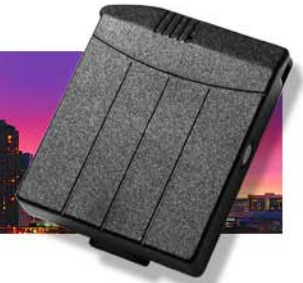


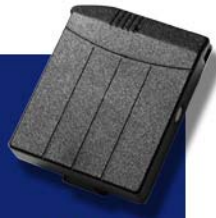
*PPM in Denver-Boulder*



# Denver-Boulder PPM

July 2009 Pre-Currency Data

**Mandy Adams**  
**Senior Account Manager**  
**Friday August 14<sup>th</sup> 2009**



DENVER-  
BOULDER

# Disclaimer...

**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.**





DENVER-  
BOULDER

# How do I ask a question during the WebEx session?

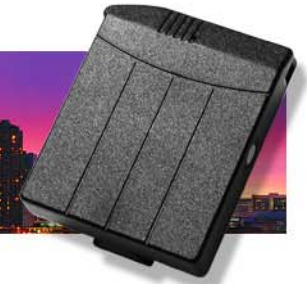
***Email me directly and I will reply to your questions once the session has ended.***

– You may send multiple questions.

*My email is : [mandy.adams@arbitron.com](mailto:mandy.adams@arbitron.com)*



*PPM in Denver-Boulder*



# Denver-Boulder PPM

July 2009 Pre-Currency Data



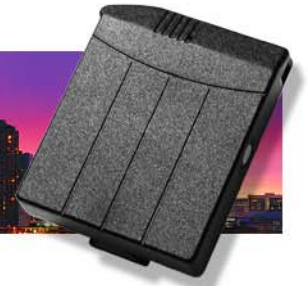
DENVER-  
BOULDER

# Findings

- **The Denver-Boulder sample is representative of all demos, ethnicities, counties and language preferences.**
- **Compliance is similar to other markets**
  - » On average 80% of panelists are carrying their meters for roughly 15 hours per day.
- **Cume audiences on the weekly and daily levels are significantly higher than what has been seen in the Diary.**
- **PPM listening levels compared to Diary are similar to other PPM commercialized markets.**
  - » Income is no longer a major factor in listening levels
  - » Employment and out-of-home listening continue to drive ratings
  - » Different formats are represented in the Top 10 stations.
- **Ratings are more compressed among the top stations than in the Diary service.**
  - » Denver-Boulder, based on July 2009 PPM, seems to show slightly less compression than other PPM markets
- **Granular data continues to provide insight into how consumers use radio.**

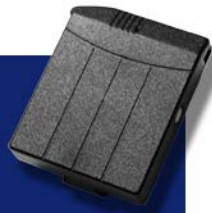


*PPM in Denver-Boulder*



# Denver-Boulder PPM Sample

July 2009 Pre-Currency Data



DENVER-  
BOULDER

# Denver-Boulder Metro Sample

## July 2009

### Total Persons in Monthly Sample

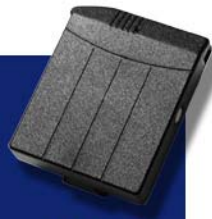
Monthly Installed Persons	1,409
Monthly In-tab Persons	1,319
Monthly In-tab Rate	93.6%

### Total Persons in Daily Sample

Avg Daily In-tab Persons	929
Avg Daily In-tab Rate	71.6%
Compliance-Capable*	1,152
Compliance Rate**	<b>80.7%</b>
Installed Cell-Phone-Only Persons	157
Avg. Cell-Phone-Only In-Tab Persons	105

\*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.

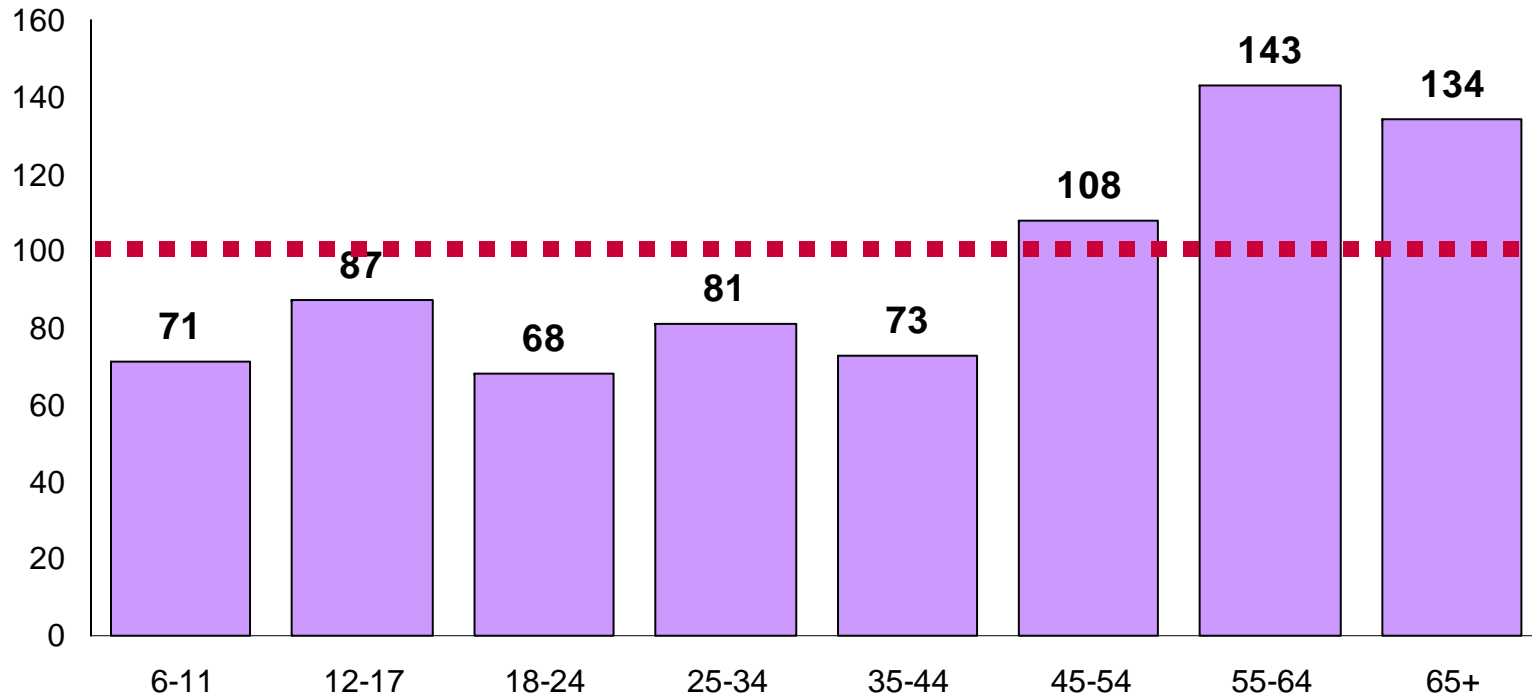
\*\*Compliance rate is calculated as follows: Daily In-Tab Persons/Compliance-Capable Persons



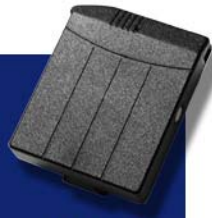
DENVER-BOULDER

# Denver-Boulder Sample Performance by Age Cell

July 2009



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



DENVER-  
BOULDER

# Denver-Boulder In-Tab Sample Size, by Demo and Race/Ethnicity

<b>July 2009</b>	<b>Denver-Boulder</b>			
	<b>Avg. Daily In-tab Target</b>	<b>Avg. Daily In-tab Actual</b>	<b>DDI*</b>	<b>Total Month In-Tab</b>
<b>P6+</b>	<b>967</b>	<b>929</b>	<b>96</b>	<b>1319</b>
<b>P18+</b>	<b>796</b>	<b>796</b>	<b>100</b>	<b>1099</b>
<b>P18-54</b>	<b>570</b>	<b>482</b>	<b>84</b>	<b>703</b>
<b>P25-54</b>	<b>477</b>	<b>418</b>	<b>88</b>	<b>591</b>
<b>Hispanic 6+</b>	<b>206</b>	<b>221</b>	<b>107</b>	<b>316</b>
<b>Other 6+</b>	<b>709</b>	<b>656</b>	<b>93</b>	<b>930</b>

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





DENVER-BOULDER

# Denver-Boulder In-Tab Sample Size, 18-34 DDI Performance

July 2009

July 2009	Denver-Boulder			
	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 18-34	248	189	76	297
Men 18-34	129	98	76	149
Women 18-34	118	92	77	148
Hispanic 18-34	72	57	80	90
Other 18-34	163	118	72	187

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





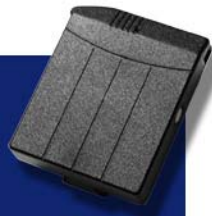
DENVER-  
BOULDER

# Denver-Boulder In-Tab Sample Size, 25-54 Race/Ethnicity

<b>July 2009</b>	<b>Denver-Boulder</b>			
	<b>Avg. Daily In-tab Target</b>	<b>Avg. Daily In-tab Actual</b>	<b>DDI*</b>	<b>Total Month In-Tab</b>
<b>Persons 25-54</b>	<b>477</b>	<b>418</b>	<b>88</b>	<b>591</b>
<b>Men 25-54</b>	<b>243</b>	<b>205</b>	<b>84</b>	<b>284</b>
<b>Women 25-54</b>	<b>234</b>	<b>213</b>	<b>91</b>	<b>307</b>
<b>Hispanic 25-54</b>	<b>98</b>	<b>116</b>	<b>118</b>	<b>161</b>
<b>Other 25-54</b>	<b>353</b>	<b>285</b>	<b>81</b>	<b>406</b>

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

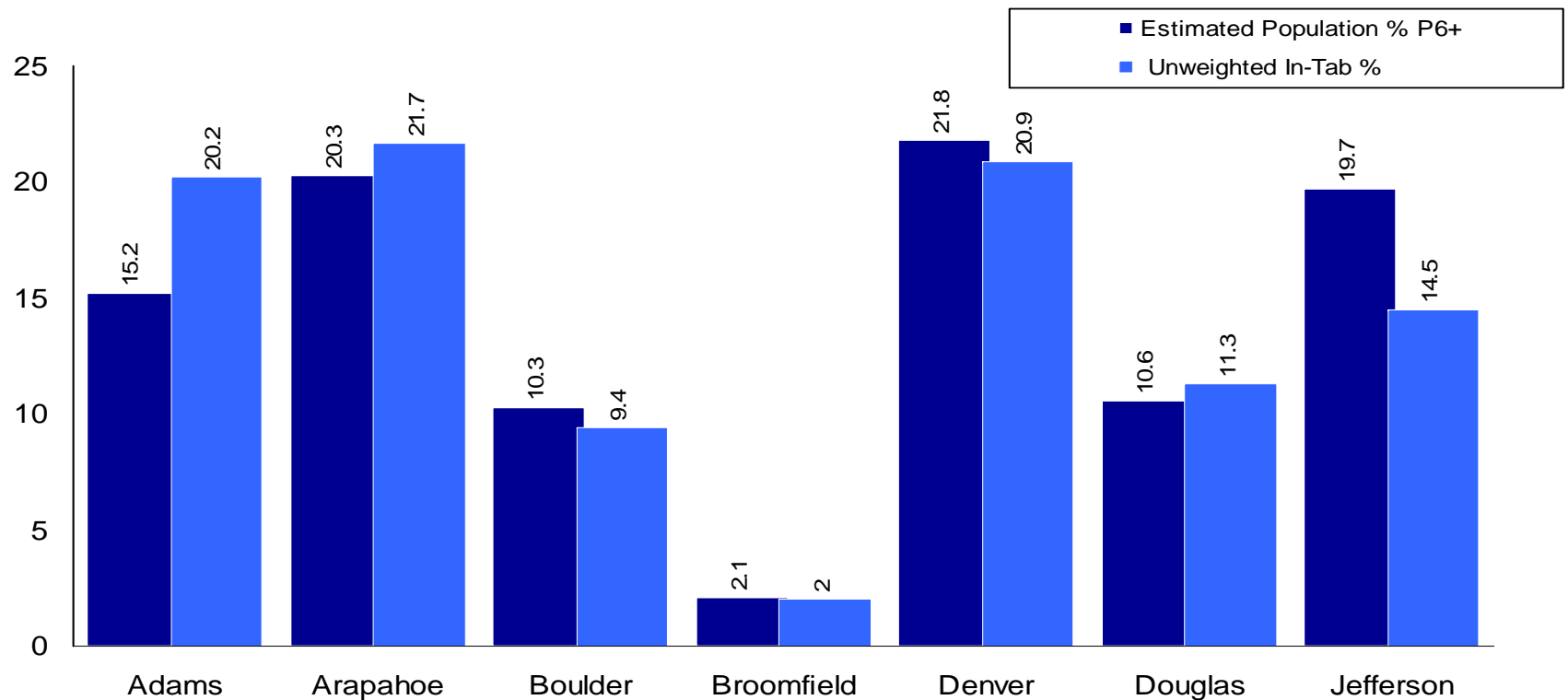




DENVER-BOULDER

# Denver-Boulder PPM County Sample

July 2009



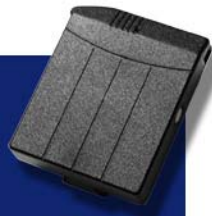
Denver-Boulder, PPM July 09 Estimated Pop % 6+; Un-weighted In-tab % 6+

