Research Director Inc.
the ratings experts℠

April 15, 2009

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PPM Proves That Radio Is Strong Throughout the Day

Research Director, Inc. has completed a study using Arbitron's PPM data from the ten major markets in which PPM is currency. The study demonstrates that radio's hour-by-hour listening levels are consistently strong throughout the day, not only in the morning, but also in middays, afternoons, and on the weekend. It also highlights the hour-by-hour variance in listening levels across demographic groups. Research Director Inc. analyzed the average PUMM% (Persons Using Measured Media) for the ten major PPM currency markets, from September 2008 through January 2009.

In the study, Radio's best hour among Persons 6+ came during afternoon drive. The Monday-Friday 3p-4p hour had an average PUMM of 13.1%, meaning that 13.1% of Persons 6+ were listening to radio in an average quarter-hour between Monday-Friday 3p-4p. The second strongest hour was also in afternoon drive, Monday-Friday 4p-5p, with an average PUMM level of 12.9%. Next was Monday-Friday 7a-8a, with an average PUMM level of 12.7%.

Sixteen of the sixty individual hours examined had average PUMM levels for Persons 6+ in excess of 11%. Radio is delivering, during those hours, approximately one in every nine persons in an average quarter-hour.

Overall listening and the best hours for radio varied greatly across demographic groups. The Monday-Friday 3p-4p and 4p-5p hours were the strongest hours for Adults 25-54. That demo had nineteen different hours with an average PUMM in excess of 11%. For Men 18+, the two highest hours were Monday-Friday 3p-4p and Monday-Friday Noon-1p. Listening by Men 18+ was exceptionally strong. There were six different hours that had average PUMM levels of 15% or higher, and 20 hours with PUMMs in excess of 11%.

Youth listening is extremely different from that of their Adult counterparts. Six of the seven highest PUMMs for Persons 6-17 were during hours on the weekend.

On the weekends, the Saturday Noon-1p hour is consistently strong across most demo groups. On Sunday, listening levels tend to peak slightly later in the afternoon, compared to Saturday.

(continued)

Marc Greenspan, a managing partner of Research Director, Inc., cited the fact that the top four hours of listening occurred in three different dayparts. "Clearly the belief that radio is only a morning drive medium is simply not true."

Charlie Sislen, President of Research Director, Inc., commented on radio's strength throughout the day. "The number of hours where AQH listening exceeded ten percent of the population is impressive and shows one of radio's true strengths. Radio continues to be an entertainment media that has tremendous audience size throughout the week. In these days of entertainment fragmentation, this is a real plus to any advertiser."

The hour-by-hour data analyzed in this study is available at:
http://www.researchdirectorinc.com/pressreleases.asp.

How The Study Was Conducted
Research Director analyzed the PUMM% for the ten major markets that utilize PPM data as currency. A six-month average (September 2008– January 2009) was used in the study. Twelve different demographic groups were examined, including African-American, Hispanic and Other.

Research Director, Inc. conducts ratings analysis for client stations, finding the best sales stories and presenting the information graphically and persuasively. The company also does analysis for programmers, using the company's proprietary Instant Answer, Instant Answer for PPM and Diary Review Analysis systems.

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PPM
HOUR BY HOUR STUDY

Presented by: Charlie Sislen

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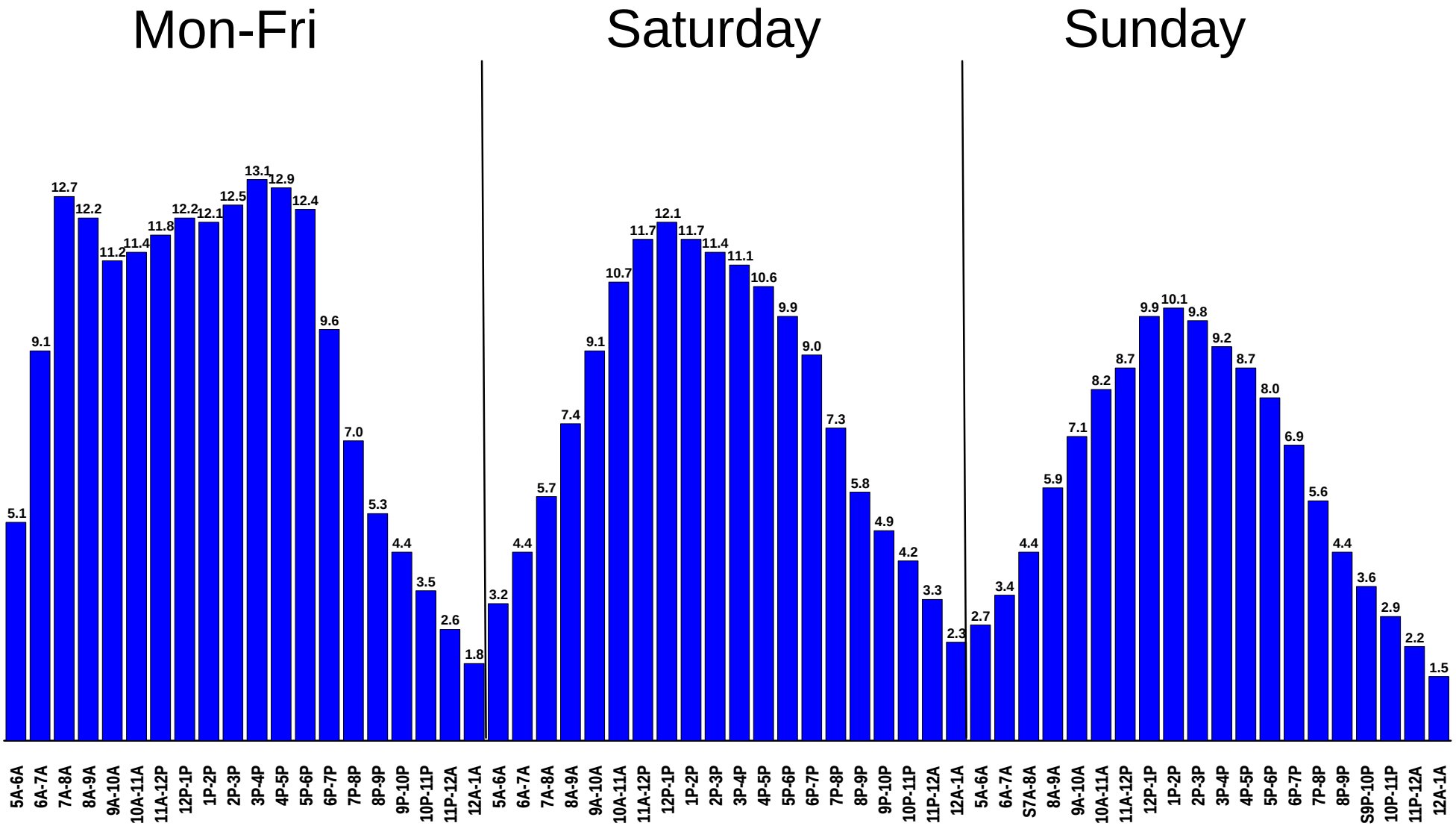
Persons 6+

Top-5 Best Hours:	
M-F 3P-4P	13.1
M-F 4P-5P	12.9
M-F 7A-8A	12.7
M-F 2P-3P	12.5
M-F 5P-6P	12.4



