

*PPM in St. Louis*



# St. Louis PPM

July 09 Pre-Currency PPM Data

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8-13-09



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# 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 : [John.Lennon@arbitron.com](mailto:John.Lennon@arbitron.com)*



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# St. Louis PPM

July 09 Pre-Currency PPM Data



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# Findings

**The St. Louis sample for is representative of all demos, ethnicities, counties and language preferences.**

**Compliance is similar to other markets**

§ On average **70%** 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.**

§ Employment and out-of-home listening continues to drive ratings

§ Many different formats are represented in the Top 10

**Ratings are more compressed among the top stations than in the diary service.**

§ St. Louis, based on July 09 PPM, seems to show slightly less compression than other PPM markets

**Granular data continues to provide insight into how consumers use radio.**

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# Sample

St. Louis PPM July 09



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# St. Louis Metro Sample

## July 09

### Total Persons in Monthly Sample

Monthly Installed Persons	1,629
Monthly In-tab Persons	1,501
Monthly In-tab Rate	92.1%

### Total Persons in Daily Sample

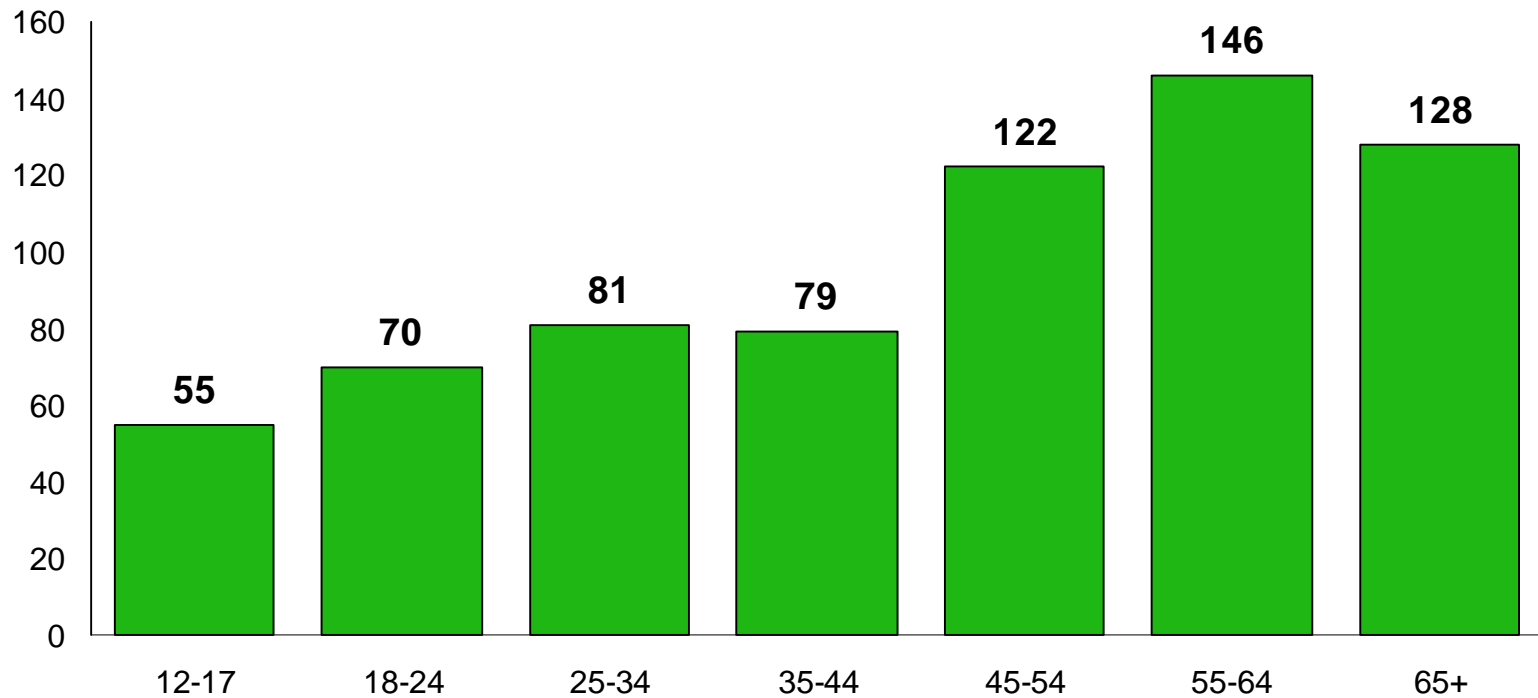
Avg Daily In-tab Persons	1,041
Avg Daily In-tab Rate	70.0%
Installed Cell-Phone-Only Persons	156
Avg. Cell-Phone-Only In-Tab Persons	107



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# St. Louis Sample Performance by Age Cell

July 09



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



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# St. Louis In-Tab Sample Size, by Demo and Race/Ethnicity

	St. Louis			
July 09	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
P6+	1,103	1041	94	1501
P18+	907	939	104	1298
P18-54	610	553	91	802
P25-54	496	474	95	665
Black 6+	209	201	96	303
Hispanic 6+	N/A	N/A	N/A	N/A
Other 6+	893	840	117	1198

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



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# St. Louis In-Tab Sample Size, 18-34 DDI Performance

## July 09

	St. Louis			
July 09	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 18-34	264	201	76	329
Men 18-34	132	93	71	153
Women 18-34	133	108	81	176
Black 18-34	54	40	73	69
Hispanic 18-34	N/A	N/A	N/A	N/A
Other 18-34	210	162	77	260

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

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# St. Louis In-Tab Sample Size, 25-54 Race/Ethnicity July 09

	St. Louis			
July 09	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 25-54	496	474	95	665
Men 25-54	242	222	92	312
Women 25-54	254	252	99	353
Black 25-54	91	101	111	144
Hispanic 25-54	N/A	N/A	N/A	N/A
Other 25-54	406	373	92	521

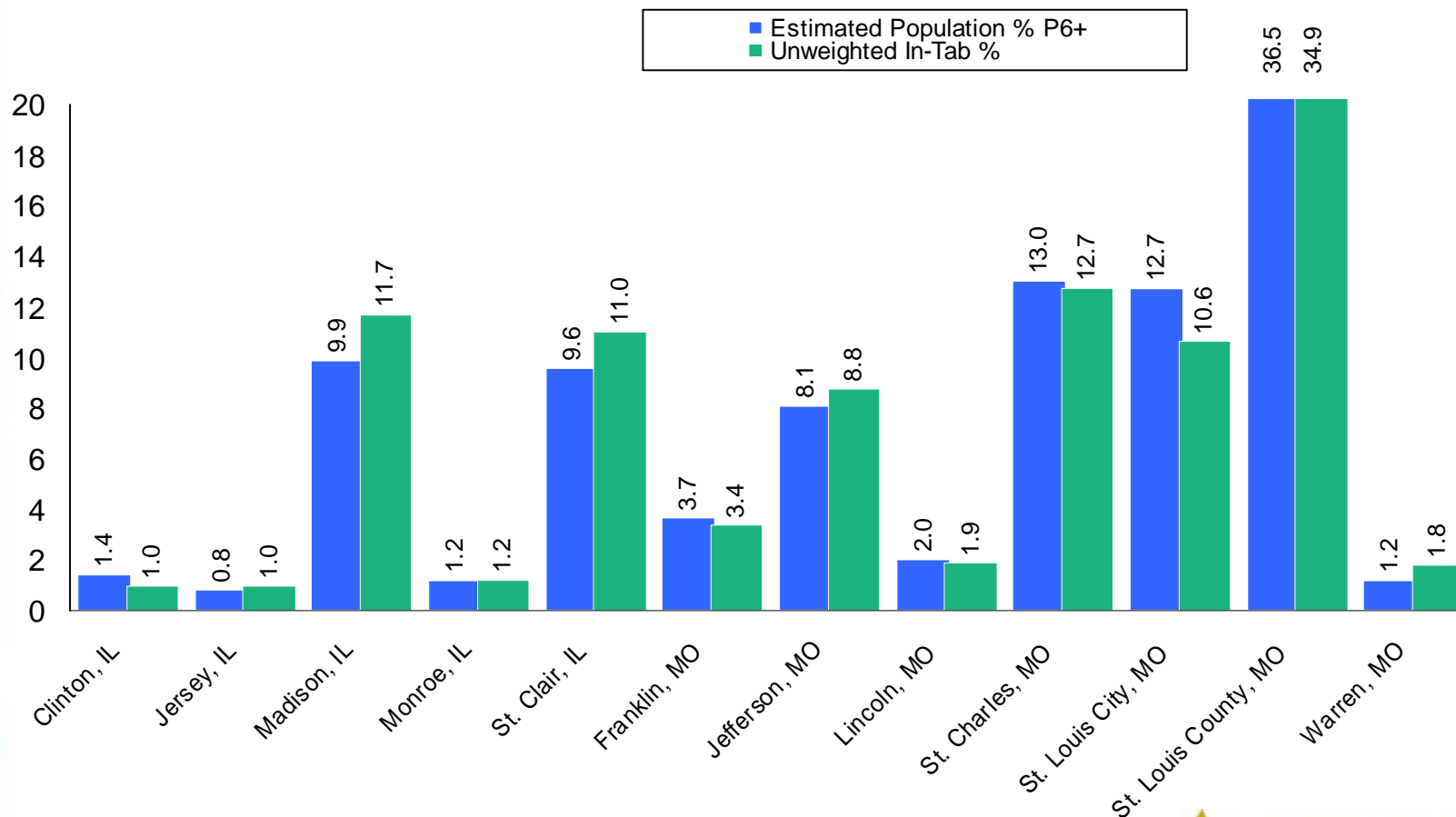
\*Designated Delivery Index:  $DDI = (actual/target)*100$



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# St. Louis PPM County Sample

July 09



St. Louis, PPM July 09 Estimated Pop % 6+; Weighted In-tab % 6+



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# St. Louis Compliance and Carry Times