*PPM in Denver-Boulder*



# Denver-Boulder Compliance and Carry Times

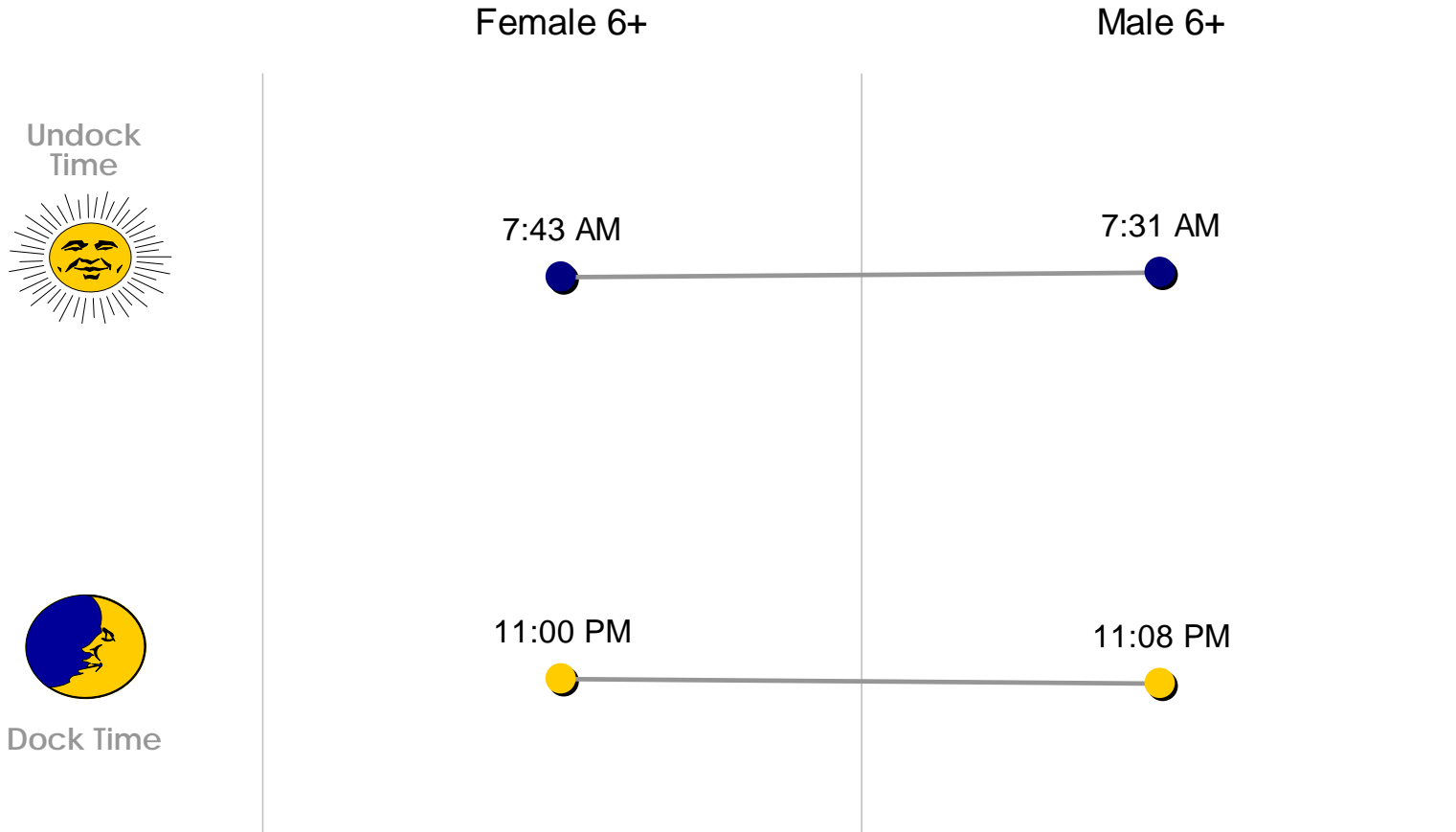
**Denver-Boulder PPM  
July 2009**

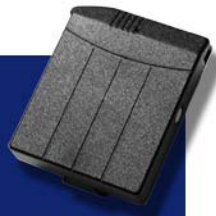


DENVER-BOULDER

# Median Undock/Dock Times

## July 2009 Weekdays

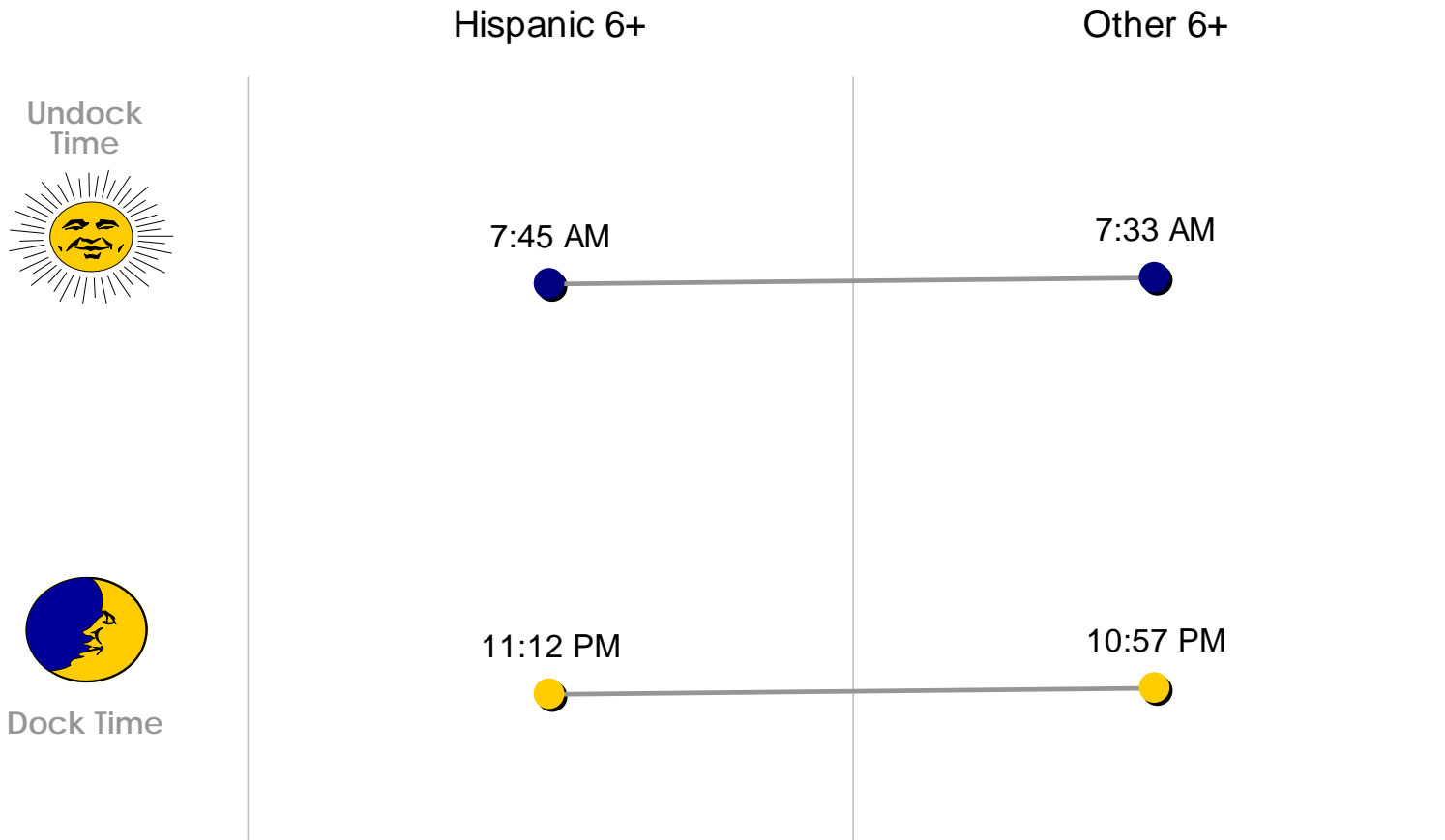


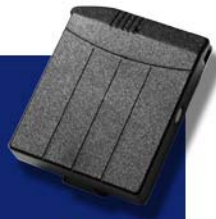


DENVER-BOULDER

# Median Undock/Dock Times

## July 2009 Weekdays





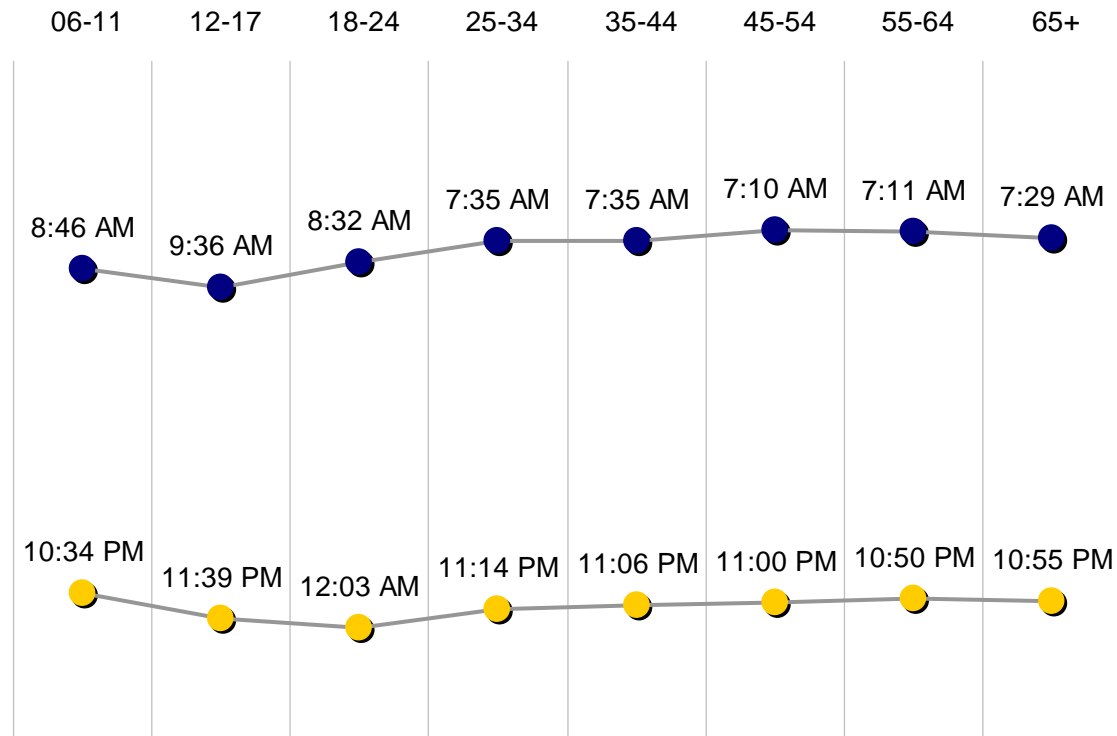
DENVER-BOULDER

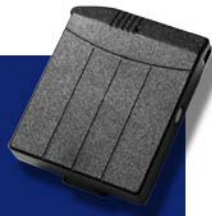
# Denver-Boulder Median Undock/Dock Times

