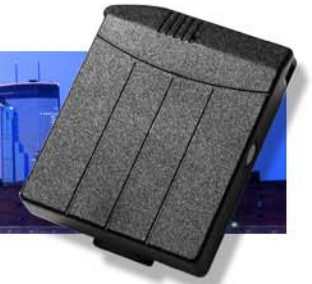


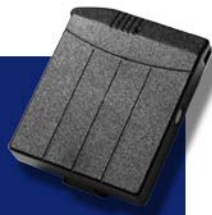
PPM in Minneapolis-St. Paul



Minneapolis-St. Paul PPM

April 2009 Pre-Currency PPM Data

Randy Engmann
Account Manager, Radio Station Services
May 21, 2009



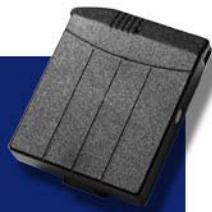
MINNEAPOLIS-
ST. PAUL

Findings

- **The Minneapolis-St. Paul sample for April is representative of all demos, ethnicities, and counties.**
- **Compliance is similar to all other PPM markets.**
 - » On average 75% of panelists are carrying their meters for roughly 15 hours per day.
- **Cume audiences on the weekly and daily levels are higher than what has been seen in the diary.**
- **Radio's qualitative audience has changed.**
 - » Upper Income Households are more of a factor in PPM
 - » Employment and out-of-home listening continues to drive ratings
- **PPM listening levels compared to diary are similar to 13 other PPM commercialized markets.**
 - » Many different formats are found in top rank positions
- **Cell Phone Only Households are being measured for the first time.**
- **Granular data continues to provide insight into how consumers use radio.**

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.





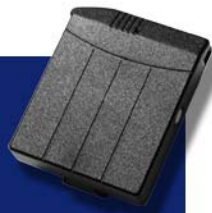
MINNEAPOLIS-
ST. PAUL

Minneapolis-St. Paul PPM Scheduled Commercialization Plan

April 09	Winter 2009 Diary Book Releases
	4/2: April PPM Pre-Currency Survey Begins
May 09	Winter 2009 Diary Book Still Currency
	5/21: April PPM Pre-Currency Data Release
	5/27: First Release of PPM Weekly Data
June 09	Winter 2009 Diary Book Still Currency
	6/18 : May PPM Pre-Currency Data Release
July 09	Winter 2009 Diary Book <i>NO</i> Longer Currency
	7/16: June PPM Currency Release

- Only one currency in use at a time
- Full three month value of Winter 09 Diary book
- Two months of PPM demonstration data prior to Currency





MINNEAPOLIS-ST. PAUL

Minneapolis-St. Paul Converts to Currency



PPM Data Are Scheduled to Become Currency in Minneapolis-St. Paul on July 16, 2009

Arbitron PPM™ data will not be the official ratings currency in Minneapolis-St. Paul before July 16, 2009. All Arbitron clients who conduct business in Minneapolis-St. Paul are contractually required to use Diary data for their transactions until the PPM data are commercialized. Arbitron clients may not use PPM data for transactional business until that date.

Minneapolis-St. Paul PPM Pre-Currency Data
The Minneapolis-St. Paul radio Metro is currently being measured with the Arbitron Portable People Meter™. This measurement period is called "Pre-Currency." The June 2009 survey represents the official release of PPM "Currency" data.

PPM "Pre-Currency" data may not be used for media planning, buying and/or selling purposes until PPM results become the official currency, which is scheduled to occur on July 16, 2009.

Arbitron clients are not permitted to create multimeter averages by mixing Diary and PPM data. However, they are welcome to create multimeter averages using April and May 2009 PPM data, after the PPM data are commercialized.

For more details about the Minneapolis-St. Paul PPM launch, go to www.arbitron.com/ppm or contact your Arbitron account manager.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

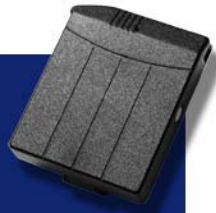
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www.arbitron.com/ppm • www.arbitron.com/faq • 24/7 PPM Support (800) 776-2200

- PPM data will be the **ONLY** form of currency scheduled to begin July 16th
- **Arbitron's license agreements prohibit the use of DIARY data for any transactional purpose after a market's official conversion to PPM currency**



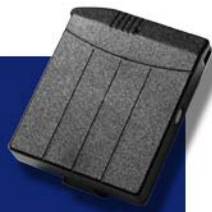


MINNEAPOLIS-
ST. PAUL

Sample

Minneapolis-St. Paul PPM April 2009





MINNEAPOLIS-
ST. PAUL

Minneapolis-St. Paul Metro Sample

April 2009

Total Persons in Monthly Sample

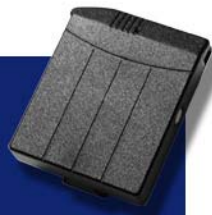
Monthly Installed Persons	1,692
Monthly In-tab Persons	1,632
Monthly In-tab Rate	96.5%

Total Persons in Daily Sample

Panel Target Size	1,136
Avg Daily In-tab Persons	1,254
Avg Daily In-tab Rate	76.8%
Compliance-Capable*	1,528
Compliance Rate**	82.1%
Installed Cell-Phone-Only Persons	134
Avg. Cell-Phone-Only In-Tab Persons	96

*Compliance-Capable Persons excludes panelists who are known to be away from home and panelists who experienced technical issues that prevented them from achieving in-tab.

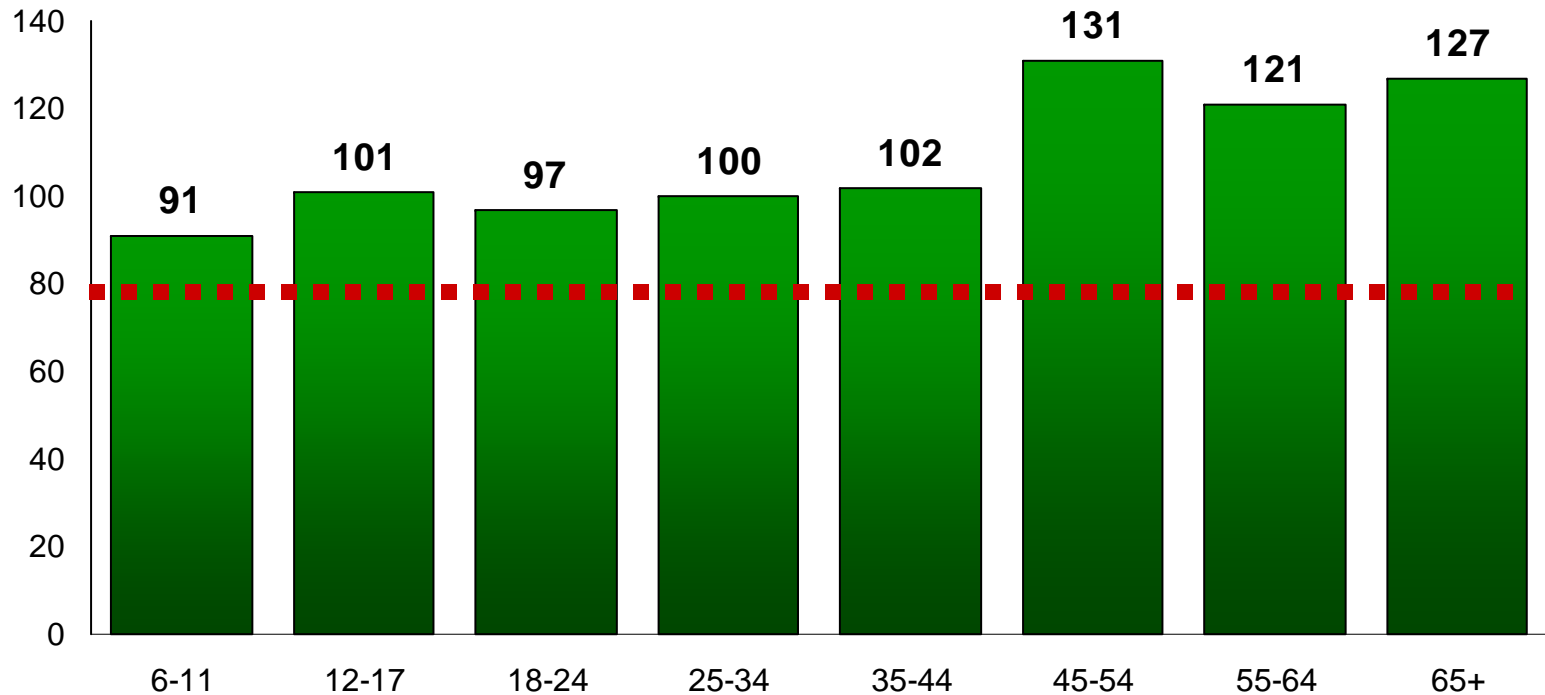
**Compliance rate is calculated as follows: Daily In-Tab Persons/Compliance-Capable Persons



MINNEAPOLIS-
ST. PAUL

Sample Performance by Age Cell

April 2009



*Designated Delivery Index: $DDI = (\text{actual}/\text{target}) * 100$





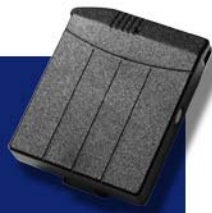
MINNEAPOLIS-
ST. PAUL

In-Tab Size Demo and Race/Ethnicity

	Minneapolis-St. Paul			
April 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Unique Monthly In-Tab
P6+	1,136	1,254	110	1632
P18+	929	1,054	114	1339
P18-54	660	721	109	946
P25-54	546	610	112	783
Black 6+	83	89	108	129
Hispanic 6+	N/A	N/A	N/A	N/A
Other 6+	1053	1165	111	1503

*Designated Delivery Index: $DDI = (actual/target)*100$ Updated slide





MINNEAPOLIS-
ST. PAUL

In-Tab Size

18-34 DDI Performance

	Minneapolis-St. Paul			
April 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Unique Monthly In-Tab
Persons 18-34	279	275	99	390
Men 18-34	142	137	97	192
Women 18-34	137	138	100	198
Black 18-34	25	20	80	35
Hispanic 18-34	N/A	N/A	N/A	N/A
Other 18-34	254	256	101	355

*Designated Delivery Index: $DDI = (\text{actual}/\text{target}) * 100$





MINNEAPOLIS-
ST. PAUL

In-Tab Size

25-54 Race/Ethnicity

	Minneapolis-St. Paul			
April 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Unique Monthly In-Tab
Persons 25-54	546	610	112	783
Men 25-54	275	305	111	387
Women 25-54	271	305	113	396
Black 25-54	38	38	98	54
Hispanic 25-54	N/A	N/A	N/A	N/A
Other 25-54	507	573	113	729

*Designated Delivery Index: $DDI = (actual/target)*100$





MINNEAPOLIS-
ST. PAUL

Minneapolis-St. Paul In-Tab Rates

April 2009

	Persons 6+	Persons 18-34	Men 18-34	Women 18-34	Black 18-34	Hispanic 18-34	Other 18-34
BENCHMARK	75%	70%	60%	60%	60%	60%	60%
Minneapolis-St. Paul April 2009	76.8%	69.7%	70.5%	68.9%	63.4%	N/A	70.2%

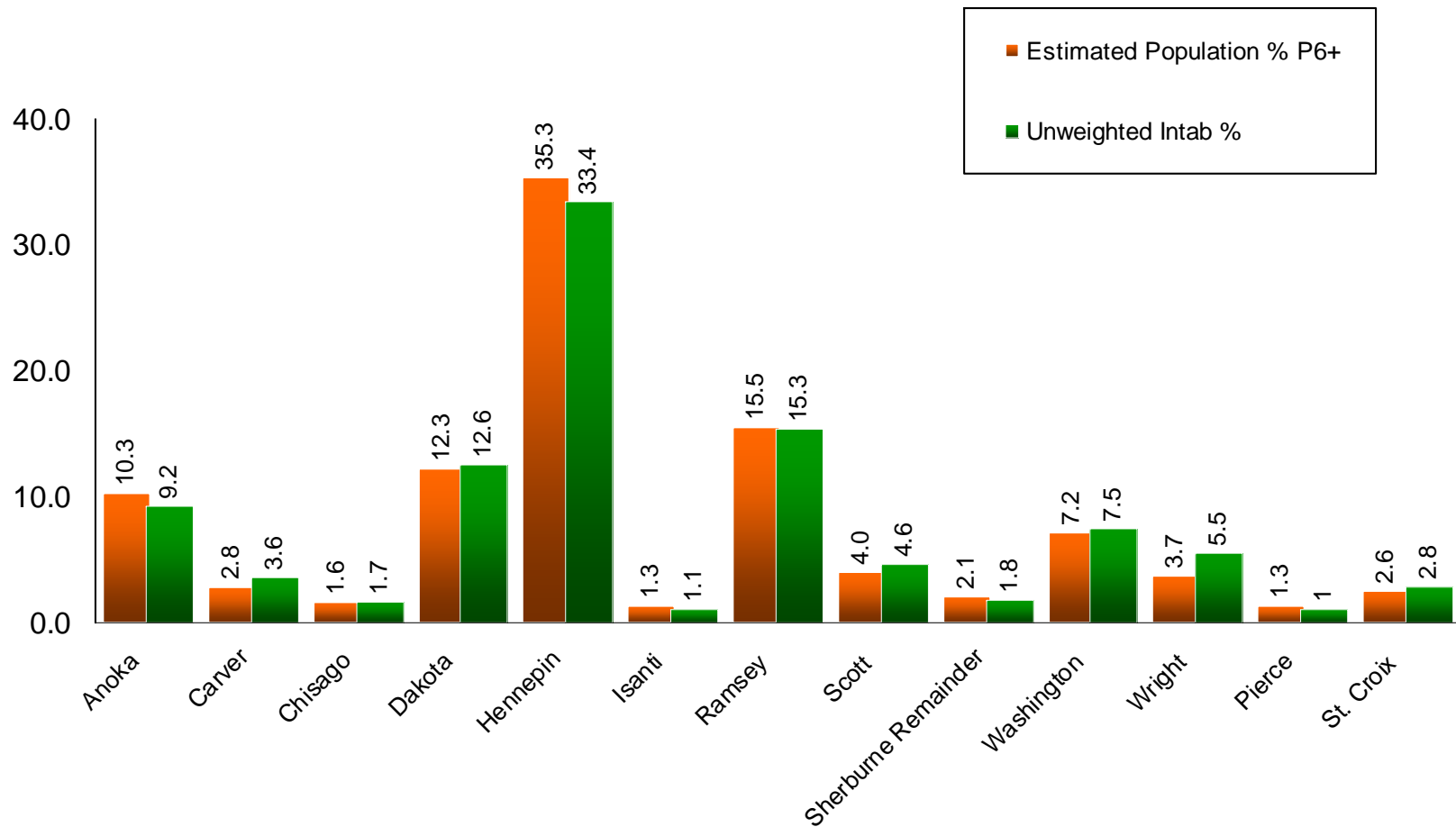




MINNEAPOLIS-
ST. PAUL

PPM County Sample

April 2009



Minneapolis-St. Paul, PPM April 2009 Estimated Pop % 6+; Unweighted In-tab % 6+





MINNEAPOLIS-
ST. PAUL

Compliance and Carry Times

**Minneapolis-St. Paul PPM
April 2009**

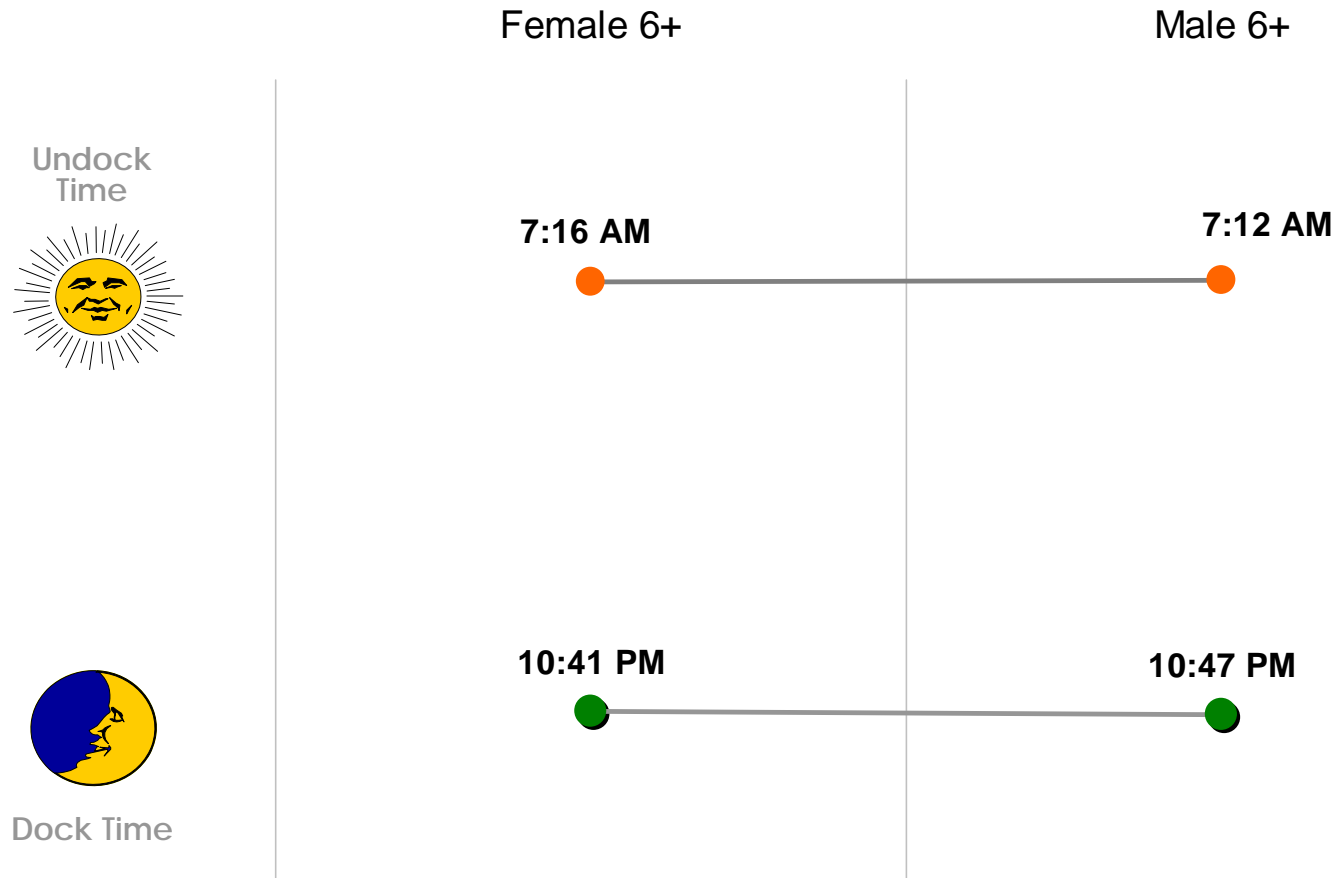


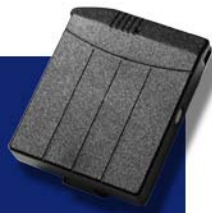


MINNEAPOLIS-
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Median Undock/Dock Times

