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**New PPM Benchmarks for Public Radio**

Research Director, Inc. recently published a series of ratings benchmarks for radio stations in PPM markets. The original study examined over 1,700 radio stations in the 45 non-embedded PPM markets, and segmented them into various format groups.

As a follow-up, Research Director, Inc. has now produced benchmarks for non-commercial News/Talk and Classical stations. The same time period was utilized (average of the October 2010 through September 2011 surveys). The non-commercial News/Talk format group's performance was also compared to its commercial All News and News/Talk counterparts.

Among the key findings:

- The average non-commercial Classical station has a P6+ total week time spent listening of 3:19. This is higher than 15 of the 18 commercial format groups we analyzed.
- Non-commercial News/Talk stations do a great job recycling between drive times. Of the typical non-commercial News/Talk radio station's AM Drive cume audience, 64% also tune in during PM drive. When compared to the average station (all formats, commercial and non-commercial), that is 16% above the norm.
- Non-commercial News/Talk stations also perform significantly better than their commercial counterparts when it comes to weekday-to-weekend recycling. Of the typical non-commercial News/Talk radio station's weekday cume audience, 42% also tune in on the weekend. Compare that to 28% for commercial News/Talk and 36% for commercial All News.

Marc Greenspan, a managing partner of Research Director, Inc. stated, "These benchmarks are designed to help public radio stations assess their rating position and determine ways they can grow."

Charlie Sisen, President of Research Director, Inc. commented, "With tighter budgets, it's difficult to attract new listeners, and therefore grow cume. Alternatively, stations can focus on taking their existing cume and getting them to listen longer."

Research Director, Inc.'s report, entitled "**How Is My Station Really Doing? Public Radio Edition**" is available at: <http://www.ResearchDirectorInc.com/newsvault.asp>. The complete PPM Benchmark study for all formats, originally published in December 2011, is also available there.

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](mailto:info@ResearchDirectorInc.com).