## July 2009 Weekdays



Dock Time





DENVER-BOULDER

# Denver-Boulder Median Undock/Dock Times

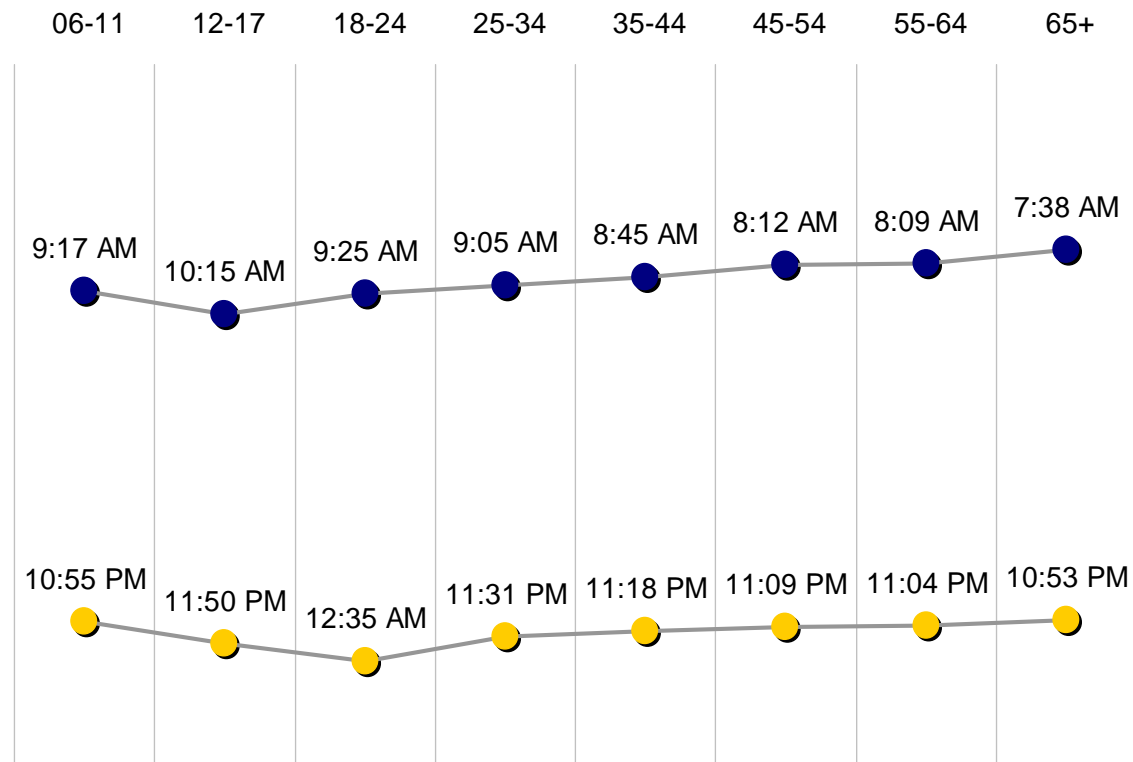
## July 2009 Weekends



Undock Time



Dock Time

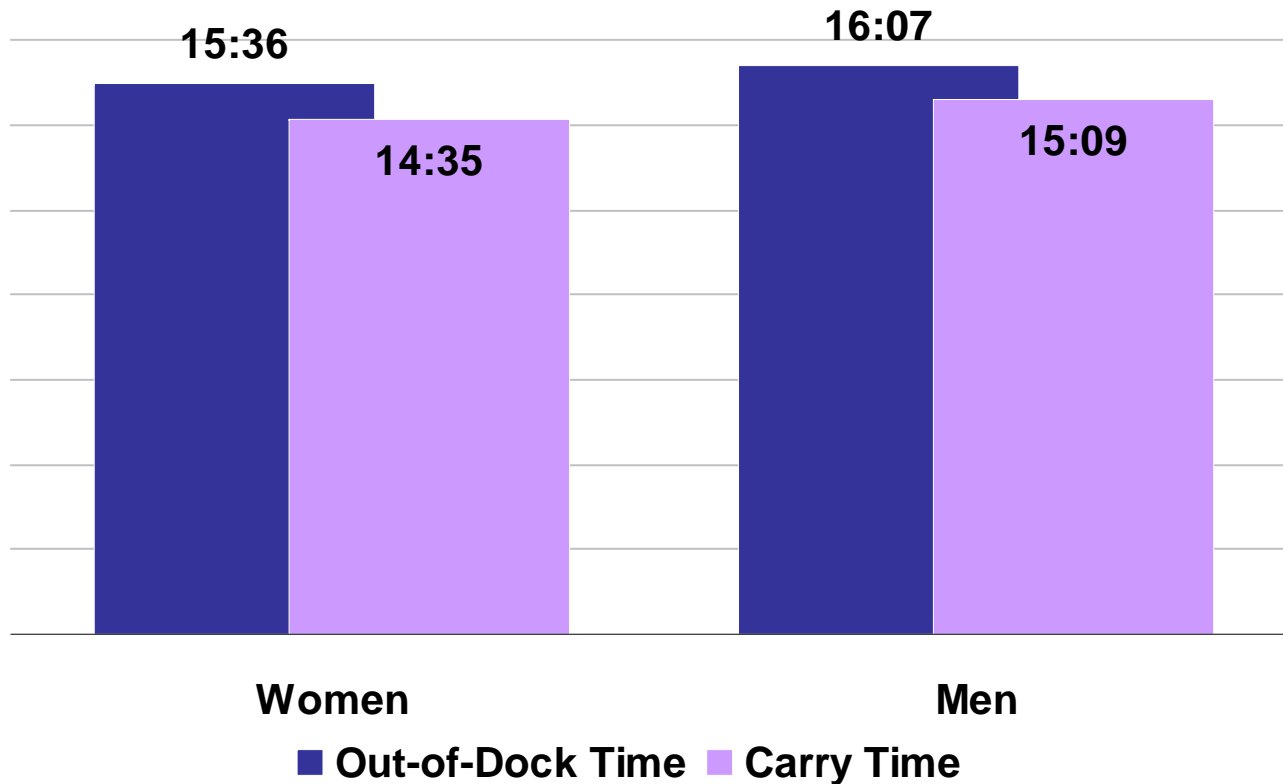


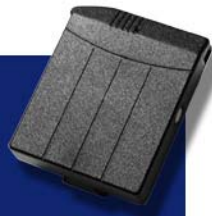


DENVER-BOULDER

# Denver-Boulder Median Carry Times by Gender

Median Out-of-Dock and Carry Times

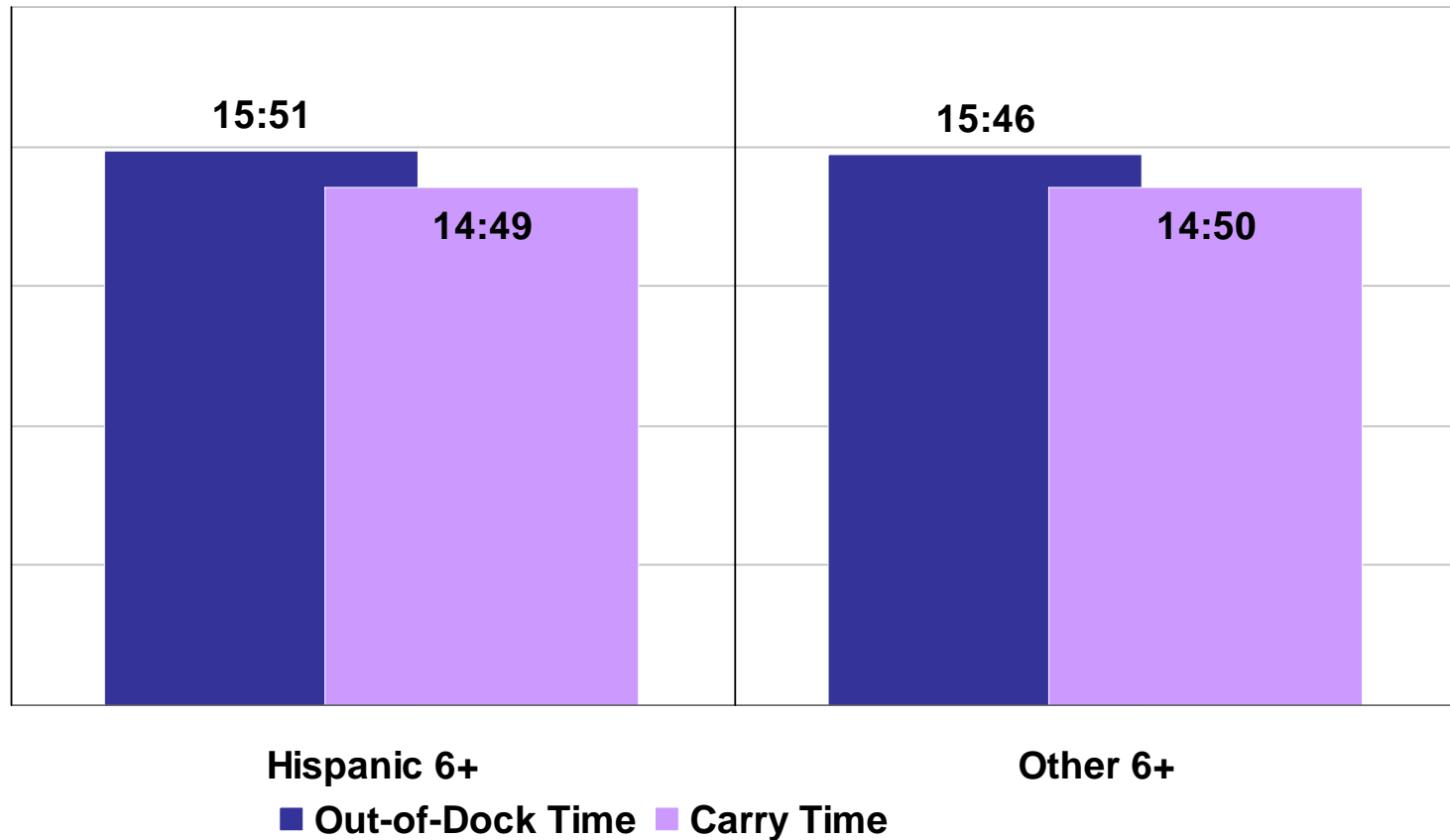




DENVER-BOULDER

# Denver-Boulder Median Carry Times by Race/Ethnicity

Median Out-of-Dock and Carry Times



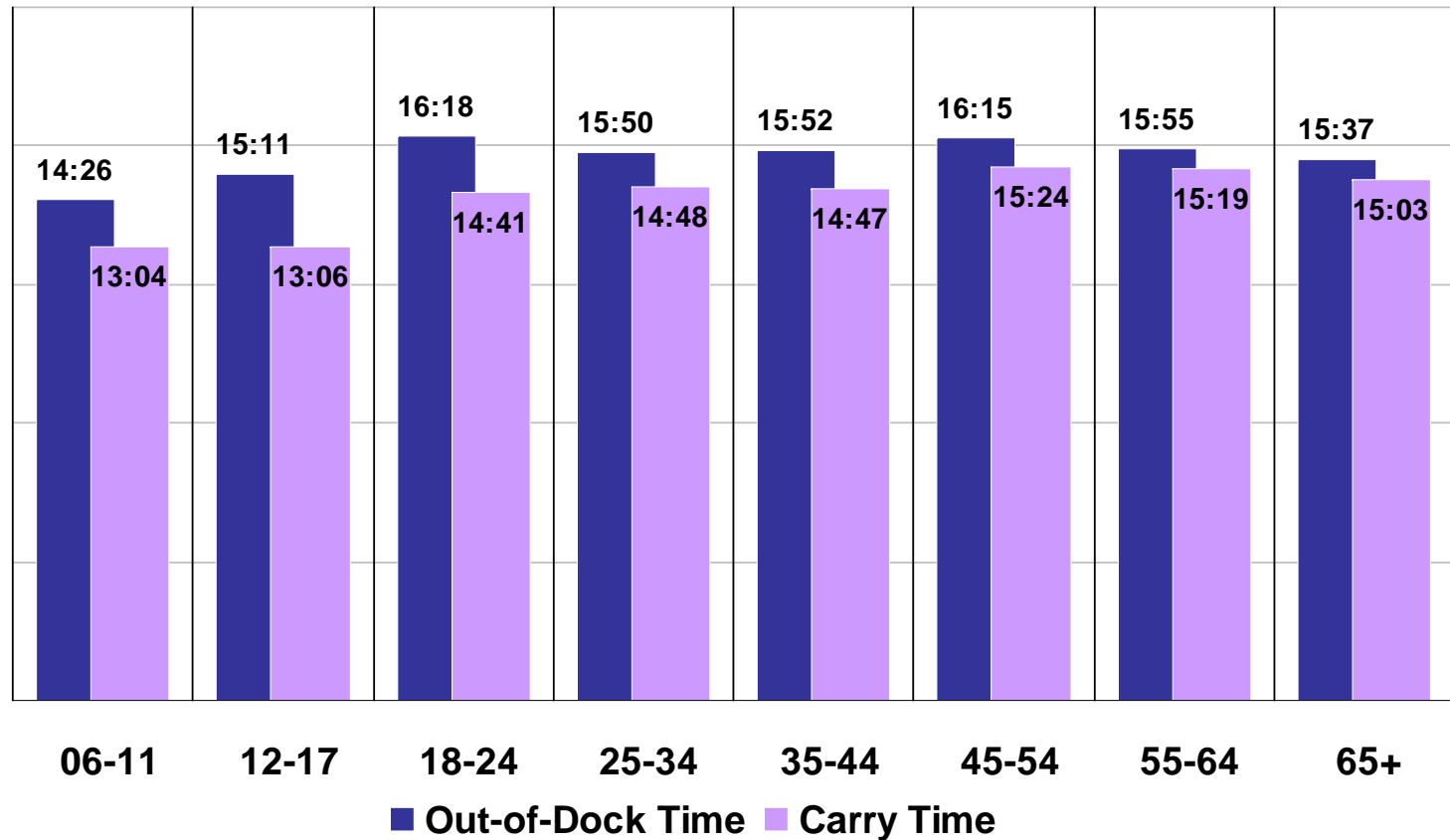


DENVER-BOULDER

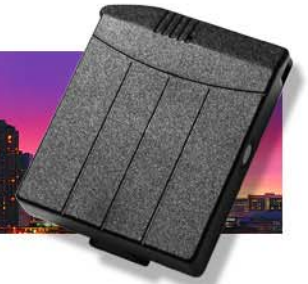


# Denver-Boulder Median Carry Times by Age

Median Out-of-Dock and Carry Times



*PPM in Denver-Boulder*



# Denver-Boulder PPM Cume Estimates

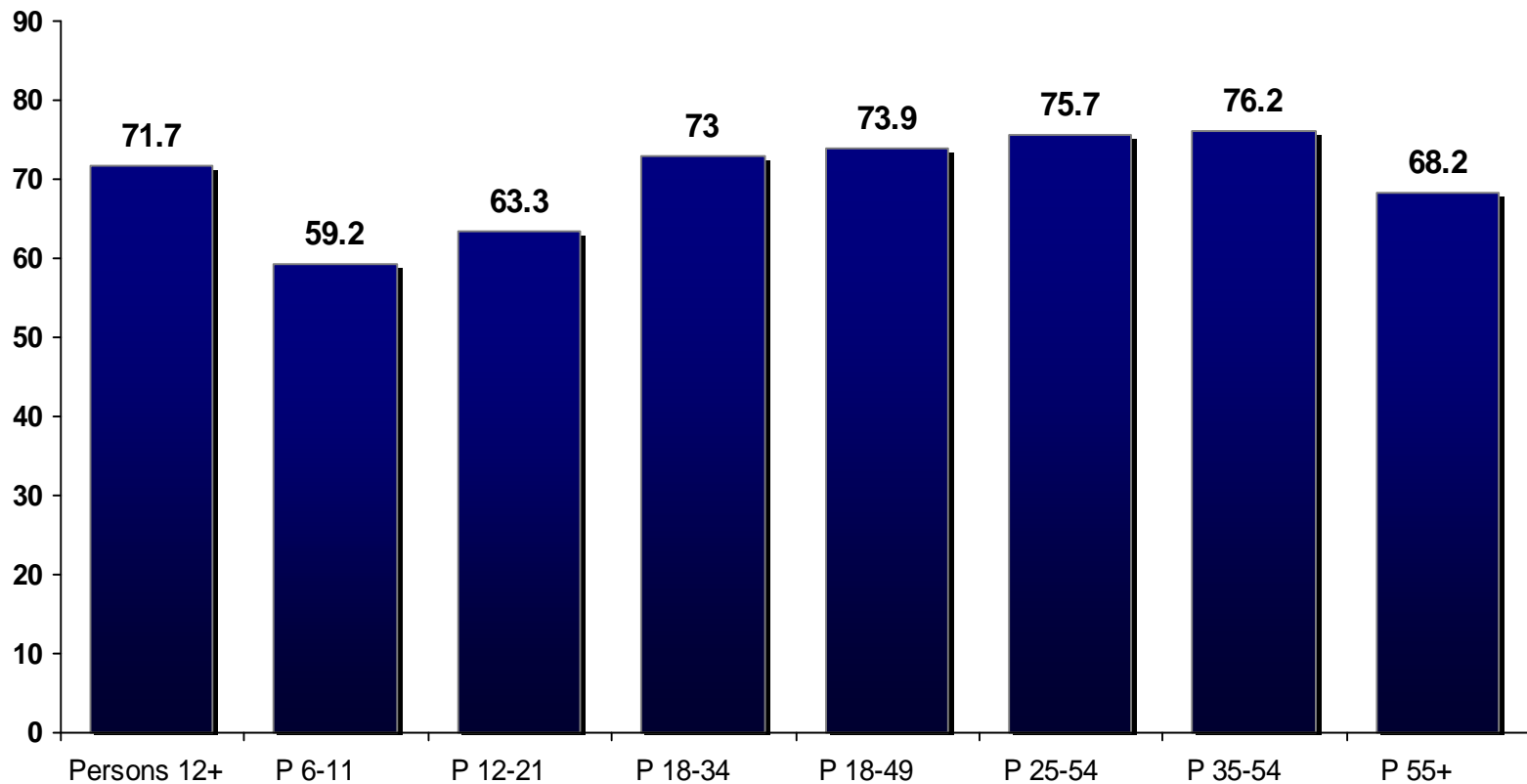
**July 2009 PPM Pre-Currency**

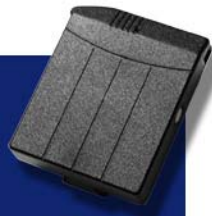


DENVER-BOULDER