April 2009 Weekdays

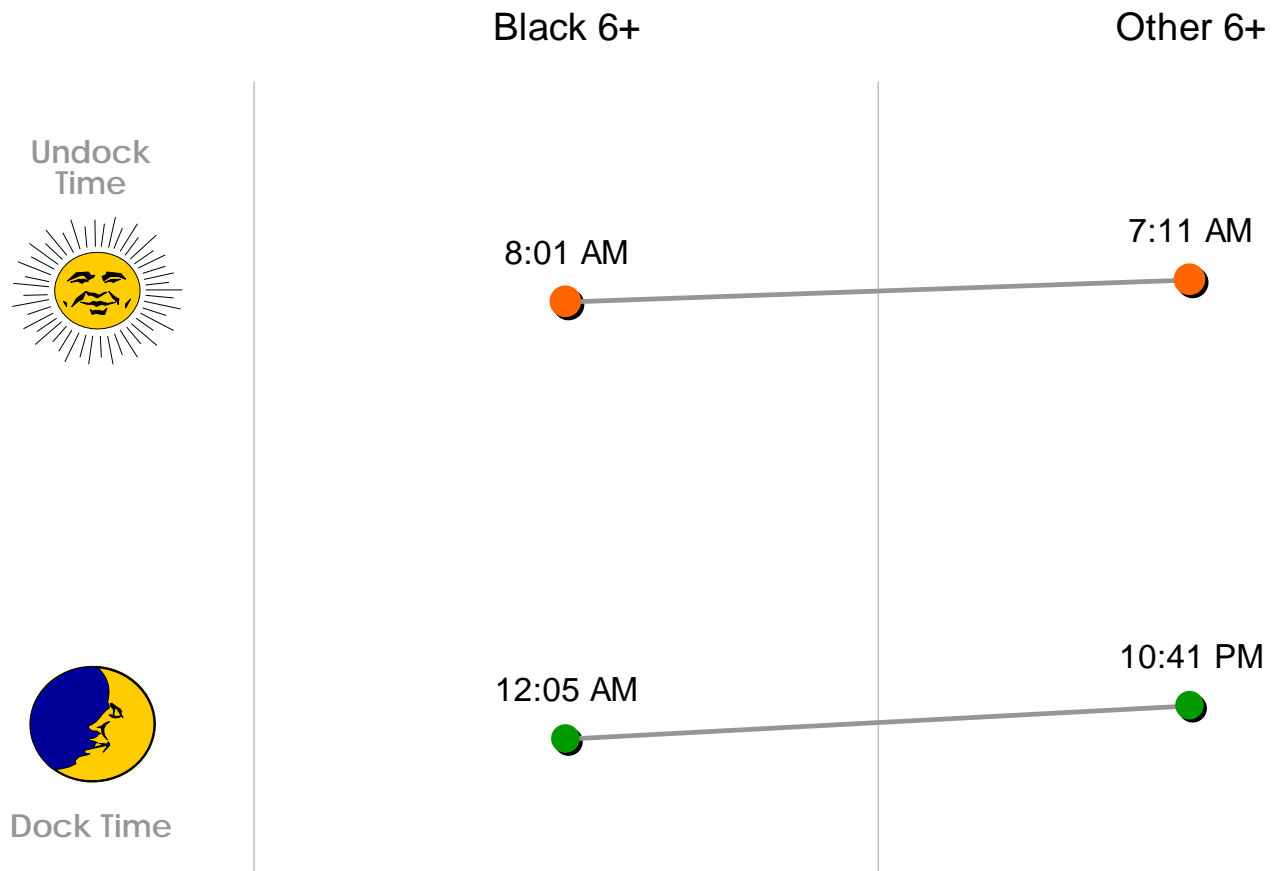




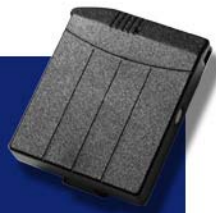
MINNEAPOLIS-
ST. PAUL

Median Undock/Dock Times

April 2009 Weekdays



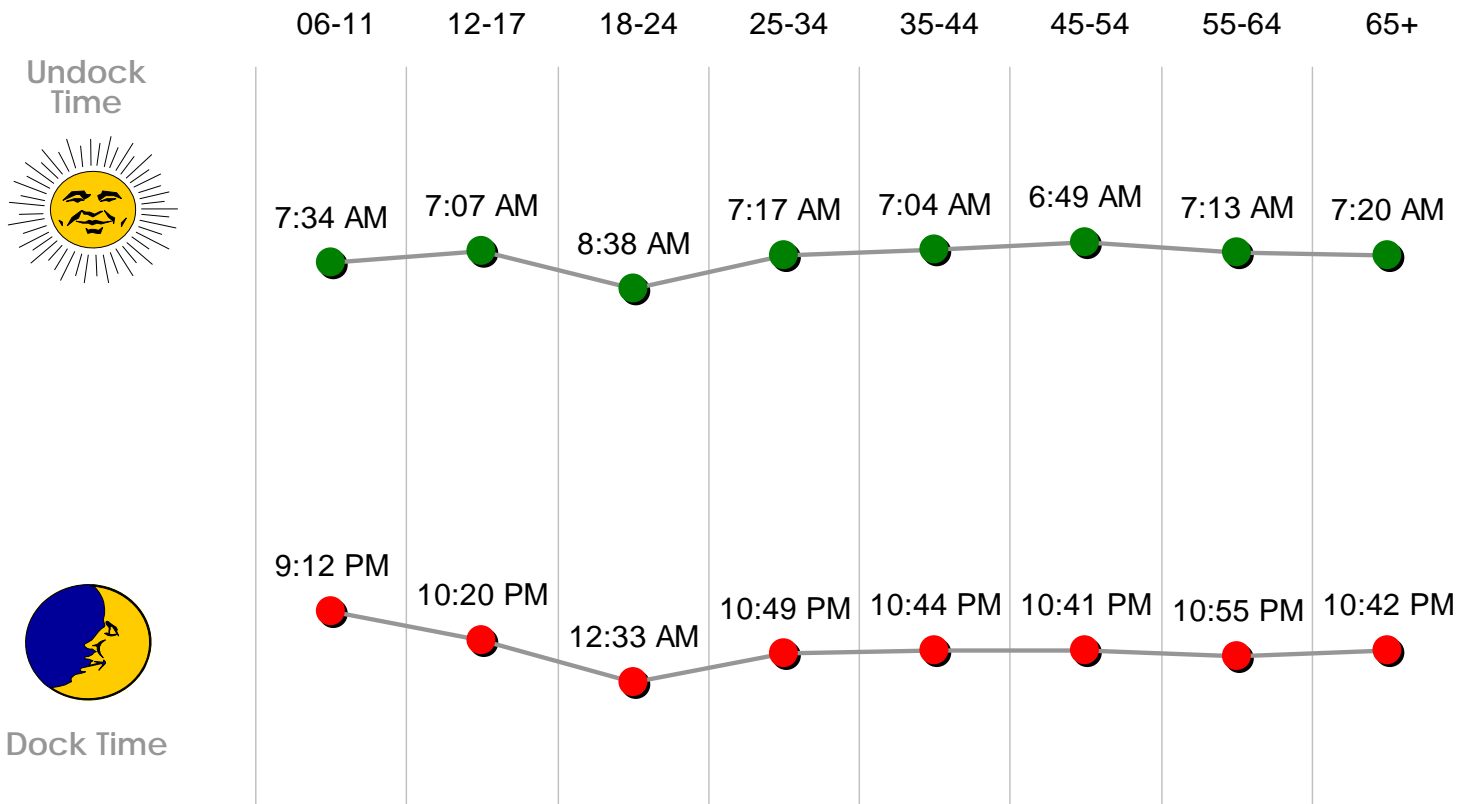
Minneapolis-St. Paul Metro, In-Tab Persons 6+, April 2009



MINNEAPOLIS-
ST. PAUL

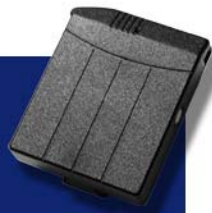
Median Undock/Dock Times

April 2009 Weekdays



Minneapolis-St. Paul Metro, In-Tab Persons 6+, April 2009

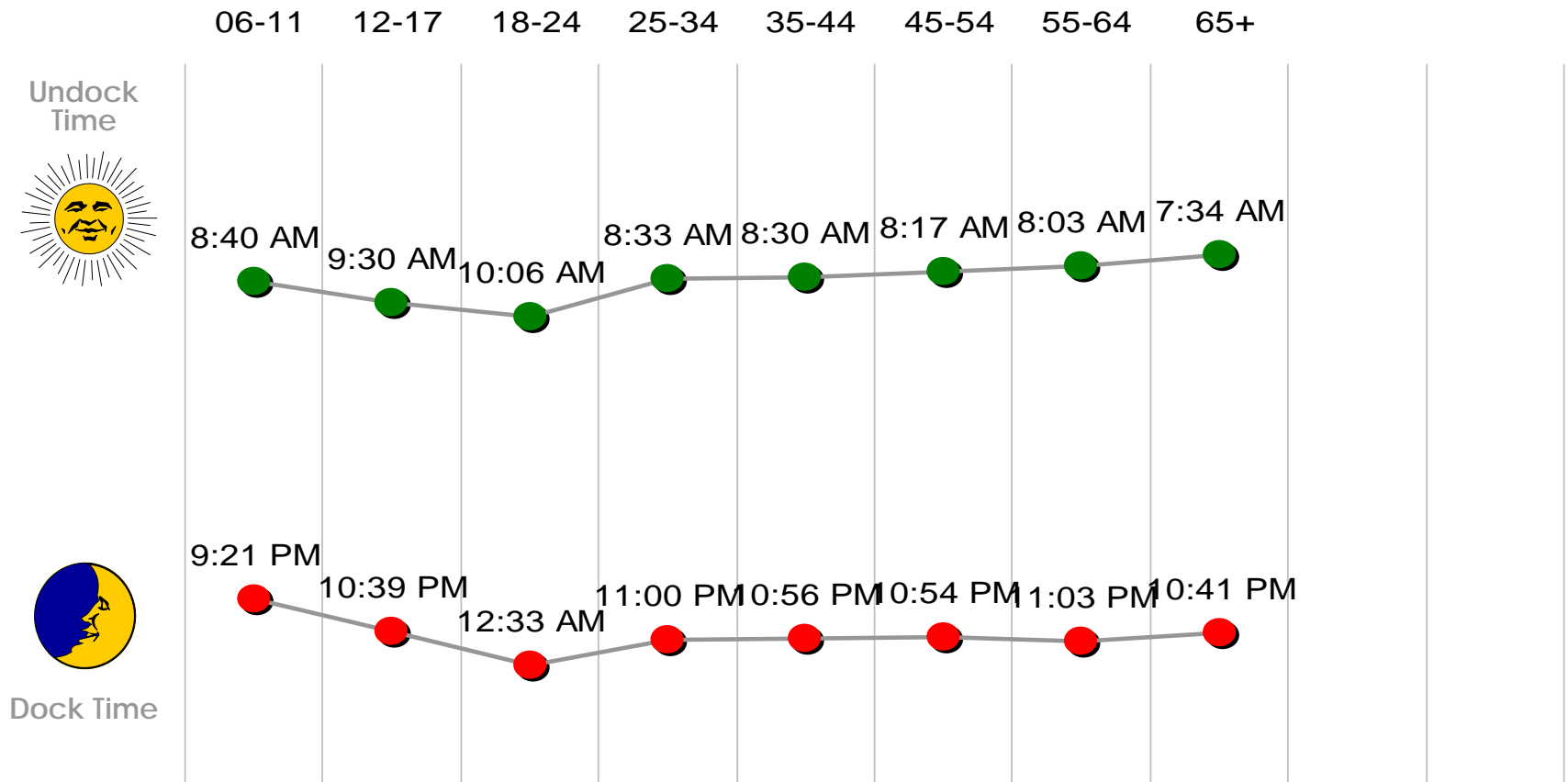




MINNEAPOLIS-
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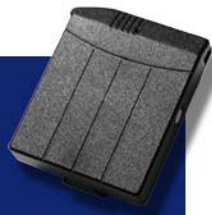
Median Undock/Dock Times