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Source: Arbitron September 08 - January 09 PUMM% for PPM currency markets:
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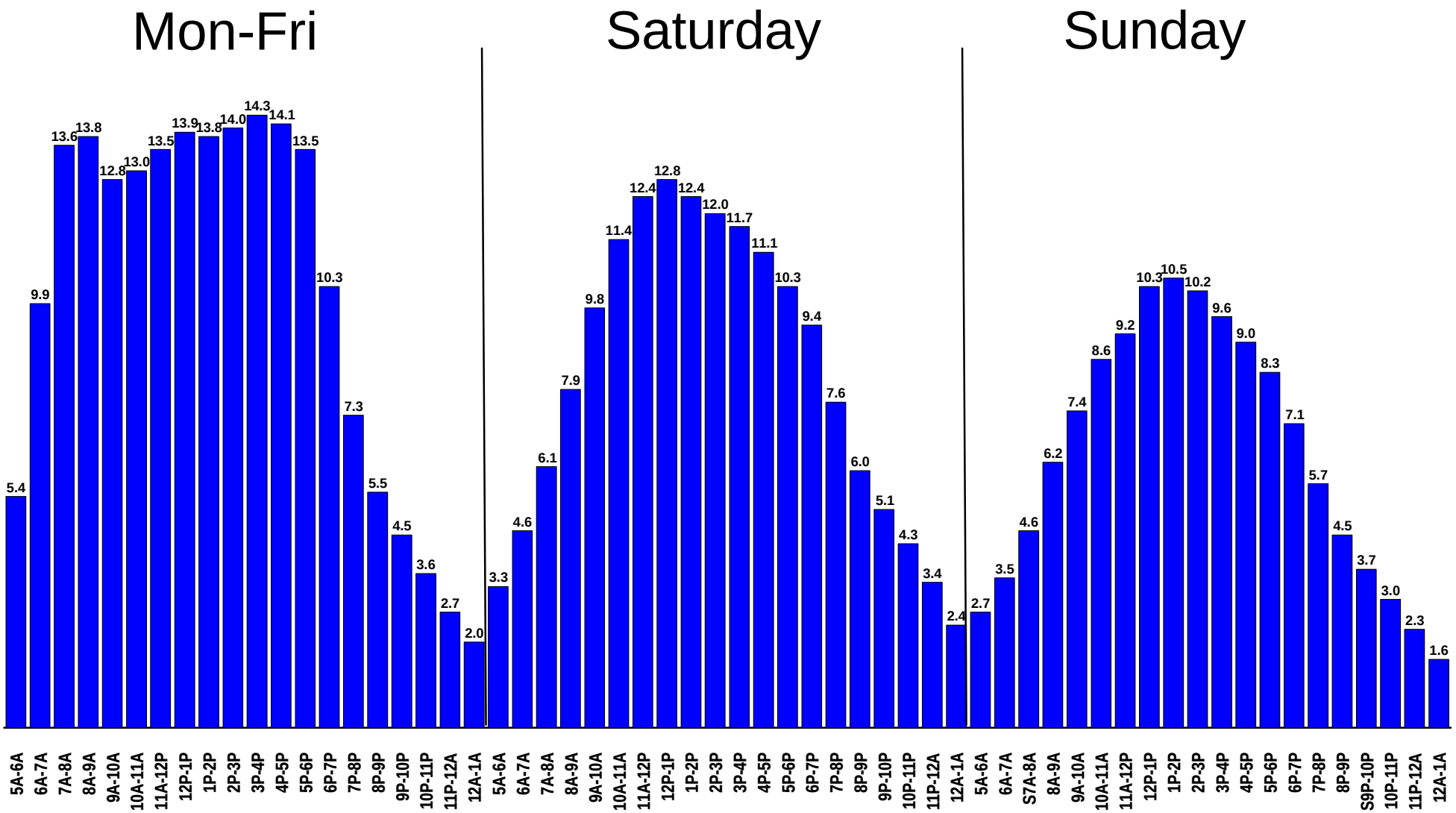
Adults 18+

Top-5 Best Hours:	
M-F 3P-4P	14.3
M-F 4P-5P	14.1
M-F 2P-3P	14.0
M-F 12N-1P	13.9
M-F 8A-9A	13.8
M-F 1P-2P	13.8



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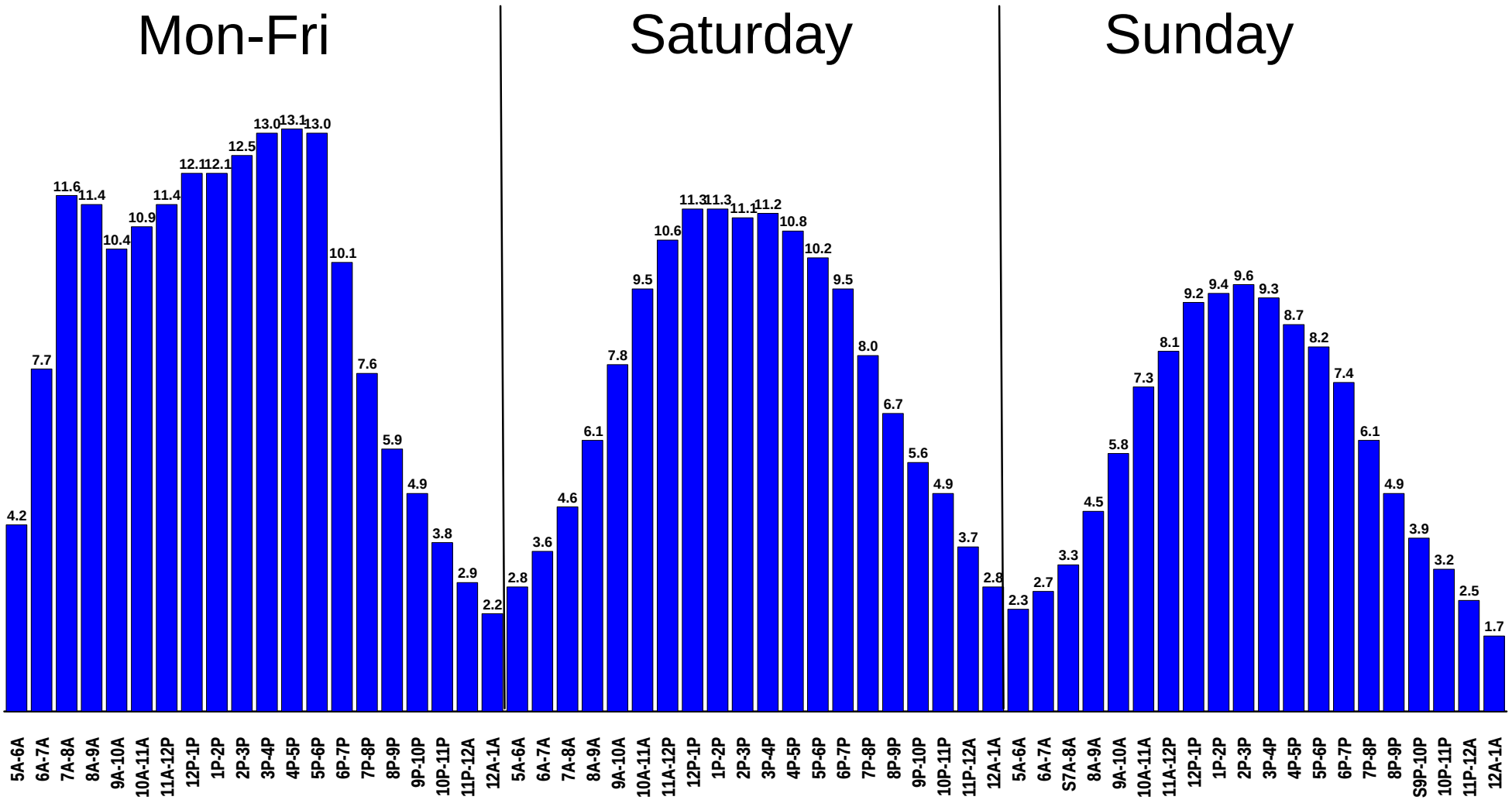
Adults 18-34