# Denver-Boulder PPM Daily Cume Rating

## Mon-Sun 6a-12m

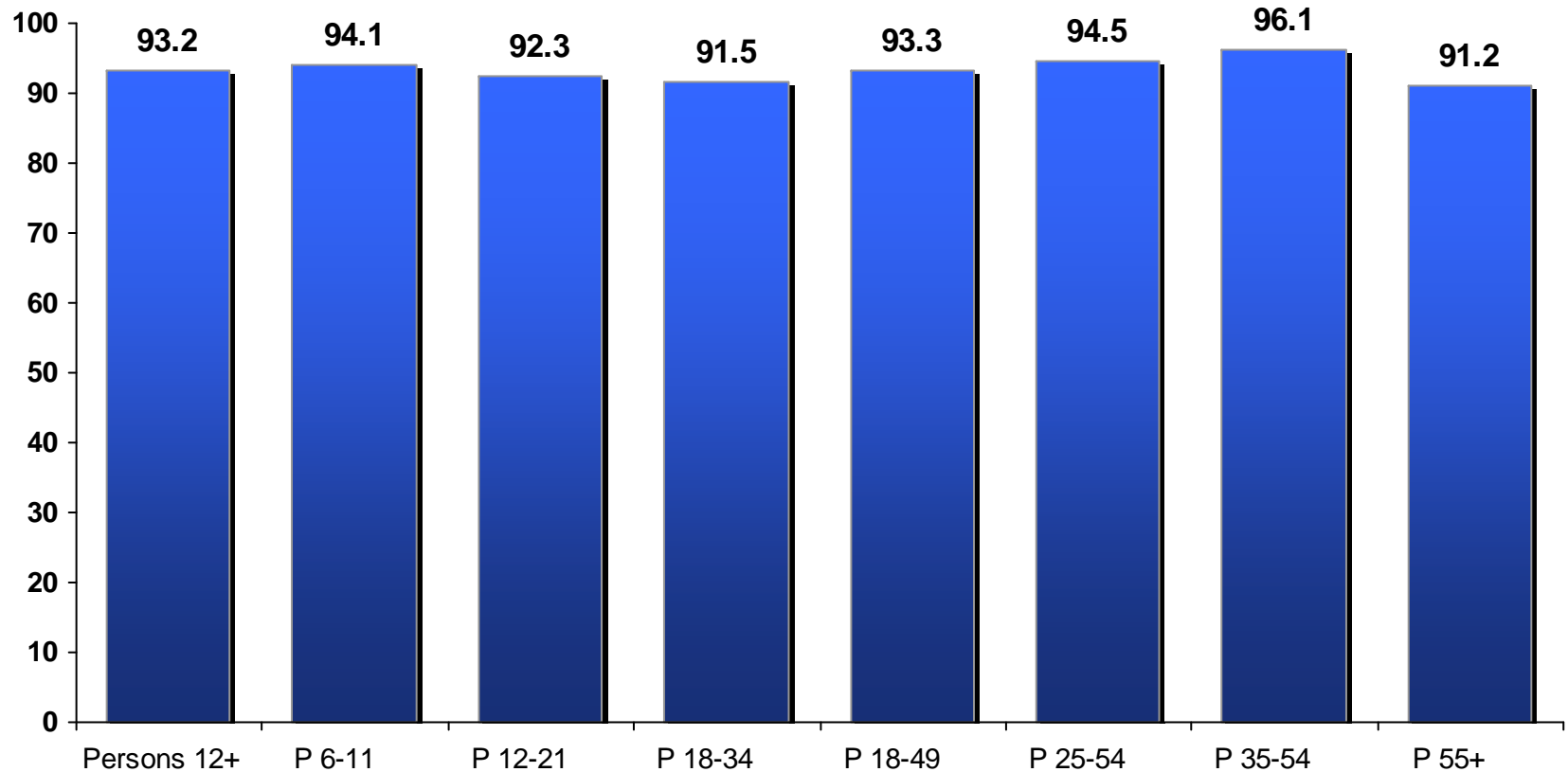




DENVER-BOULDER

# Denver-Boulder PPM Weekly Cume Rating

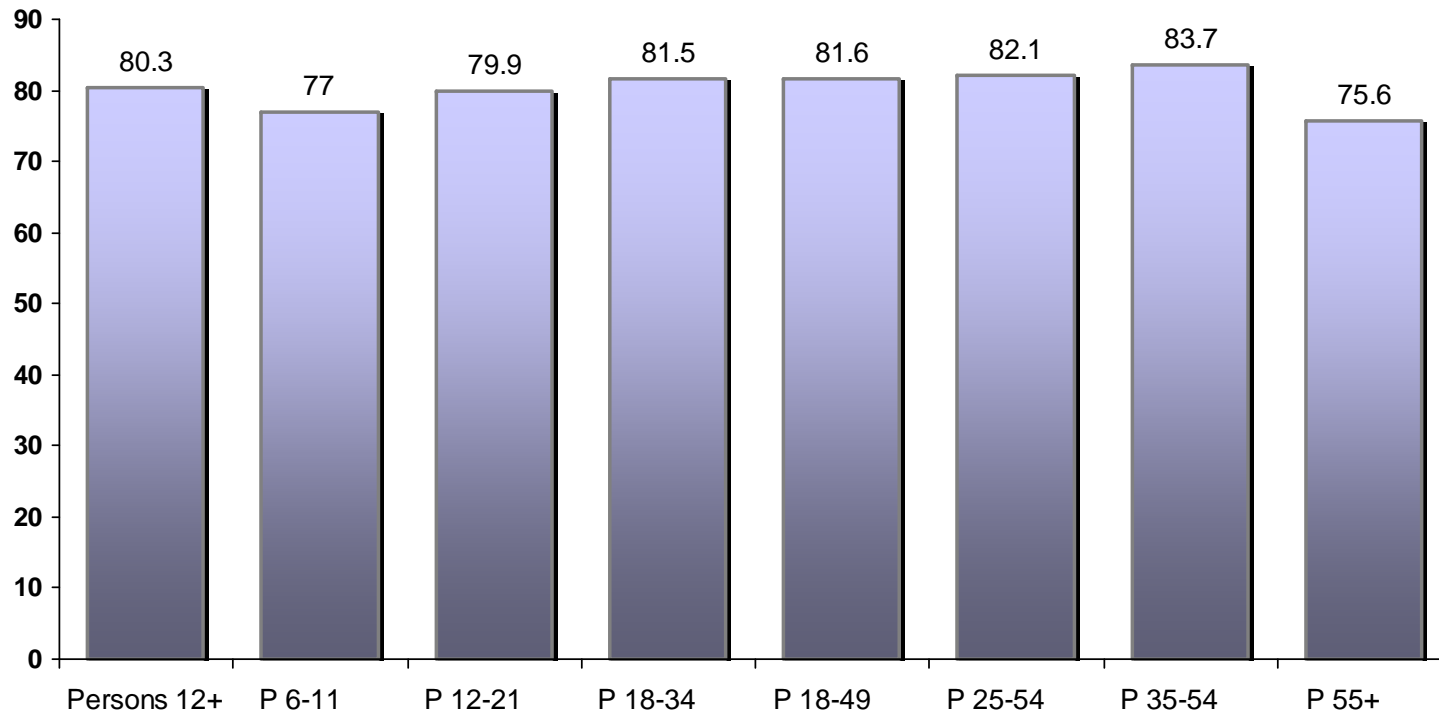
Mon-Fri 6a-12m

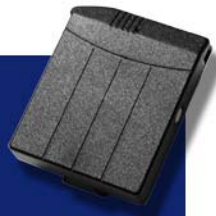




DENVER-BOULDER

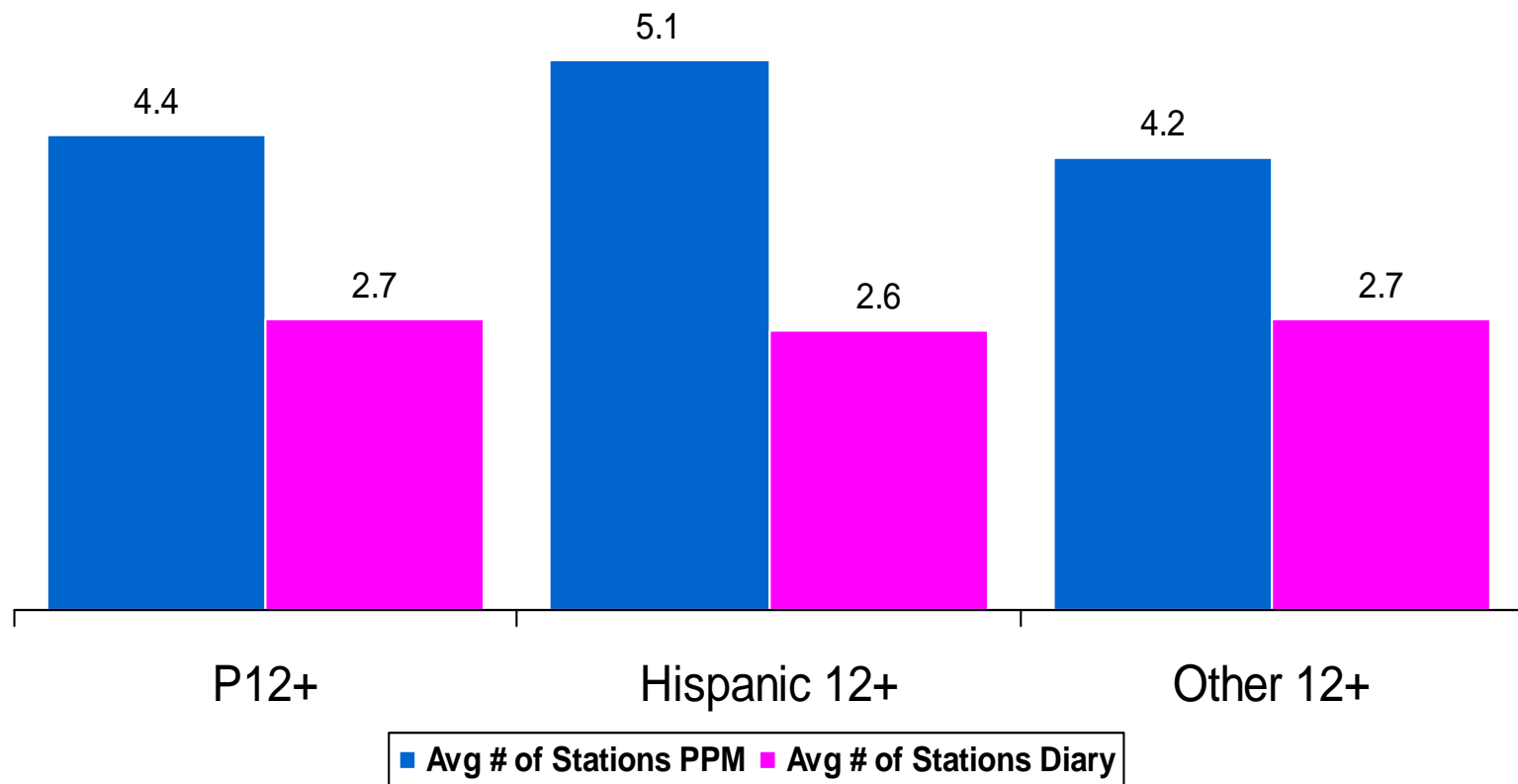
# Denver-Boulder PPM Weekend Cume Rating Sat-Sun 6a-12m

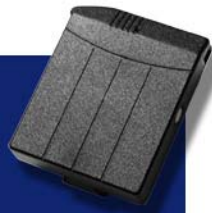




DENVER-BOULDER

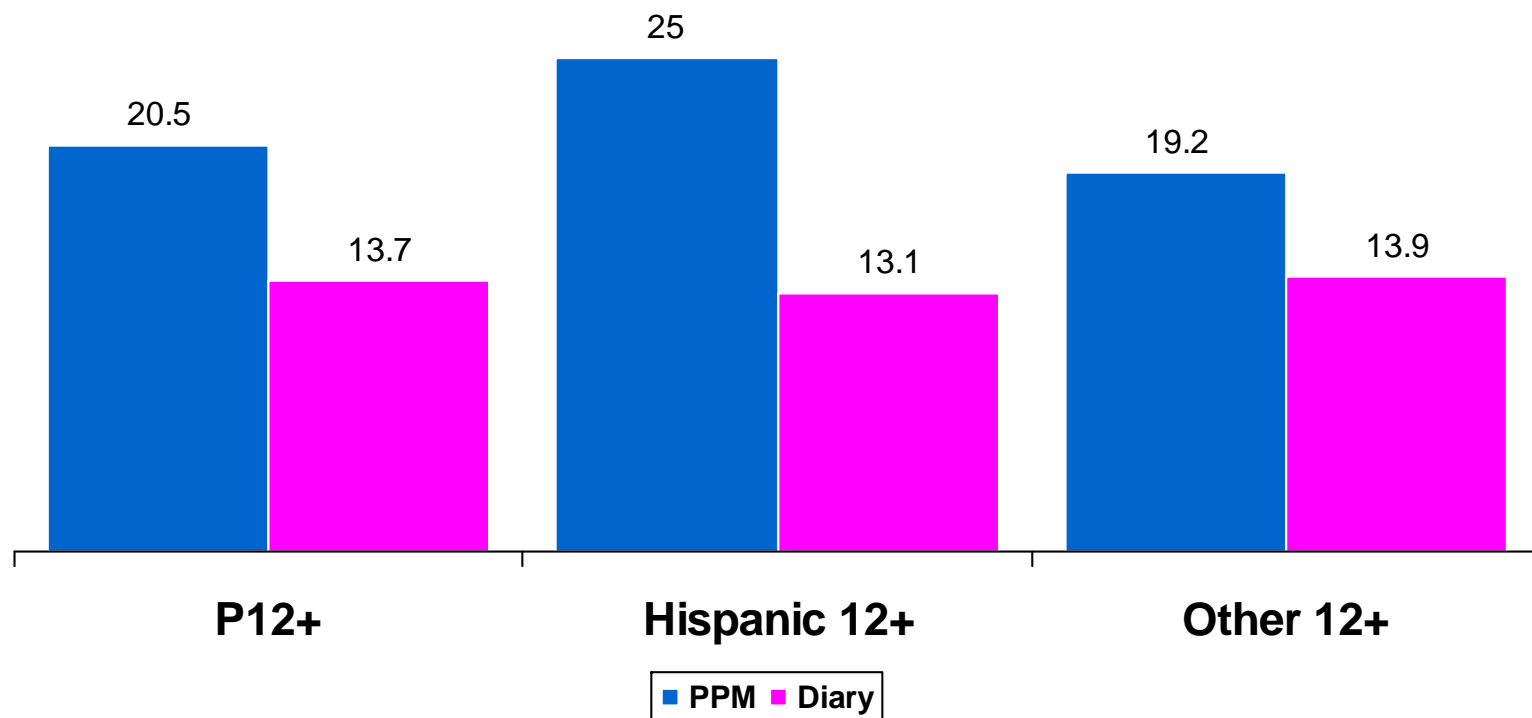
# Denver-Boulder Average Number Of Stations



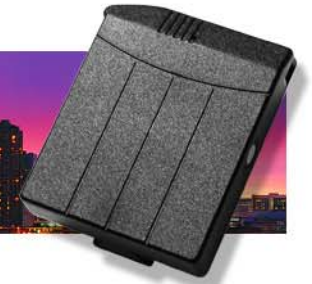


DENVER-  
BOULDER

# Denver-Boulder Number Of Listening Occasions

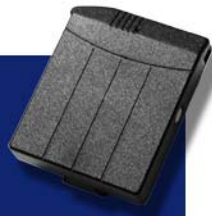


*PPM in Denver-Boulder*



# Rating Comparisons

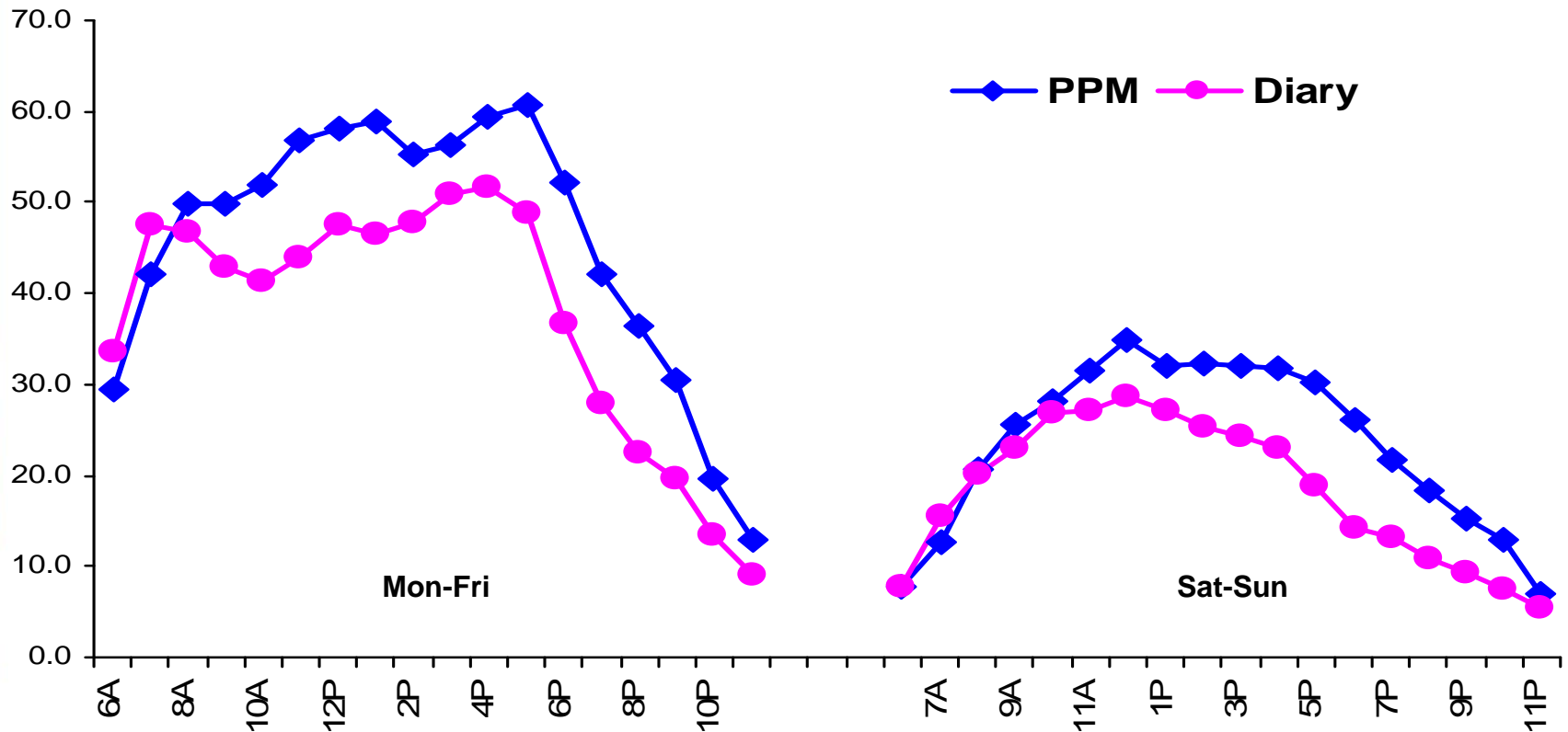
**Denver-Boulder PPM  
July 2009**



DENVER-BOULDER

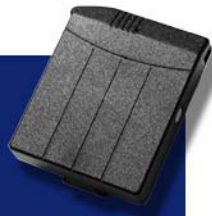
# PPM Vs. Diary Hour-by-Hour Cume Rating Comparison

## July 2009



PPM, Denver-Boulder PPM, July 09 Data, Mon-Sun 6AM-MID, Persons 12+ vs.

