



November 30, 2011

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How Is My Station Really Doing? The New PPM Benchmarks You Need to Know

Research Director, Inc. has completed a comprehensive ratings study, using Arbitron data for over 1,700 stations in the 45 non-embedded PPM radio markets. The study presents a newly updated set of ratings norms for most major formats and demographic/ethnic groups.

Average share, cume and time spent listening by format group is reported, along with new benchmarks for audience recycling by day and daypart, and average days listened.

Among the Key Findings

- Of the 19 format groups analyzed, Urban Contemporary has the largest AQH share (4.3). The highest weekly cume rating belongs to CHR (20.8), and the Inspirational format group achieves the highest weekly time spent listening (3:52).
- Listening to radio is amazingly consistent across the days of the week, with minimal drop-off on the weekend. Some formats actually perform better on Saturday or Sunday than they do on the weekdays. Of all P6+ listeners who tune to the radio on weekdays, 82% also listen on the weekend.
- Across dayparts, 16 of the 19 format groups examined had higher cumes Sat-Sun 6A-Mid than they did in morning drive. Some even had a higher Monday-Friday 7P-12Mid reach than in mornings. This study emphasizes the power of these time periods that are sometimes considered “throw-ins,” but have huge audiences and are of considerable value to an advertiser.
- The daypart that reaches the most listeners 6+ is Mon-Fri 3P-7P, with a 79.0 cume rating, followed by Sat-Sun 6A-Mid (77.2), Mon-Fri 10A-3P (74.7), Mon-Fri 6A-10A (67.7) and Mon-Fri 7P-Mid (59.7).
- The average Person 6+ tunes to radio 5.1 days per week. On a format basis, News/Talk had the highest number of average days listened at 2.8.
- On a total week basis, 95.7% of all Adults 25-54 tune to radio, spending an average of 12:55 with the medium. Three-quarters of Adults 25-54 tune to radio on an average day.



Marc Greenspan, a managing partner of Research Director, Inc., stated, “Knowing these format norms lets you better assess the strength of your radio station and make smarter programming decisions. Each format now has a fresh set of benchmarks for comparison, based on 45 PPM markets.”

Charlie Sislen, President of Research Director, Inc., commented, “This study provides valuable insights for programmers, but also for anyone tasked with promoting the benefits of radio to advertisers.”

An Executive Summary of Research Director, Inc.’s newest study, entitled “**How Is My Station Really Doing? The New PPM Benchmarks You Need to Know,**” is available at: <http://www.ResearchDirectorInc.com/newsvault.asp>.

The complete study, with breakouts of the data by format group, will be posted to the website on Thursday, December 8, after the data is presented at the Arbitron Client Conference.

On December 15, at 2pm EST, Research Director, Inc. will conduct a webinar to present the key findings of the study. All are welcome to participate in the webinar. Go to this link to register: <https://www1.gotomeeting.com/register/869090576>

How the Study Was Conducted

Research Director, Inc. examined over 1,700 stations in the 45 non-embedded PPM markets, using a 13-survey average spanning October 2010 through September 2011. The study analyzed 19 format groups and 11 demographic/ethnic groups.

About Research Director, Inc.

Research Director, Inc., based in Annapolis, Maryland, helps radio stations’ programming and sales departments maximize the value of their research. Often called “The Ratings Experts,” they have been involved with Arbitron’s PPM methodology since its inception. For more information on Research Director, Inc., call 410-295-6619 or e-mail info@ResearchDirectorInc.com.