Top-5 Best Hours:	
M-F 4P-5P	13.1
M-F 3P-4P	13.0
M-F 5P-6P	13.0
M-F 2P-3P	12.5
M-F 12N-1P	12.1
M-F 1P-2P	12.1



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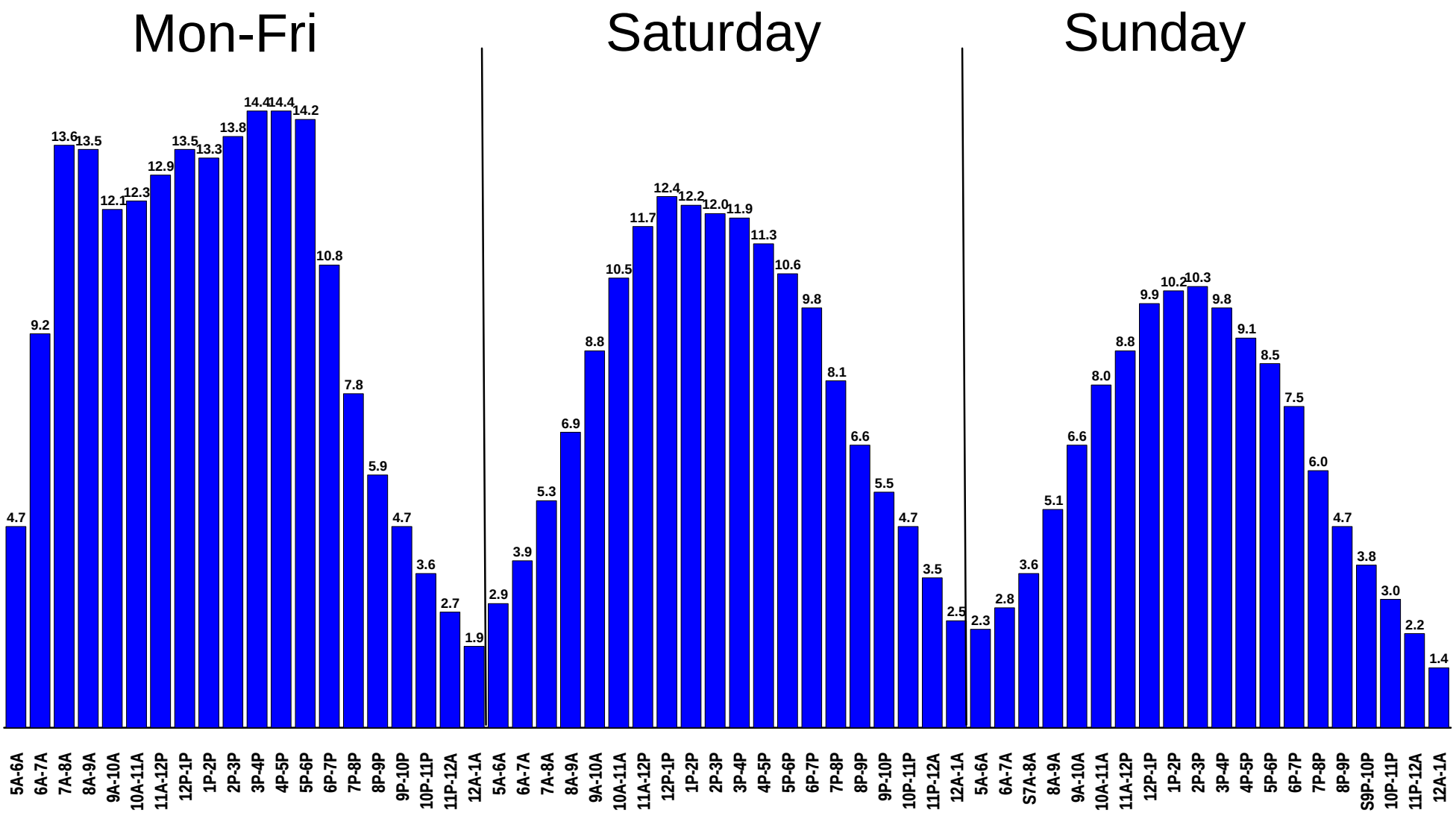
Adults 18-49

Top-5 Best Hours:	
M-F 3P-4P	14.4
M-F 4P-5P	14.4
M-F 5P-6P	14.2
M-F 2P-3P	13.8
M-F 7A-8A	13.6



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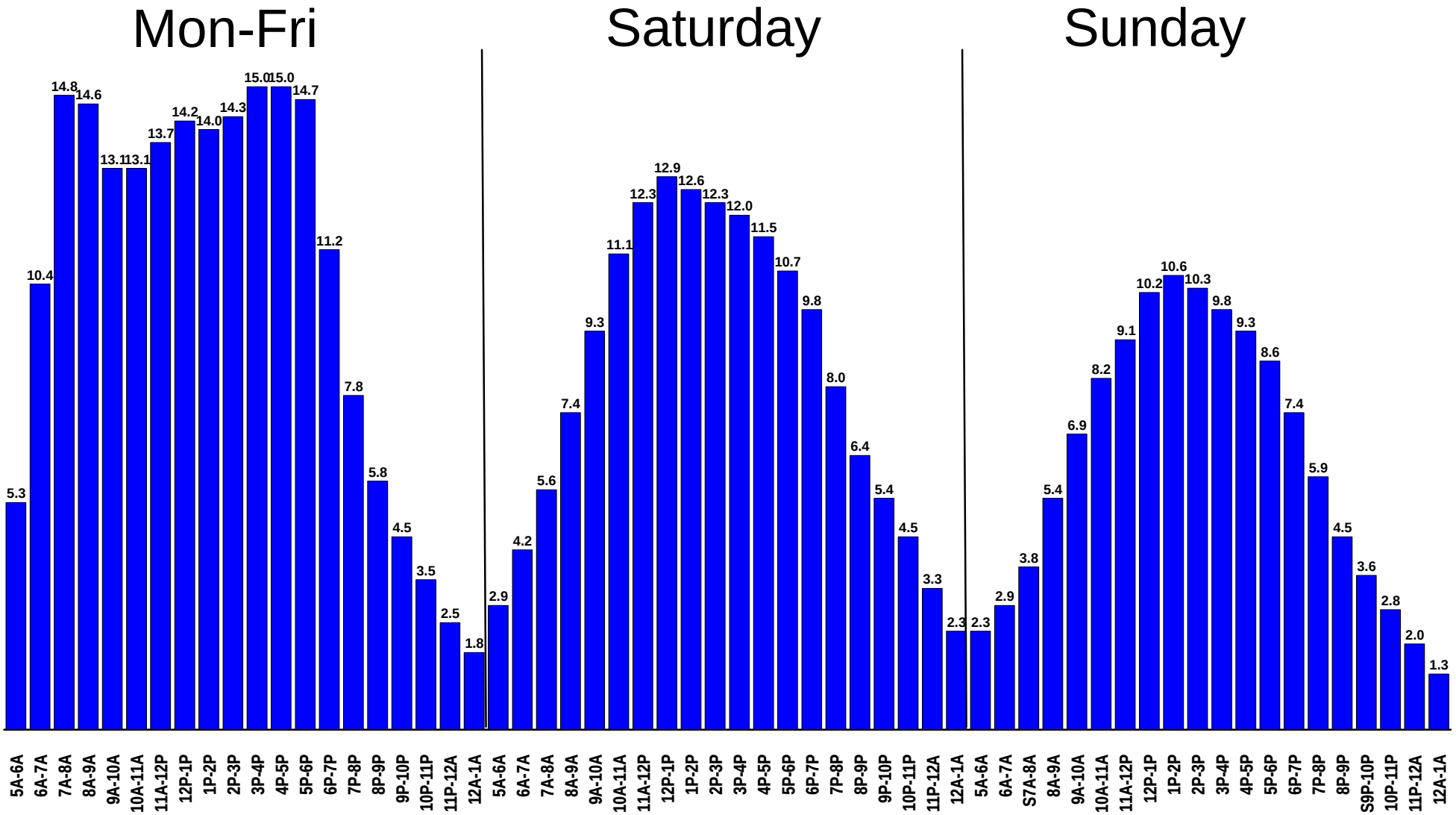
Adults 25-54