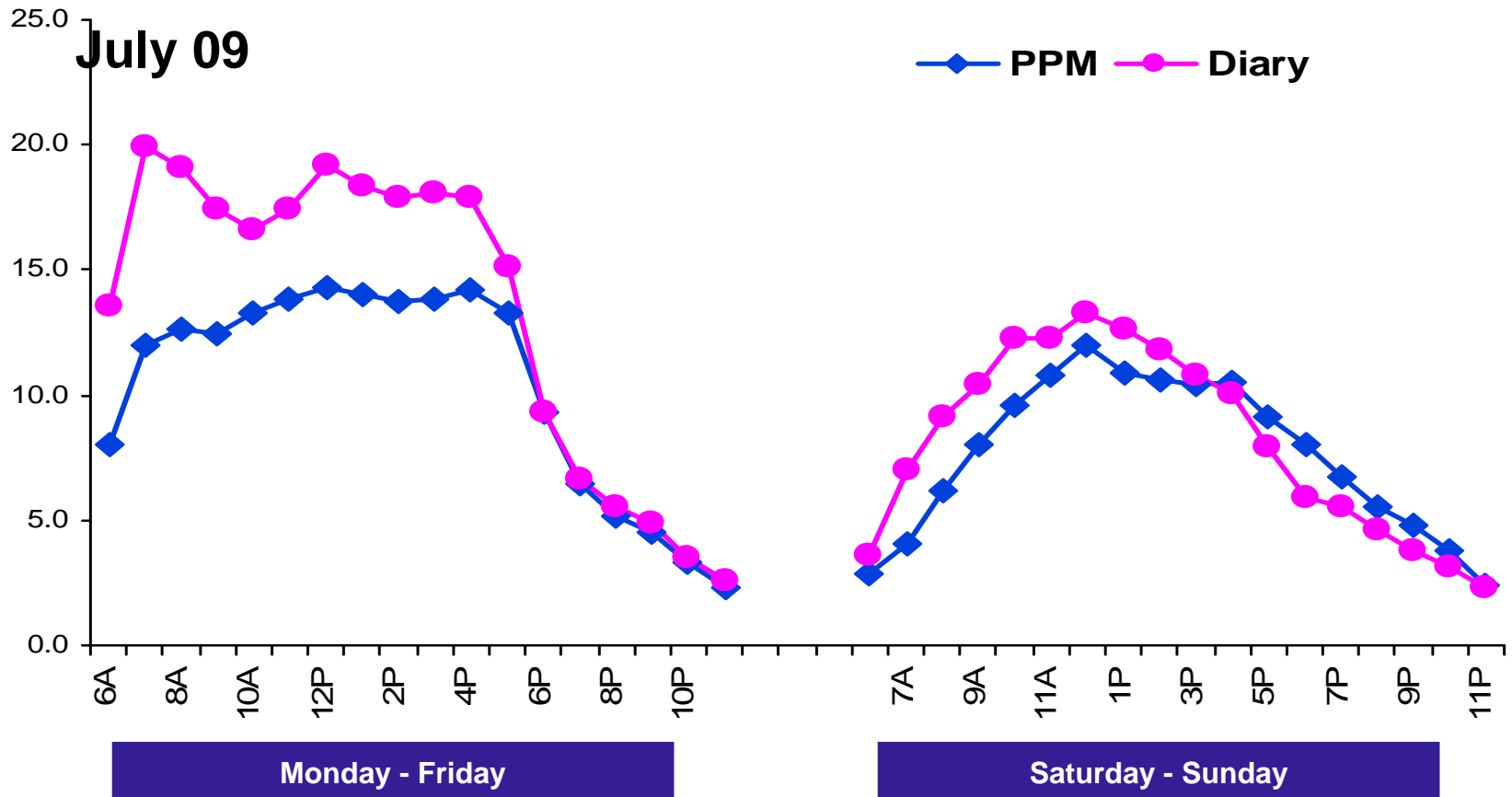
Diary, Diary Metro, Spring 2009, Mon-Sun 6AM-MID, Persons 12+



DENVER-BOULDER

# PPM Vs. Diary Hour-by-Hour, AQH Rating Comparison

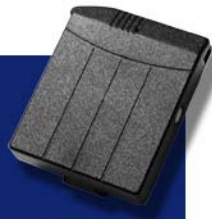
Persons 12+



PPM, Denver-Boulder PPM, July 09 Preliminary Data, Mon-Sun 6AM-MID, Persons 12+ vs.

Diary, Denver-Boulder Metro, Spring 2009, Mon-Sun 6AM-MID, Persons 12+

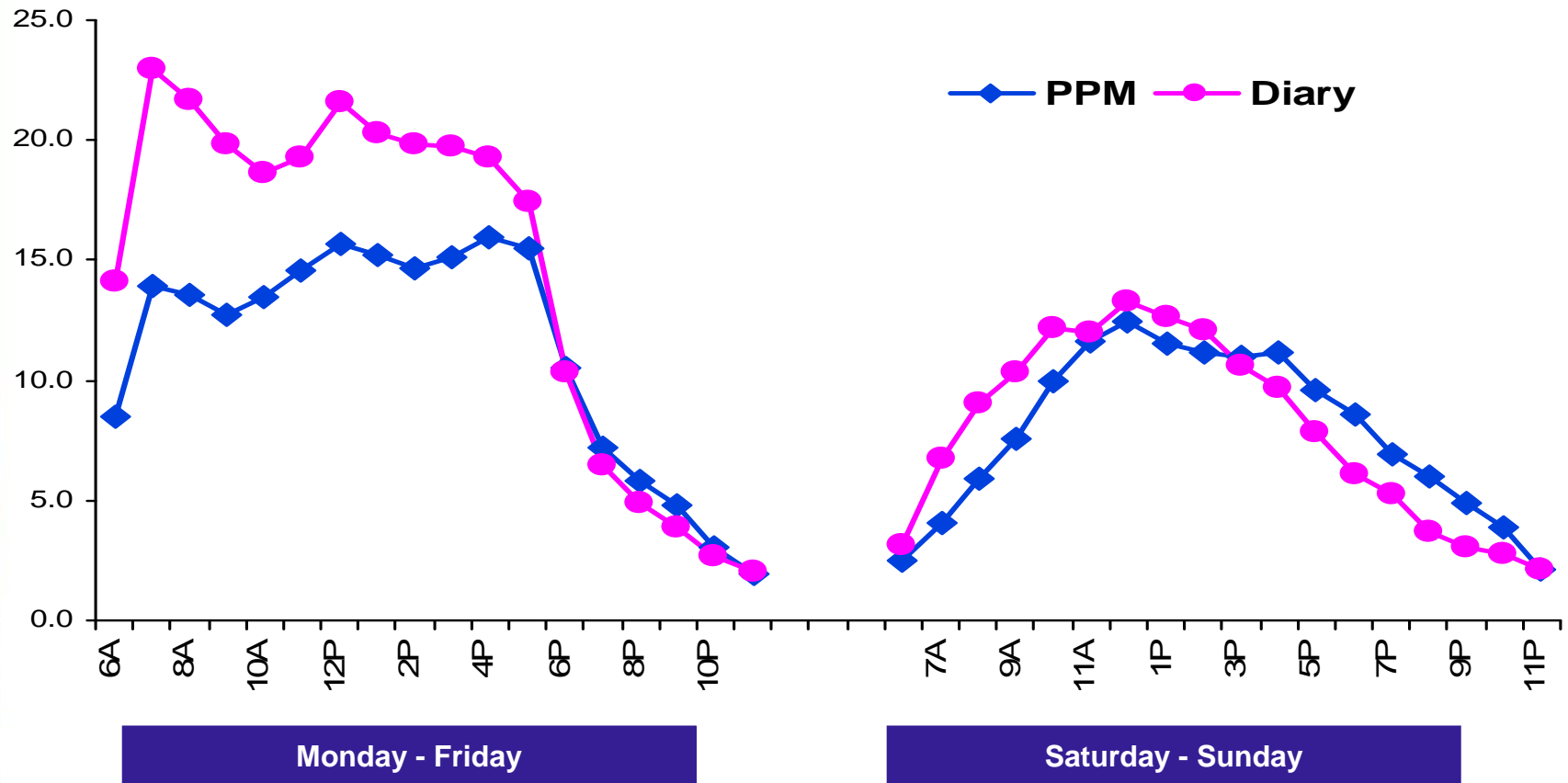




DENVER-BOULDER

# PPM Vs. Diary Hour-by-Hour, Persons 25-54 AQH Rating Comparison

## July 09



PPM, Denver-Boulder PPM, July 09 Data, Mon-Sun 6AM-MID, Persons 25+ vs.

Diary, Denver-Boulder Metro, SP 07, Mon-Sun 6AM-MID, Persons 25-54

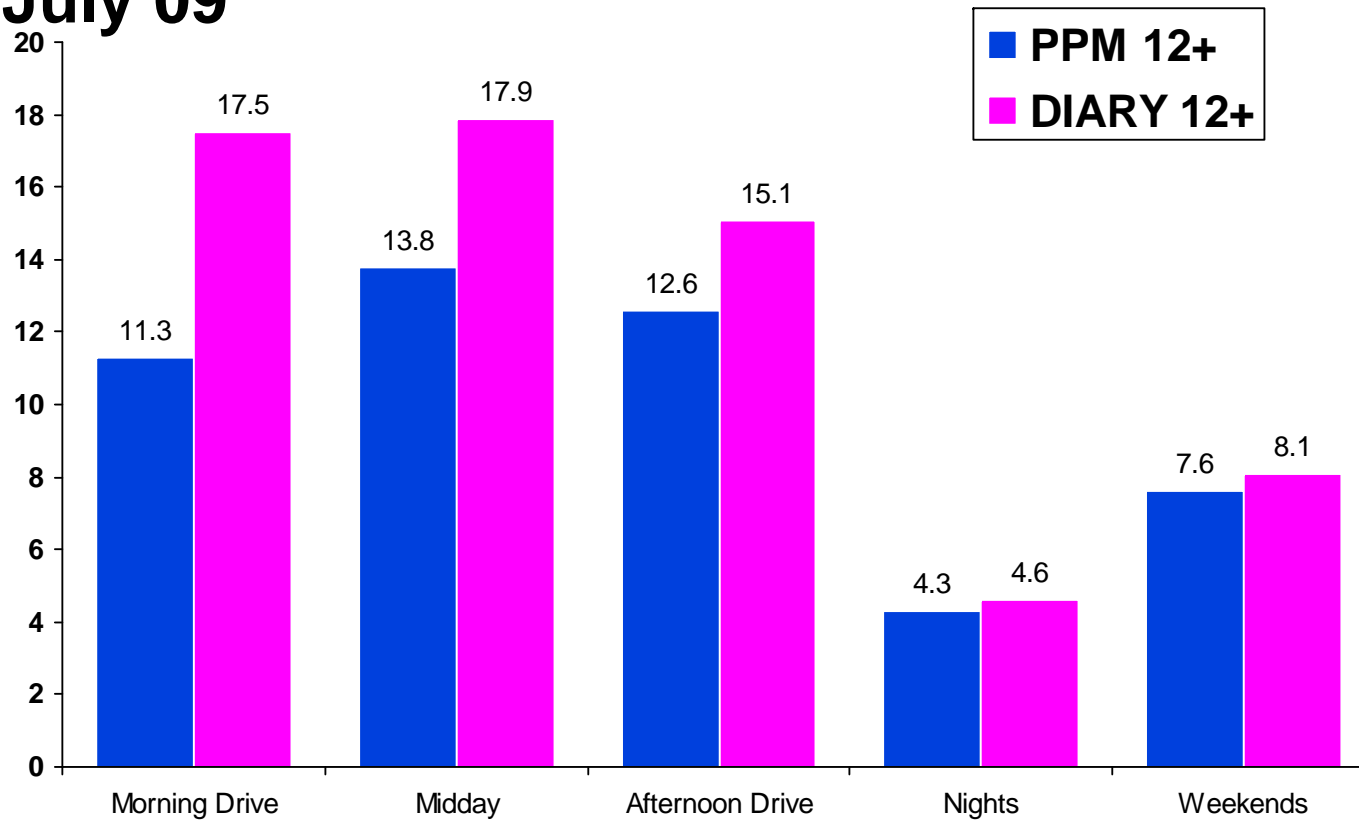




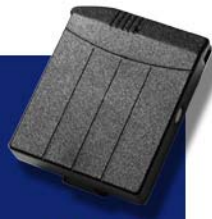
DENVER-BOULDER

# Denver-Boulder PPM Vs. Diary AQH Ratings By Daypart

## July 09



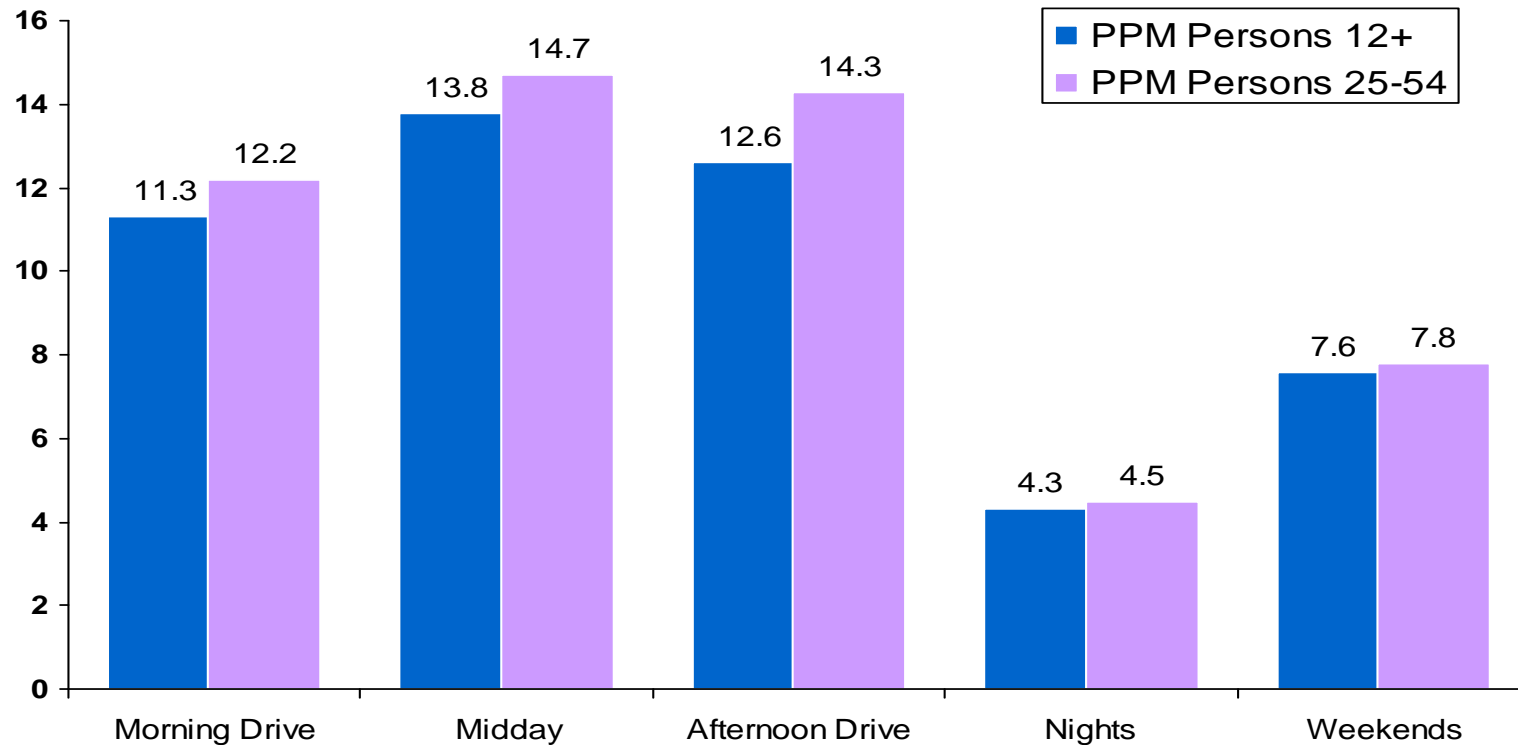
Denver-Boulder AQH Ratings, July 09 vs. Spring 2009, P12+ Market totals.