April 2009 Weekends



Minneapolis-St. Paul Metro, In-Tab Persons 6+, April 2009

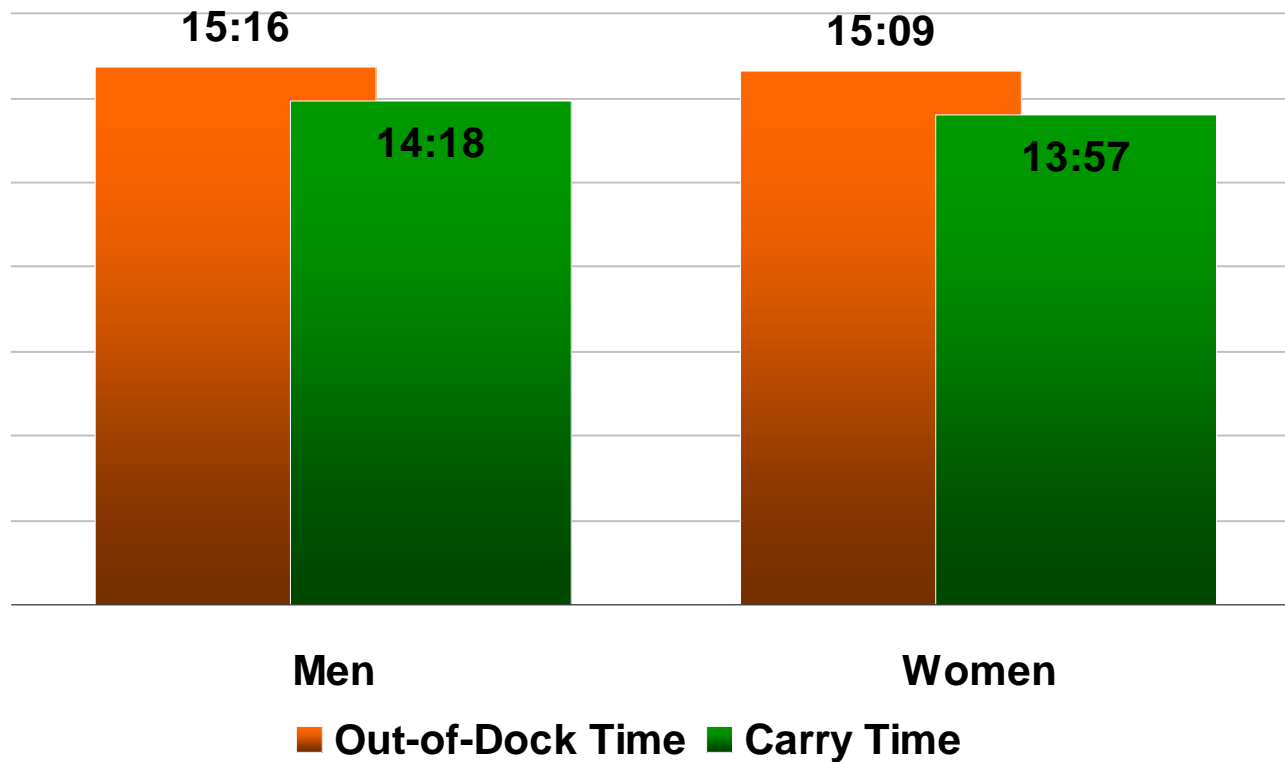




MINNEAPOLIS-
ST. PAUL

Median Times by Gender

Out-of-Dock and Carry Times



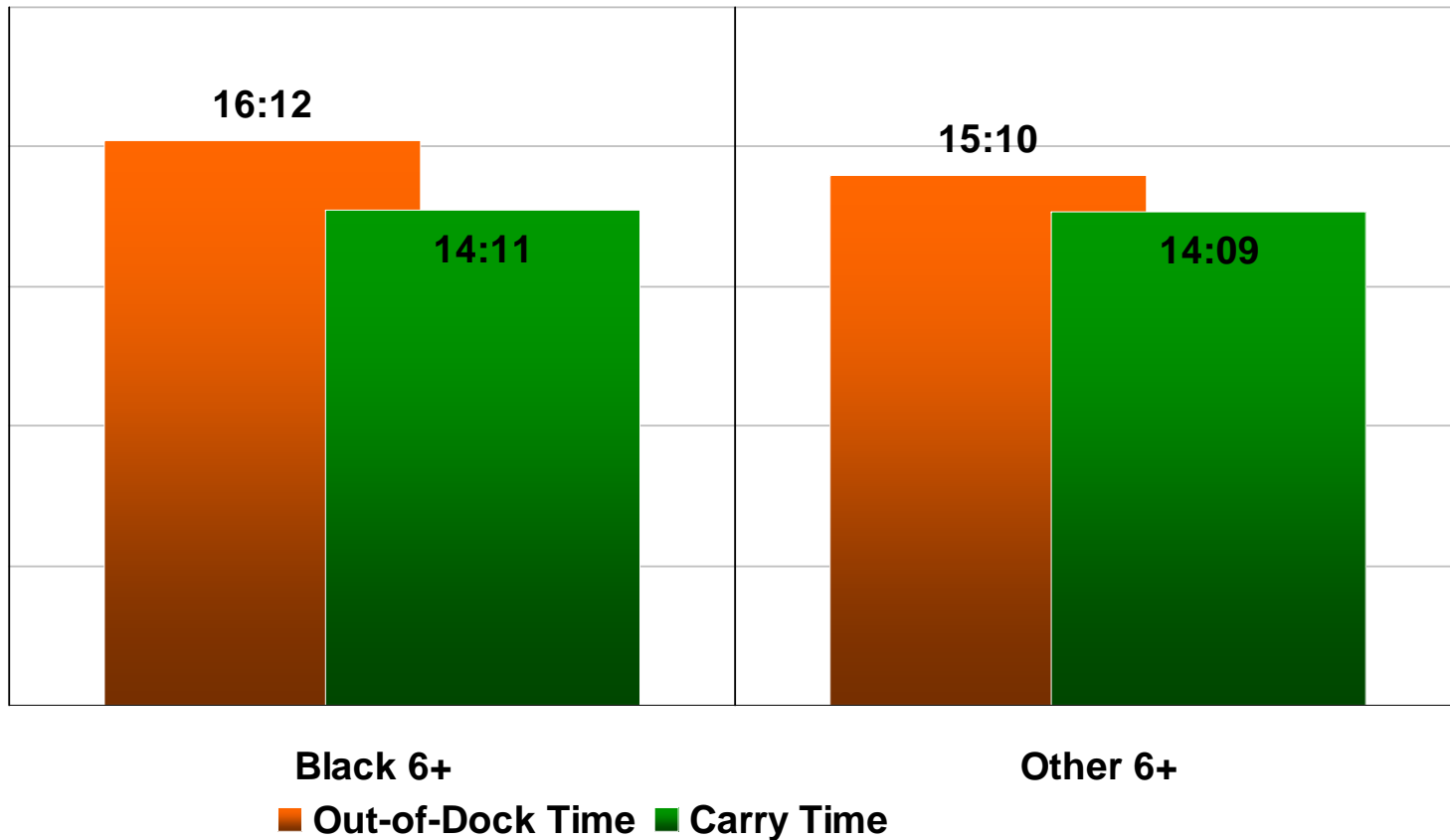
Minneapolis-St. Paul Metro, In-Tab Persons 6+, April 2009, Week-day



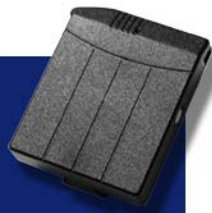
MINNEAPOLIS-
ST. PAUL

Median Times by Race/Ethnicity

Out-of-Dock and Carry Times



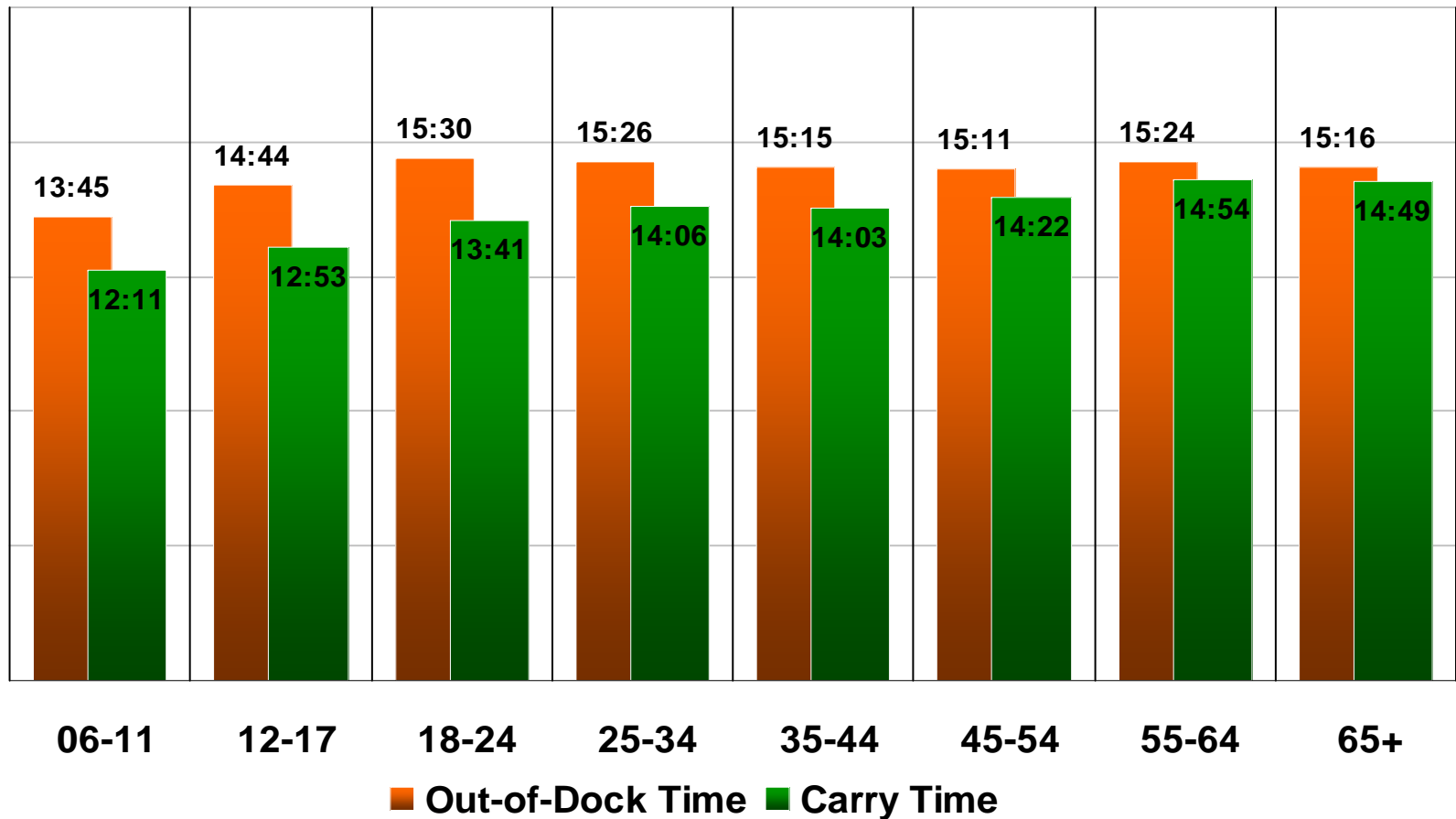
Minneapolis-St. Paul Metro, In-Tab Persons 6+, April 2009, Week-day



MINNEAPOLIS-
ST. PAUL

Median Times by Age

Out-of-Dock and Carry Times



Minneapolis-St. Paul Metro, In-Tab Persons 6+, April 2009, Week-day



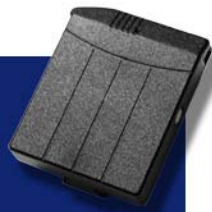


MINNEAPOLIS-
ST. PAUL

Station Encoding

Minneapolis-St. Paul PPM April 2009





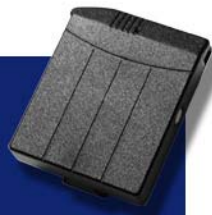
MINNEAPOLIS-
ST. PAUL

Who's Encoding* for PPM?

- Board of Education
- Borgen
- CBS
- Center for Communications & Development
- Citadel
- Clear Channel
- Donnell Inc.
- Fresh Air Inc.
- Gabriel Communications
- Hubbard Broadcasting Inc.
- Iowa City Broadcasting Co.
- Leighton Broadcasting
- Linder
- Little Falls Radio
- Minnesota Public Radio
- Northern Lights Broadcasting
- Regent Communications
- Salem Communications
- Relevant Radio
- TKC Inc.
- University of Minnesota