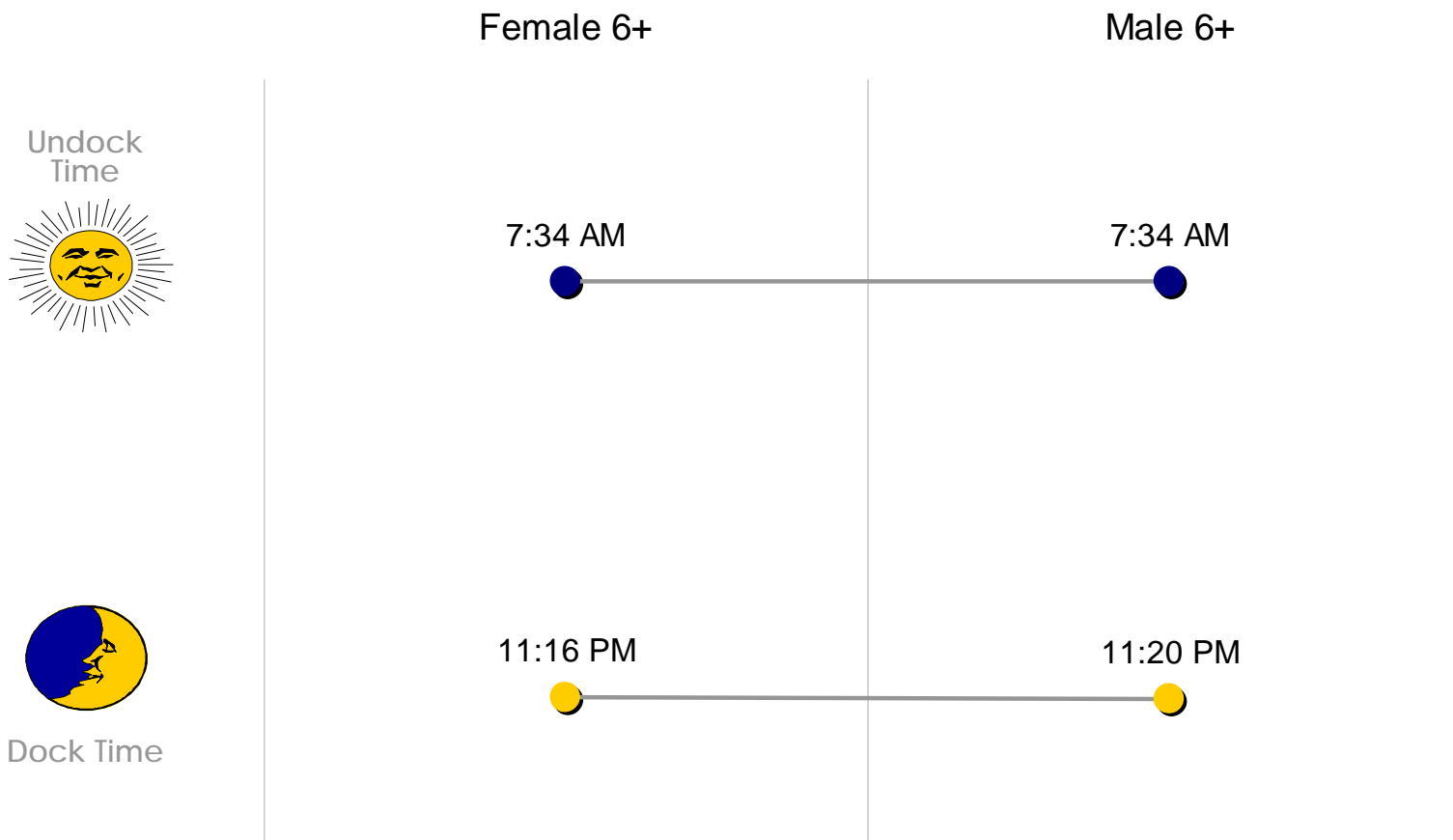
St. Louis PPM  
July 09



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# Median Undock/Dock Times

## July 09 Weekdays



Undock Time



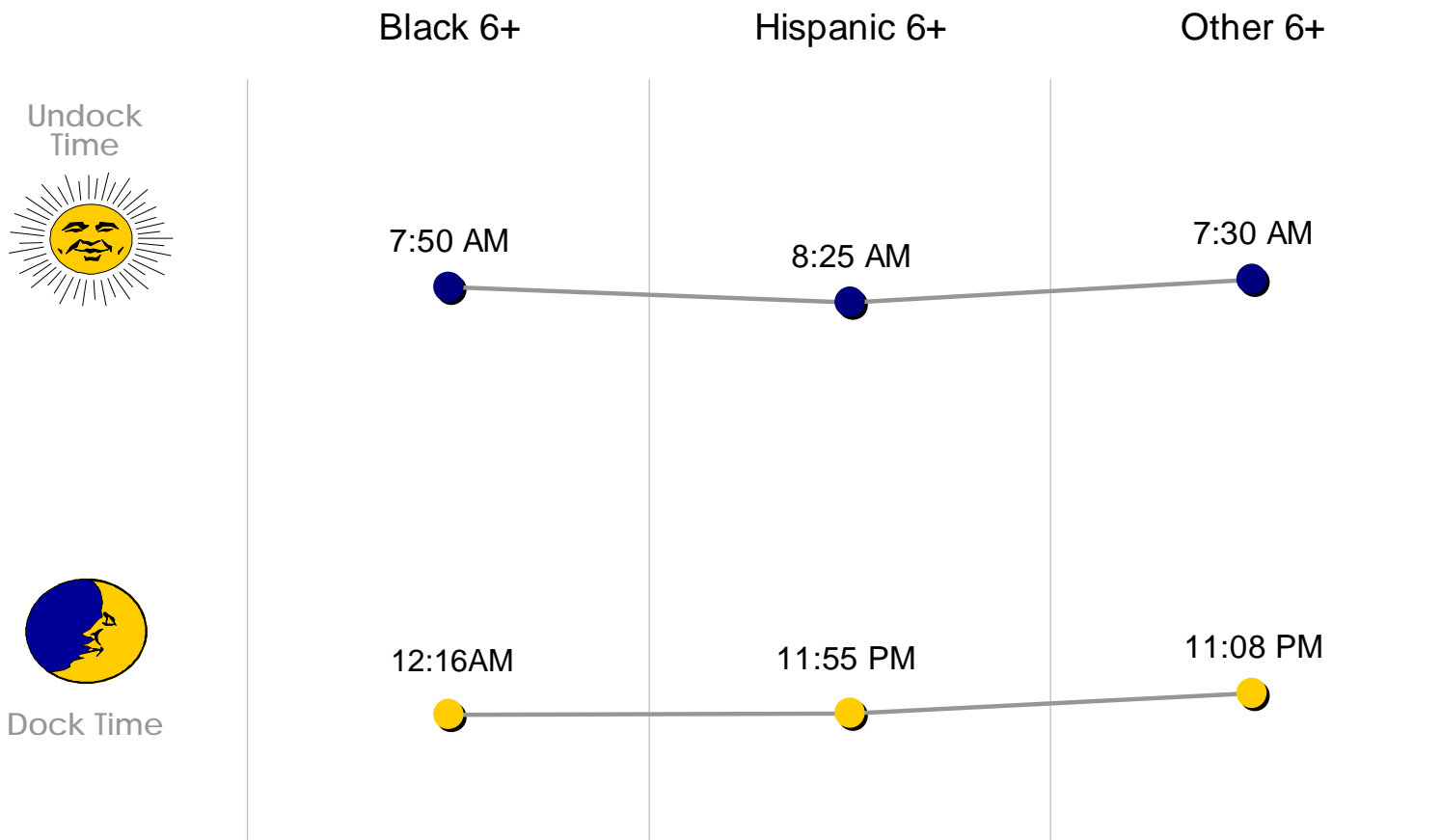
Dock Time



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# Median Undock/Dock Times

## July 09 Weekdays

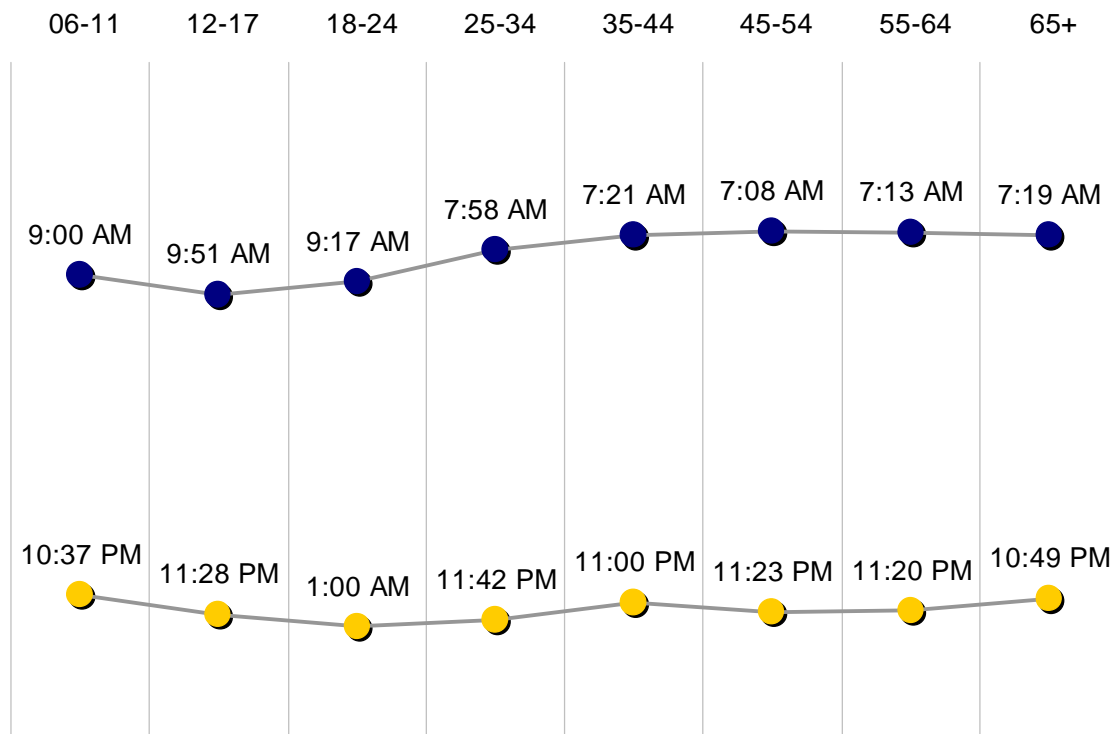




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# St. Louis Median Undock/Dock Times

## July 09 Weekdays



St. Louis Metro, In-Tab Persons 6+, July 09

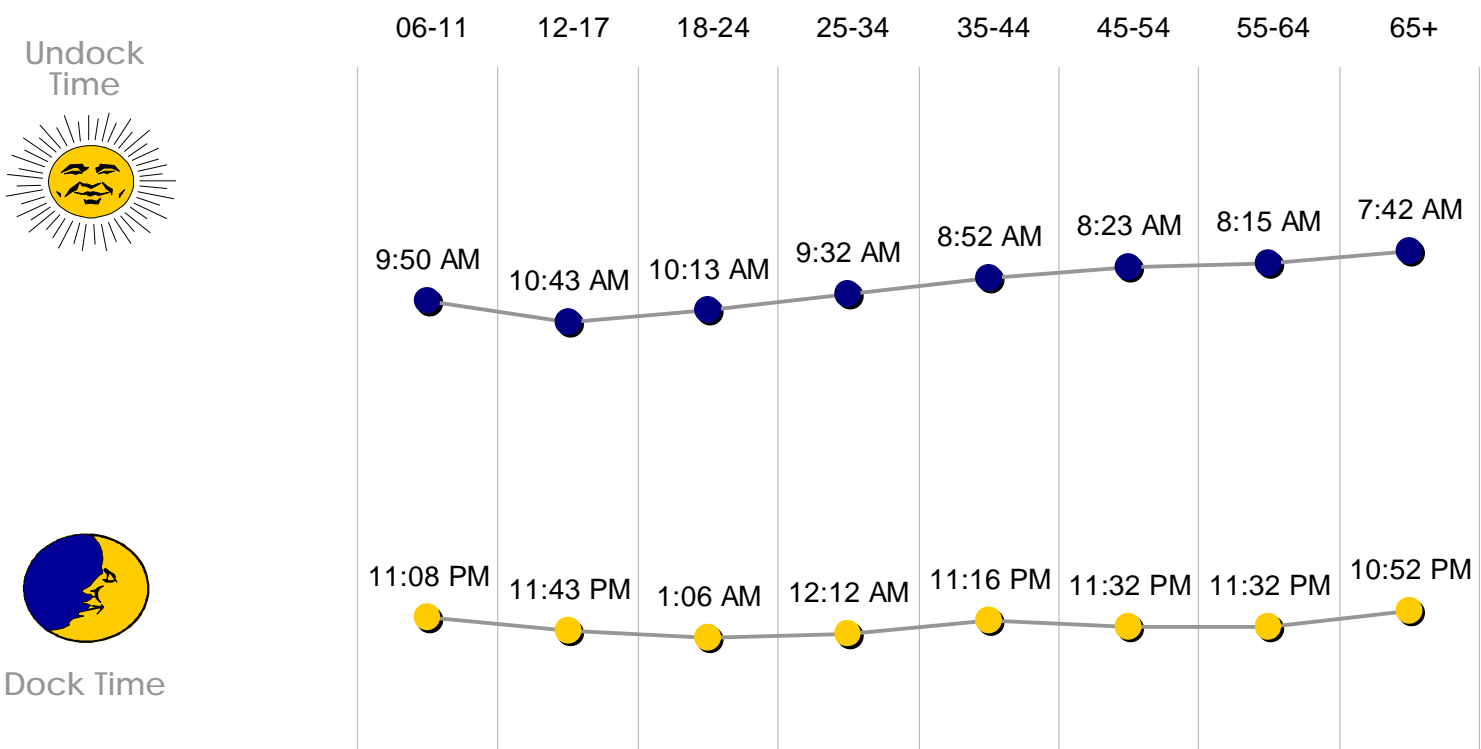




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# St. Louis Median Undock/Dock Times

## July 09 Weekends



Undock Time



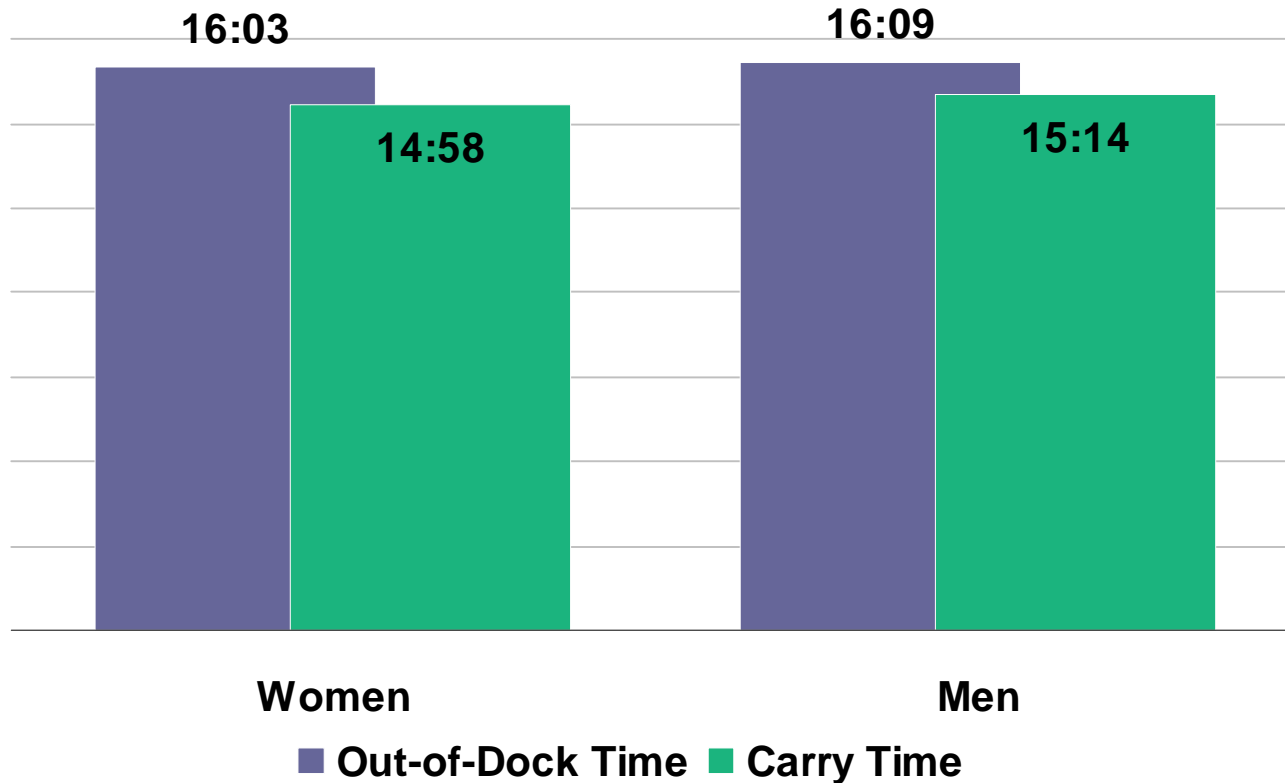
Dock Time



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# St. Louis Median Carry Times by Gender

Median Out-of-Dock and Carry Times

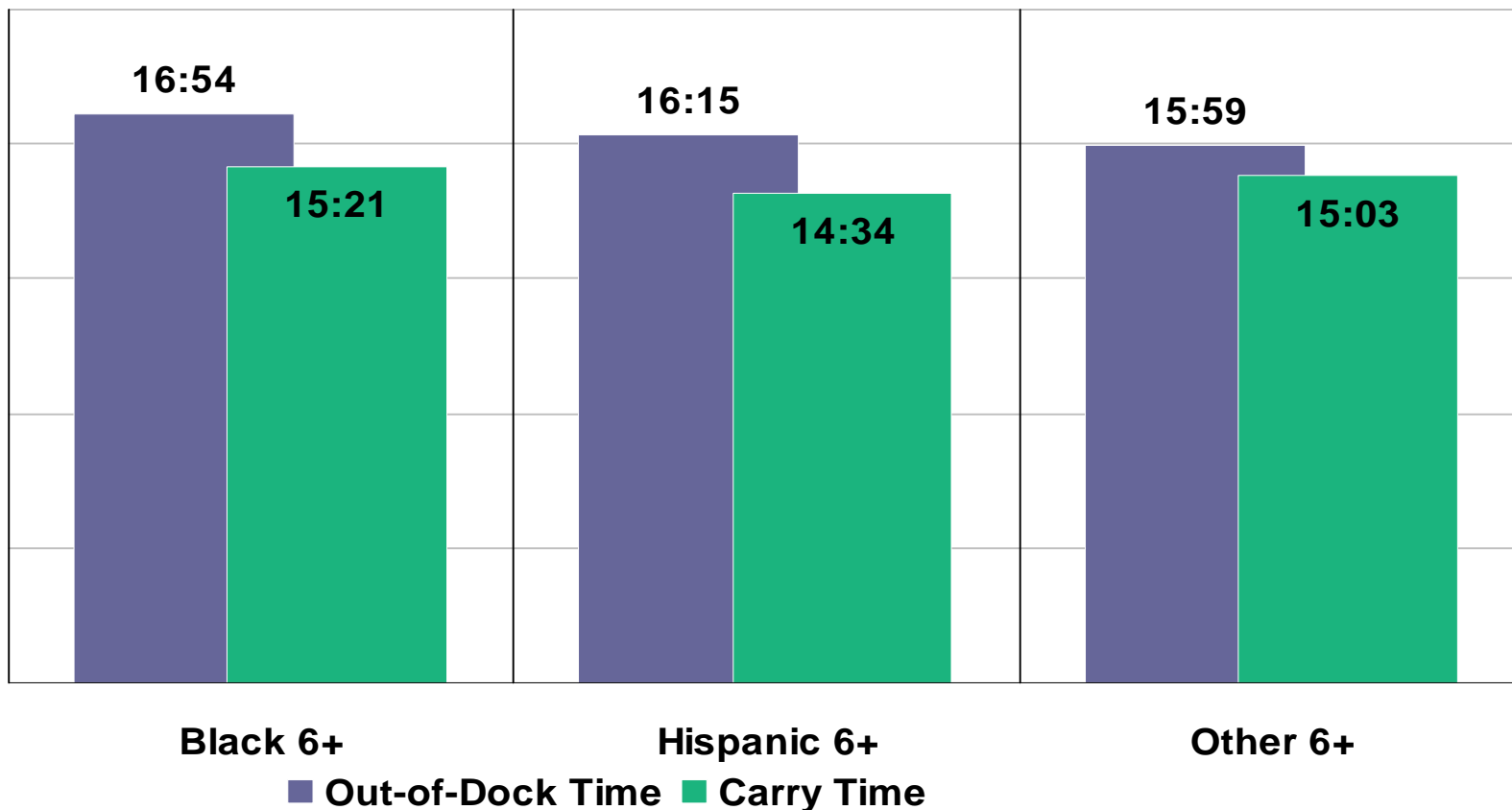




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# St. Louis Median Carry Times by Race/Ethnicity