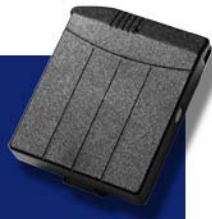
DENVER-BOULDER

# Denver-Boulder PPM AQH Ratings By Demo and Daypart

## July 2009



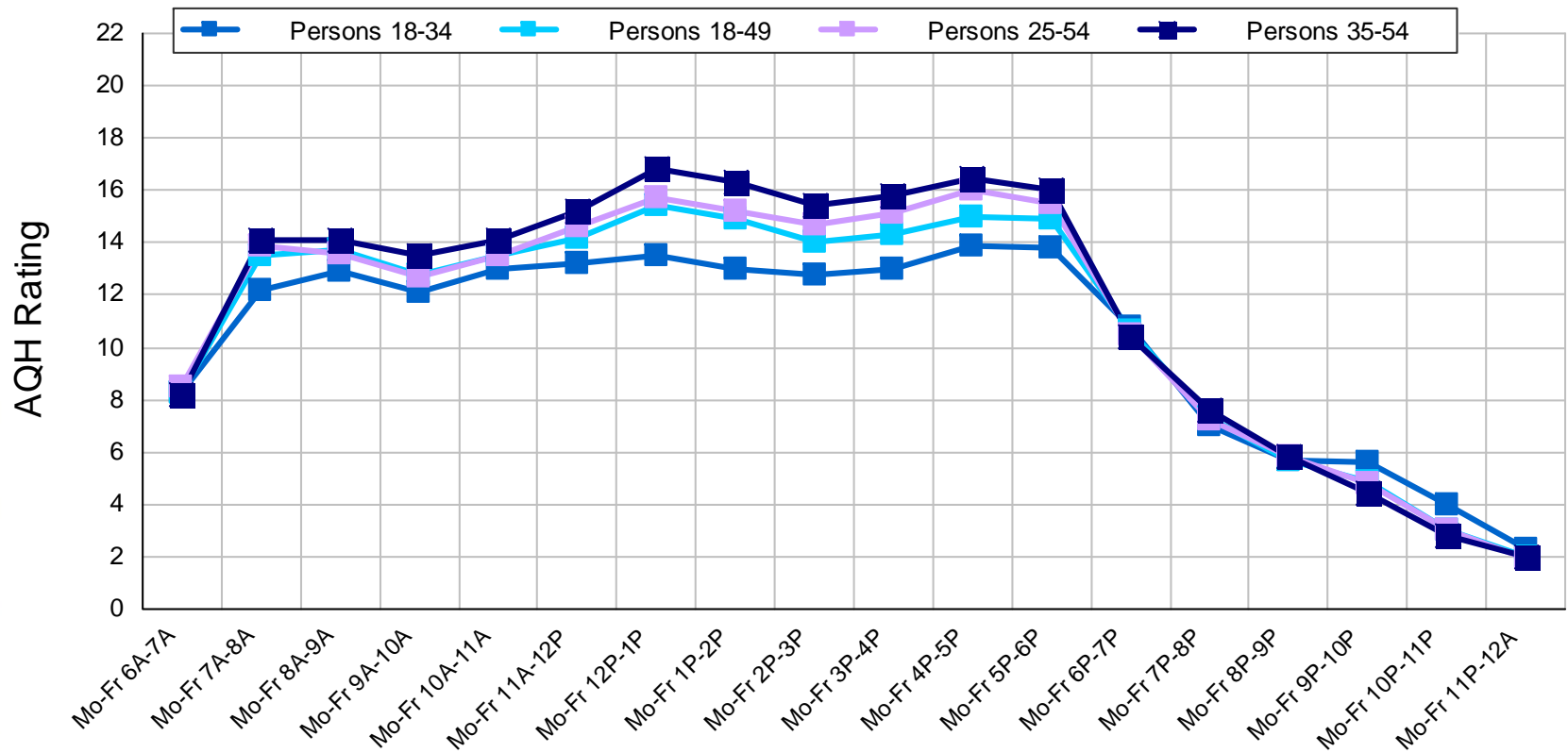
PPM Denver-Boulder AQH Ratings, July 09 Market totals.



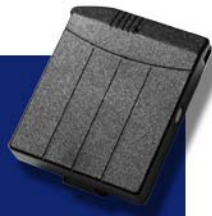
DENVER-BOULDER

# Denver-Boulder Listening By Demo

Monday-Friday 6AM-MID



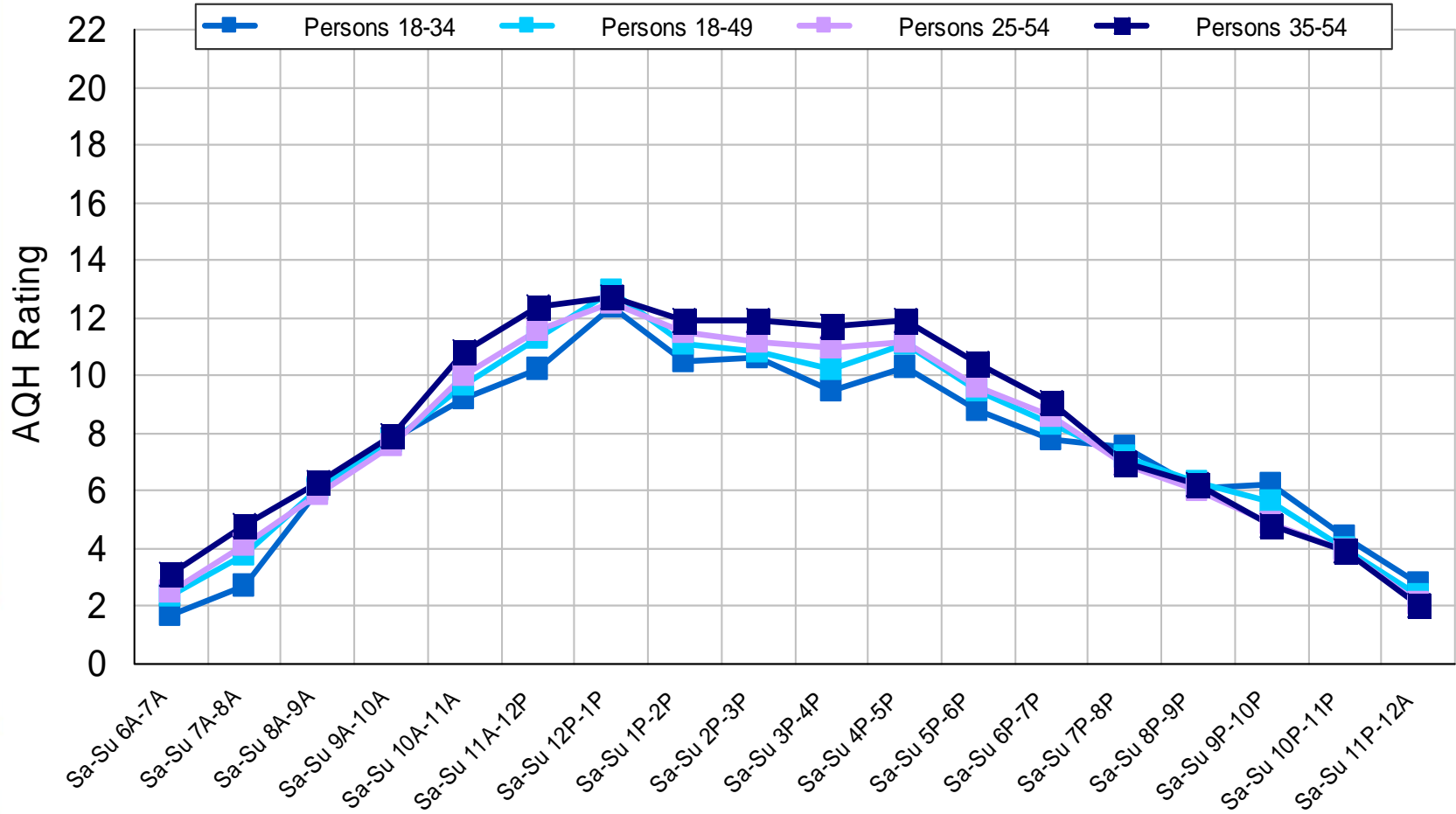
Denver-Boulder PPM, July 09 Data, Mon-Fri 6AM-MID,