*As of May 11, 2009



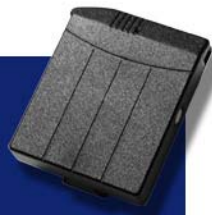


MINNEAPOLIS-
ST. PAUL

Cume Estimates

**Minneapolis-St. Paul PPM
April 2009**

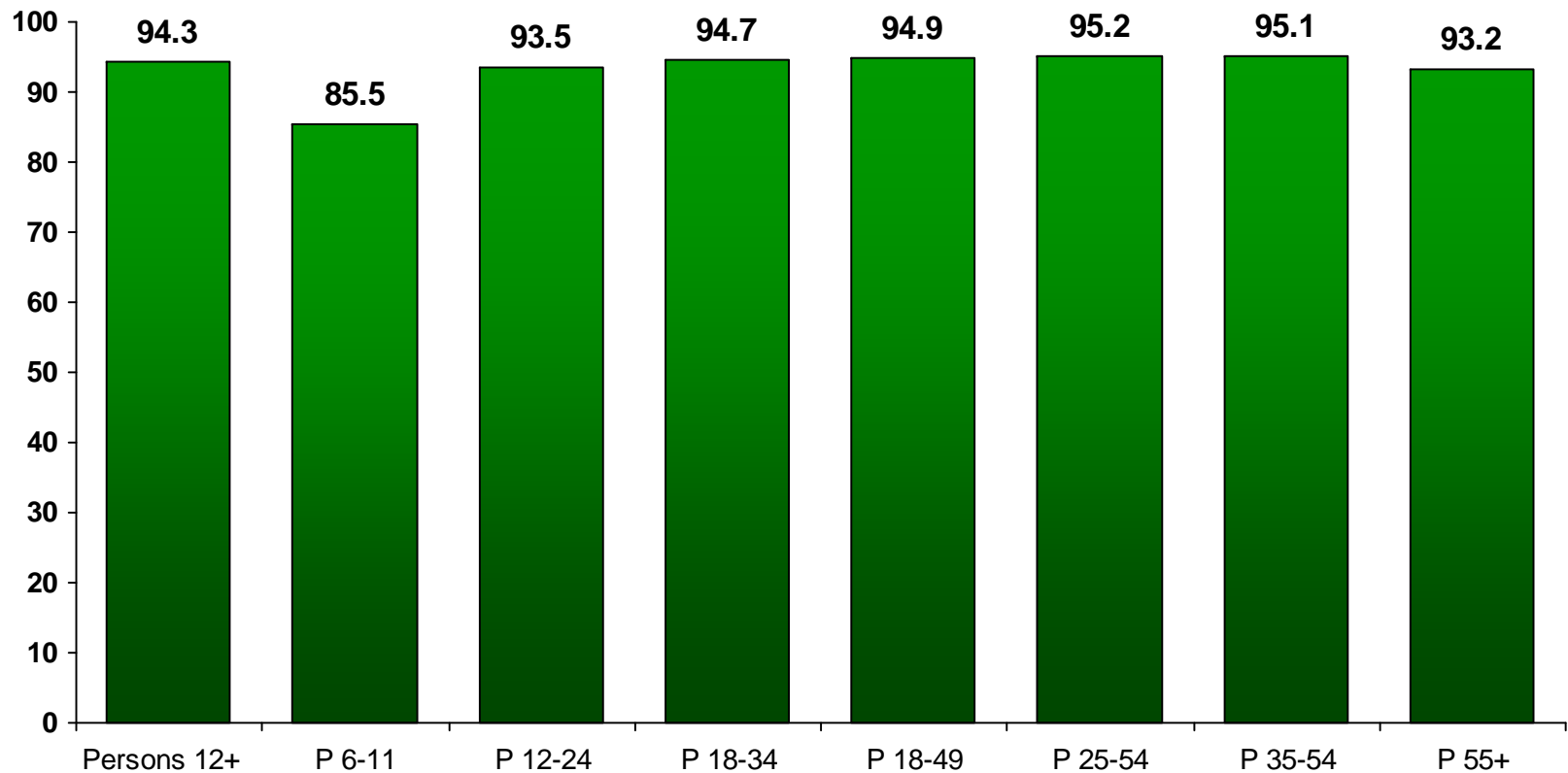




MINNEAPOLIS-
ST. PAUL

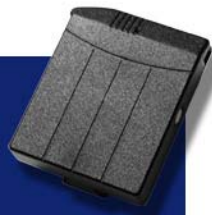
PPM Weekly Cume Rating

Mon-Fri 6a-12m



Minneapolis-St. Paul Metro PPM, Avg Weekly Cume Rating by Demo, April
2009

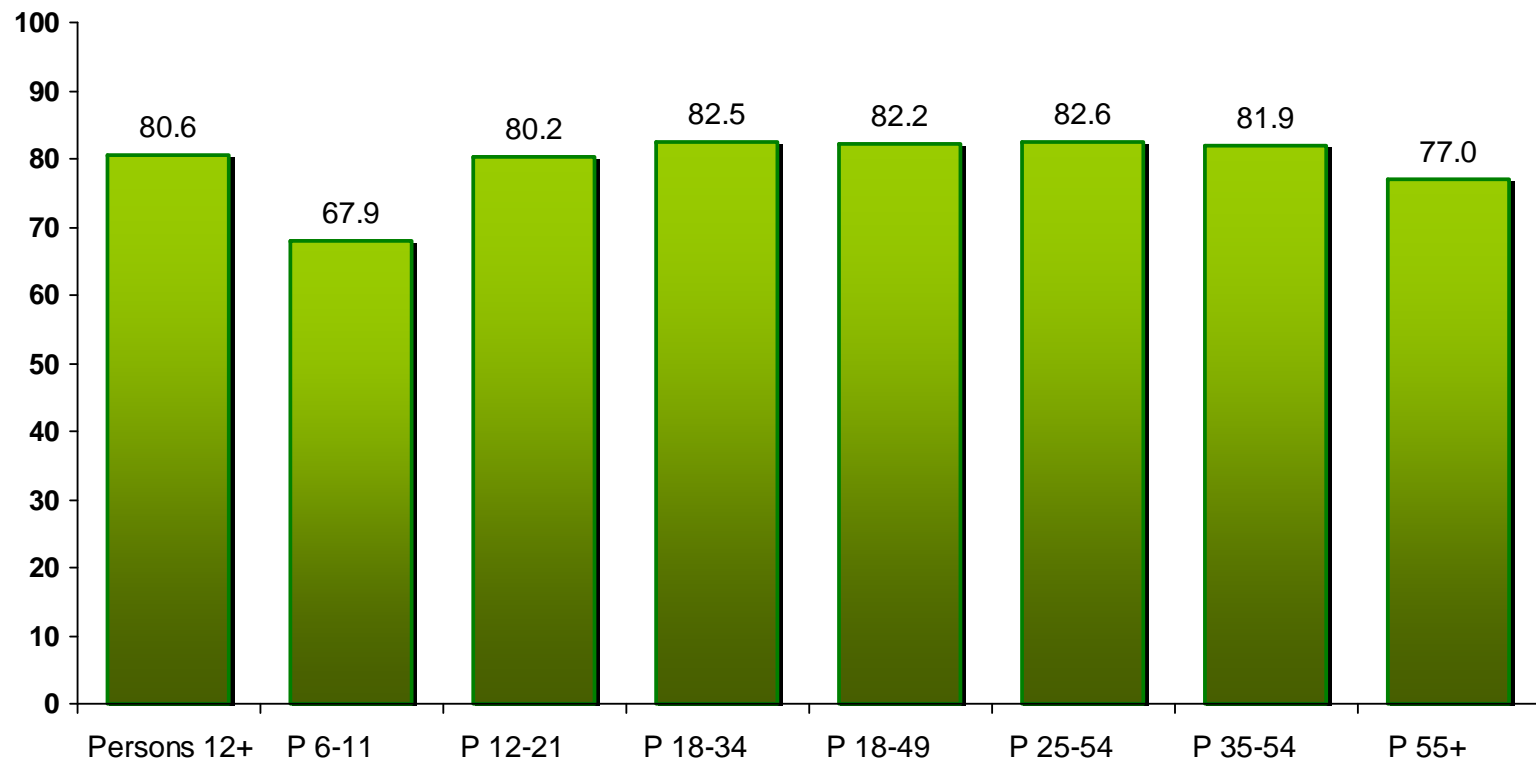




MINNEAPOLIS-
ST. PAUL

PPM Weekend Cume Rating

Sat-Sun 6a-12m

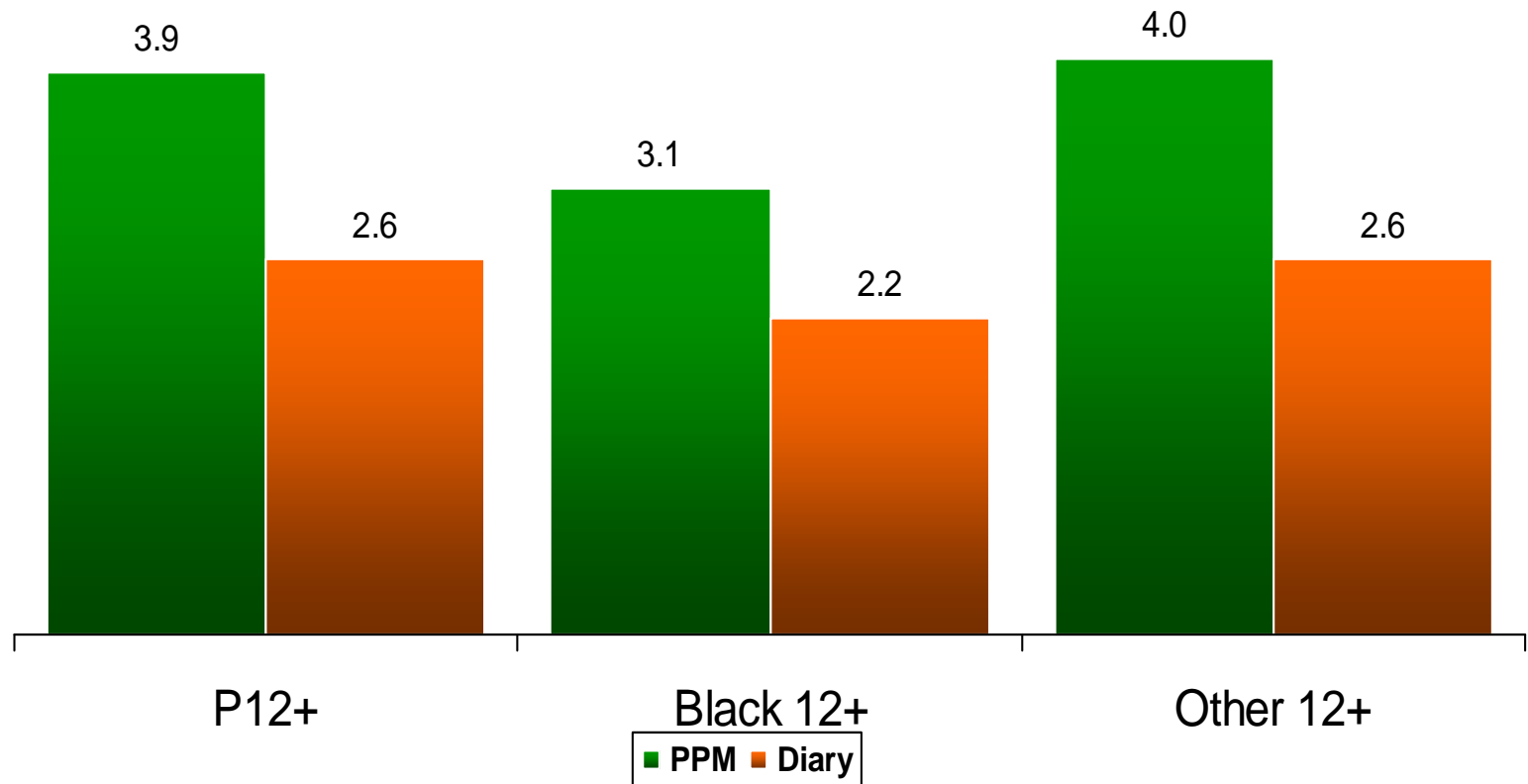


Minneapolis-St. Paul Metro PPM, Avg Weekly Daily Cume Rating by Demo,
April 2009



MINNEAPOLIS-
ST. PAUL

Average Number Of Stations



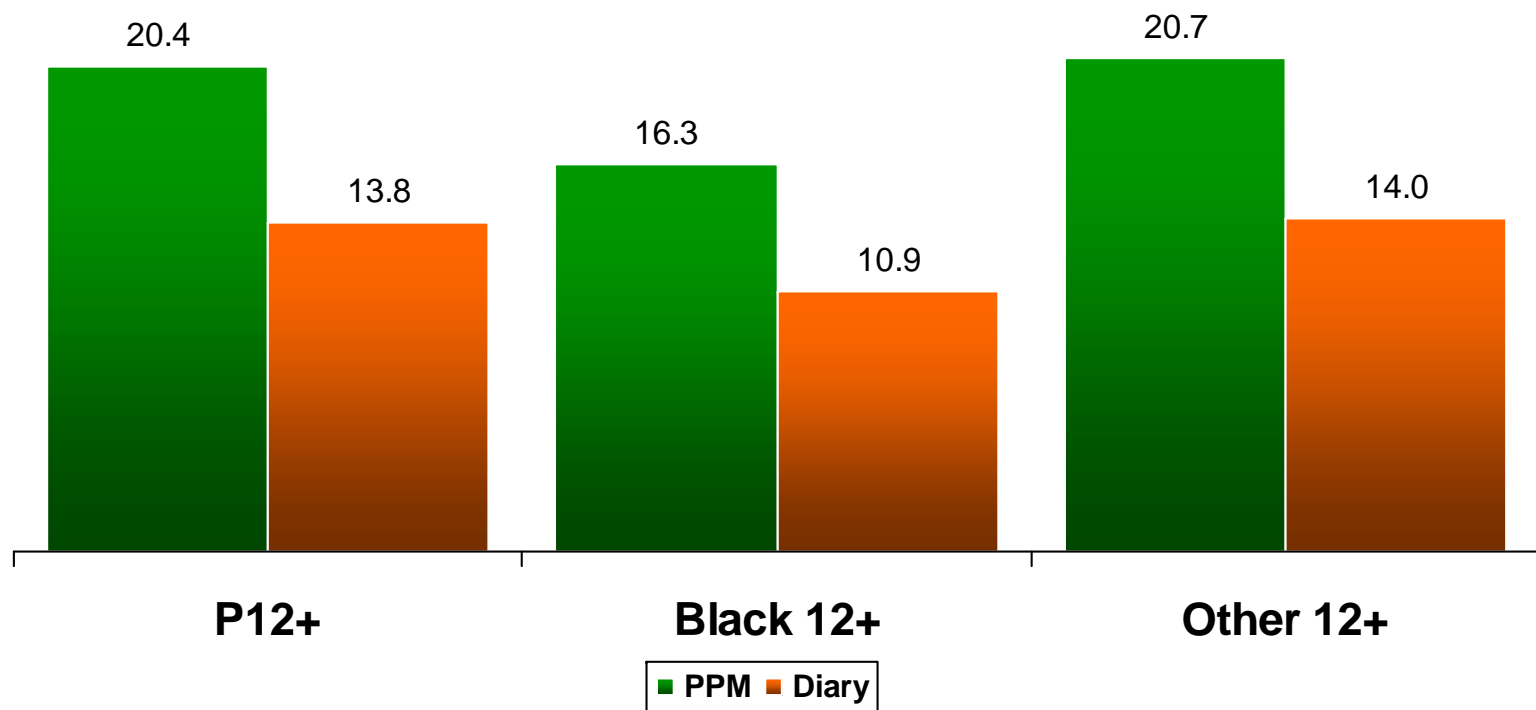
PPM, Minneapolis-St. Paul Metro, April 2009, Mon-Sun 6AM-MID, Persons 12+ vs. Diary, Minneapolis-St. Paul Metro, Winter 2009, Mon-Sun 6AM-MID, Persons 12+
Note: Same stations are being used for comparison from Diary to PPM





MINNEAPOLIS-
ST. PAUL

Number Of Listening Occasions



PPM, Minneapolis-St. Paul Metro, April 2009, Mon-Sun 6AM-MID, Persons 12+ vs.

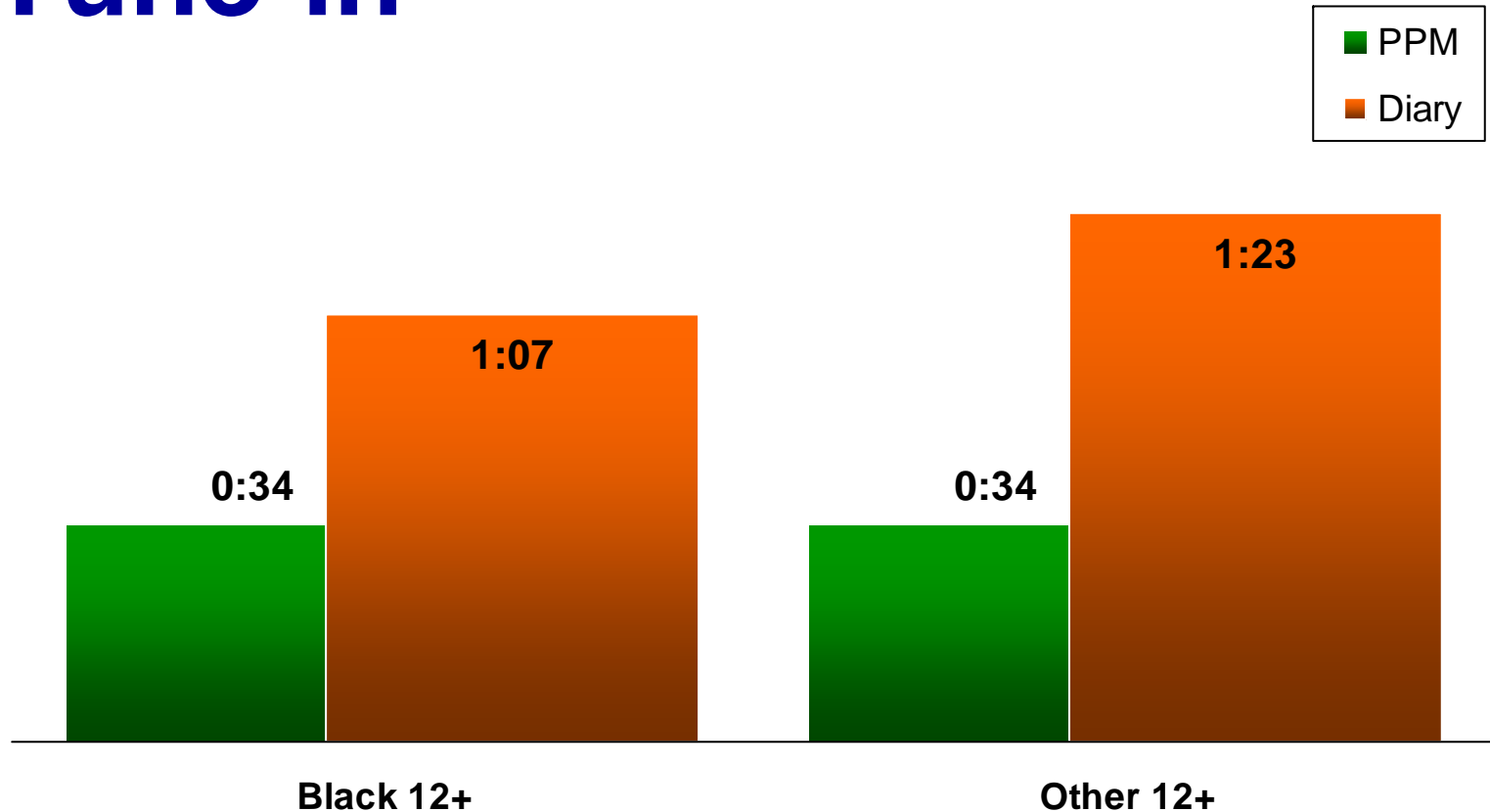
Diary, Minneapolis-St. Paul Metro, Winter 2009, Mon-Sun 6AM-MID, Persons 12+

Note: Same stations are being used for comparison from Diary to PPM



MINNEAPOLIS-
ST. PAUL

Average Time Spent Per Tune-in



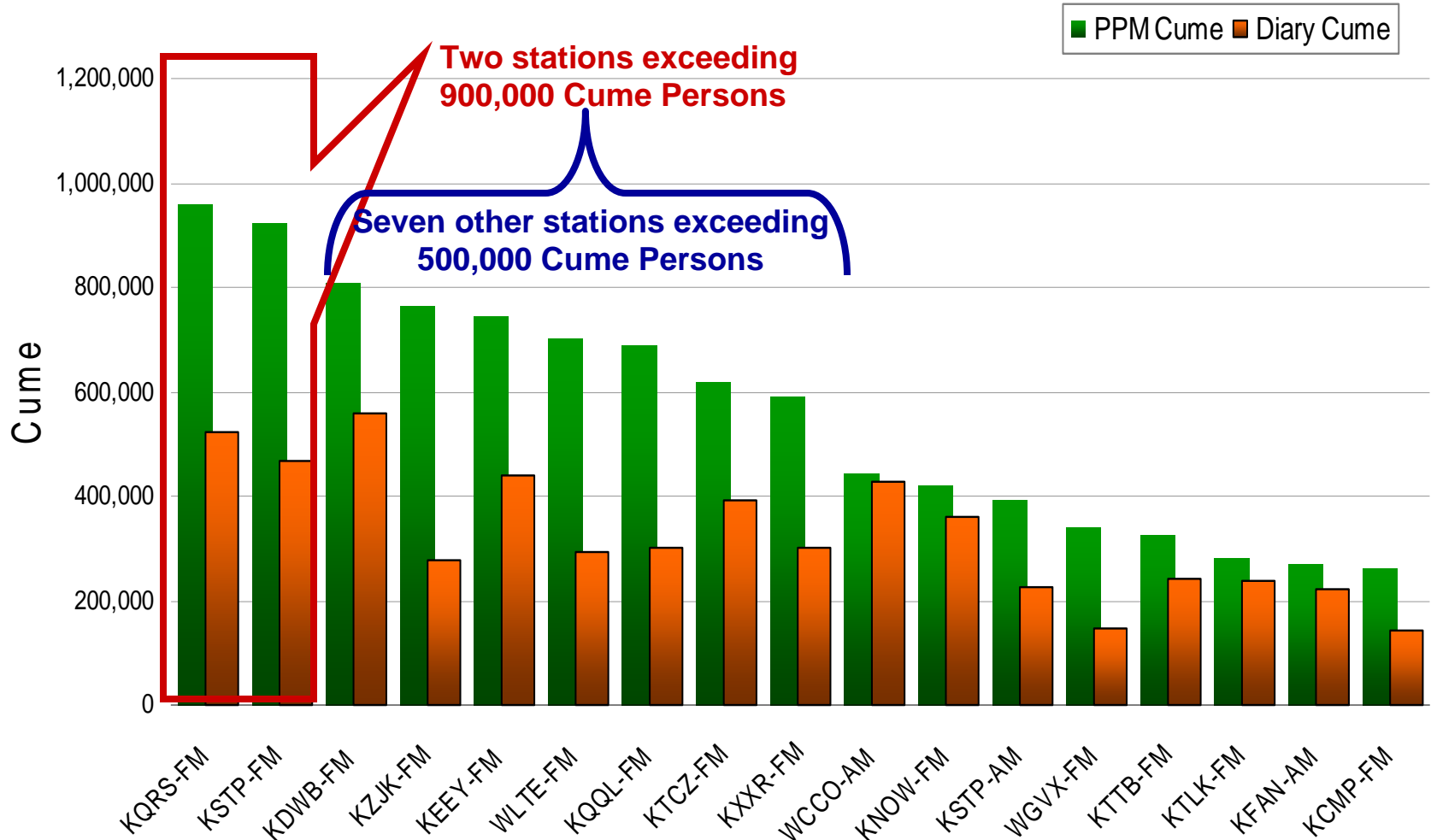
*PPM, Minneapolis-St-Paul Metro, April 2009, Mon-Sun 6AM-MID, Persons 12+ vs. Diary, Minneapolis-St. Paul Metro, Winter 2009, Mon-Sun 6AM-MID, Persons 12+
Note: Same stations are being used for comparison from Diary to PPM*