Top-5 Best Hours:	
M-F 3P-4P	15.0
M-F 4P-5P	15.0
M-F 7A-8A	14.8
M-F 5P-6P	14.7
M-F 8A-9A	14.6



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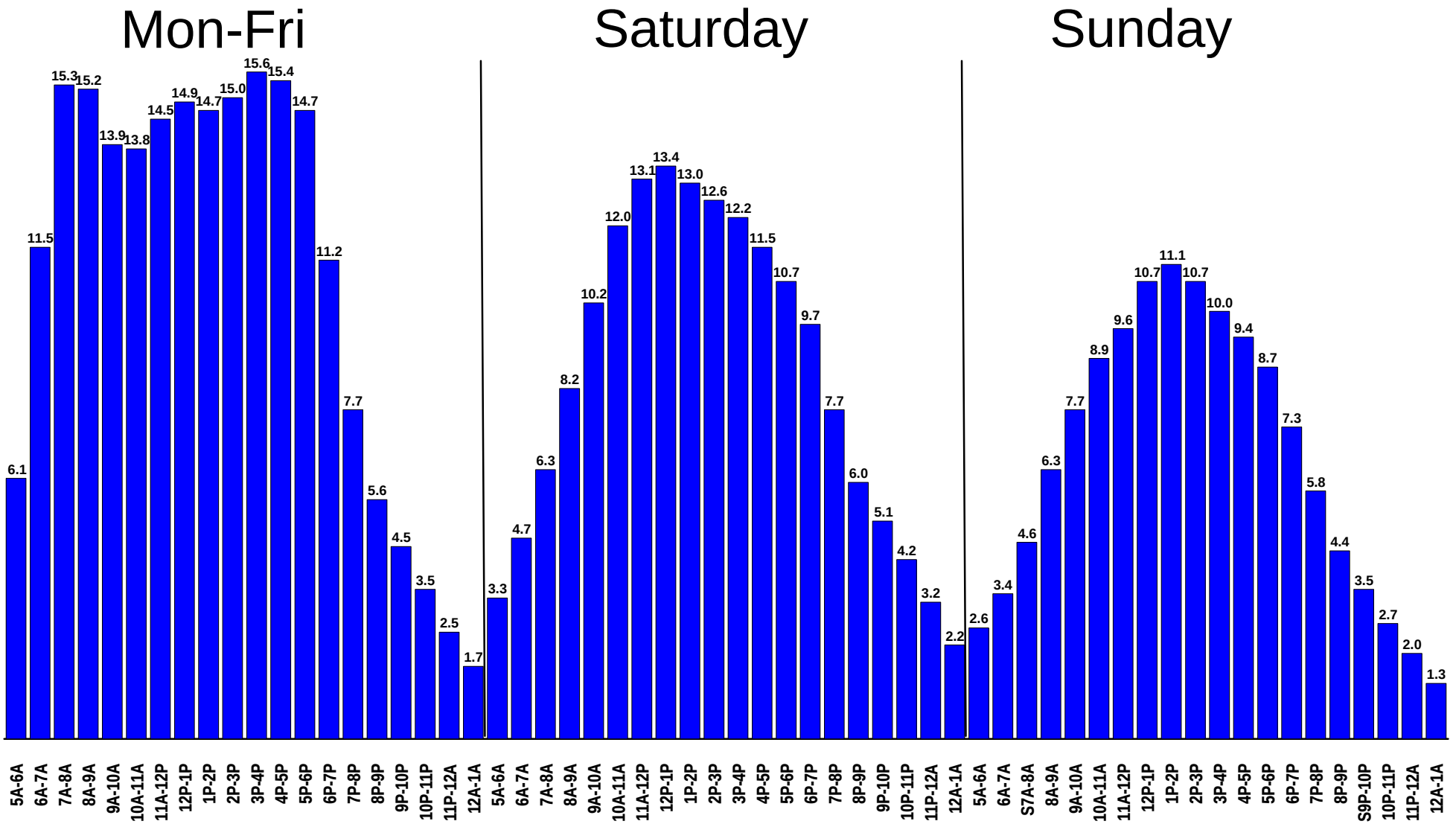
Adults 35-64

Top-5 Best Hours:	
M-F 3P-4P	15.6
M-F 4P-5P	15.4
M-F 7A-8A	15.3
M-F 8A-9A	15.2
M-F 2P-3P	15.0



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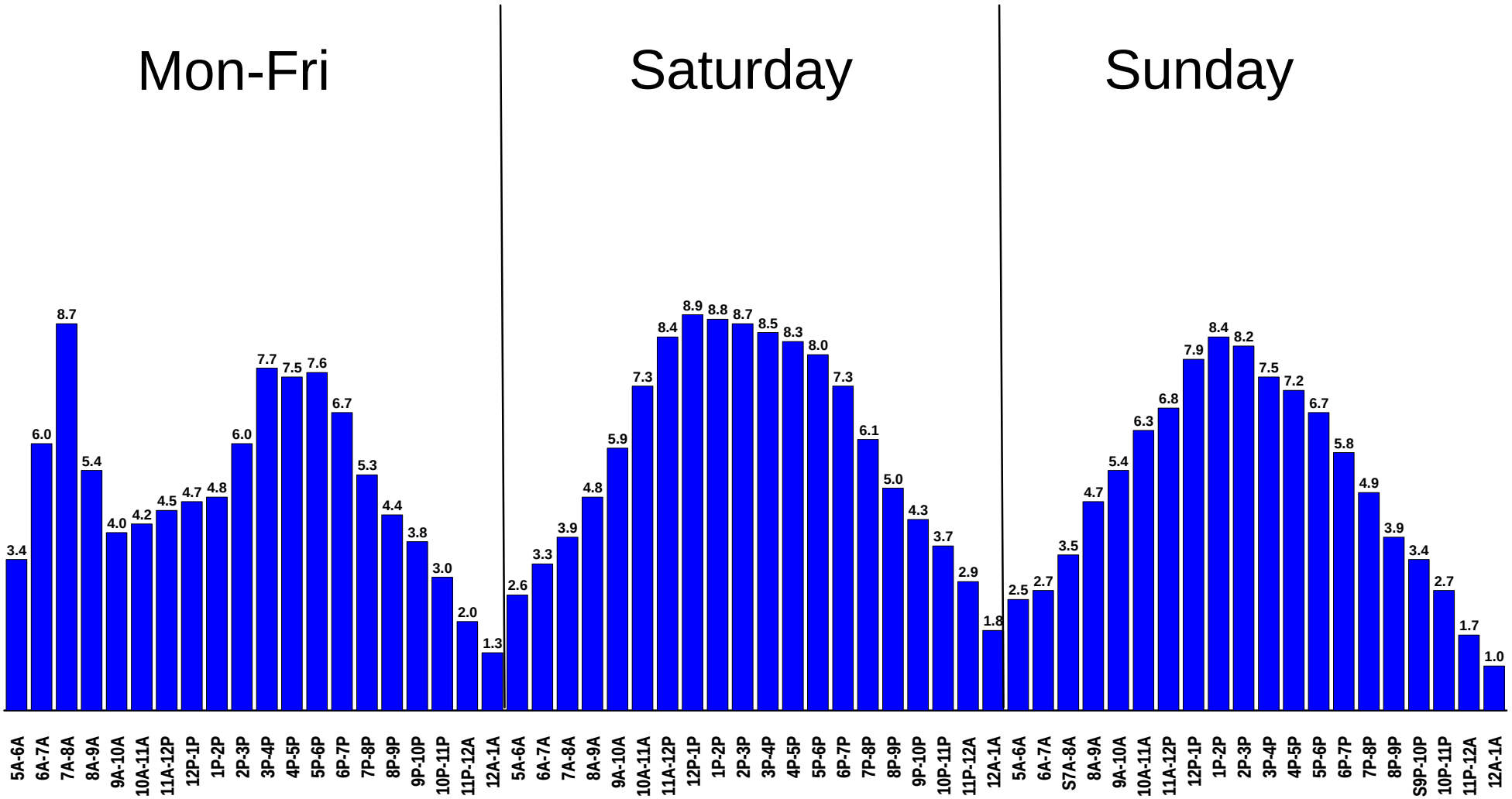
Persons 6-17