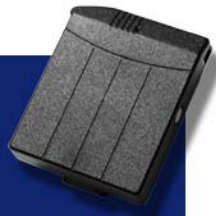
DENVER-BOULDER

# Denver-Boulder Listening By Demo

Sat-Sun 6AM-MID

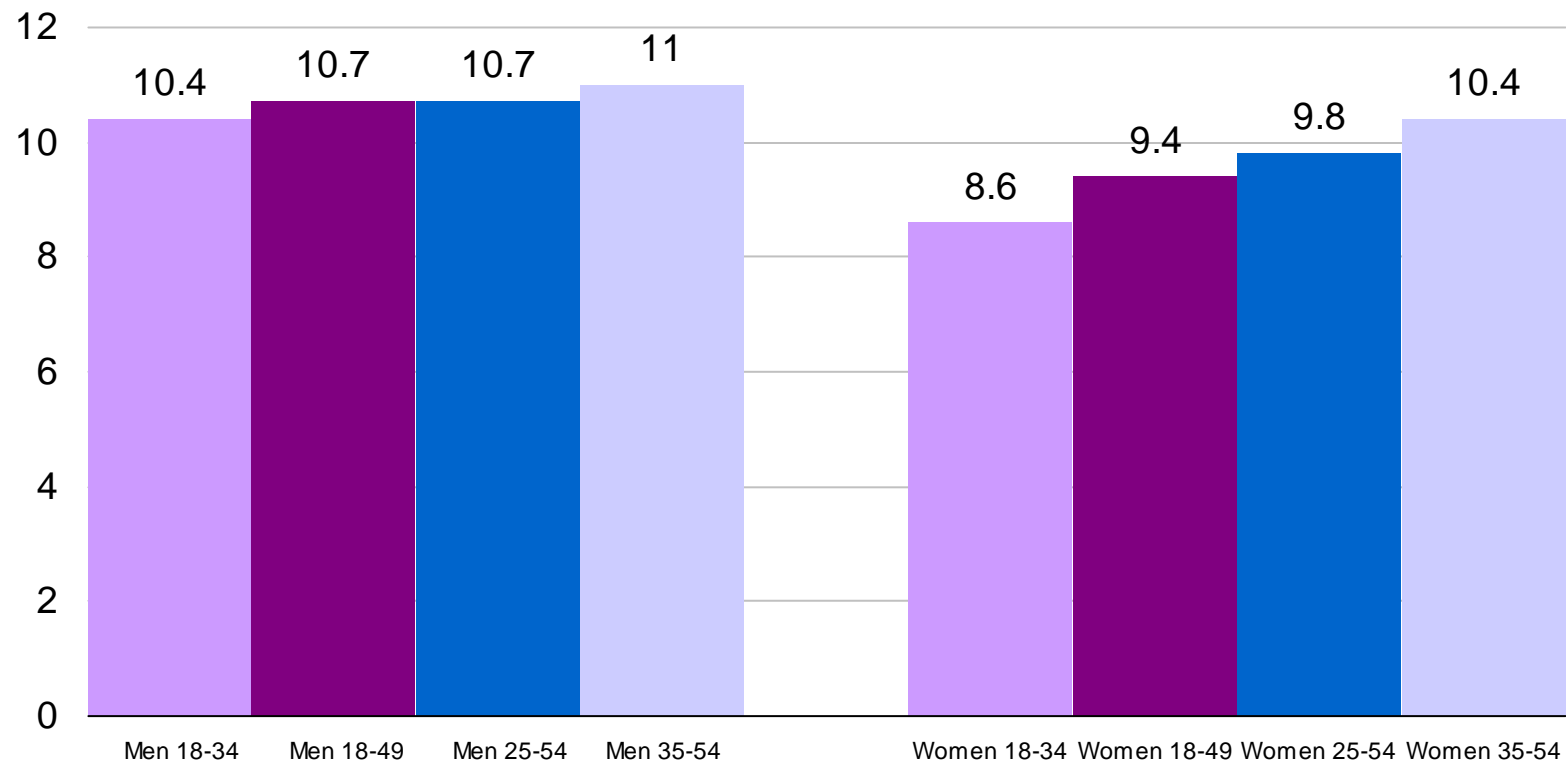


Denver-Boulder PPM, July 09 Data, Sat-Sun 6AM-MID,

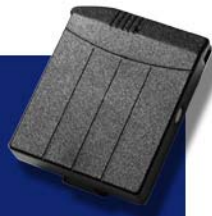


DENVER-BOULDER

# Denver-Boulder PPM AQH Ratings by Age/Sex

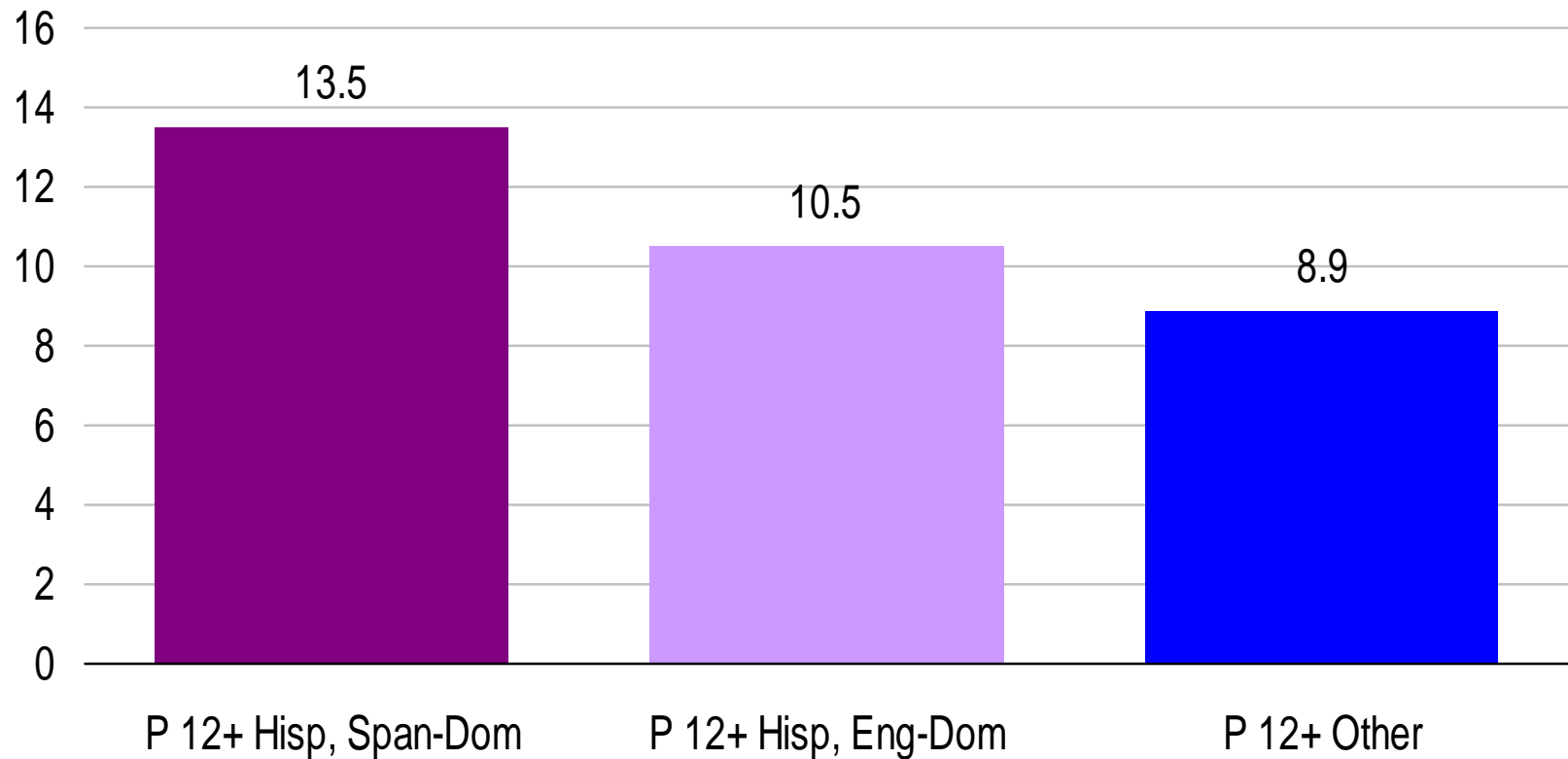


Denver-Boulder PPM, July 09 Data, Mon-Sun 6AM-MID

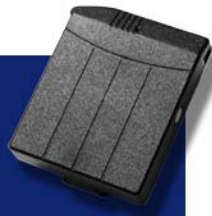


DENVER-  
BOULDER

# Denver-Boulder Listening Levels by Race and Ethnicity



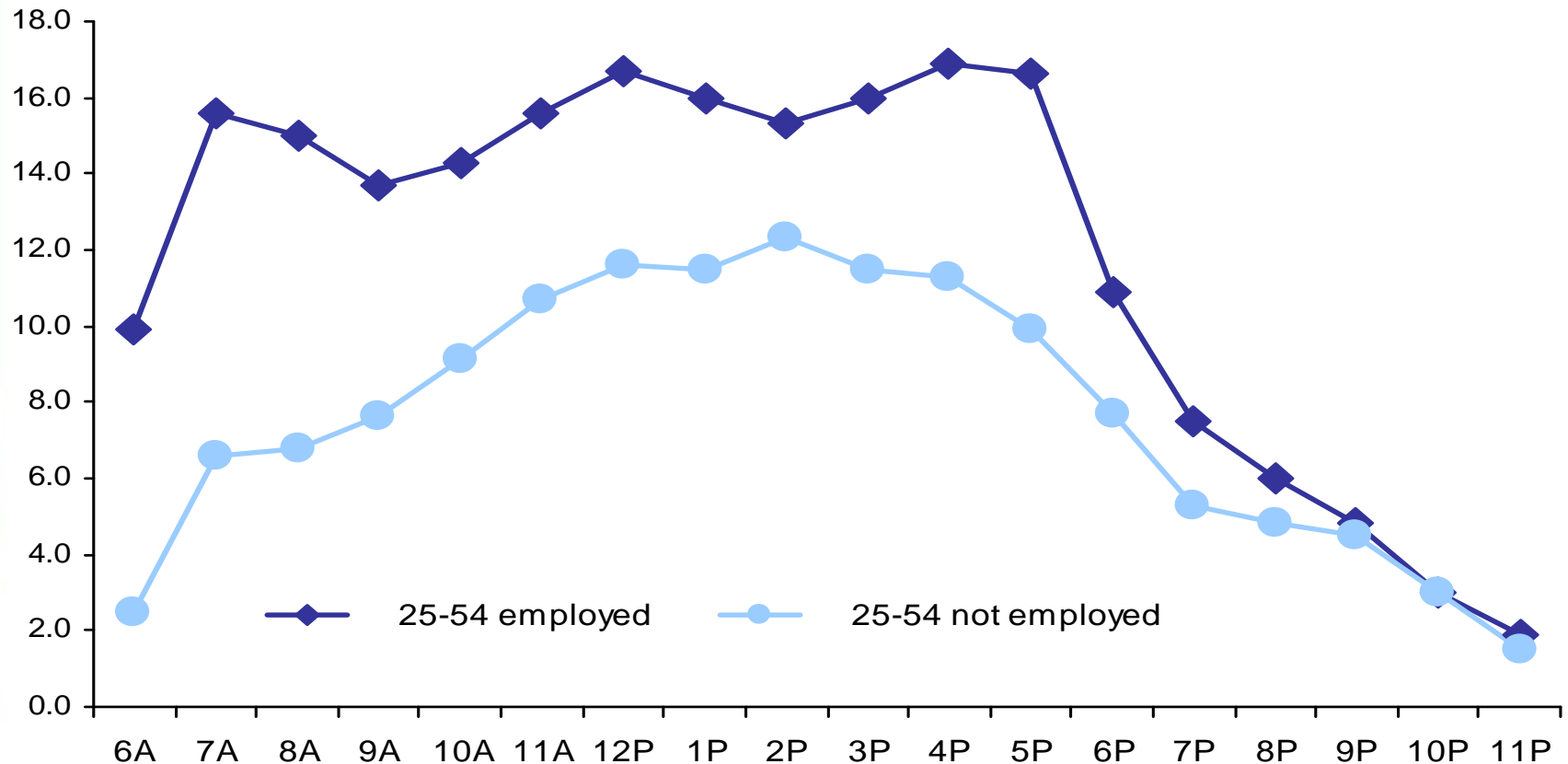
*PPM, Denver-Boulder, July 09 data, Mon-Sun 6AM-MID, Persons 12+, AQH Rating*