MINNEAPOLIS-ST. PAUL

Avg Weekly Cume Comparison

Minneapolis-St. Paul April 2009 PPM



PPM, Minneapolis-St. Paul PPM, April 2009, Mon-Sun 6AM-MID, Persons 12+ vs. Diary, Minneapolis-St. Paul Metro, Winter 2009, Mon-Sun 6AM-MID, Persons 12+
Note: Same stations are being used for comparison from Diary to PPM

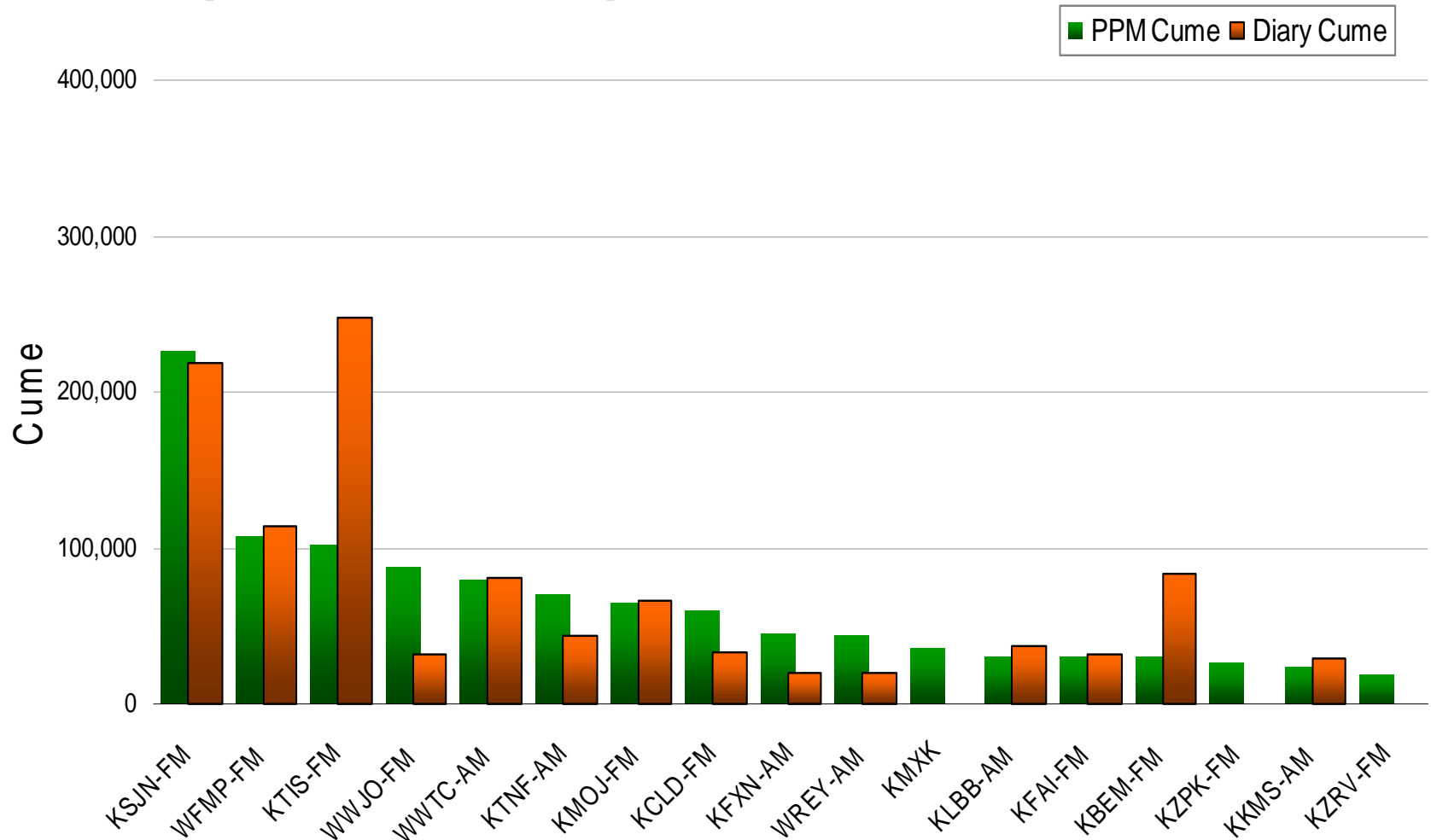




MINNEAPOLIS-
ST. PAUL

Avg Weekly Cume Comparison

Minneapolis-St. Paul April 2009 PPM

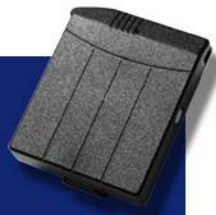


PPM, Minneapolis-St. Paul PPM, April 2009, Mon-Sun 6AM-MID, Persons 12+ vs.

Diary, Minneapolis-St. Paul Metro, Winter 2009, Mon-Sun 6AM-MID, Persons 12+

Note: Same stations are being used for comparison from Diary to PPM

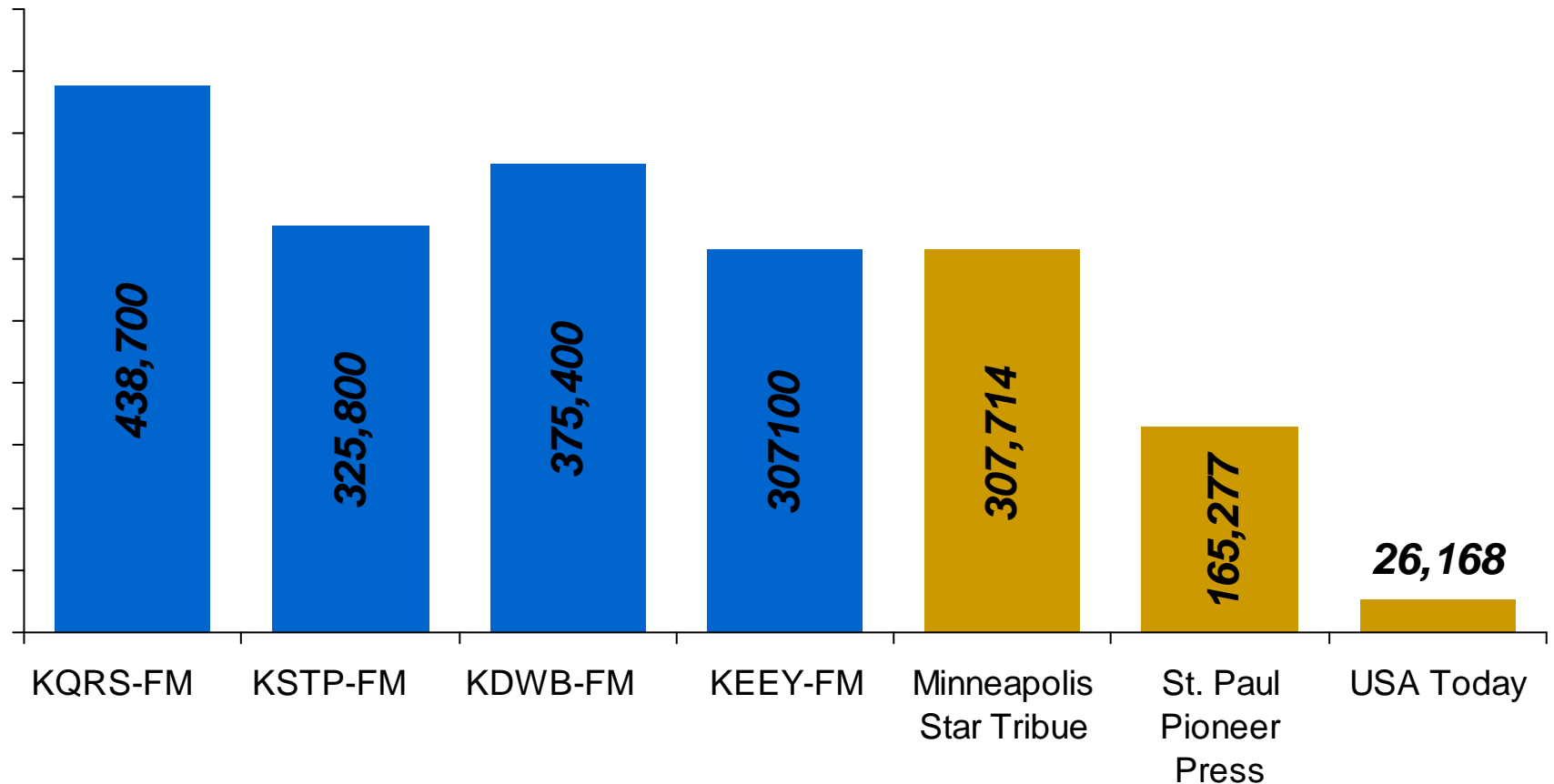




MINNEAPOLIS-
ST. PAUL

How Big Are These Cumes?

Daily Cume Vs. Circulation in Minneapolis- St. Paul



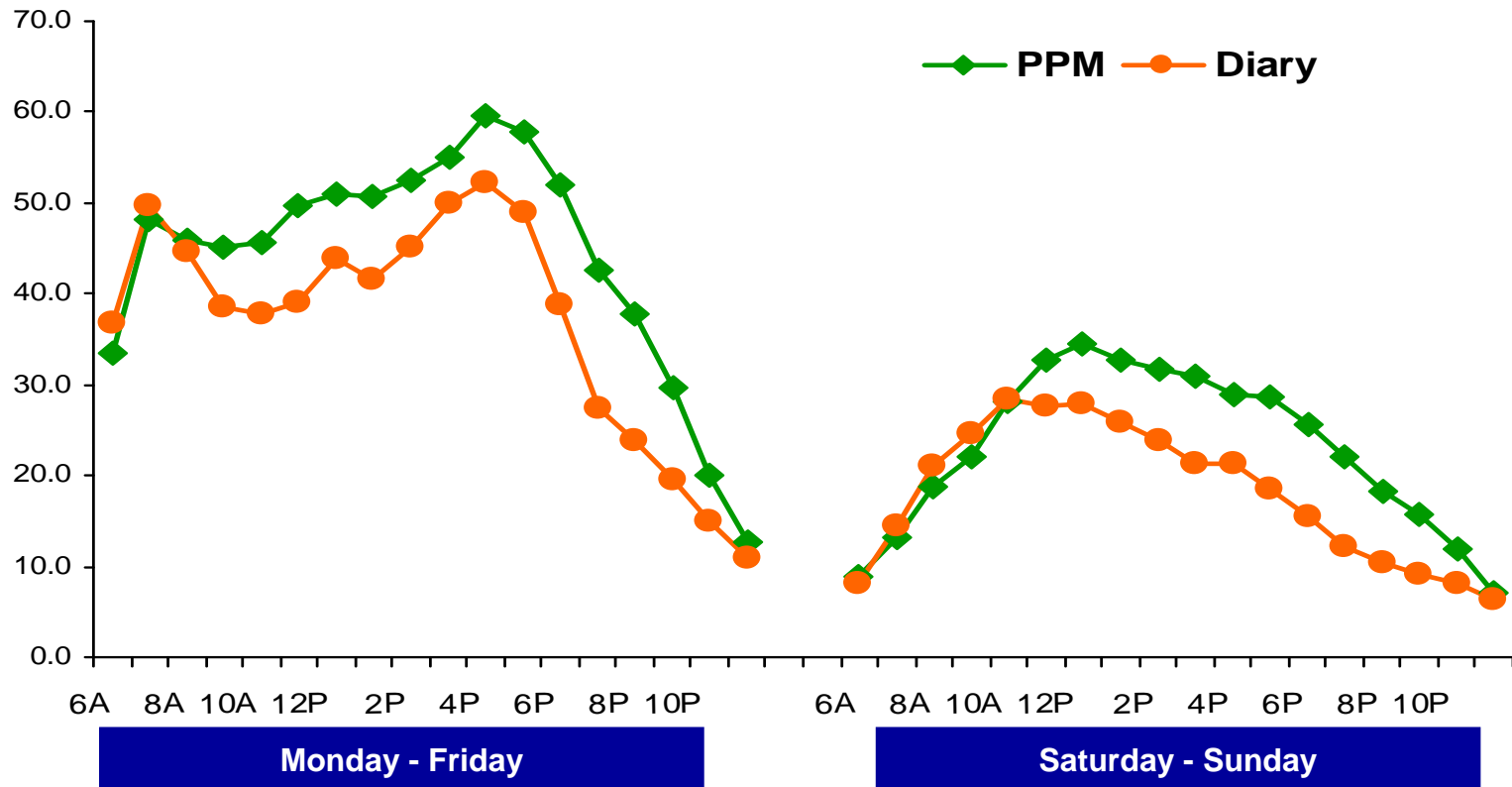
*PPM, Minneapolis-St. Paul Metro Daily Cume April 2009 Pre Currency Data, Mon-Fri 6AM-12Mid, P18+
Daily Newspaper Circulation from ABC; Persons 18+*



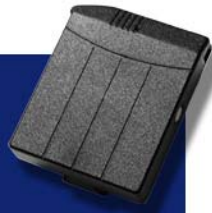
MINNEAPOLIS-ST. PAUL

PPM Vs. Diary Hour-by-Hour Cume Rating Comparison

April 2009



*PPM, Minneapolis-St. Paul PPM, April 2009, Mon-Sun 6AM-MID, Persons 12+ vs. Diary, Minneapolis-St. Paul Metro, Winter 2009, Mon-Sun 6AM-MID, Persons 12+
Note: Same stations are being used for comparison from Diary to PPM*