## Median Out-of-Dock and Carry Times

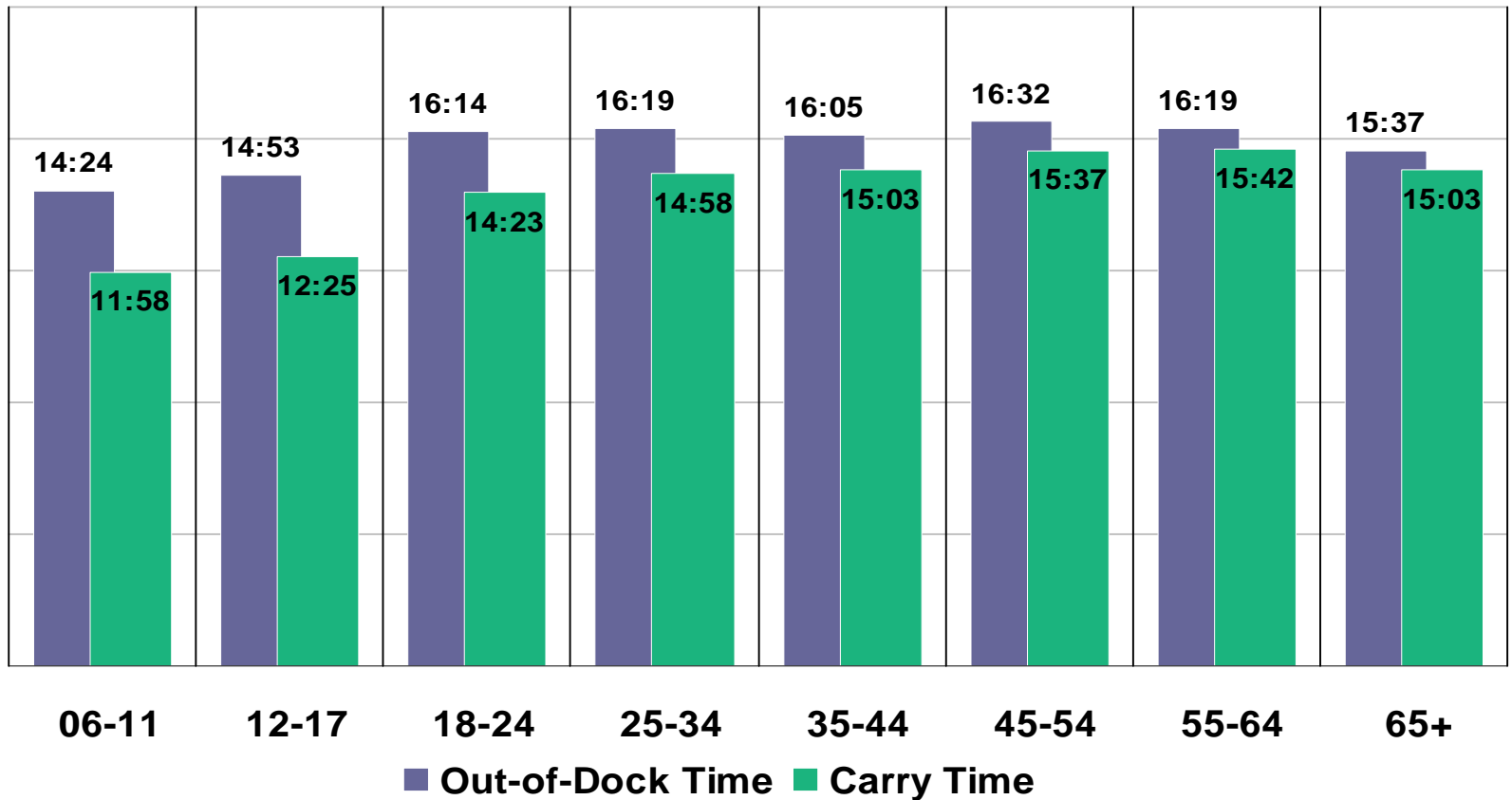




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# St. Louis Median Carry Times by Age

## Median Out-of-Dock and Carry Times



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# St. Louis PPM Cume Estimates

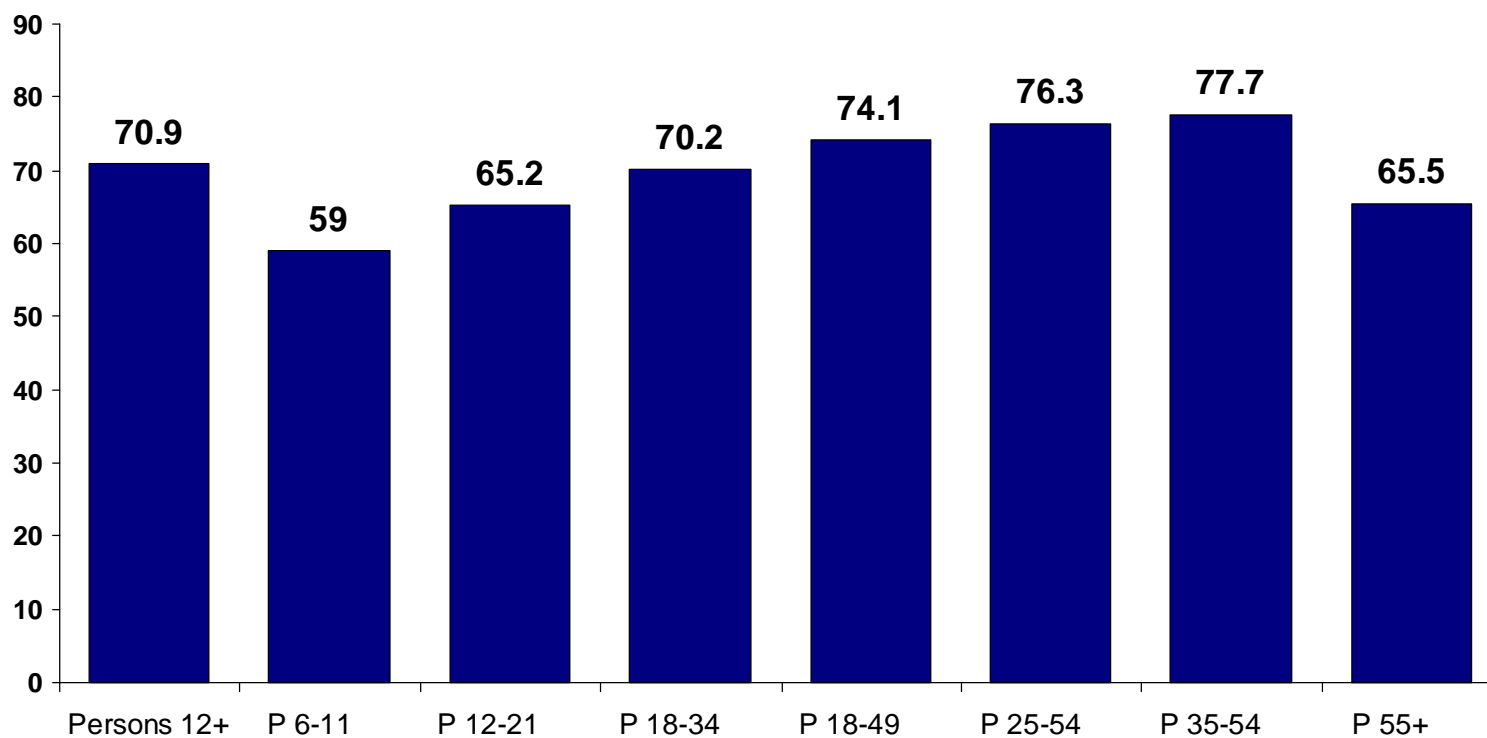
July 09



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# St. Louis PPM Daily Cume Rating

Mon-Sun 6a-12m

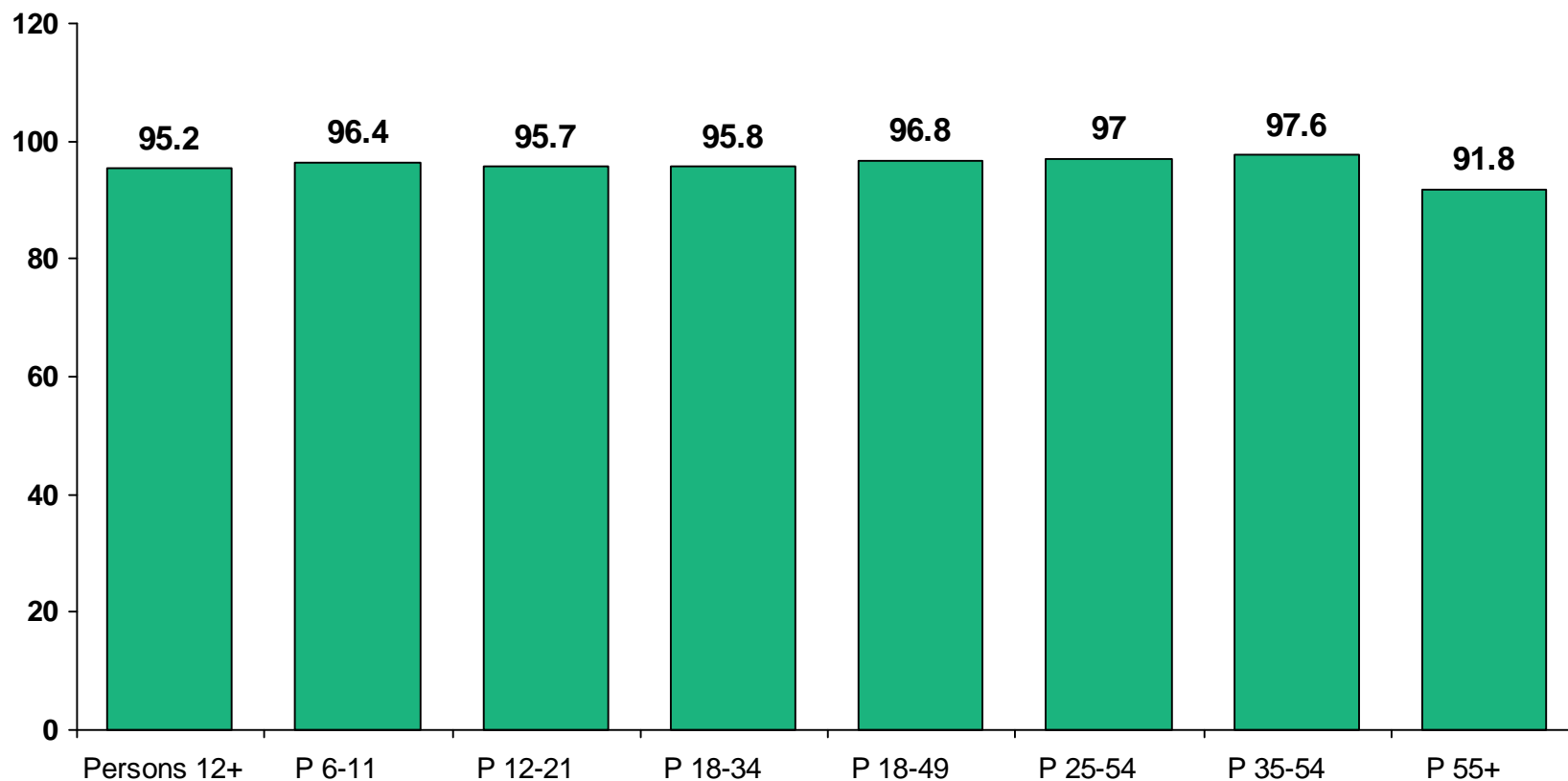




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# St. Louis PPM Weekly Cume Rating

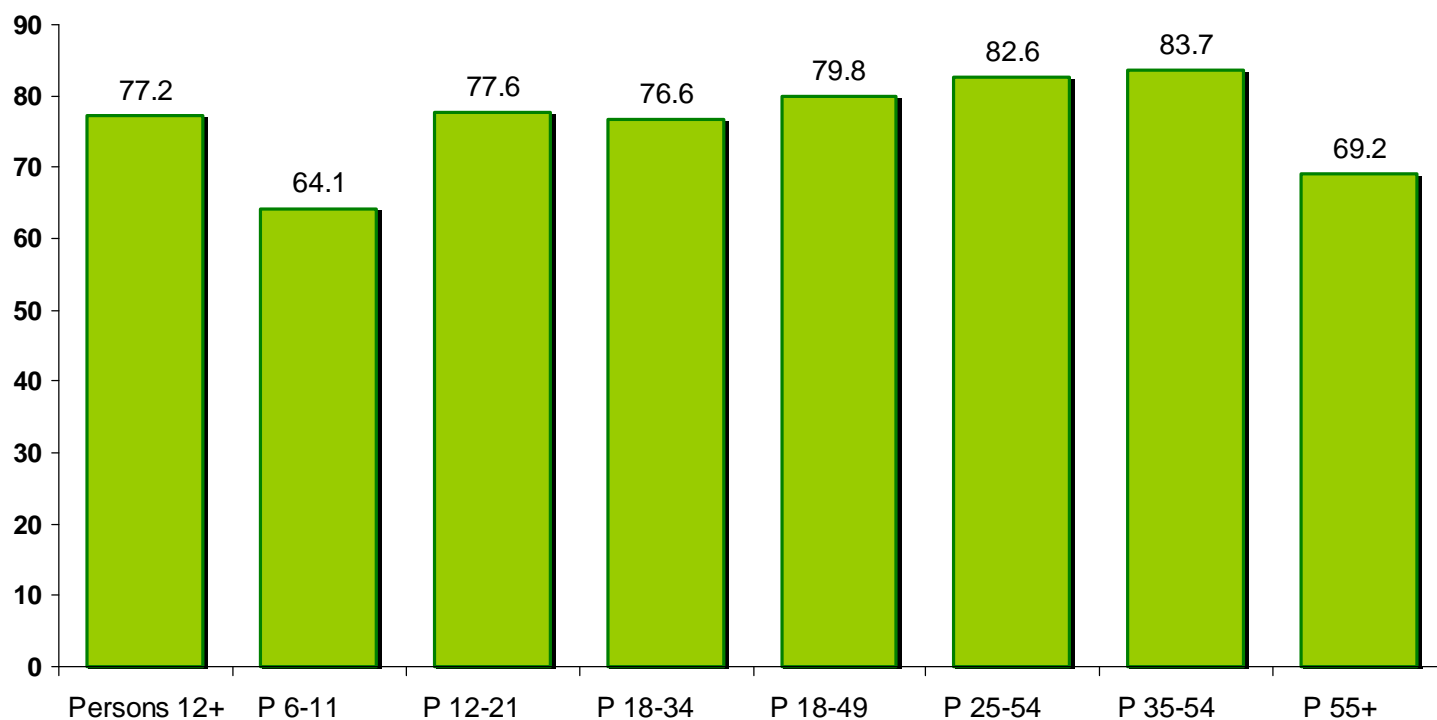
Mon-Fri 6a-12m





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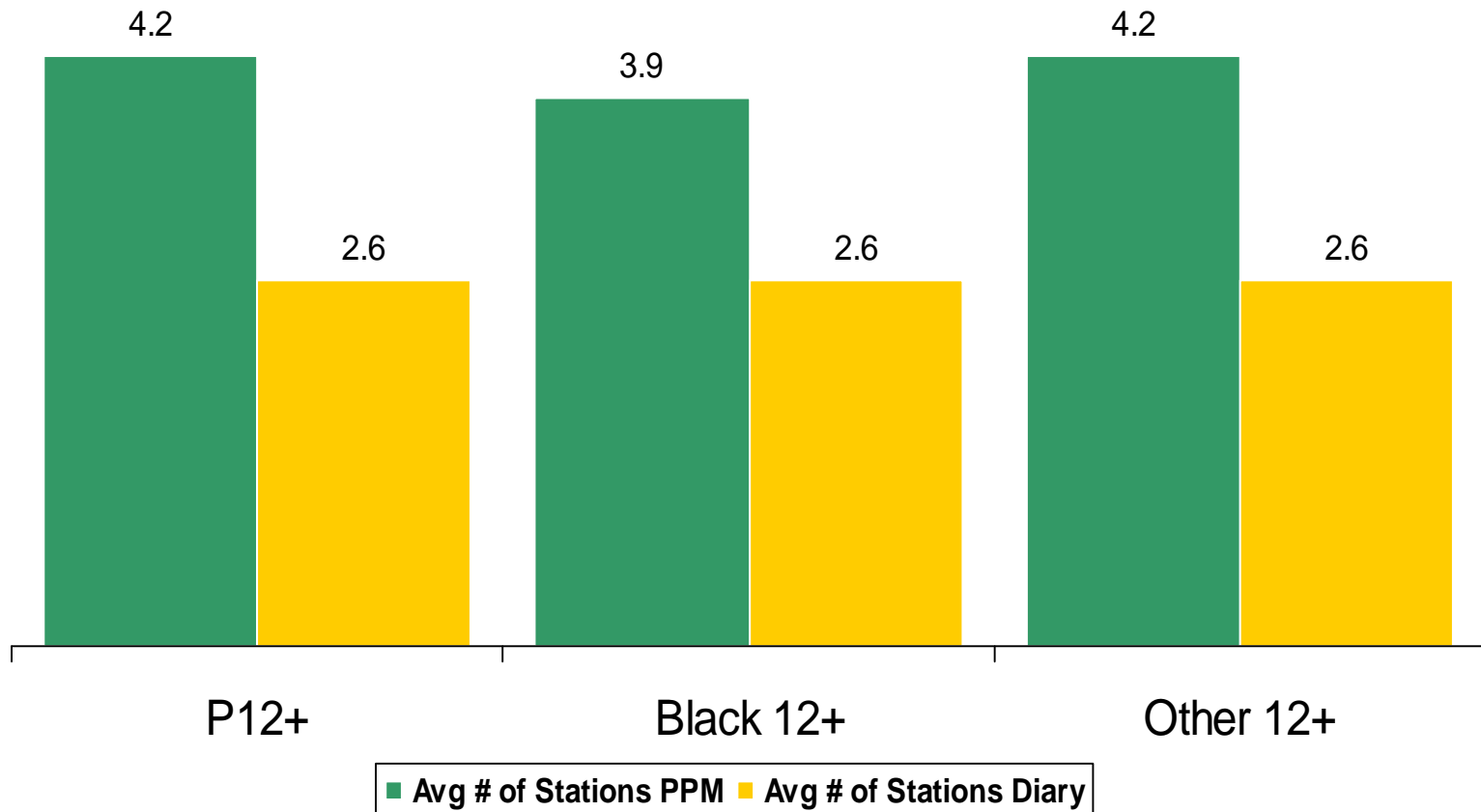
# St. Louis PPM Weekend Cume Rating Sat-Sun 6a-12m





