 3P-7P

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
38%	46%	35%

From Mon-Fri 7P-12Mid

M-F 6A-10A	M-F 10A-3P	M-F 3P-7P
35%	41%	57%

From Mon-Fri 6A-12Mid

Sa-Su 6A-12M
32%

From Sat-Sun 6A-12Mid

M-F 6A-12M
59%



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