MINNEAPOLIS-
ST. PAUL

Rating Comparisons

**Minneapolis-St. Paul PPM
April 2009**

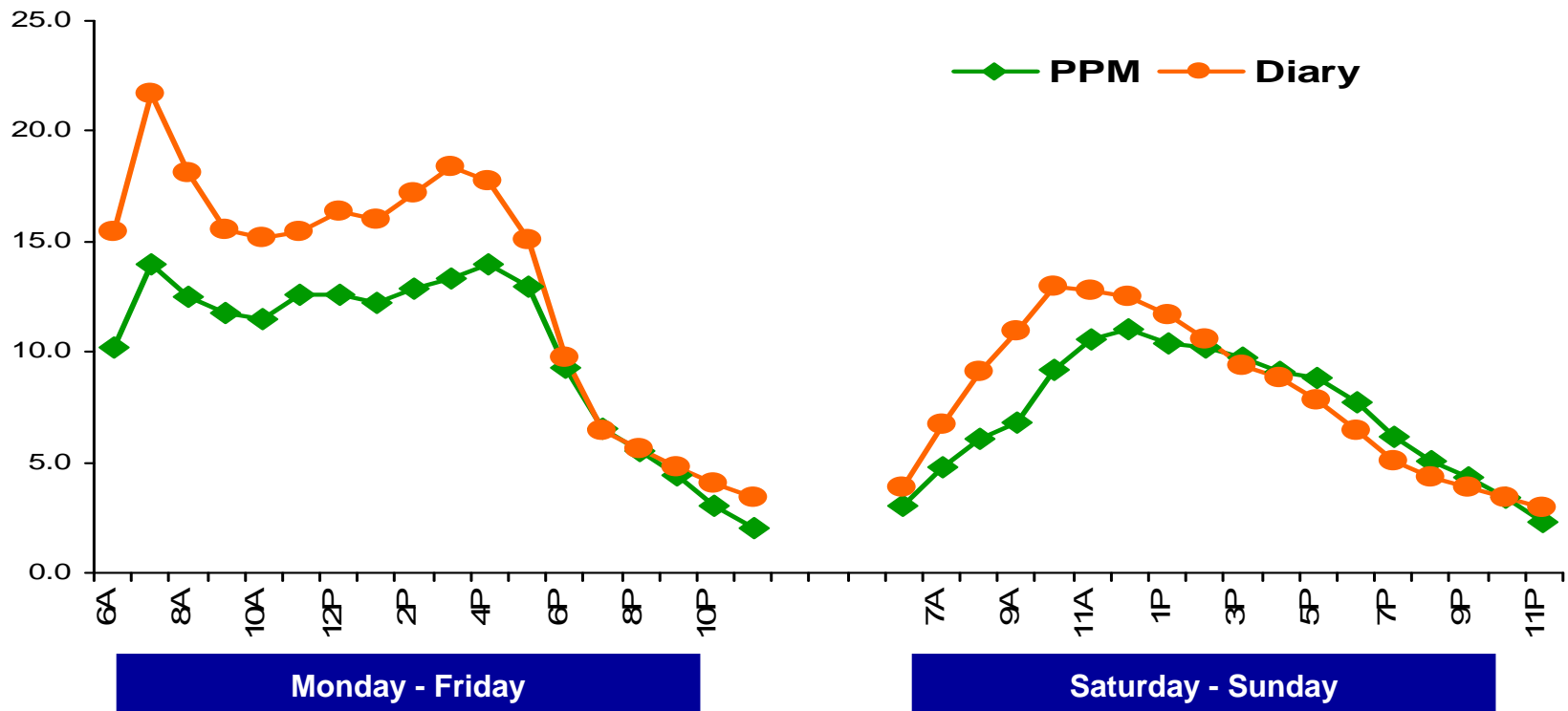




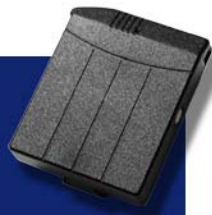
MINNEAPOLIS-
ST. PAUL

PPM Vs. Diary Hour-by-Hour

Persons 12+ AQH Rating Comparison



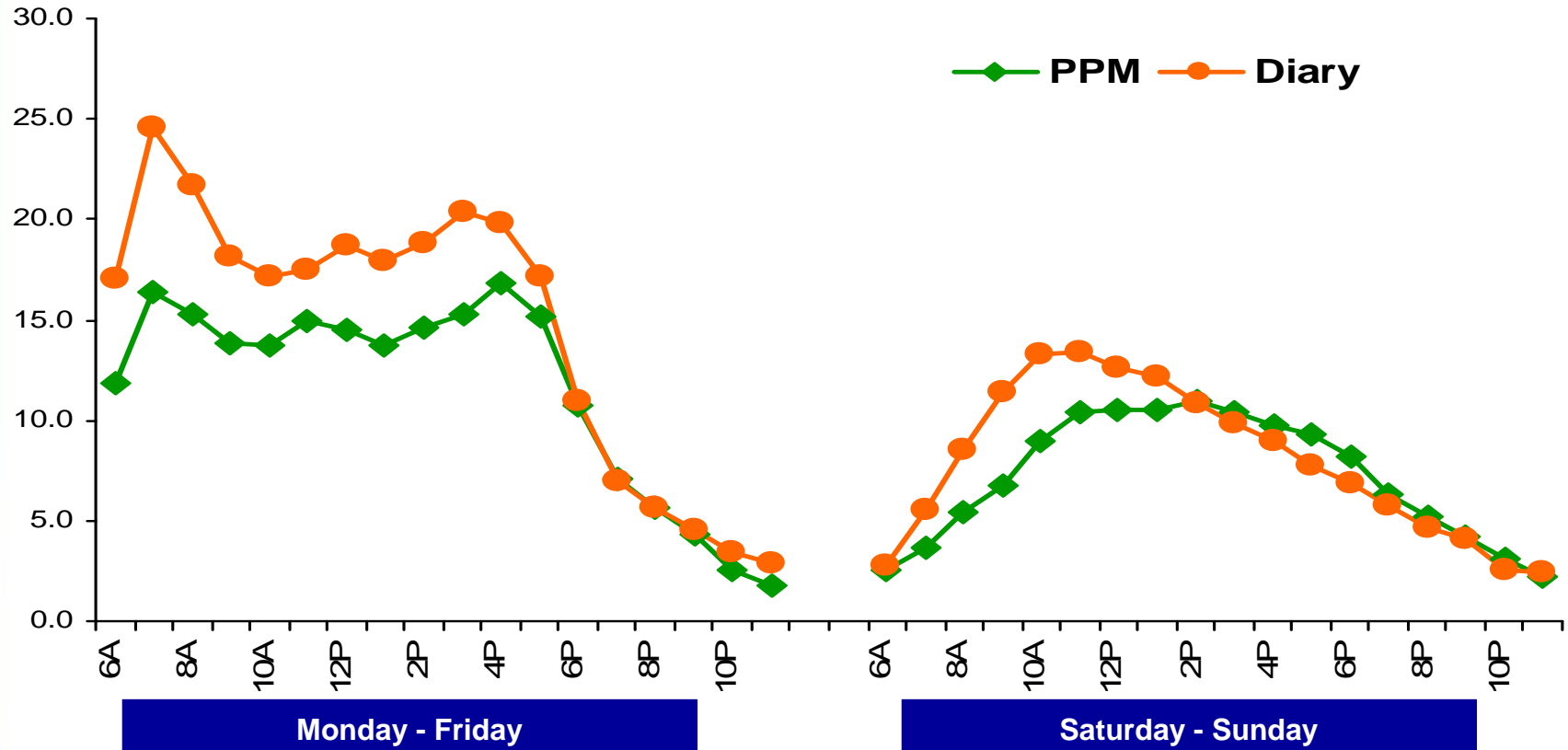
*PPM, Minneapolis-St. Paul PPM, April 2009, Mon-Sun 6AM-MID, Persons 12+ vs. Diary, Minneapolis-St. Paul Metro, Winter 2009, Mon-Sun 6AM-MID, Persons 12+
Note: Same stations are being used for comparison from Diary to PPM*



MINNEAPOLIS-
ST. PAUL

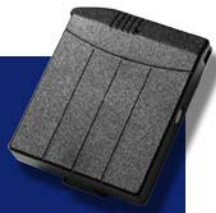
PPM Vs. Diary Hour-by-Hour

Persons 25-54 AQH Rating Comparison



*PPM, Minneapolis-St. Paul PPM, April 2009, Mon-Sun 6AM-MID, Persons 25-54 vs.
Diary, Minneapolis-St. Paul Metro, Winter 2009, Mon-Sun 6AM-MID, Persons 25-54
Note: Same stations are being used for comparison from Diary to PPM*

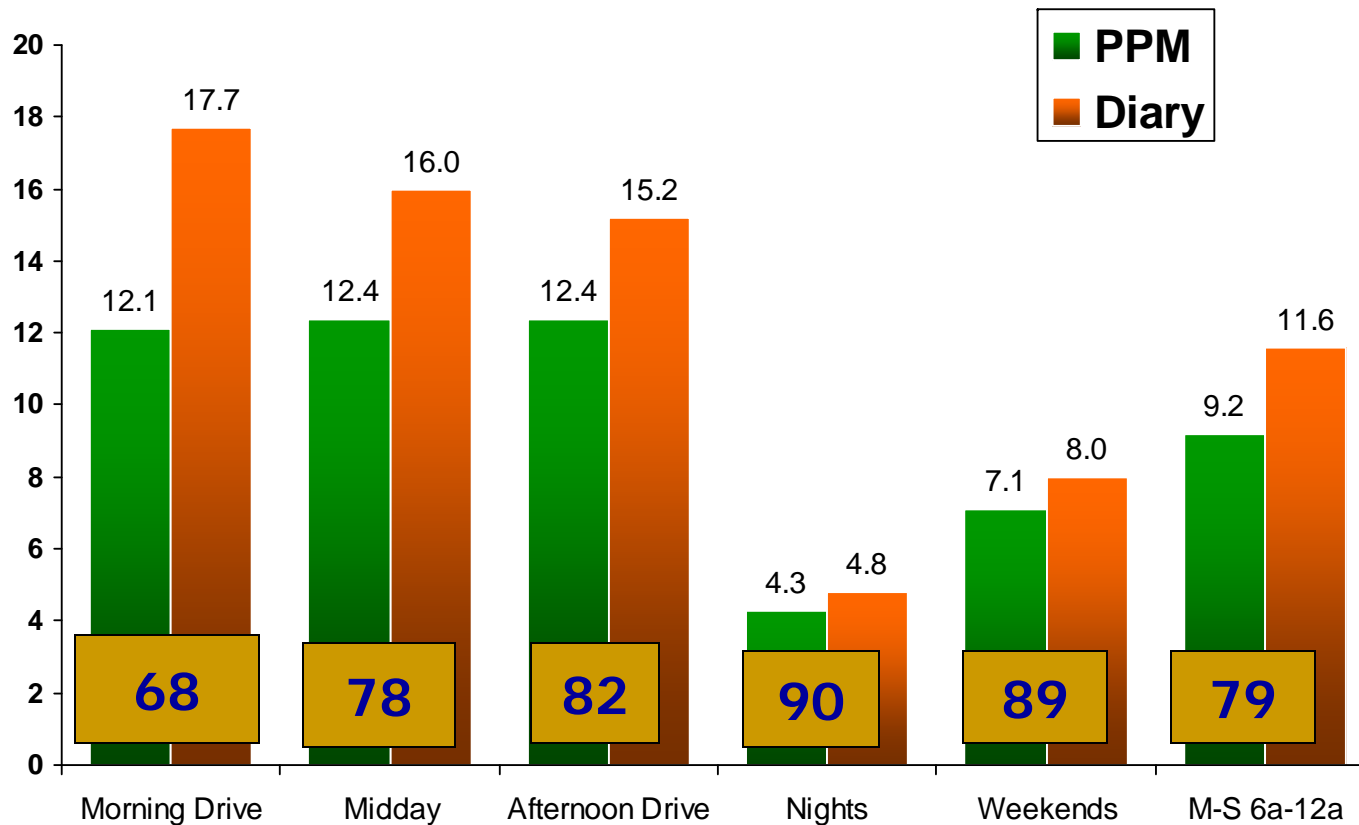




MINNEAPOLIS-
ST. PAUL

PPM Vs. Diary

AQH Ratings By Daypart: P 12+



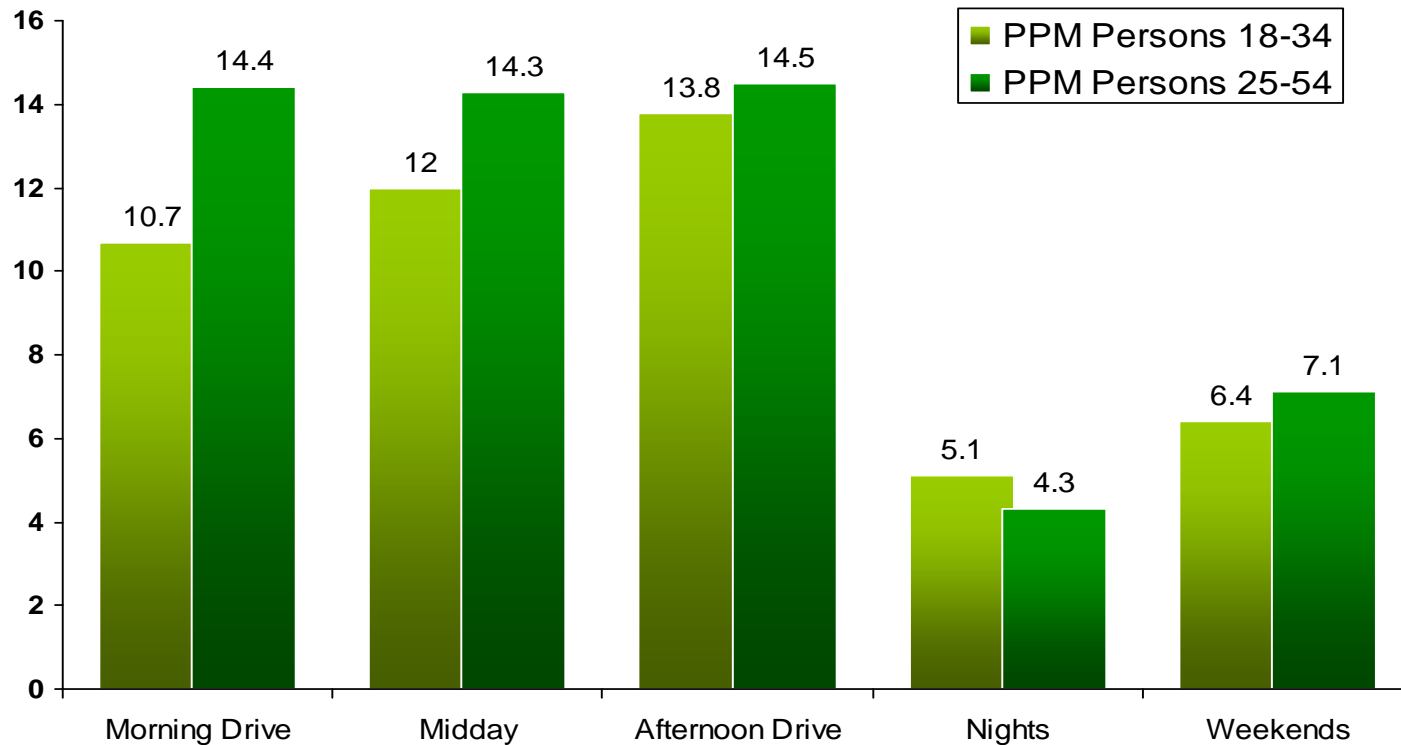
Minneapolis-St. Paul AQH Ratings, April 2009 vs. Winter 2009, P12+ Market totals
Weekends= S-S 6a-12a
Note: Same stations are being used for comparison from Diary to PPM



MINNEAPOLIS-
ST. PAUL

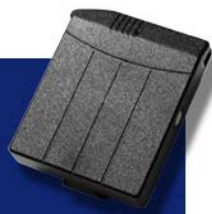
PPM AQH Ratings By Demo and Daypart

April 2009



PPM Minneapolis-St. Paul AQH Ratings, April 2009 Market totals.