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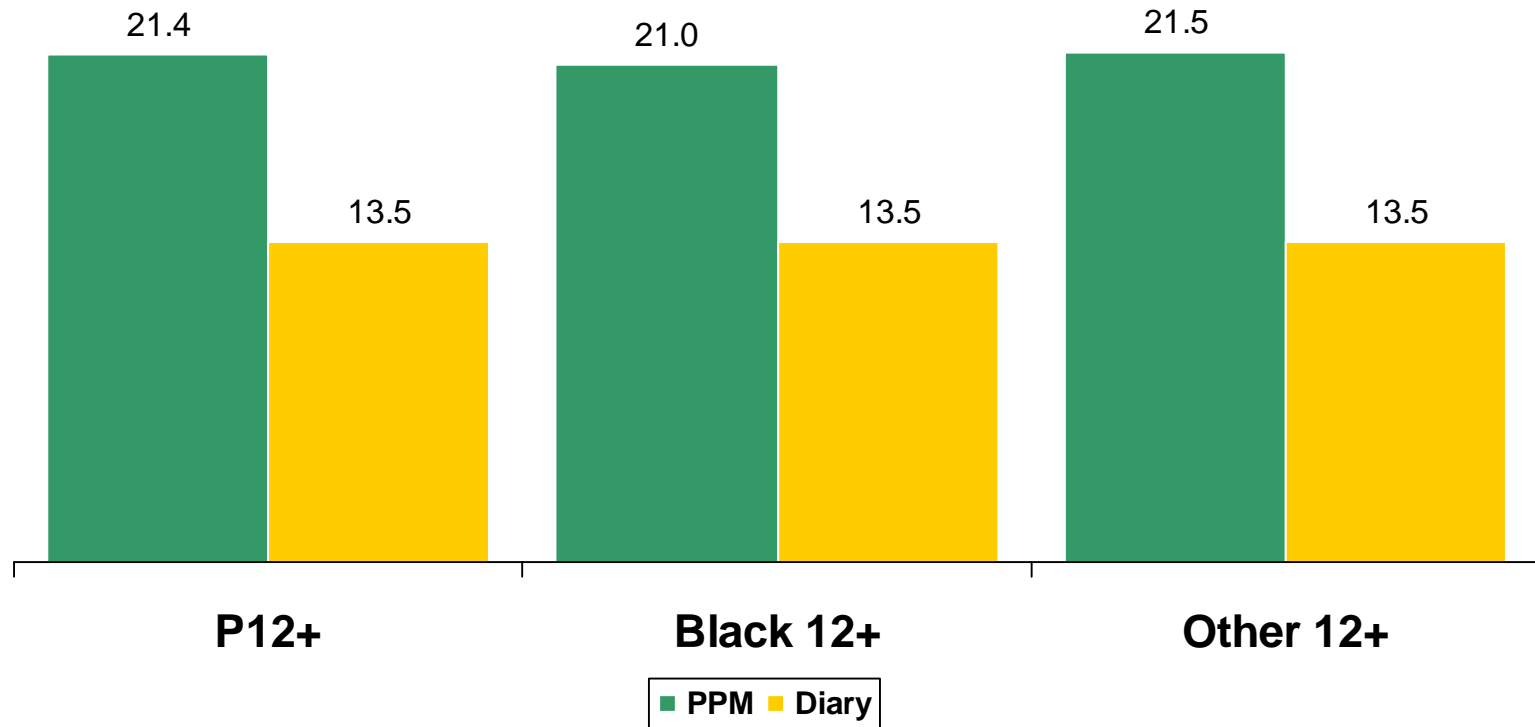
# St. Louis Average Number Of Stations





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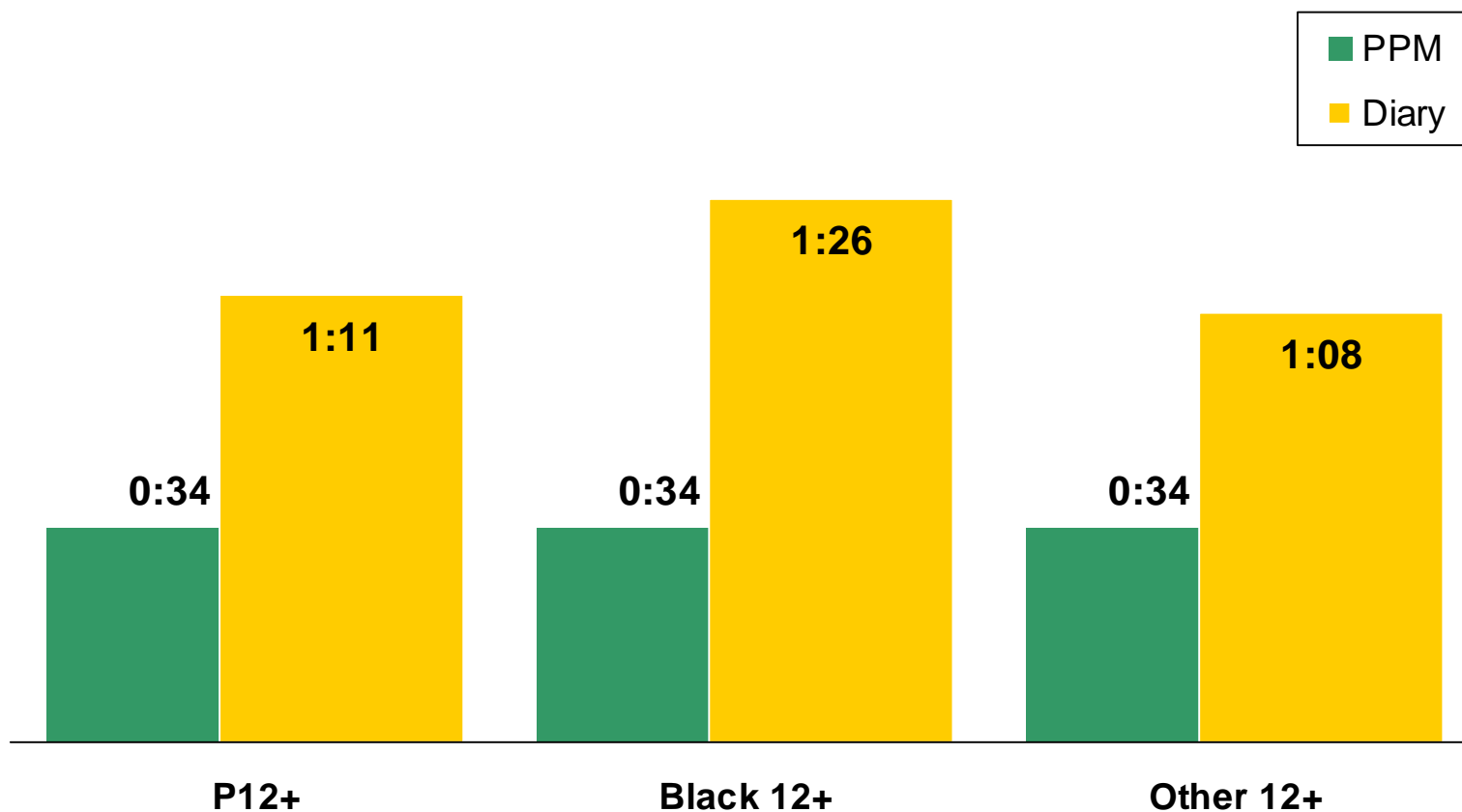
# St. Louis Number Of Listening Occasions





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# St. Louis Time Spent Per Tune-in

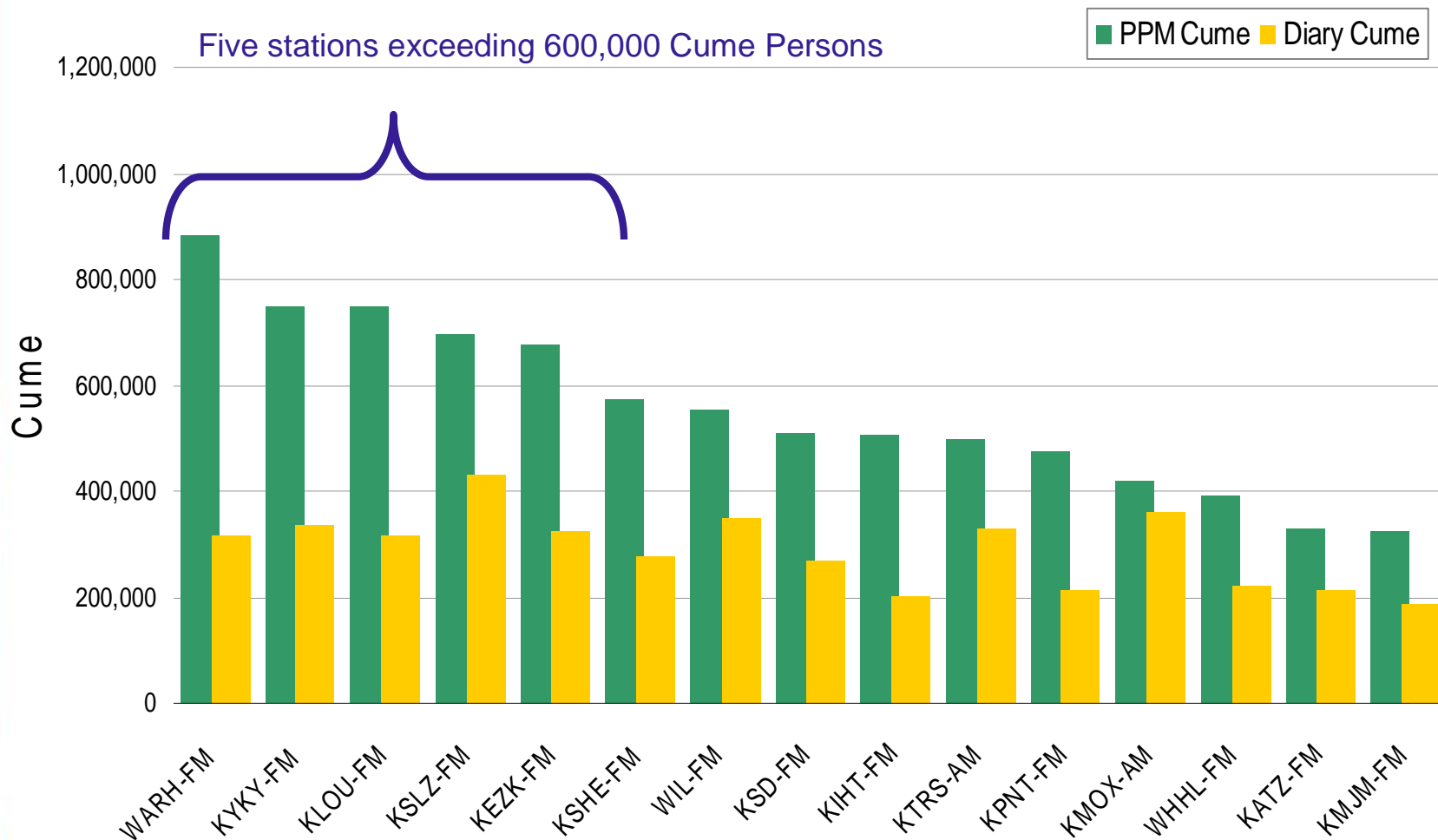




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# Avg Weekly Cume Comparison

## St. Louis July 09 PPM



PPM, St. Louis PPM, July 09 Data, Mon-Sun 6AM-MID, Persons 12+ vs. Diary, St. Louis Metro, Spring 2009, Mon-Sun 6AM-MID, Persons 12+

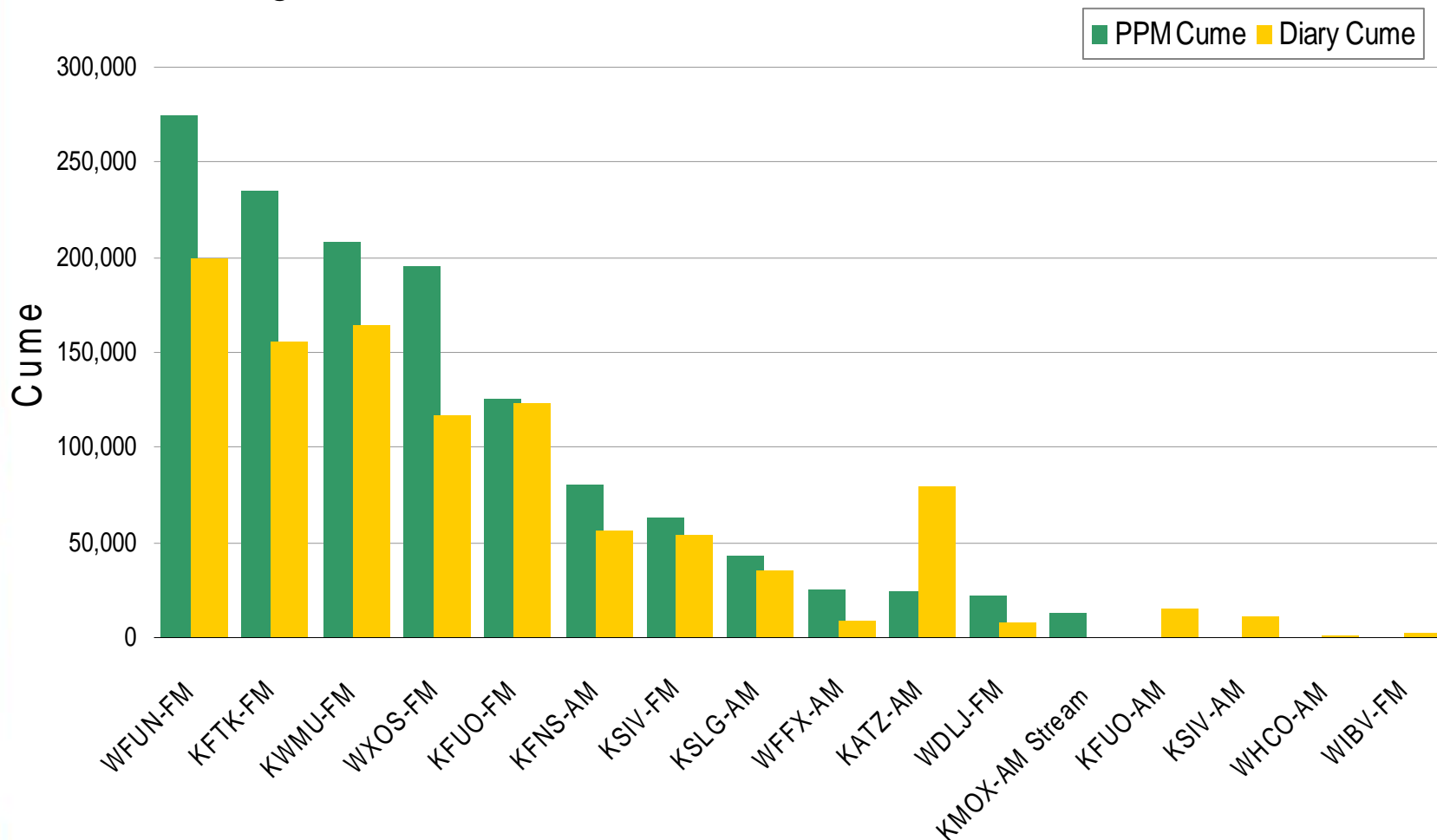




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# Avg Weekly Cume Comparison