Top-5 Best Hours:	
SA 12N-1P	8.9
SA 1P-2P	8.8
SA 2P-3P	8.7
M-F 7A-8A	8.7
SA 3P-4P	8.5



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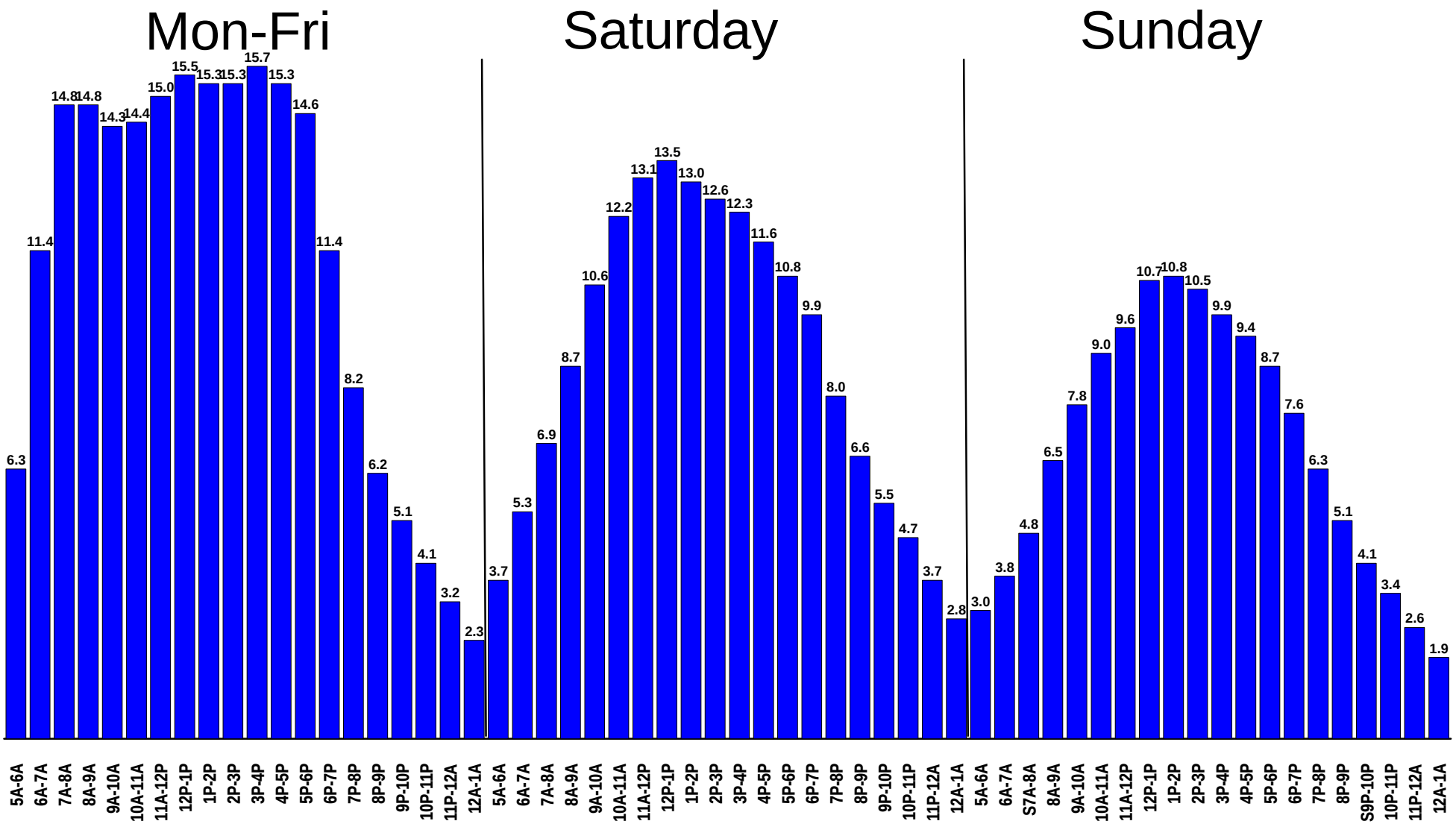
Men 18+

Top-5 Best Hours:	
M-F 3P-4P	15.7
M-F 12N-1P	15.5
M-F 1P-2P	15.3
M-F 2P-3P	15.3
M-F 4P-5P	15.3



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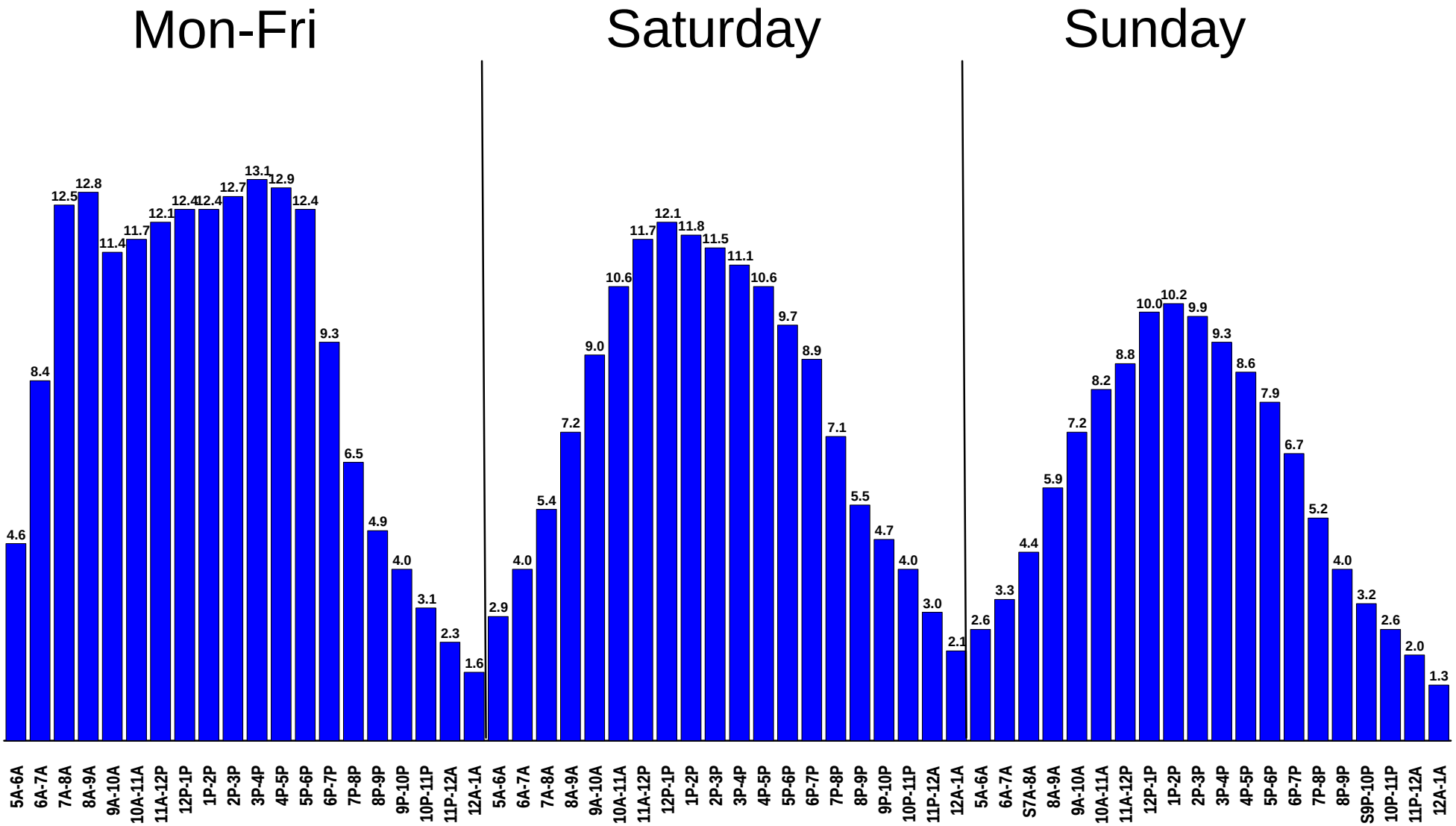
Women 18+