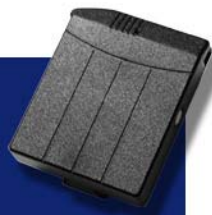
DENVER-BOULDER

# Ratings by Employment Status Persons 25-54

July 2009; M-F 6a-12m



PPM, Denver-Boulder PPM, Data, Mon-Fri 6a-12m

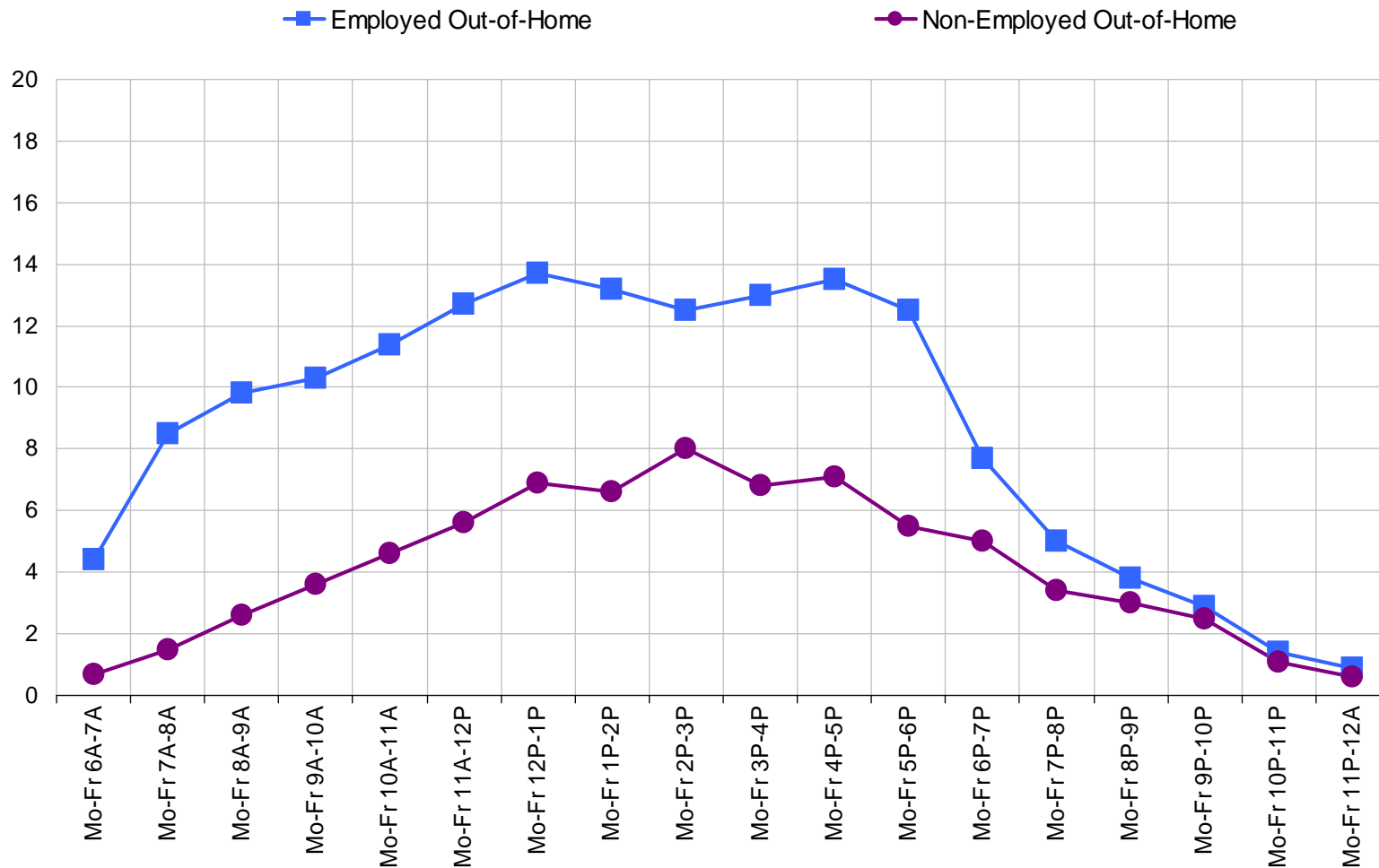


DENVER-BOULDER



# Out-of-Home Listening By Employment

## Hour-by-Hour Persons 25-54, Mon-Fri 6a-12m

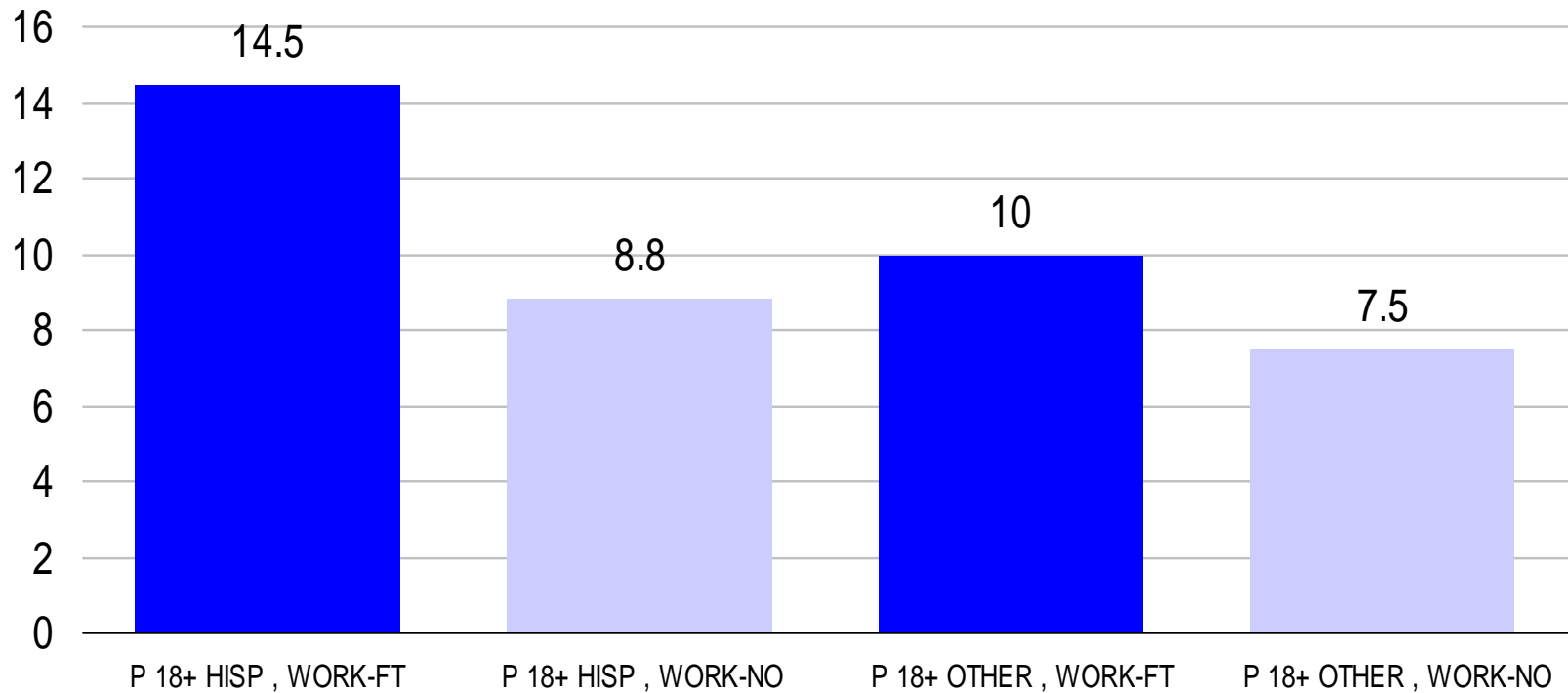


Source: Denver-Boulder Metro July 09 PPM; P 25-54; Mo-Fr 6a-12m; Avg AQH Comp%



DENVER-BOULDER

# Denver-Boulder Listening Levels by Race/Ethnicity and Employment Status



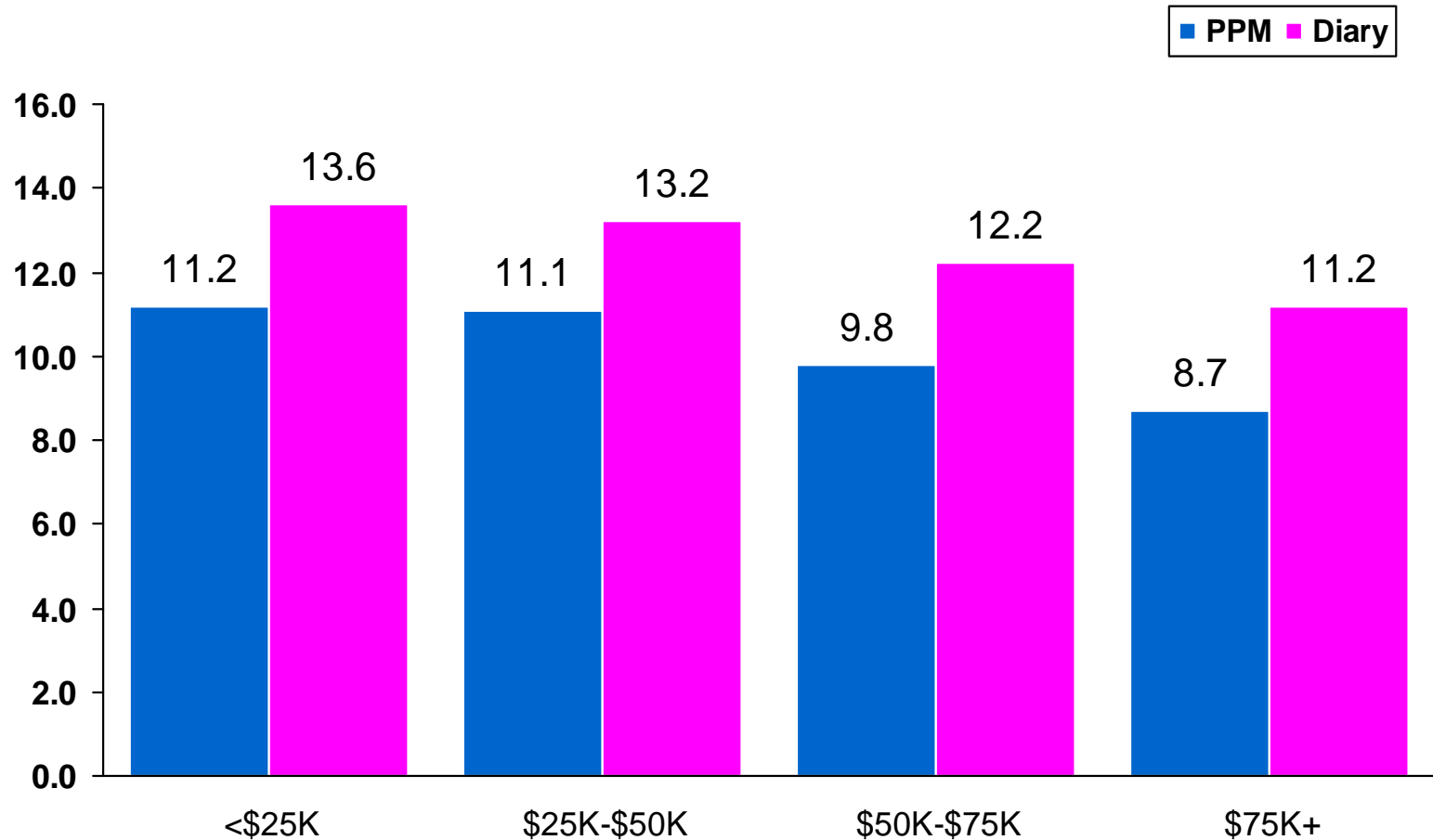
*Denver-Boulder, July 09 data, Mon-Sun 6AM-MID, Persons 18+, AQH Rating*



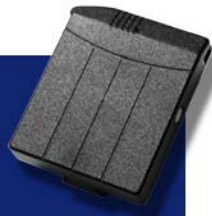


DENVER-BOULDER

# Listening Levels by Income Level PPM Vs. Diary



*PPM, Denver-Boulder PPM, July 09 Data, Mon-Sun 6AM-MID, Persons 18+ vs.  
Diary, Denver-Boulder Metro, Spring 2009, Mon-Sun 6AM-MID, Persons 18+, AQH Rating*



DENVER-BOULDER

# Denver-Boulder Rank Positions Top Five Stations

July 2009 Mon-Sun 6a-12m

## Persons 12+

Mexican Regional  
Rhythmic Contemporary Hit Radio  
Adult Contemporary  
Album Adult Alternative  
Country

## Persons 25-54

Album Adult Alternative  
Mexican Regional  
Rhythmic Contemporary Hit Radio  
Adult Contemporary  
Modern Adult Contemporary

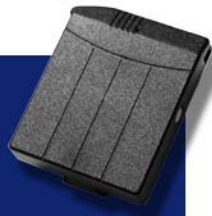
## Persons 18-34

Mexican Regional  
Rhythmic Contemporary Hit Radio  
Active Rock  
Alternative  
Rhythmic Adult Contemporary

## Persons 35-54

Album Adult Alternative  
Adult Contemporary  
Mexican Regional  
Country  
Classic Rock

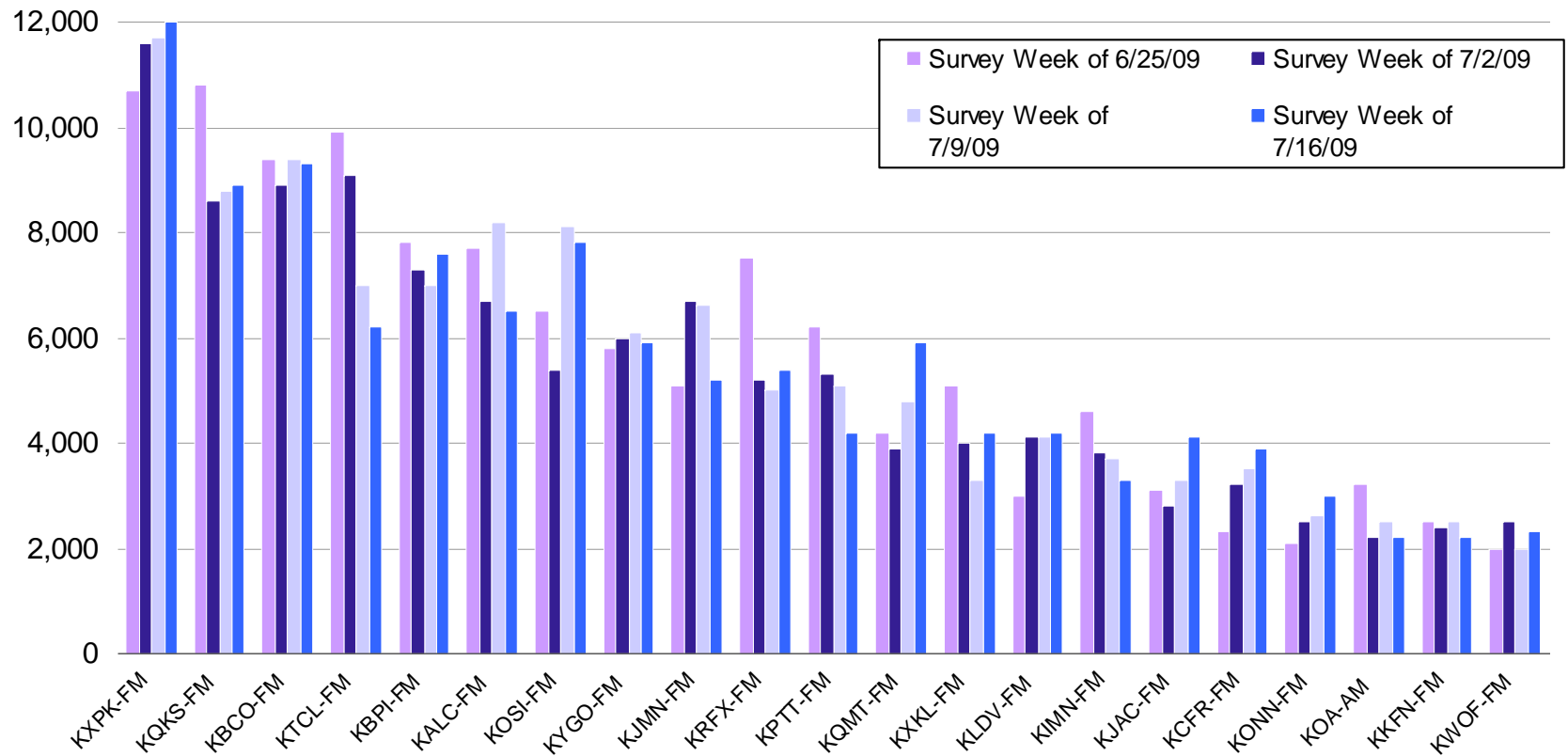




DENVER-BOULDER

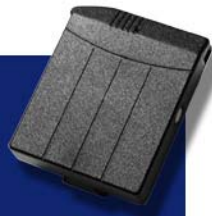
# Weekly AQH Persons Estimates

## Persons 18-49, AQH Persons, Mon-Sun 6a-12m, July 2009



PPM, Denver-Boulder PPM, July 09 Data, Mon-Sun 6AM-MID

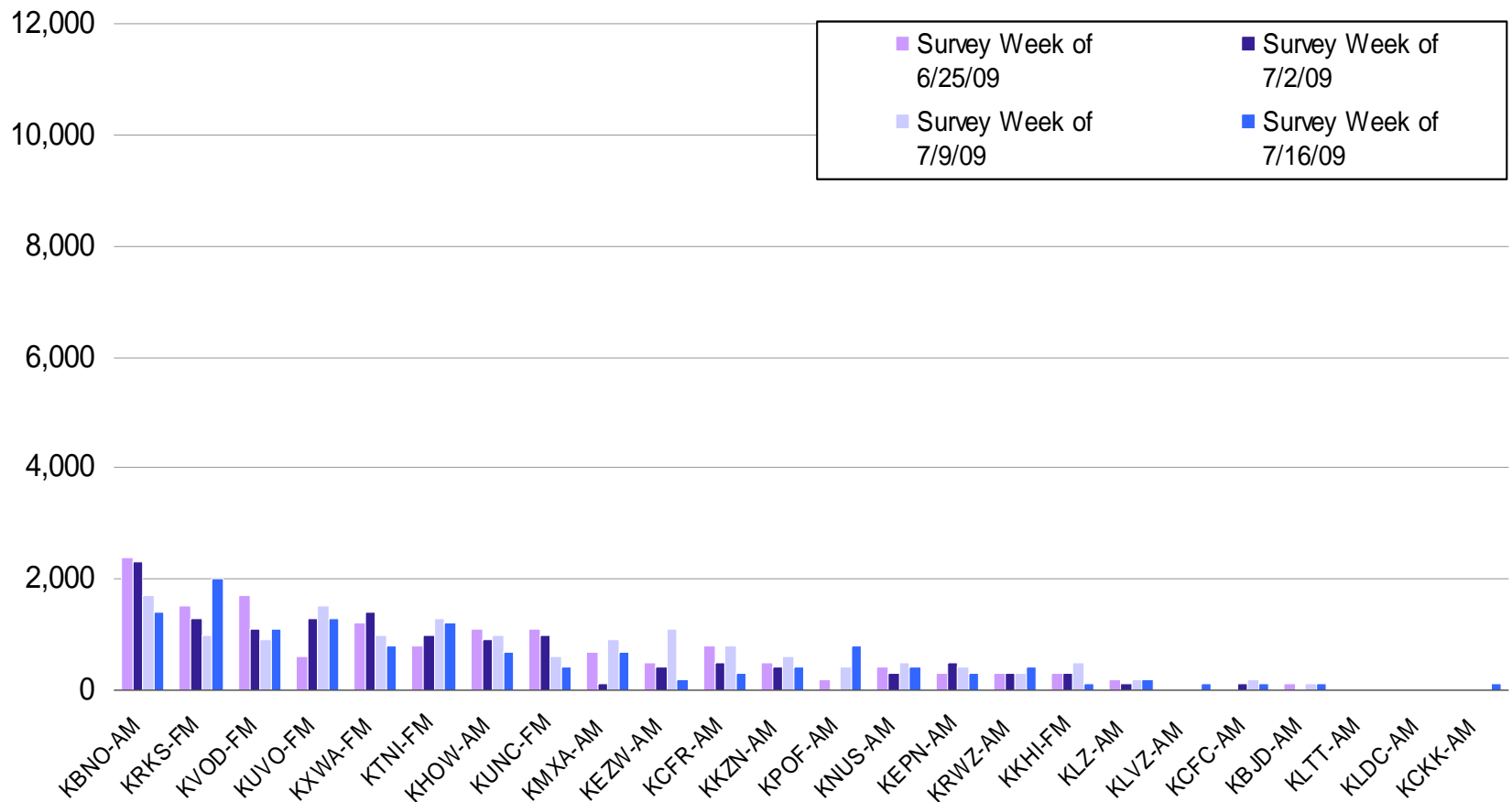




DENVER-BOULDER

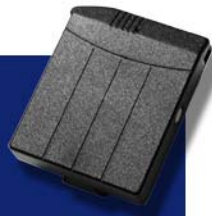
# Weekly AQH Persons Estimates

## Persons 18-49, AQH Persons, Mon-Sun 6a-12m, July 2009



PPM, Denver-Boulder PPM, July 09 Data, Mon-Sun 6AM-MID





DENVER-BOULDER

# Ratings Are More Compressed In PPM

Difference in AQH rating points between the number 1 station and the number 10 station

	Denver-Boulder 18-34		Denver-Boulder 18-49		Denver-Boulder 25-54		Denver-Boulder 35-54	
	Diary	PPM	Diary	PPM	Diary	PPM	Diary	PPM
M-F 6a-10a	<b>2.1</b>	<b>1.0</b>	<b>1.0</b>	<b>1.1</b>	<b>0.8</b>	<b>0.4</b>	<b>0.7</b>	<b>0.7</b>
M-F 10a-3p	<b>1.2</b>	<b>0.6</b>	<b>0.4</b>	<b>0.6</b>	<b>0.7</b>	<b>0.8</b>	<b>0.8</b>	<b>1.2</b>
M-F 3p-7p	<b>1.2</b>	<b>0.8</b>	<b>0.8</b>	<b>0.6</b>	<b>0.6</b>	<b>0.5</b>	<b>0.5</b>	<b>0.8</b>
M-F 7p-12m	<b>0.7</b>	<b>0.6</b>	<b>0.4</b>	<b>0.3</b>	<b>0.2</b>	<b>0.3</b>	<b>0.2</b>	<b>0.2</b>
Sa-Su 6a-12m	<b>0.4</b>	<b>0.4</b>	<b>0.2</b>	<b>0.2</b>	<b>0.2</b>	<b>0.3</b>	<b>0.3</b>	<b>0.6</b>

•Diary data based on Spring 2009 PPM data based on July 09 data



DENVER-  
BOULDER

# Summary

- Compliance is impressive
- 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 weekends exceeds that of the Diary in some dayparts
  - » **Nights are comparable to diary listening with Mid-days & Evening drive showing higher efficiencies than seen in diary**
  - » **The listening levels show familiar patterns across dayparts in**
- Radio reaches the vast majority of Denver-Boulder
  - » **Approximately 70% of the Denver-Boulder metro is reach daily by radio**
- Ratings are compressed among top tier stations, though less than seen in other PPM markets
  - » **Spanish language formats show growth in PPM**
- Granularity of PPM will allow programmers to improve the product in ways not possible with diary





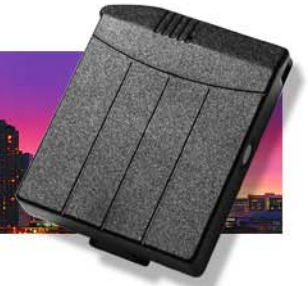
DENVER-  
BOULDER

# Thank You For Joining

- A copy of this presentation will be available this afternoon at the Denver-Boulder PPM website:  
[http://www.arbitron.com/ppm\\_Denver-Boulder.htm](http://www.arbitron.com/ppm_Denver-Boulder.htm)
- Data will also be available via Arbitron's Downloader & within Tapscan Web at 12p MT on August 14.
- On Wednesday, August 19th at 12p MT, you will be able to access your first Weeklies data
- A new version of the PPM Analysis Tool & Weeklies was released on July 24<sup>th</sup>
  - » **Analysis Tool version is: 12.1.9**
  - » **Weeklies version is: 9.1.3**



## *PPM in Denver-Boulder*



**Email me any questions you may have.**

**I look forward to seeing you next week.**

# **Thank You!**