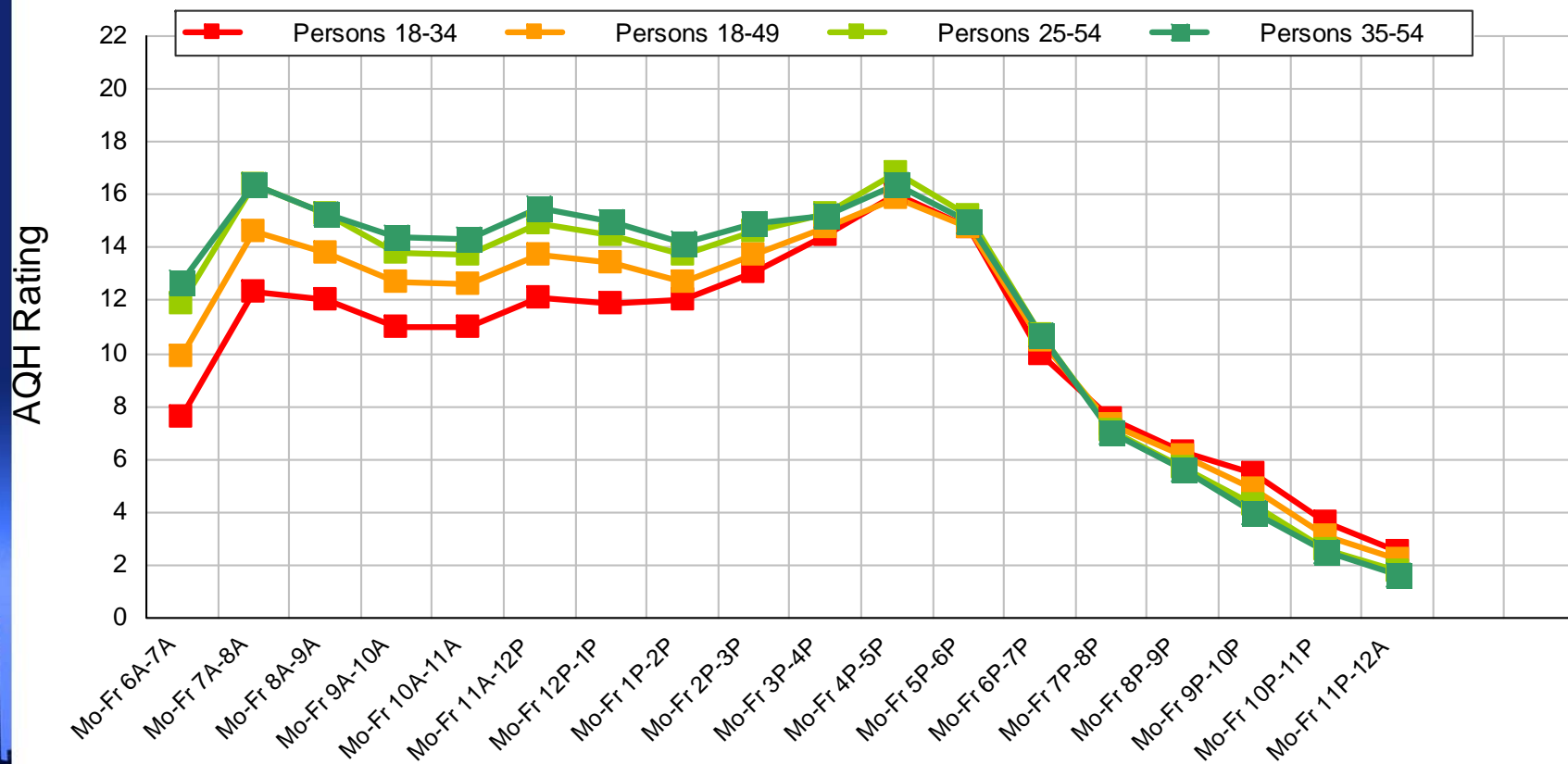




MINNEAPOLIS-
ST. PAUL

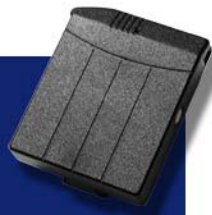
Listening By Demo

Monday-Friday 6AM-MID



Minneapolis-St. Paul April 2009 PPM, Mon-Fri 6AM-MID

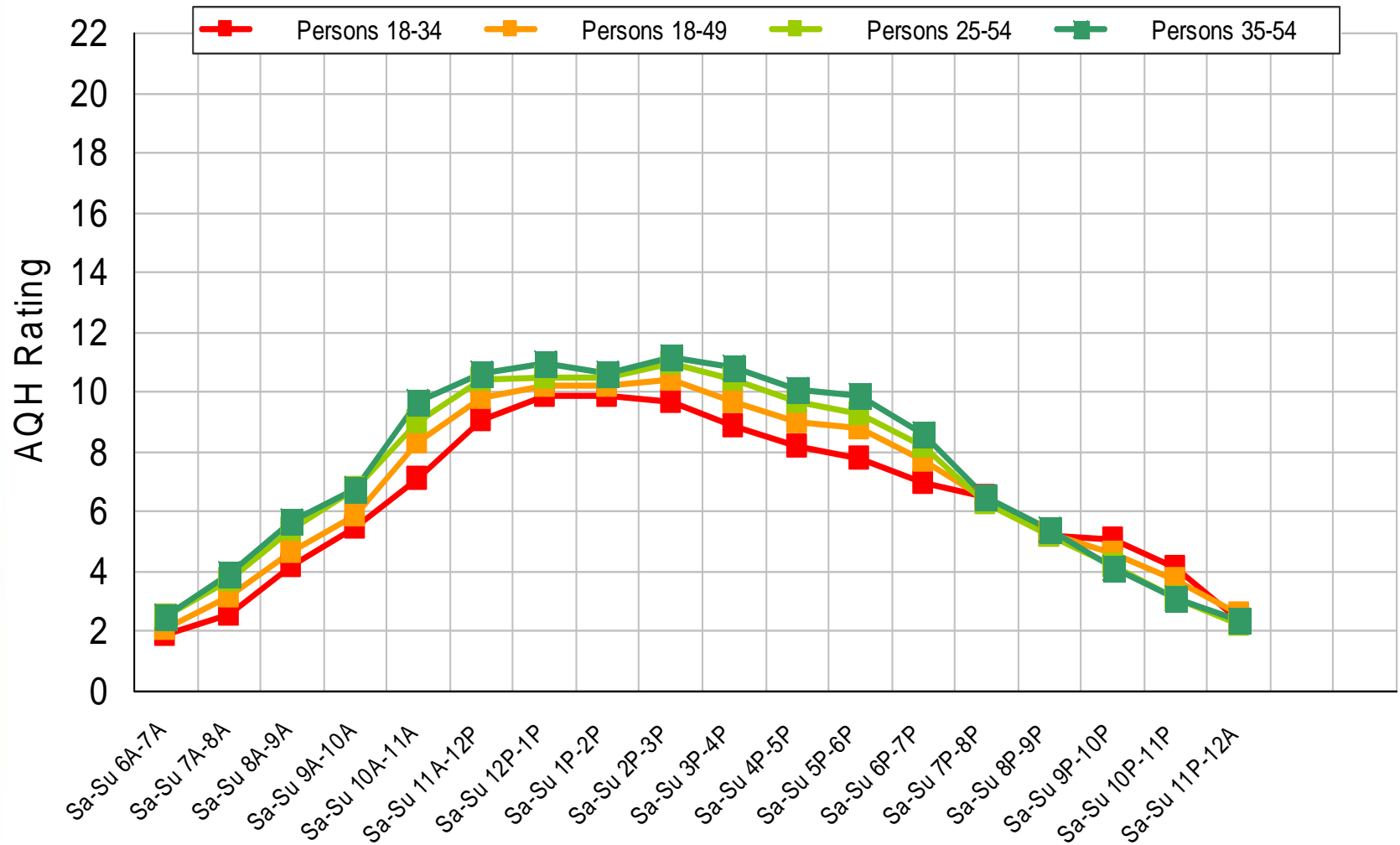




MINNEAPOLIS-
ST. PAUL

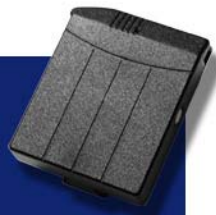
Listening By Demo

Sat-Sun 6AM-MID



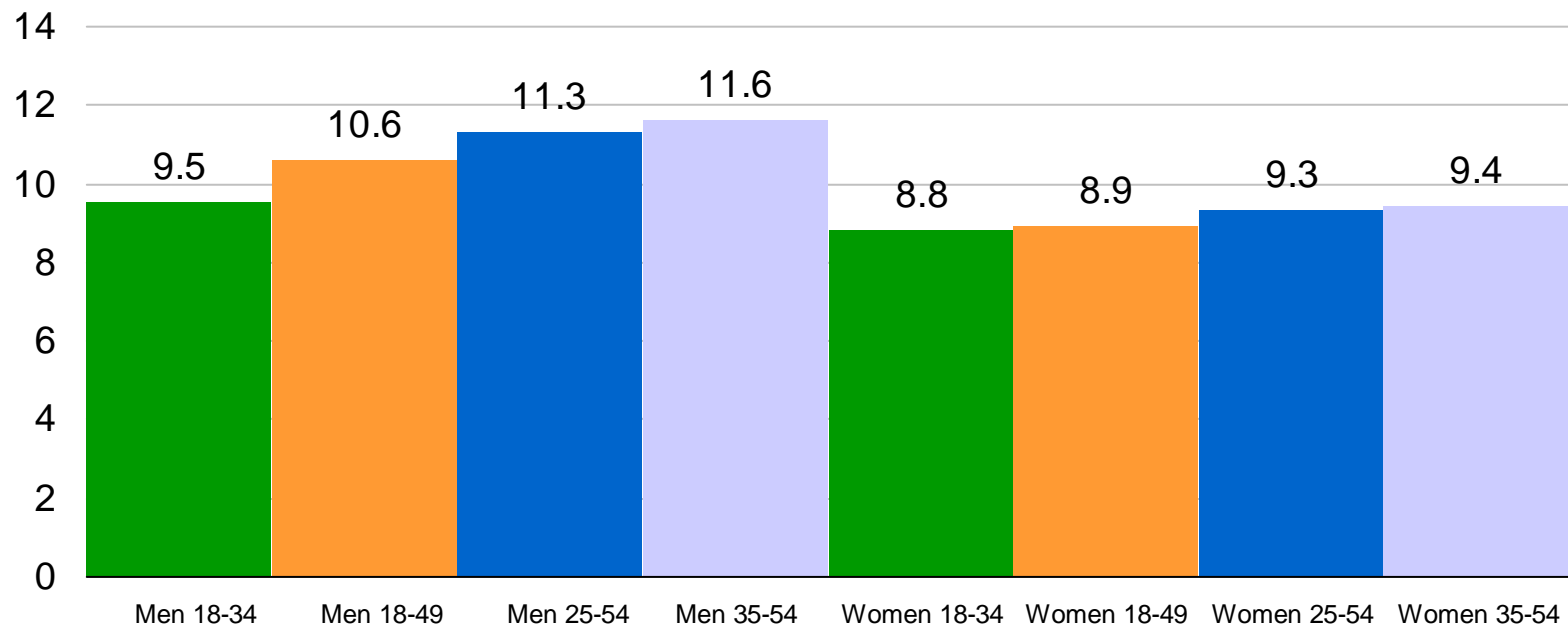
Minneapolis-St. Paul April 2009 PPM, Sat-Sun 6AM-MID,





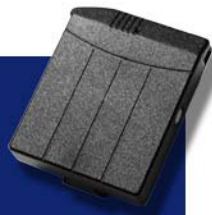
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PPM AQH Ratings by Age/Sex



Minneapolis-St. Paul PPM, April 2009, Mon-Sun 6AM-MID, AQH Rating

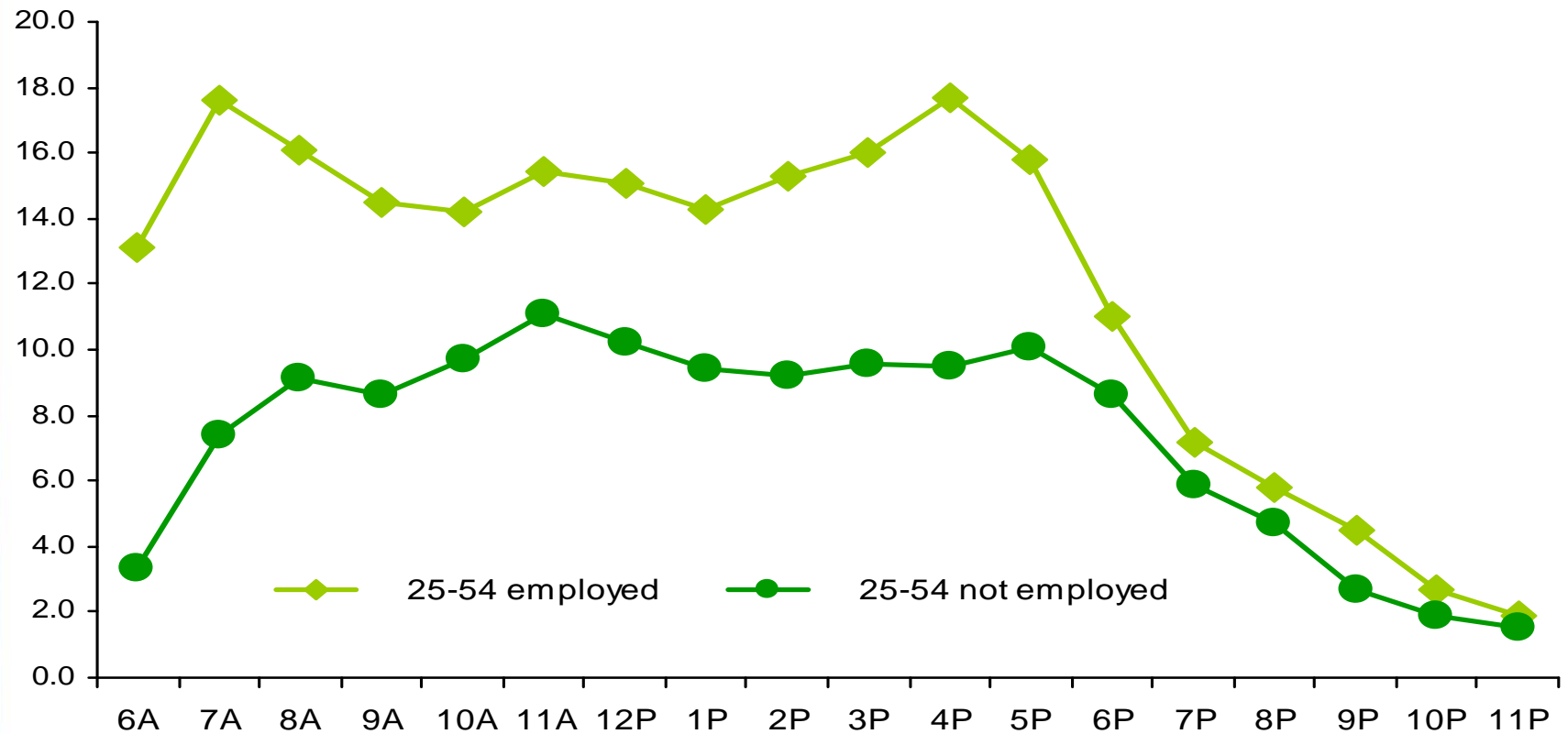




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Ratings by Employment Status

Persons 25-54

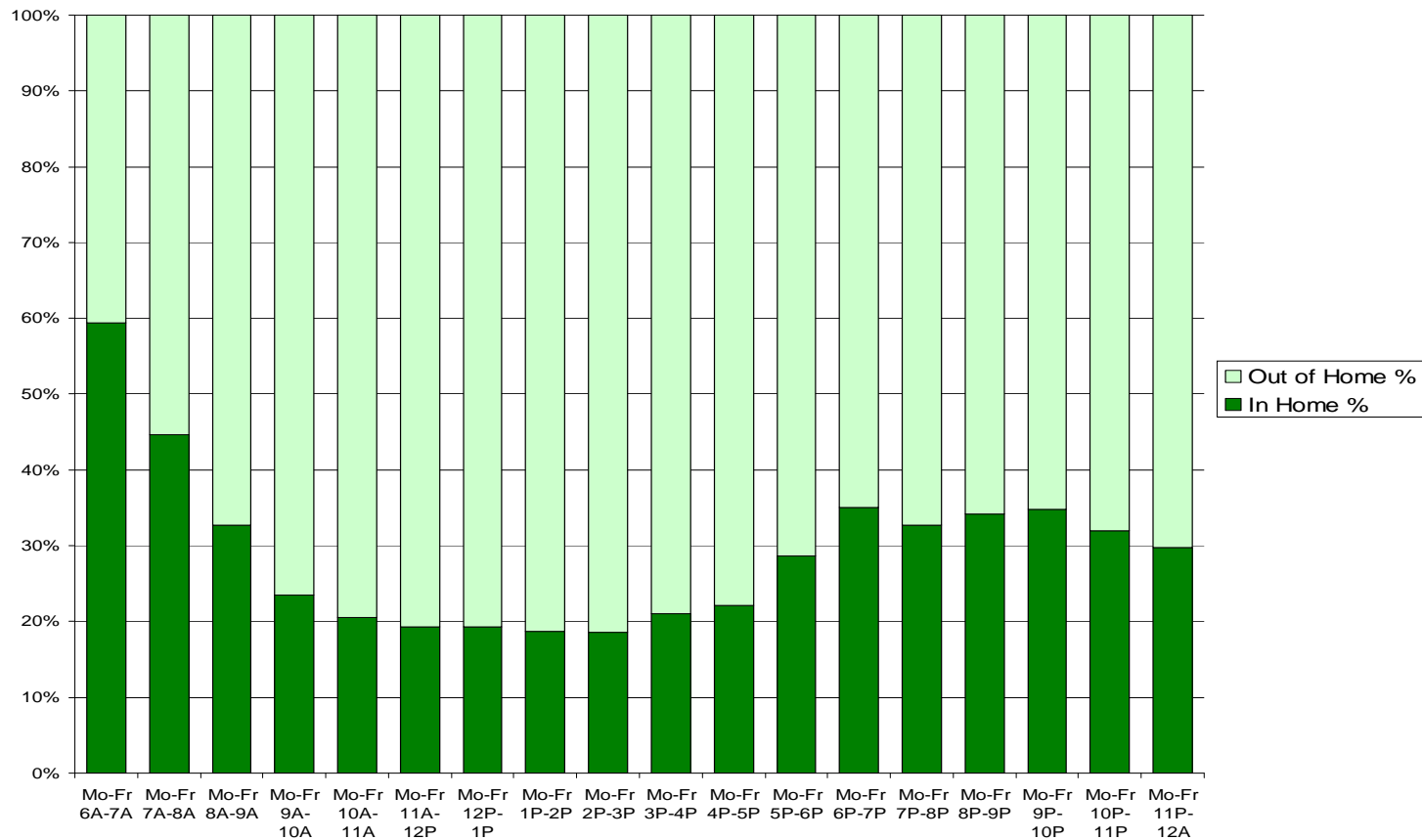


PPM, Minneapolis-St. Paul, April 2009, Mon-Fri 6a-12m Persons 25-54 full-time/part-time vs. not employed, AQH Rating