Top-5 Best Hours:	
M-F 3P-4P	13.1
M-F 4P-5P	12.9
M-F 8A-9A	12.8
M-F 2P-3P	12.7
M-F 7A-8A	12.5



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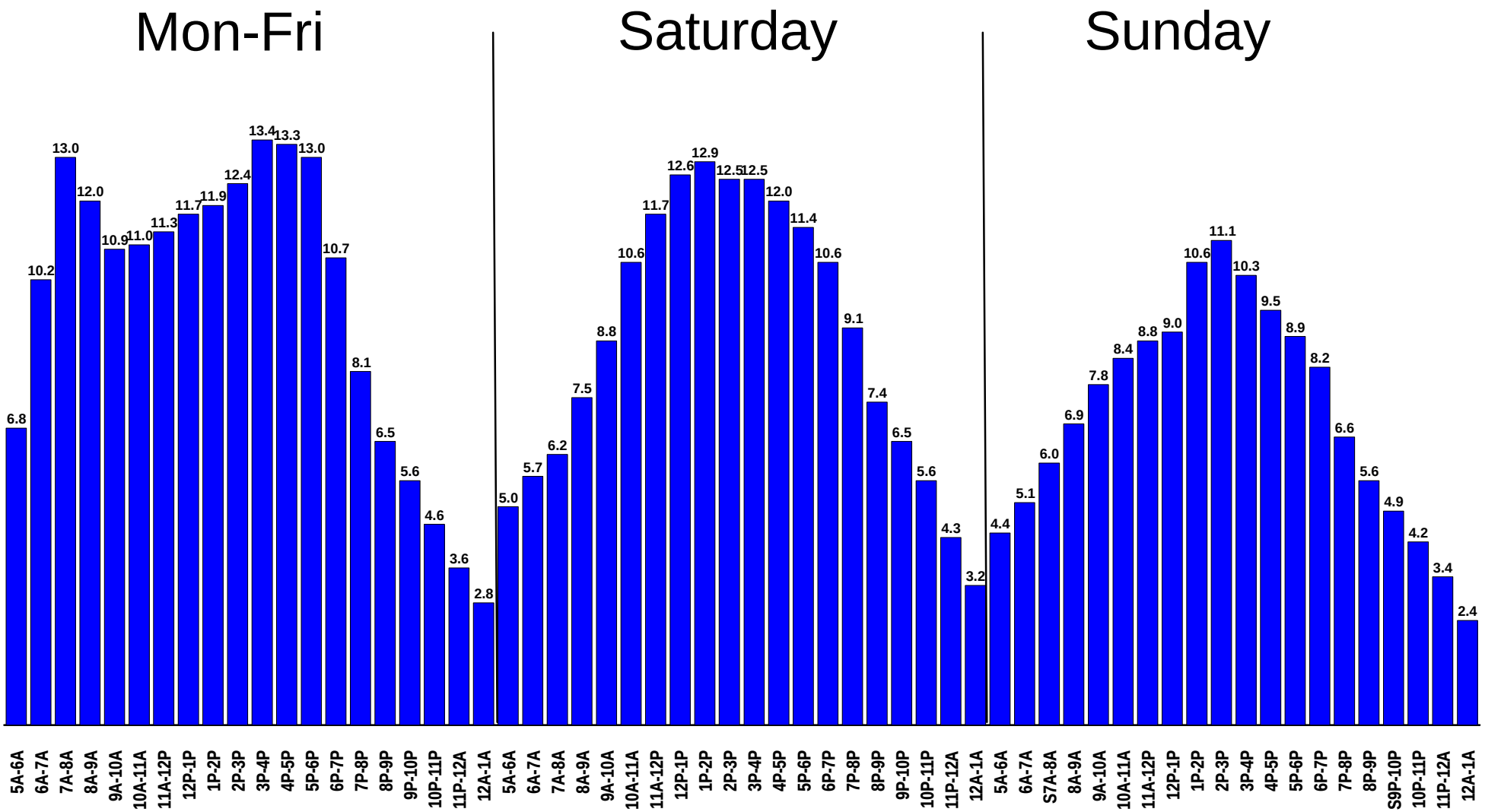
African-American

Top-5 Best Hours:	
M-F 3P-4P	13.4
M-F 4P-5P	13.3
M-F 7A-8A	13.0
M-F 5P-6P	13.0
SA 1P-2P	12.9