## St. Louis July 09 PPM



PPM, St. Louis PPM, July 09 Data, Mon-Sun 6AM-MID, Persons 12+ vs. Diary, St. Louis Metro, Spring 2009, Mon-Sun 6AM-MID, Persons 12+



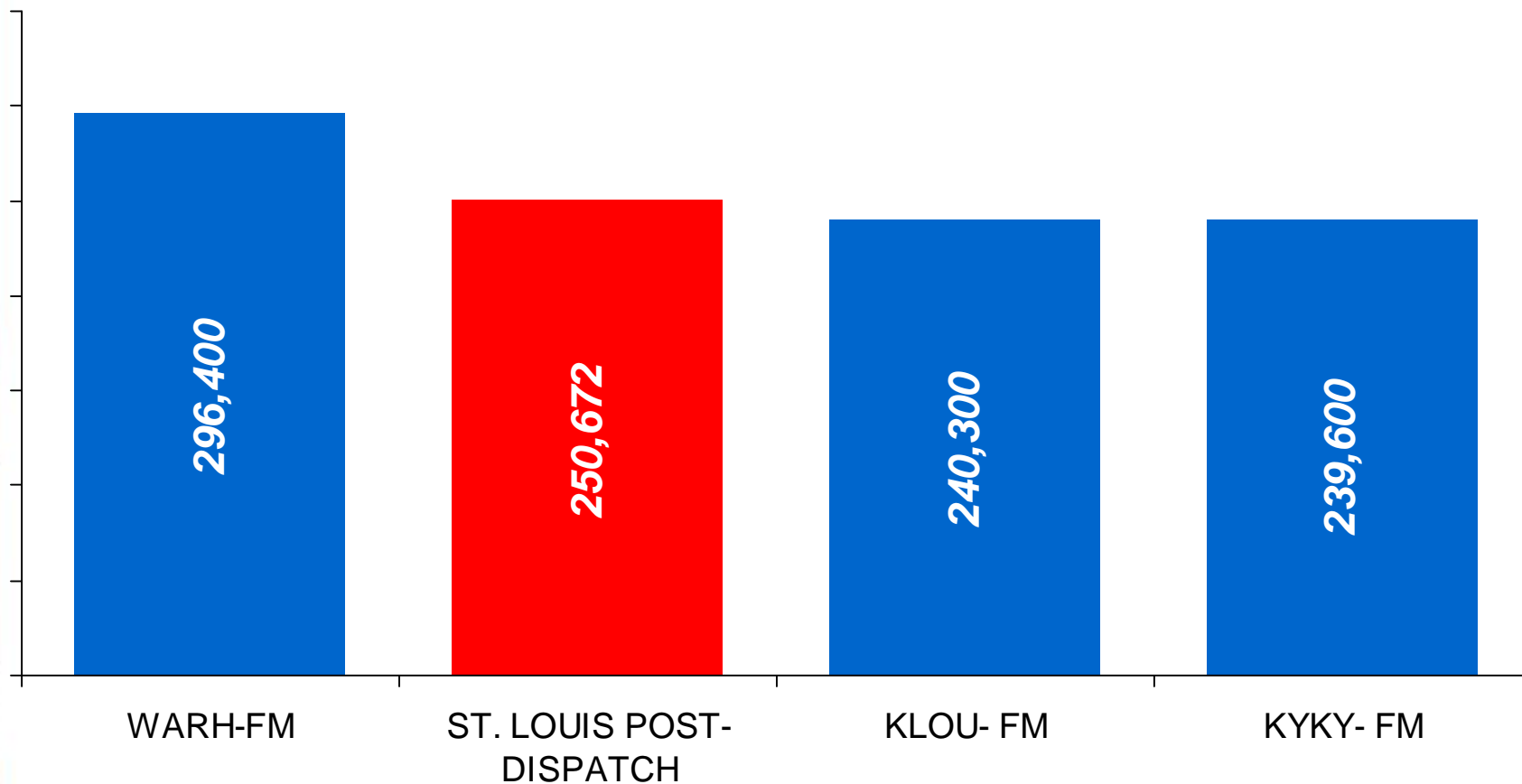


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Cume

# How Big Are These Cumes?

## Daily Cume Vs. Circulation in St. Louis



PPM, St. Louis Metro Daily Cume July 09 Pre Currency Data, Mon-Fri 6AM-12Mid, P18+  
Daily Newspaper Circulation from ABC; Persons 18+

9 © 2008 Arbitron Inc.

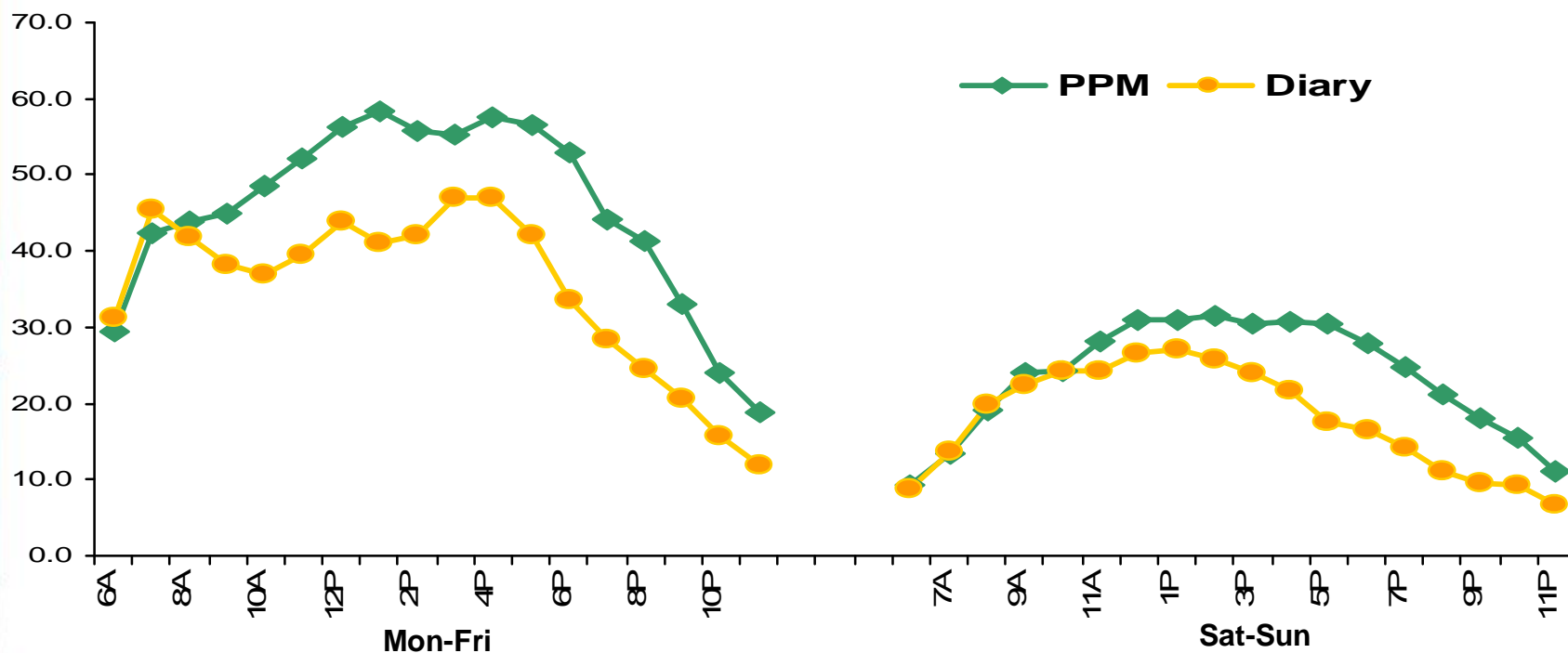




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# PPM Vs. Diary Hour-by-Hour Cume Rating Comparison

## July 09



PPM, St. Louis PPM, July 09 Data, Mon-Sun 6AM-MID, Persons 12+ vs.  
Diary, Diary Metro, Spring 2009, Mon-Sun 6AM-MID, Persons 12+





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# Digital Reporting in July 09

Nine Stations Reported – Weekly Cume Rtg

## Atlanta

§ WWWQ-HD2 4.5

§ WVEE-IF .6

## Chicago

§ WLIT-IF .7

## Los Angeles

§ KROQ-IF .5

## Nassau-Suffolk

§ WABC-IF .6

## New York

WCBS-IF .6

## San Diego

KDFC-IF .8

## Seattle-Tacoma

KISW-IF .6

## St. Louis

KMOX-IA .5

*PPM July 2009 PPM, Mon-Sun 6AM-MID, P6+, Weekly Cume Rating*

*PPM in St. Louis*



# Rating Comparisons

St. Louis PPM  
July 09

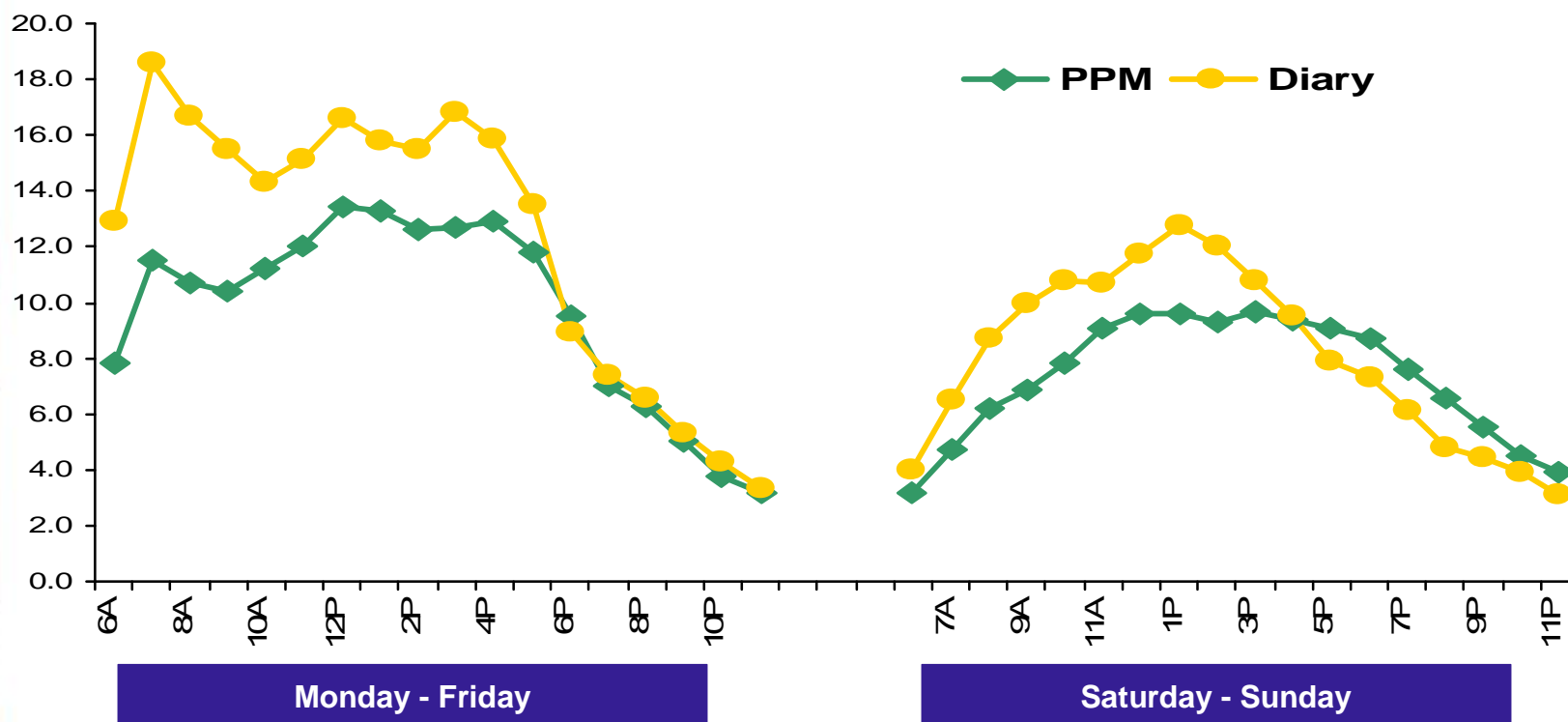


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# PPM Vs. Diary Hour-by-Hour, AQH Rating Comparison

## Persons 12+

### July 09



PPM, St. Louis PPM, July 09 Preliminary Data, Mon-Sun 6AM-MID, Persons 12+ vs. Diary, St. Louis Metro, Spring 2009, Mon-Sun 6AM-MID, Persons 12+



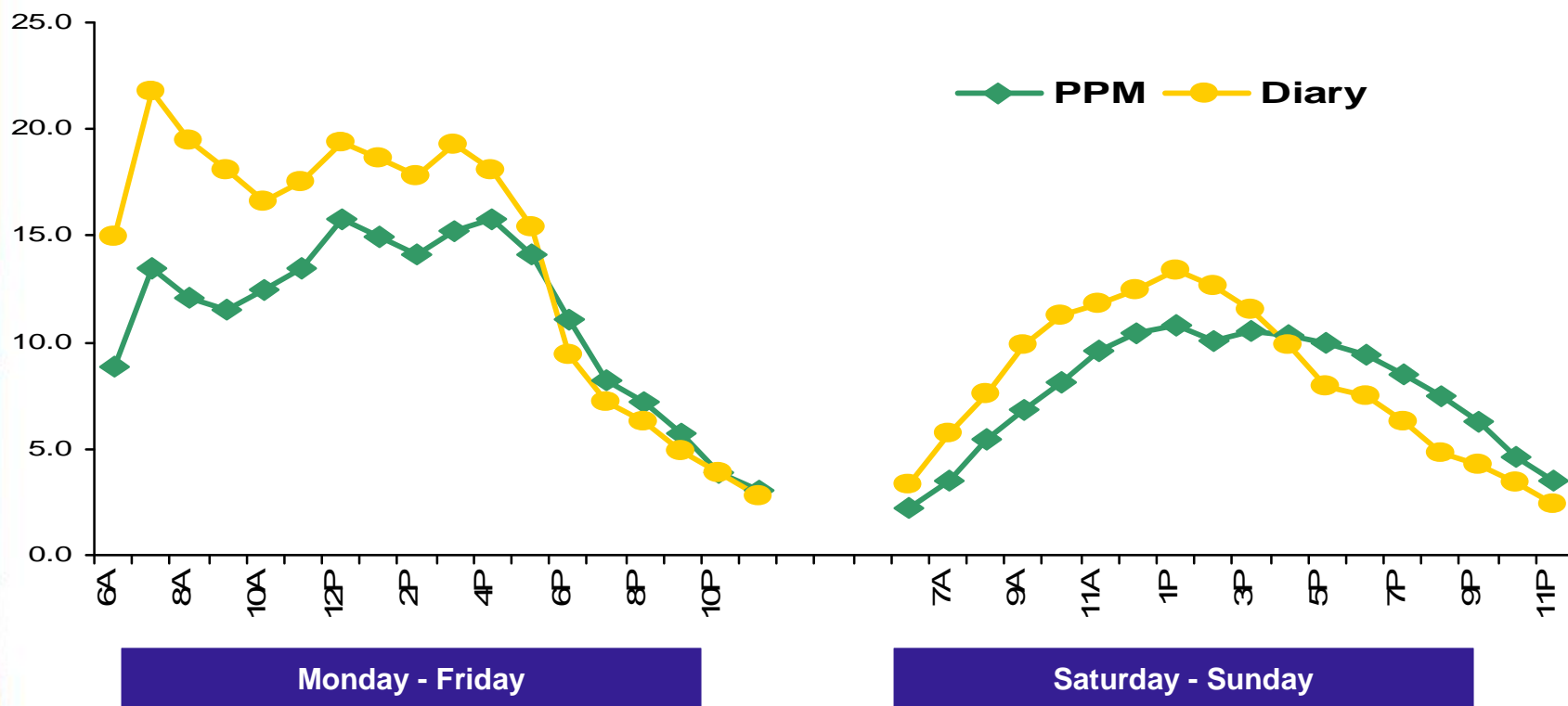


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# PPM Vs. Diary Hour-by-Hour, Persons 25-54

