



## **How many Radio stations does the average listener tune in to each week?**

On average, Arbitron's PPM shows that listeners are exposed to 6 Radio stations per week.

PPM (actual electronic measurement) confirms that consumers listen to more Radio stations than the estimated 3 per week shown by Diary measurement (listener recall).

This difference accounts for higher Radio station Cume persons and lower Average Quarter-Hour estimates in PPM.

(Analysis of Arbitron PPM vs. Diary, 2009)

*Cume Persons is the number of different persons who listened to a station for a minimum of 5 minutes within a reported daypart. (Cume estimates may also be referred to as Cumulative or Unduplicated estimates.)*

*Average Quarter-Hour (AQH) Persons is the number of persons listening to a particular station for at least 5 minutes during a 15-minute period. AQH listening by a single person is counted for each 15-minute period that listener is tuned in – hence there is duplication in reported AQH estimates.*

*(Definitions from Arbitron's "A Guide to Understanding and Using Radio Audience Estimates")*