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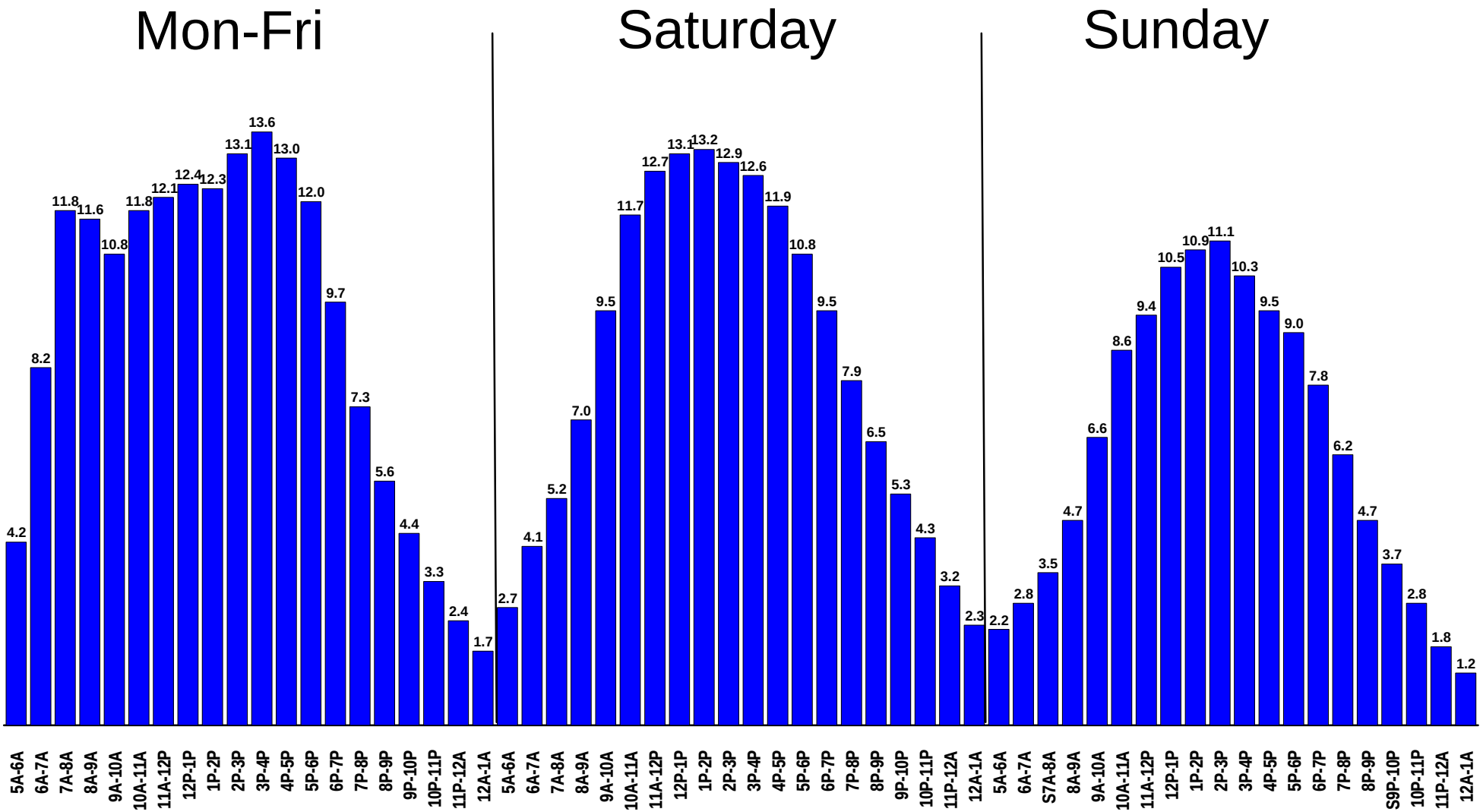
Hispanic

Top-5 Best Hours:	
M-F 3P-4P	13.6
SA 1P-2P	13.2
M-F 2P-3P	13.1
SA 12N-1P	13.1
M-F 4P-5P	13.0



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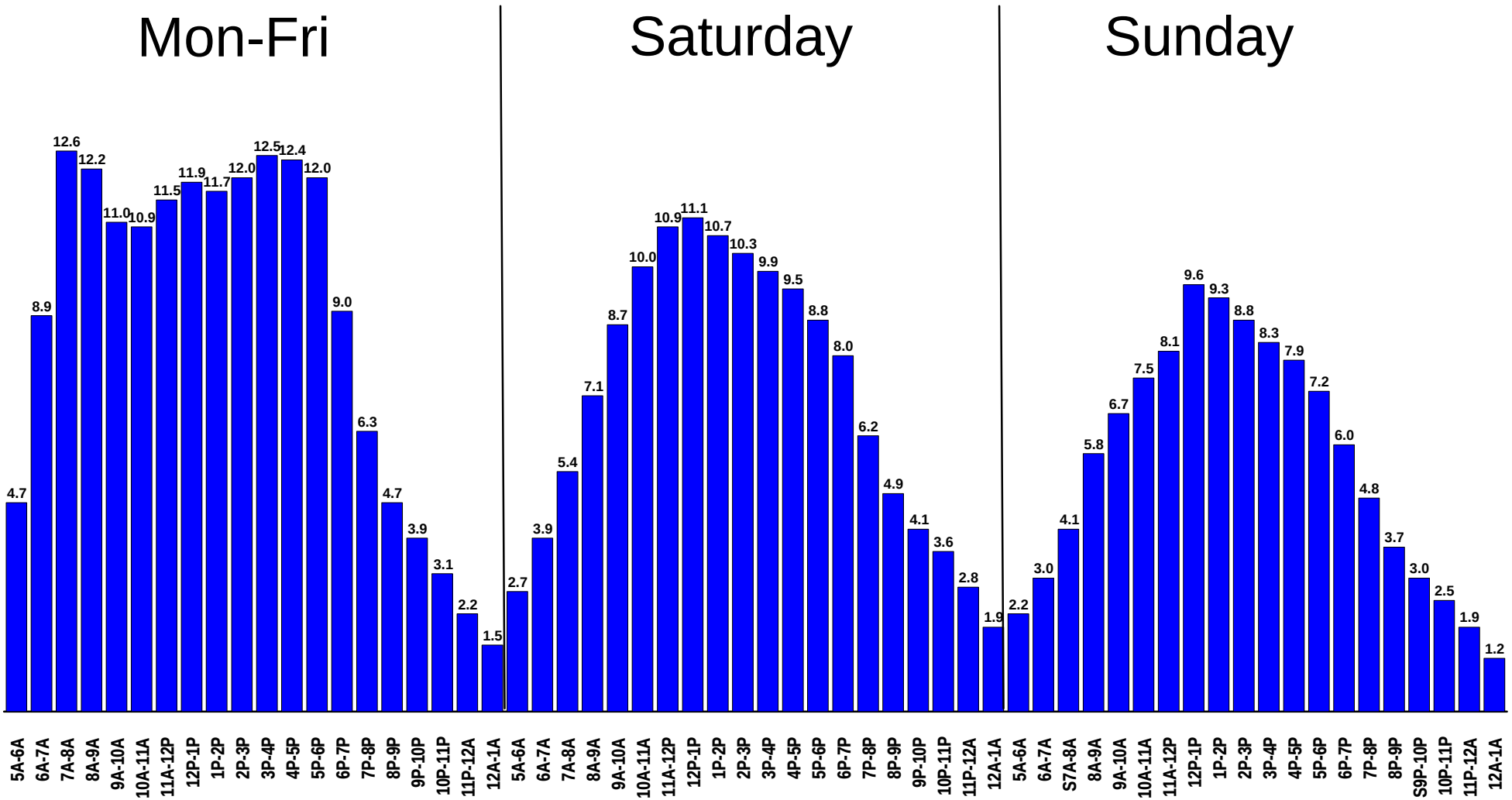
Other

Top-5 Best Hours:	
M-F 7A-8A	12.6
M-F 3P-4P	12.5
M-F 4P-5P	12.4
M-F 8A-9A	12.2
M-F 2P-3P	12.0
M-F 5P-6P	12.0



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Monday-Friday Hour by Hour Demographic Comparison