## AQH Rating Comparison

### July 09



PPM, St. Louis PPM, July 09 Data, Mon-Sun 6AM-MID, Persons 25+ vs.  
Diary, St. Louis Metro, SP 07, Mon-Sun 6AM-MID, Persons 25-54

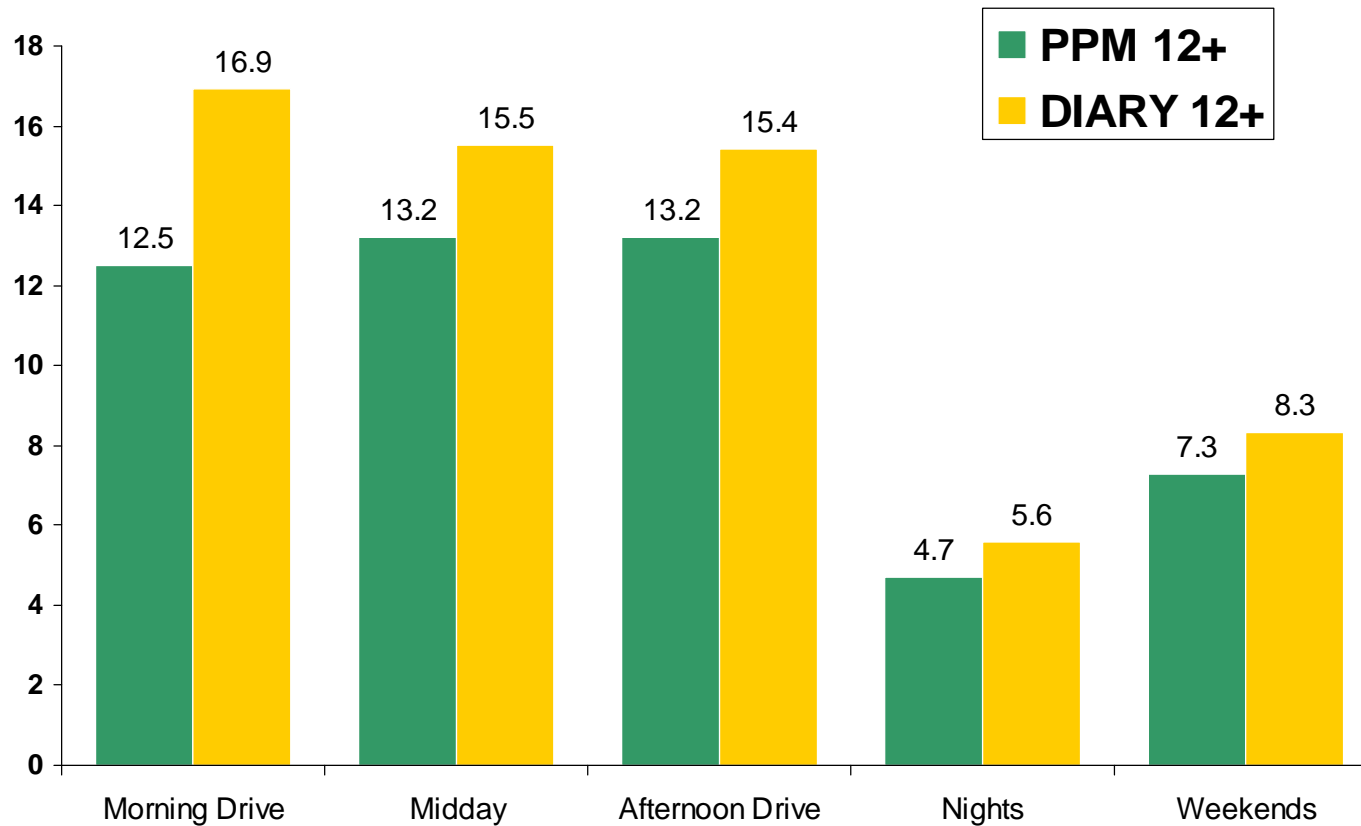




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# St. Louis PPM Vs. Diary AQH Ratings By Daypart

## July 09



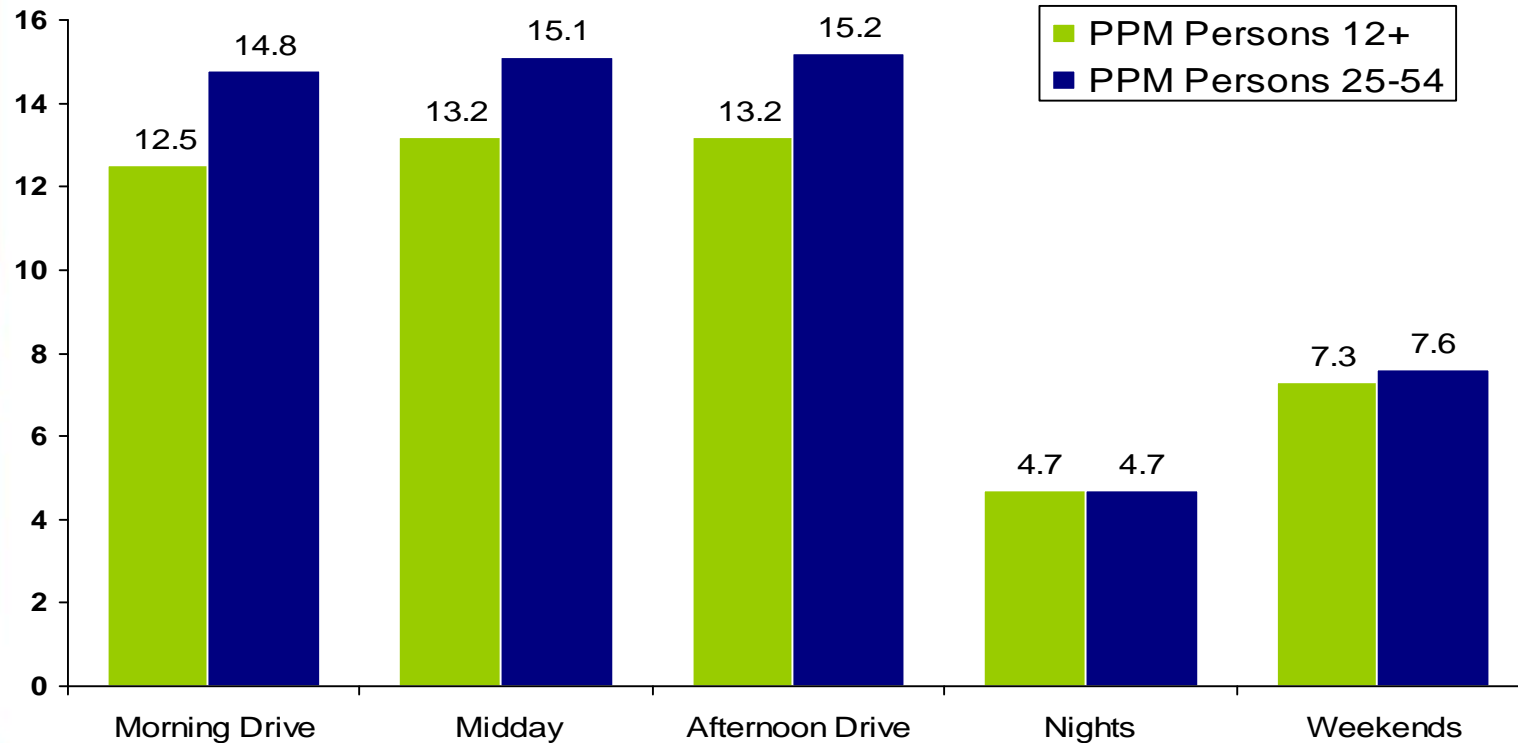
St. Louis AQH Ratings, July 09 vs. Spring 2009, P12+ Market totals.



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# St. Louis PPM AQH Ratings By Demo and Daypart

## July 09



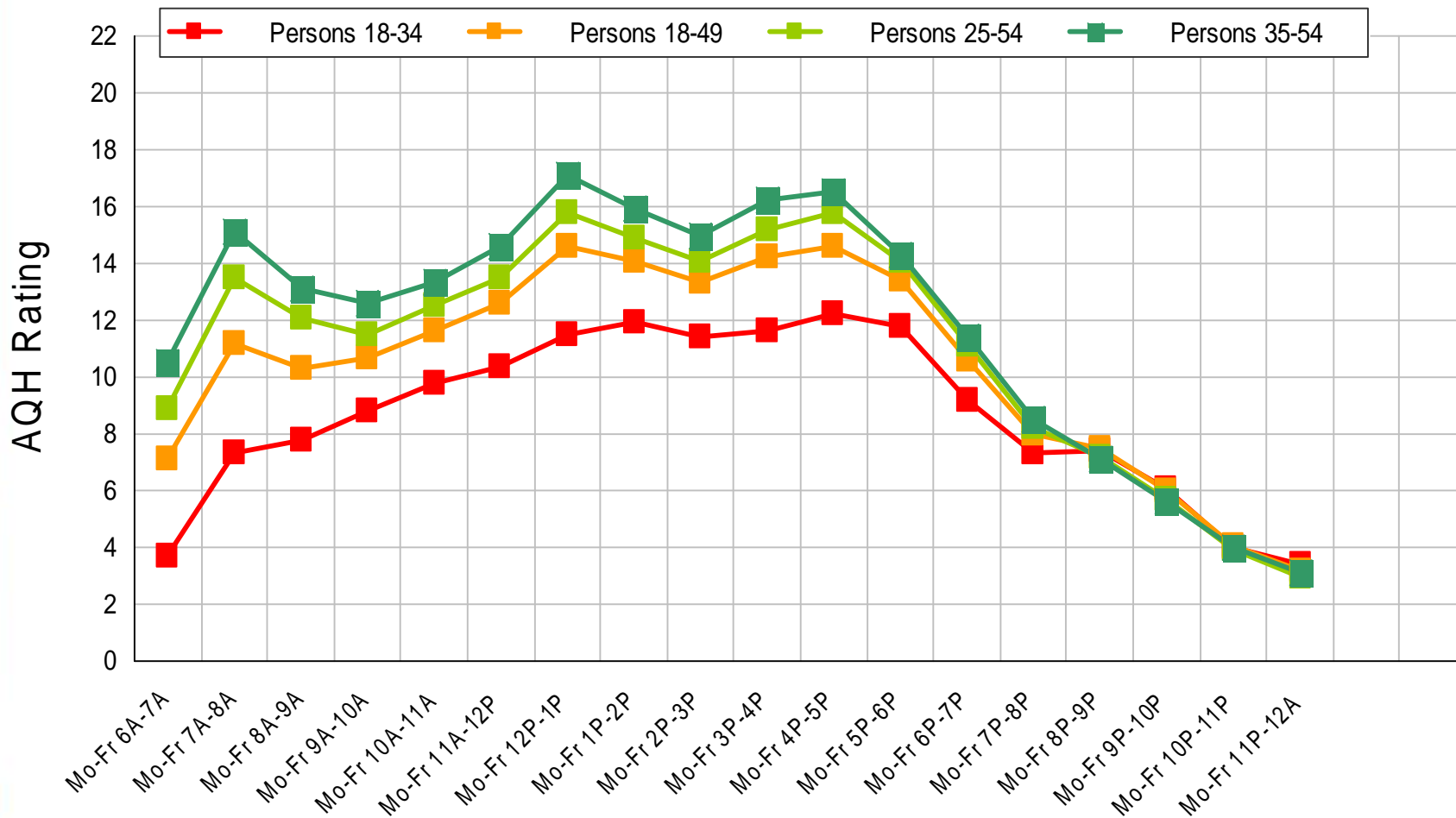
PPM St. Louis AQH Ratings, July 09 Market totals.



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# St. Louis Listening By Demo

## Monday-Friday 6AM-MID



St. Louis PPM, July 09 Data, Mon-Fri 6AM-MID,

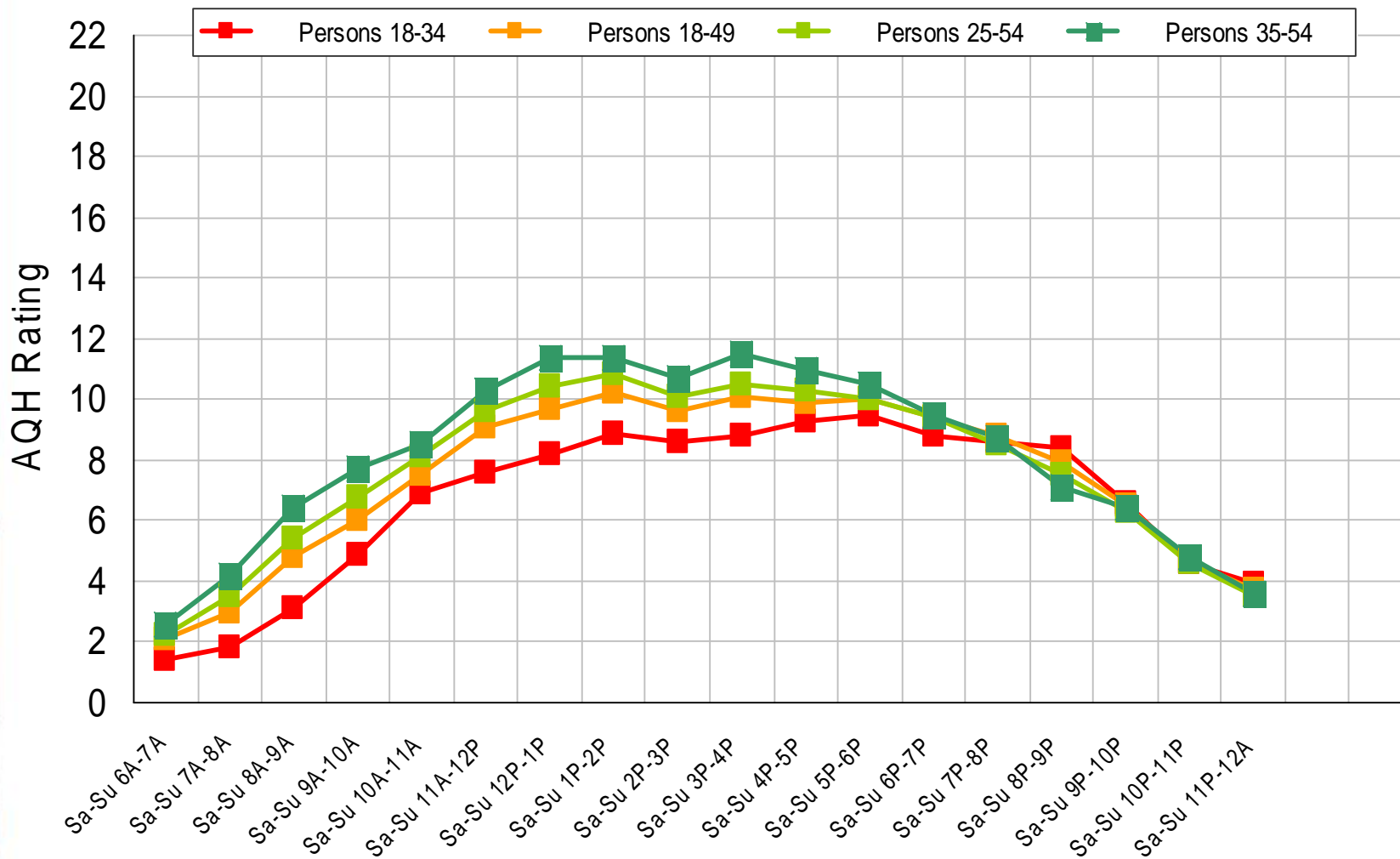




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# St. Louis Listening By Demo