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Ratings by In/Out of Home Listening Persons 25-54

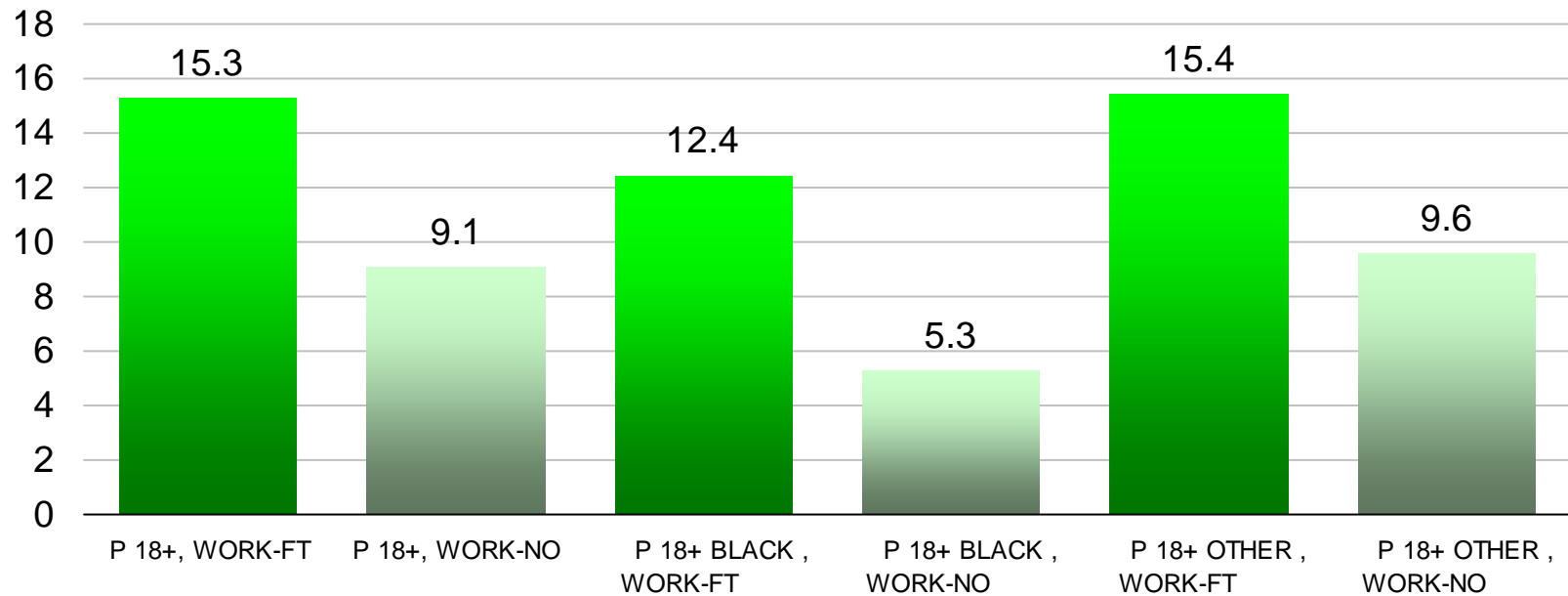


Source: Minneapolis-St. Paul Metro, PPM, April 2009, AQH Comp



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Listening Levels by Race/Ethnicity and Employment Status



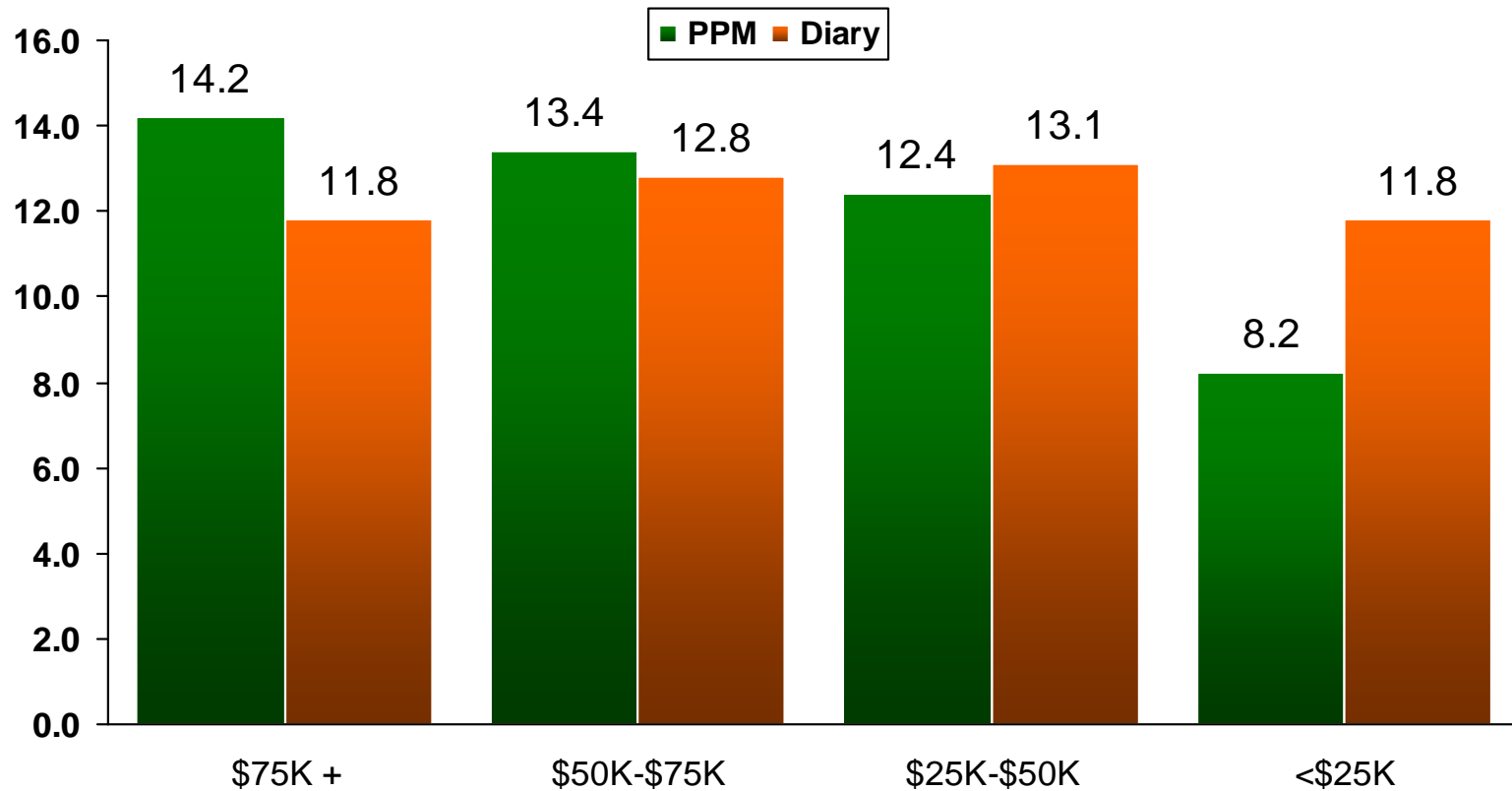
Minneapolis-St. Paul, April 2009 data, Mon-Fri 6a-7p, Persons 18+, AQH Rating





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Listening Levels by Income Level

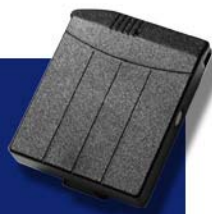


PPM, Minneapolis-St. Paul PPM, April 2009, Mon-Sun 6AM-MID, Persons 18+ vs.

Diary, Minneapolis-St. Paul Metro, Winter 2009, Mon-Sun 6AM-MID, Persons 18+, AQH Rating

Note: Same stations are being used for comparison from Diary to PPM

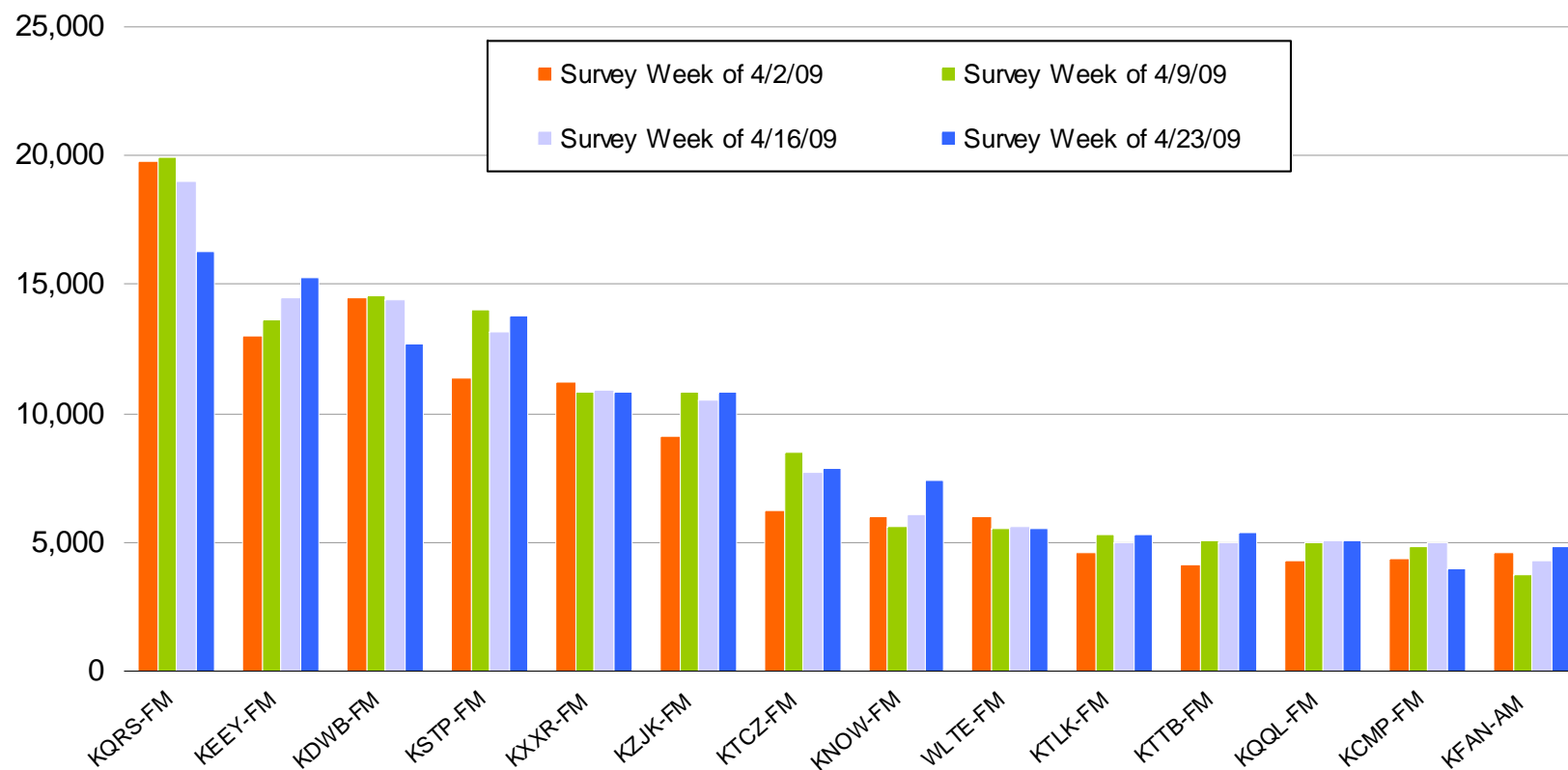




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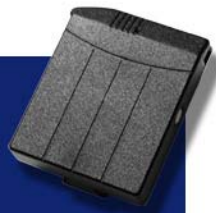
AQH Persons Estimates

Persons 18-49, AQH Persons



Minneapolis-St. Paul PPM, April 2009, Mon-Sun 6AM-MID

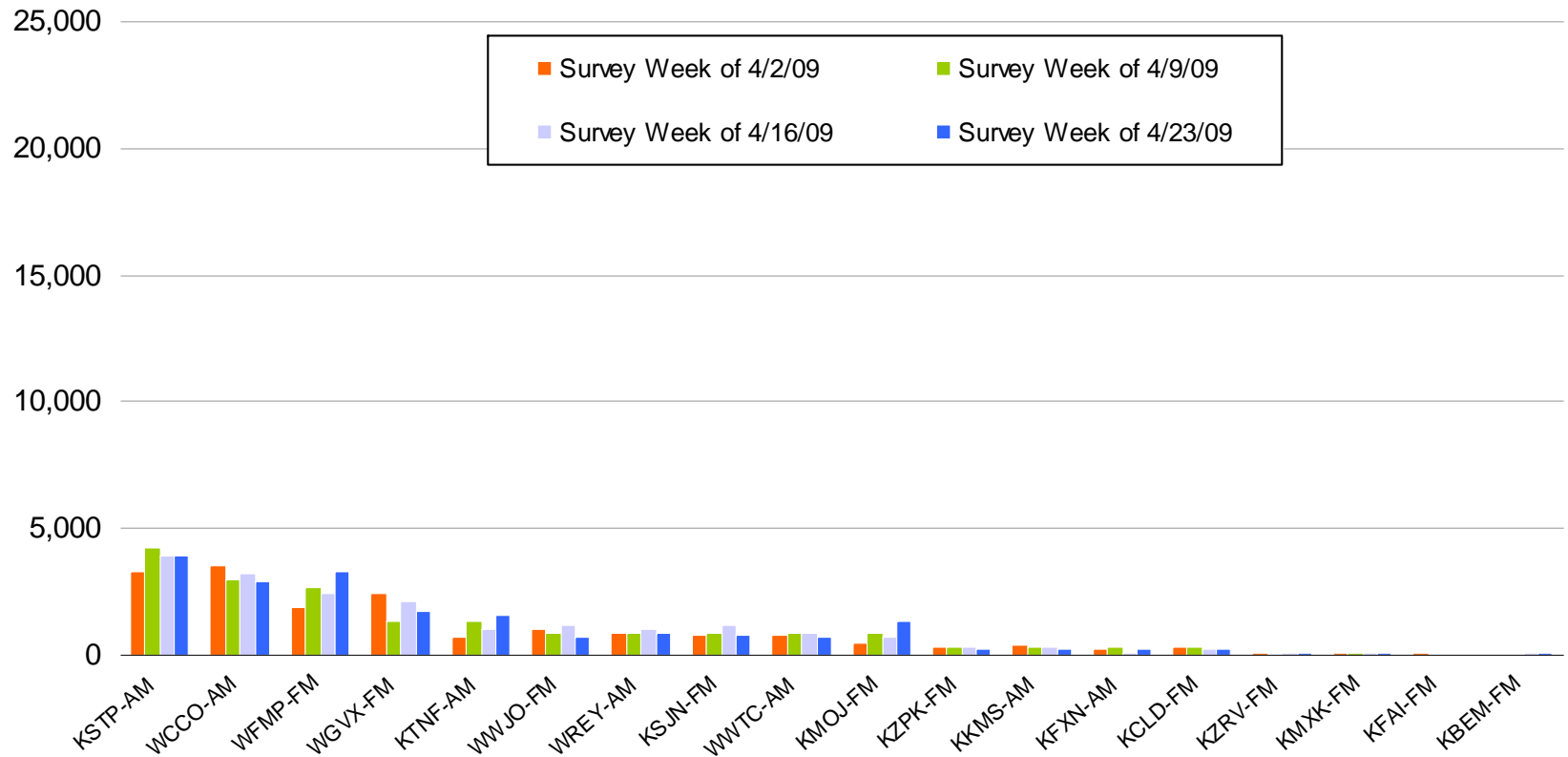




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AQH Persons Estimates

Persons 18-49, AQH Persons



Minneapolis-St. Paul PPM, April 2009, Mon-Sun 6AM-MID



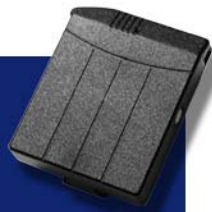


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Summary

- Compliance is similar to all other PPM markets
- Listening levels continue to follow trends in other PPM markets
 - » **Employment, as well as out-of-home, listening continues to be a major driver of ratings**
- Listening levels on evenings and weekends are similar to that of the diary.
- Radio's reach in Minneapolis-St. Paul is over 94% of the metro each week
- Granularity of PPM will allow programmers to improve the product in ways not possible with diary





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Thank You For Joining

- A copy of this presentation will be available COB Thursday at the Minneapolis-St. Paul PPM website: <http://www.arbitron.com/ppm>
- PPM Data is a Now available via Arbitron's Downloader & within TAPSCAN Web.
- On Wednesday, May 27th at 12p local time, you will be able to access your first Weeklies data





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Minneapolis-St. Paul

April 2009 Pre-Currency PPM Data

Randy Engmann

Arbitron, Inc.

May 21, 2009