Mon-Fri	P6+	A18+	A18-34	A18-49	A25-54	A35-64	P6-17	M18+	W18+	African-American	Hispanic	Other
5A-6A	5.1	5.4	4.2	4.7	5.3	6.1	3.4	6.3	4.6	6.8	4.2	4.7
6A-7A	9.1	9.9	7.7	9.2	10.4	11.5	6.0	11.4	8.4	10.2	8.2	8.9
7A-8A	12.7	13.6	11.6	13.6	14.8	15.3	8.7	14.8	12.5	13.0	11.8	12.6
8A-9A	12.2	13.8	11.4	13.5	14.6	15.2	5.4	14.8	12.8	12.0	11.6	12.2
9A-10A	11.2	12.8	10.4	12.1	13.1	13.9	4.0	14.3	11.4	10.9	10.8	11.0
10A-11A	11.4	13.0	10.9	12.3	13.1	13.8	4.2	14.4	11.7	11.0	11.8	10.9
11A-12N	11.8	13.5	11.4	12.9	13.7	14.5	4.5	15.0	12.1	11.3	12.1	11.5
12N-1P	12.2	13.9	12.1	13.5	14.2	14.9	4.7	15.5	12.4	11.7	12.4	11.9
1P-2P	12.1	13.8	12.1	13.3	14.0	14.7	4.8	15.3	12.4	11.9	12.3	11.7
2P-3P	12.5	14.0	12.5	13.8	14.3	15.0	6.0	15.3	12.7	12.4	13.1	12.0
3P-4P	13.1	14.3	13.0	14.4	15.0	15.6	7.7	15.7	13.1	13.4	13.6	12.5
4P-5P	12.9	14.1	13.1	14.4	15.0	15.4	7.5	15.3	12.9	13.3	13.0	12.4
5P-6P	12.4	13.5	13.0	14.2	14.7	14.7	7.6	14.6	12.4	13.0	12.0	12.0
6P-7P	9.6	10.3	10.1	10.8	11.2	11.2	6.7	11.4	9.3	10.7	9.7	9.0
7P-8P	7.0	7.3	7.6	7.8	7.8	7.7	5.3	8.2	6.5	8.1	7.3	6.3
8P-9P	5.3	5.5	5.9	5.9	5.8	5.6	4.4	6.2	4.9	6.5	5.6	4.7
9P-10P	4.4	4.5	4.9	4.7	4.5	4.5	3.8	5.1	4.0	5.6	4.4	3.9
10P-11P	3.5	3.6	3.8	3.6	3.5	3.5	3.0	4.1	3.1	4.6	3.3	3.1
11P-12M	2.6	2.7	2.9	2.7	2.5	2.5	2.0	3.2	2.3	3.6	2.4	2.2
12M-1A	1.8	2.0	2.2	1.9	1.8	1.7	1.3	2.3	1.6	2.8	1.7	1.5

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Saturday Hour by Hour Demographic Comparison

Saturday	P6+	A18+	A18-34	A18-49	A25-54	A35-64	P6-17	M18+	W18+	African-American	Hispanic	Other
5A-6A	3.2	3.3	2.8	2.9	2.9	3.3	2.6	3.7	2.9	5.0	2.7	2.7
6A-7A	4.4	4.6	3.6	3.9	4.2	4.7	3.3	5.3	4.0	5.7	4.1	3.9
7A-8A	5.7	6.1	4.6	5.3	5.6	6.3	3.9	6.9	5.4	6.2	5.2	5.4
8A-9A	7.4	7.9	6.1	6.9	7.4	8.2	4.8	8.7	7.2	7.5	7.0	7.1
9A-10A	9.1	9.8	7.8	8.8	9.3	10.2	5.9	10.6	9.0	8.8	9.5	8.7
10A-11A	10.7	11.4	9.5	10.5	11.1	12.0	7.3	12.2	10.6	10.6	11.7	10.0
11A-12N	11.7	12.4	10.6	11.7	12.3	13.1	8.4	13.1	11.7	11.7	12.7	10.9
12N-1P	12.1	12.8	11.3	12.4	12.9	13.4	8.9	13.5	12.1	12.6	13.1	11.1
1P-2P	11.7	12.4	11.3	12.2	12.6	13.0	8.8	13.0	11.8	12.9	13.2	10.7
2P-3P	11.4	12.0	11.1	12.0	12.3	12.6	8.7	12.6	11.5	12.5	12.9	10.3
3P-4P	11.1	11.7	11.2	11.9	12.0	12.2	8.5	12.3	11.1	12.5	12.6	9.9
4P-5P	10.6	11.1	10.8	11.3	11.5	11.5	8.3	11.6	10.6	12.0	11.9	9.5
5P-6P	9.9	10.3	10.2	10.6	10.7	10.7	8.0	10.8	9.7	11.4	10.8	8.8
6P-7P	9.0	9.4	9.5	9.8	9.8	9.7	7.3	9.9	8.9	10.6	9.5	8.0
7P-8P	7.3	7.6	8.0	8.1	8.0	7.7	6.1	8.0	7.1	9.1	7.9	6.2
8P-9P	5.8	6.0	6.7	6.6	6.4	6.0	5.0	6.6	5.5	7.4	6.5	4.9
9P-10P	4.9	5.1	5.6	5.5	5.4	5.1	4.3	5.5	4.7	6.5	5.3	4.1
10P-11P	4.2	4.3	4.9	4.7	4.5	4.2	3.7	4.7	4.0	5.6	4.3	3.6
11P-12M	3.3	3.4	3.7	3.5	3.3	3.2	2.9	3.7	3.0	4.3	3.2	2.8
12M-1A	2.3	2.4	2.8	2.5	2.3	2.2	1.8	2.8	2.1	3.2	2.3	1.9

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Sunday Hour by Hour Demographic Comparison

Sunday	P6+	A18+	A18-34	A18-49	A25-54	A35-64	P6-17	M18+	W18+	African-American	Hispanic	Other
5A-6A	2.7	2.7	2.3	2.3	2.3	2.6	2.5	3.0	2.6	4.4	2.2	2.2
6A-7A	3.4	3.5	2.7	2.8	2.9	3.4	2.7	3.8	3.3	5.1	2.8	3.0
7A-8A	4.4	4.6	3.3	3.6	3.8	4.6	3.5	4.8	4.4	6.0	3.5	4.1
8A-9A	5.9	6.2	4.5	5.1	5.4	6.3	4.7	6.5	5.9	6.9	4.7	5.8
9A-10A	7.1	7.4	5.8	6.6	6.9	7.7	5.4	7.8	7.2	7.8	6.6	6.7
10A-11A	8.2	8.6	7.3	8.0	8.2	8.9	6.3	9.0	8.2	8.4	8.6	7.5
11A-12N	8.7	9.2	8.1	8.8	9.1	9.6	6.8	9.6	8.8	8.8	9.4	8.1
12N-1P	9.9	10.3	9.2	9.9	10.2	10.7	7.9	10.7	10.0	9.0	10.5	9.6
1P-2P	10.1	10.5	9.4	10.2	10.6	11.1	8.4	10.8	10.2	10.6	10.9	9.3
2P-3P	9.8	10.2	9.6	10.3	10.3	10.7	8.2	10.5	9.9	11.1	11.1	8.8
3P-4P	9.2	9.6	9.3	9.8	9.8	10.0	7.5	9.9	9.3	10.3	10.3	8.3
4P-5P	8.7	9.0	8.7	9.1	9.3	9.4	7.2	9.4	8.6	9.5	9.5	7.9
5P-6P	8.0	8.3	8.2	8.5	8.6	8.7	6.7	8.7	7.9	8.9	9.0	7.2
6P-7P	6.9	7.1	7.4	7.5	7.4	7.3	5.8	7.6	6.7	8.2	7.8	6.0
7P-8P	5.6	5.7	6.1	6.0	5.9	5.8	4.9	6.3	5.2	6.6	6.2	4.8
8P-9P	4.4	4.5	4.9	4.7	4.5	4.4	3.9	5.1	4.0	5.6	4.7	3.7
9P-10P	3.6	3.7	3.9	3.8	3.6	3.5	3.4	4.1	3.2	4.9	3.7	3.0
10P-11P	2.9	3.0	3.2	3.0	2.8	2.7	2.7	3.4	2.6	4.2	2.8	2.5
11P-12M	2.2	2.3	2.5	2.2	2.0	2.0	1.7	2.6	2.0	3.4	1.8	1.9
12M-1A	1.5	1.6	1.7	1.4	1.3	1.3	1.0	1.9	1.3	2.4	1.2	1.2

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Source: Arbitron September 08 - January 09 PUMM% for PPM currency markets:
New York, Los Angeles, Chicago, San Francisco, Dallas, Houston, Atlanta, Philadelphia, Washington, DC, Detroit