Sat-Sun 6AM-MID



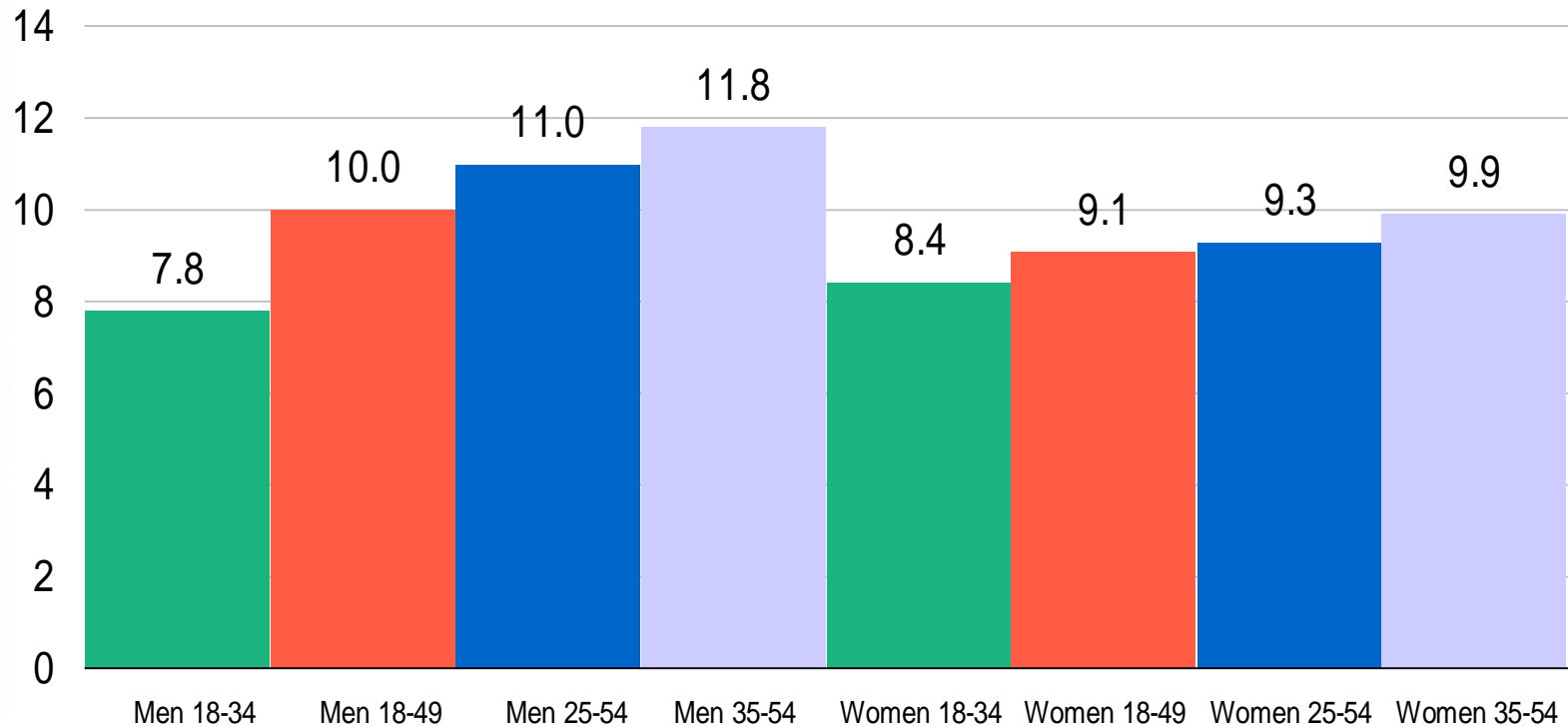
St. Louis PPM, July 09 Data, Sat-Sun 6AM-MID,





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# St. Louis PPM AQH Ratings by Age/Sex

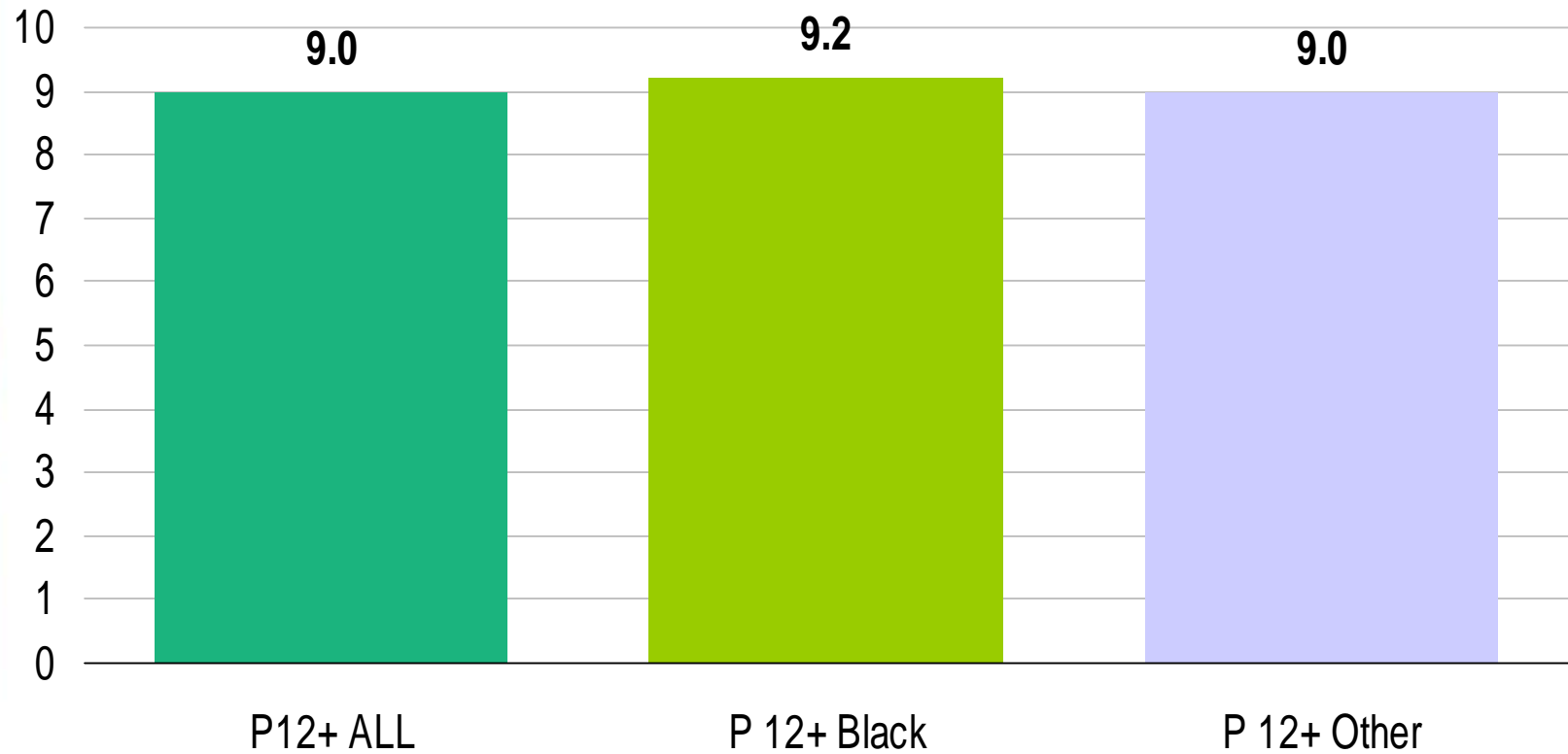


*St. Louis PPM, July 09 Data, Mon-Sun 6AM-MID*



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# St. Louis Listening Levels by Race and Ethnicity



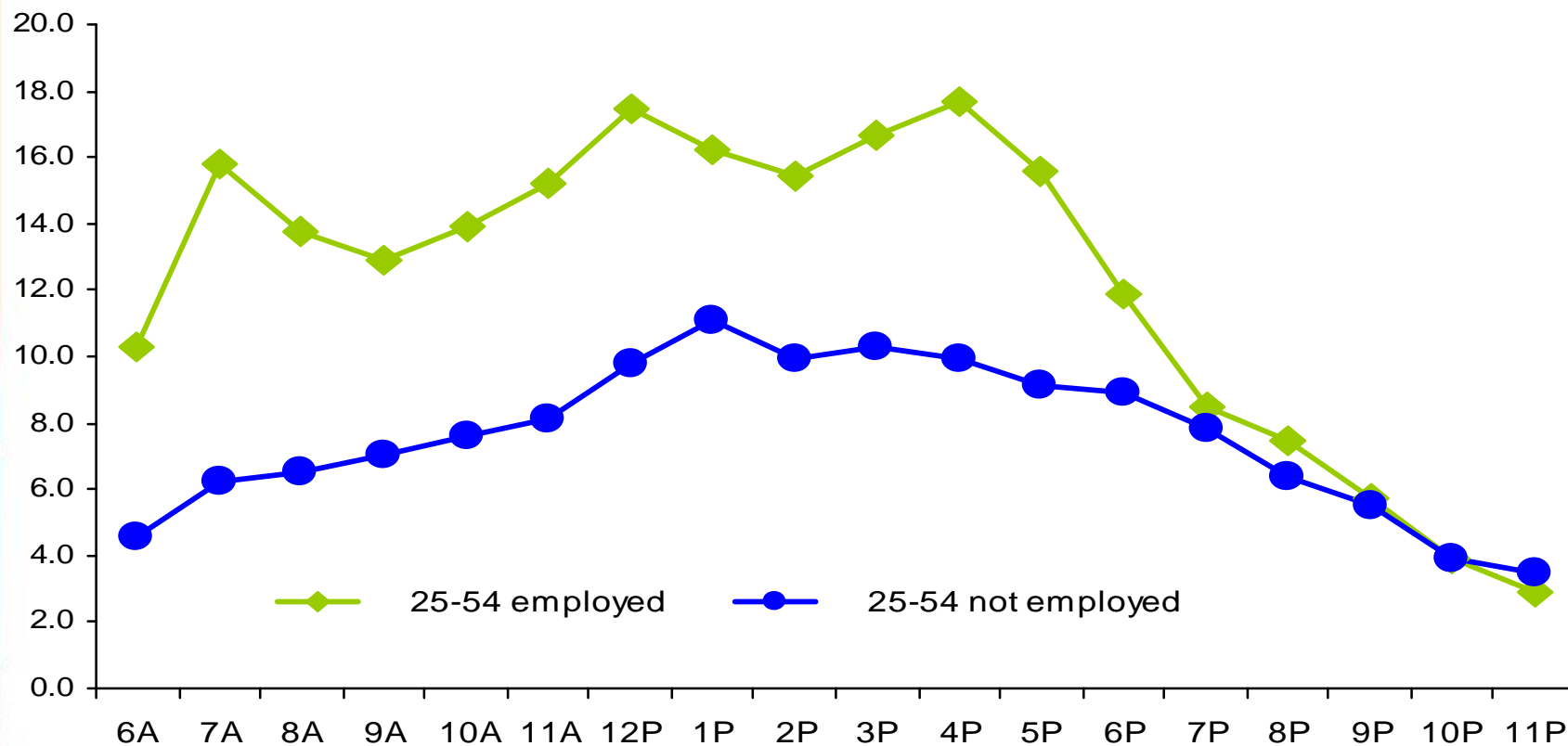
*PPM, St. Louis, July 09 data, Mon-Sun 6AM-MID, Persons 12+, AQH Rating*



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# Ratings by Employment Status Persons 25-54

July 09



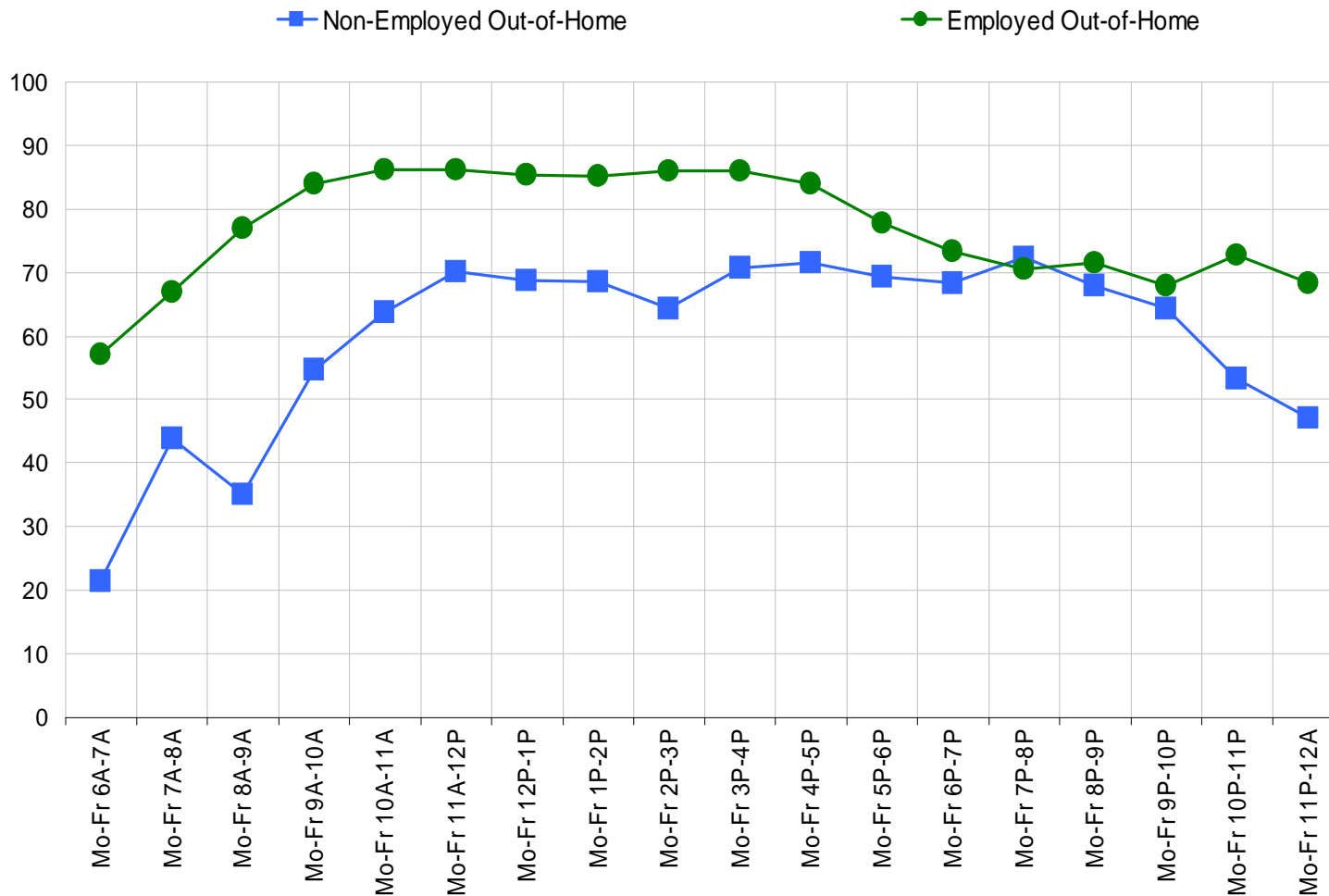
PPM, St. Louis PPM, Data, Mon-Fri 6a-12m



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# Out-of-Home Listening By Employment

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



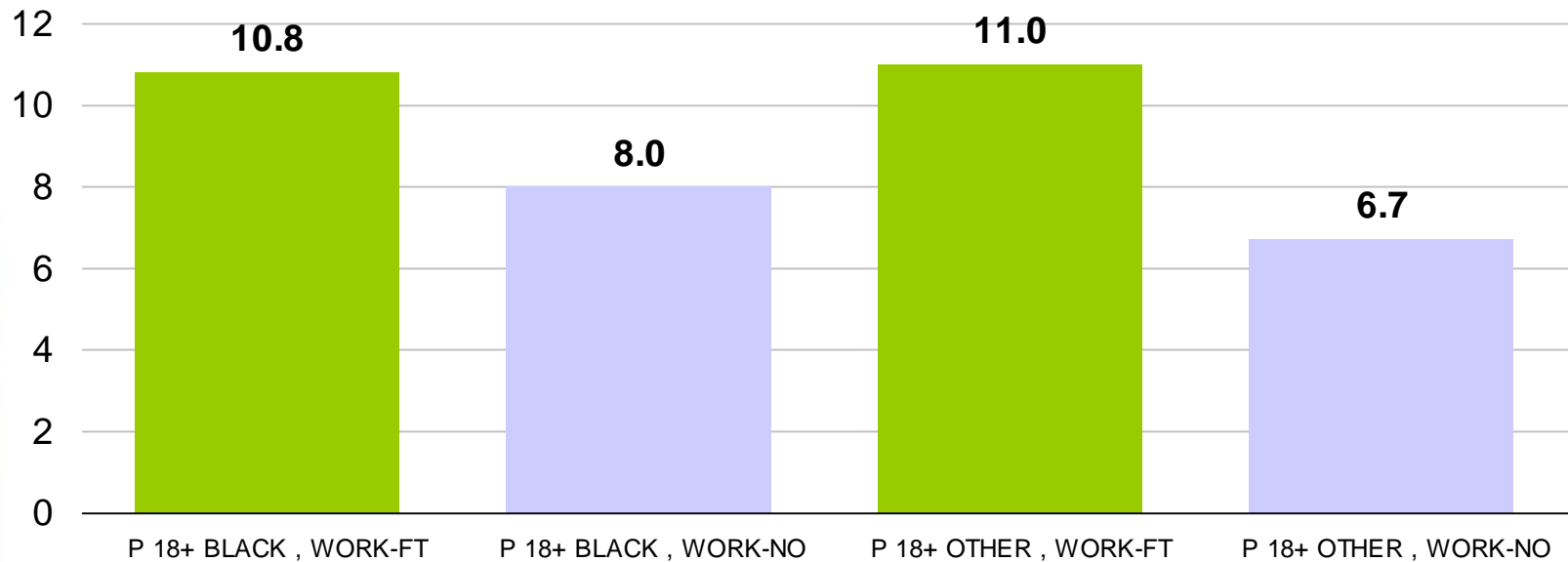
Source: St. Louis Metro July 09 PPM; P 25-54; Mo-Fr 6a-12m; Avg AQH Comp%





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# St. Louis Listening Levels by Race/Ethnicity and Employment Status

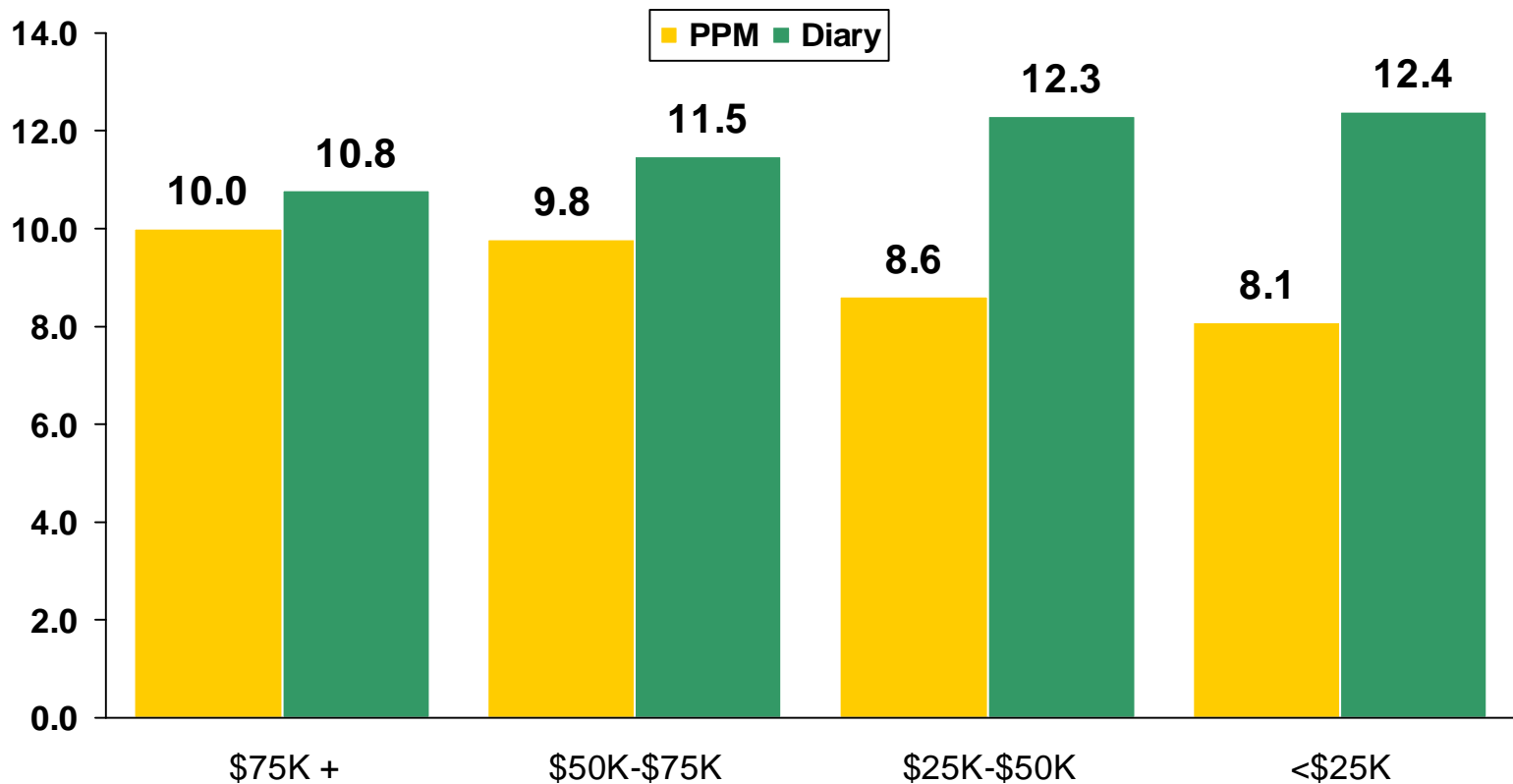


*St. Louis, July 09 data, Mon-Sun 6AM-MID, Persons 18+, AQH Rating*



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# Listening Levels by Income Level PPM Vs. Diary



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



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# St. Louis Rank Positions. Top Five Stations Represent Many Formats

July 09 Mon-Sun 6a-12m

## Persons 12+

Adult Hits  
News/Talk Information  
Hot AC  
Album Oriented Rock  
Country

## Persons 25-54

Adult Hits  
Album Oriented Rock  
Hot AC  
Classic Hits  
Classic Hits

## Persons 18-34

Adult Hits  
Pop Contemporary Hit Radio  
Alternative  
Urban Contemporary  
Hot AC

## Persons 35-54

Adult Hits  
Album Oriented Rock  
Hot AC  
Classic Hits  
Classic Hits



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## Compression

# Ratings Are LESS Compressed In PPM

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

	St. Louis 18-34		St. Louis 18-49		St. Louis 25-54		St. Louis 35-54	
	Diary	PPM	Diary	PPM	Diary	PPM	Diary	PPM
M-F 6a-10a	<b>1.2</b>	<b>.7</b>	<b>.6</b>	<b>.9</b>	<b>.3</b>	<b>.8</b>	<b>.5</b>	<b>.9</b>
M-F 10a-3p	<b>1.1</b>	<b>1.1</b>	<b>.7</b>	<b>1.4</b>	<b>.8</b>	<b>1.2</b>	<b>1.0</b>	<b>1.3</b>
M-F 3p-7p	<b>1.3</b>	<b>1.0</b>	<b>.4</b>	<b>1.0</b>	<b>.4</b>	<b>.9</b>	<b>.6</b>	<b>1.0</b>
M-F 7p-12m	<b>.6</b>	<b>.7</b>	<b>.4</b>	<b>.4</b>	<b>.3</b>	<b>.3</b>	<b>.3</b>	<b>.3</b>
Sa-Su 6a-7p	<b>1.1</b>	<b>.8</b>	<b>.5</b>	<b>1.1</b>	<b>.5</b>	<b>1.1</b>	<b>.7</b>	<b>1.1</b>

•Diary data based on Spring 2009

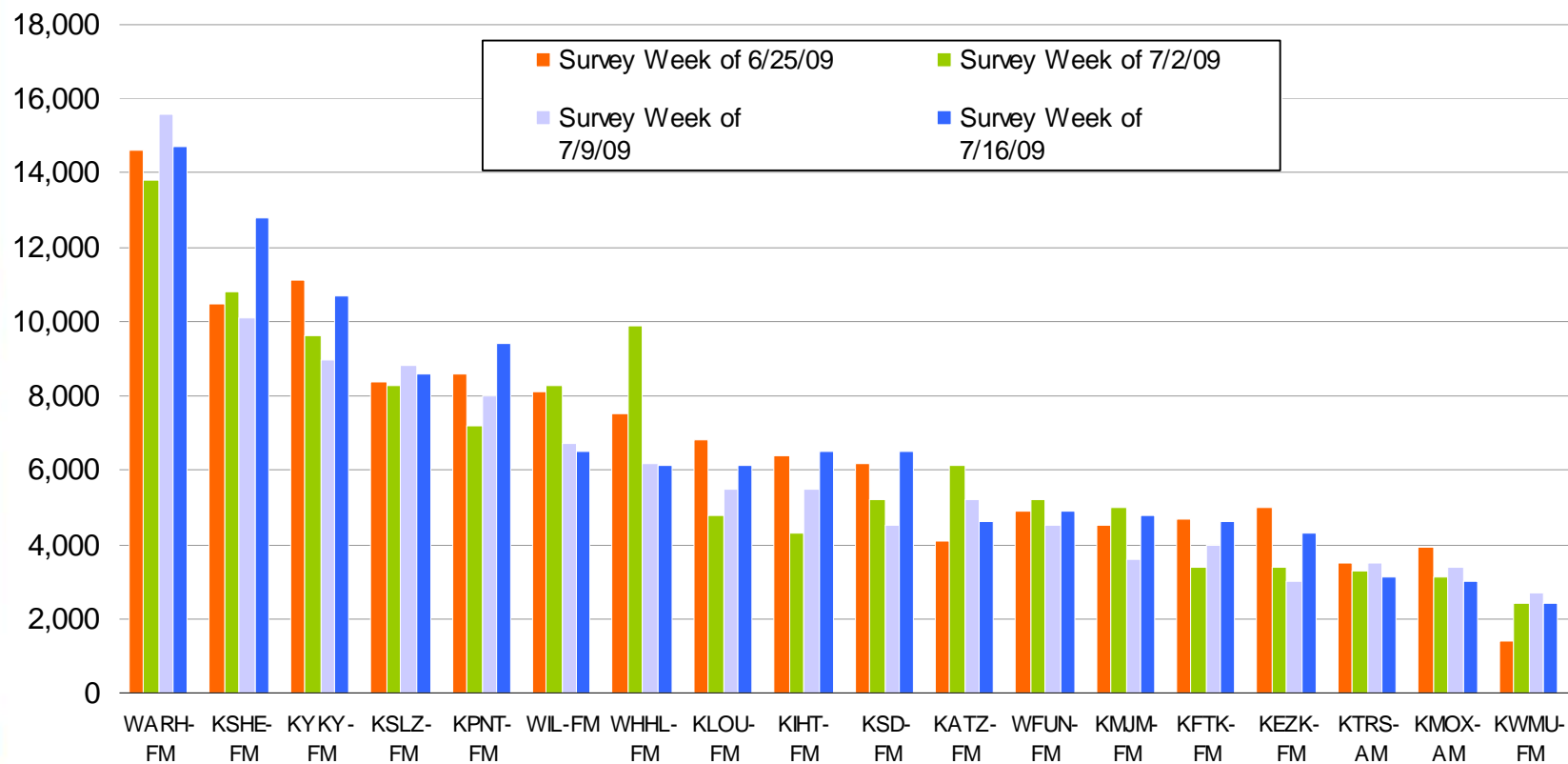
PPM data based on July 09 data



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# Weekly AQH Persons Estimates

Persons 18-49, AQH Persons, Mon-Sun 6a-12m, July 09



PPM, St. Louis PPM, July 09 Data, Mon-Sun 6AM-MID

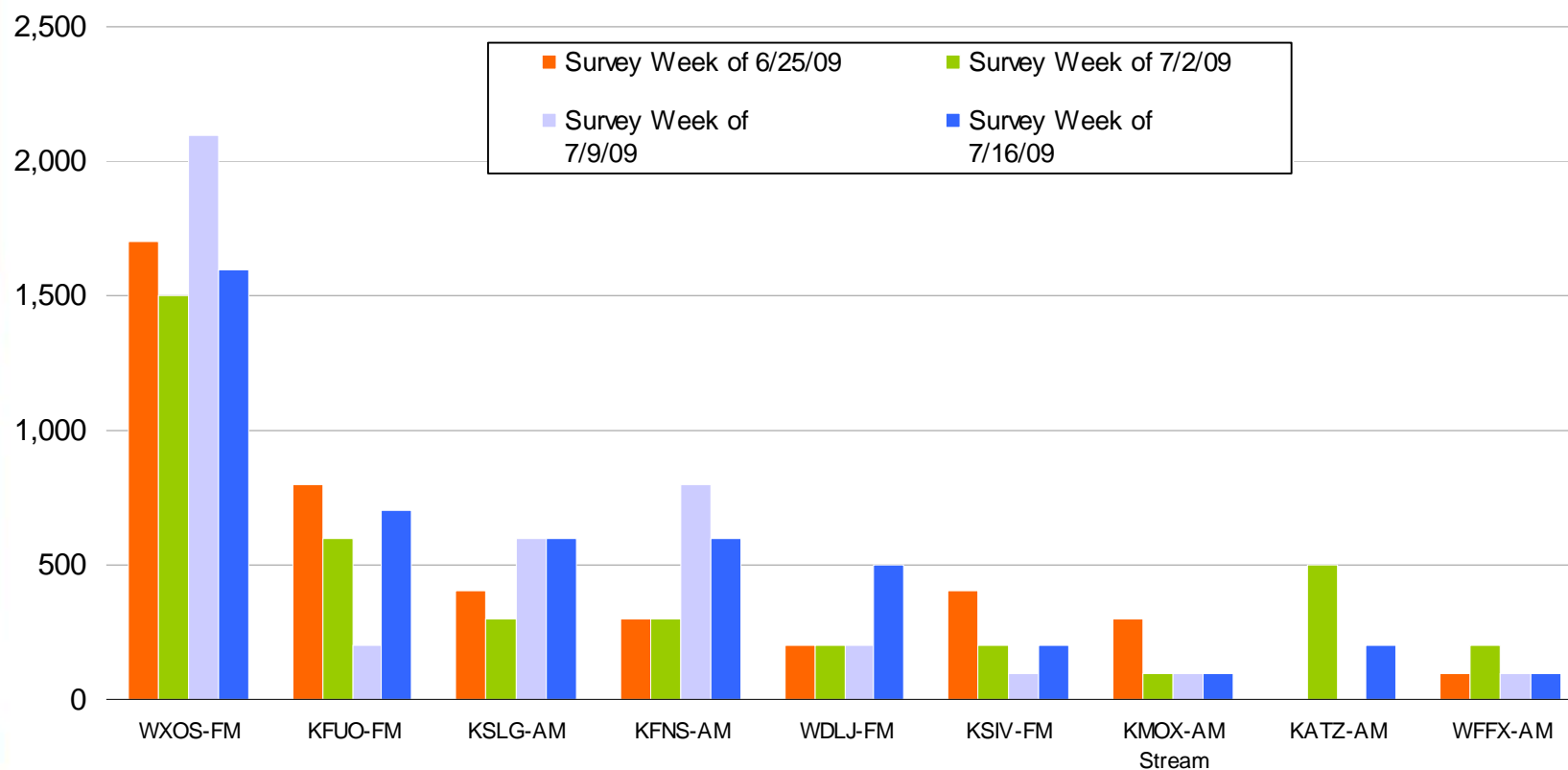




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# Weekly AQH Persons Estimates

Persons 18-49, AQH Persons, Mon-Sun 6a-12m, July 09



PPM, St. Louis PPM, July 09 Data, Mon-Sun 6AM-MID





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# Summary:

- Listening levels among numerous groups are very similar to what has been seen in other PPM markets. Employment continues to be the major driver in listening levels.
- Overall market (P 12+) listening levels of evenings and weekend come the closest to matching the diary estimates while middays and afternoon are almost tied as the most listened daypart.
- Radio's reach into the St. Louis market is extensive. Even on weekends almost 80% of the St. Louis metro is reached by radio
- Ratings seem to be less compressed among the top stations in the older demos than in the diary service which is unusual.
- The granular data provided by PPM will allow Programmers to improve the product in ways there were not possible with the diary service.



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# Thank You For Joining

A copy of this presentation will be available this afternoon at the St. Louis PPM website: [http://www.arbitron.com/ppm\\_St.Louis.htm](http://www.arbitron.com/ppm_St.Louis.htm)

Data will also be available via Arbitron's Downloader & within Tapscan Web at 12p CST

On Thursday, August 18th at 12p CST, 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**

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July 09 Pre-Currency PPM Data