

Election Year 2016

Hours, Days, Weeks And Quarters Made It All Happen!



Dave Sullivan

Manager, PPM Client Services

Radio Research Consortium, Inc.

P.O. Box 1309 Olney, MD 20830-1309

Phone: (301) 774-6686

Fax: (301) 774-0976

Stations:

45 Top-Ranked NPR News Stations From 45 PPM Markets

| | | |
|---------------------|-------------------|----------------------|
| WABE-Atlanta | KUT-Austin | WYPR-Baltimore |
| WBUR-Boston | WFAE-Charlotte | WBEZ-Chicago |
| WVXU-Cincinnati | WCPN-Cleveland | WOSU-Columbus |
| KERA-Dallas | KCFR-Denver | WUOM-Detroit |
| WFDD-Greensboro | WNPR-Hartford | KUHF-Houston |
| WFYI-Indianapolis | WJCT-Jacksonville | KCUR-Kansas City |
| KNPR-Las Vegas | KPCC-Los Angeles | WKNO-Memphis |
| WLRN-Miami | WUWM-Milwaukee | KNOW-Minneapolis |
| WPLN-Nashville | WNYCfm-New York | WHRV-Norfolk |
| WMFE-Orlando | WHYY-Philadelphia | KJZZ-Phoenix |
| WESA-Pittsburgh | KOPB-Portland | WGBH-Providence |
| WUNC-Raleigh | KVCR-Riverside | KXJZ-Sacramento |
| KUER-Salt Lake City | KSTX-San Antonio | KPBS-San Diego |
| KQED-San Francisco | KUOW-Seattle | KWMU-St. Louis |
| WUSF-Tampa | WAMU-Washington | WLRN-West Palm Beach |

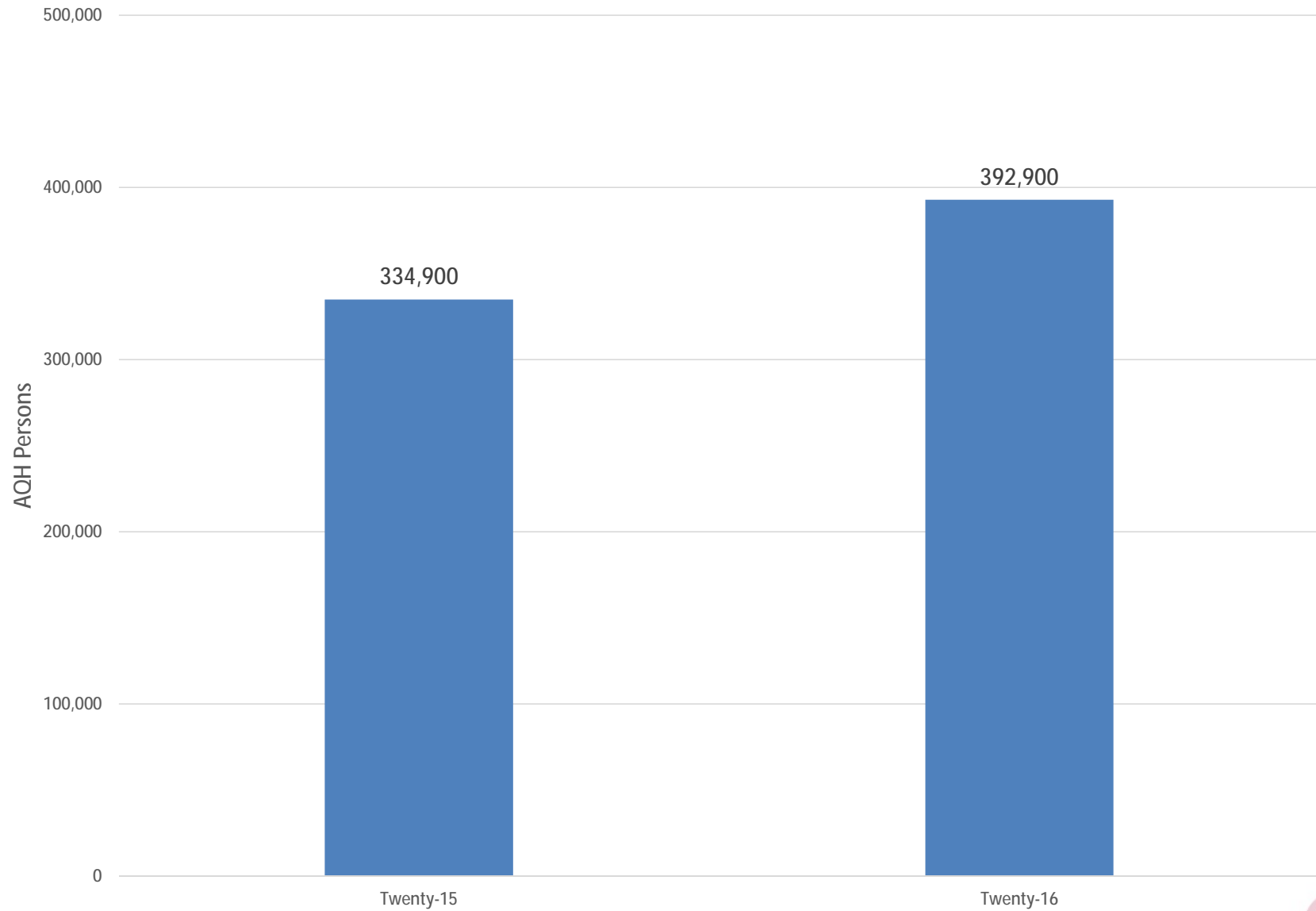
Findings:

- Top-Ranked NPR News Stations saw an annual increase in listeners (AVG WK Cume) and listening (AQH Persons) for 2016.
- Fall (General Election) was the best quarter of 2016, followed by Winter (many Primary Elections).
- Listeners responded Election Week 2016 with Cume and TSL (that's AQH).
- NPR News Stations peaked in listening on election day, not the day after.
- AVG Daily Cume pushed November 8th and 9th off the charts! NPR News Stations have the brand; therefore, listeners know where to go.
- The all important 7am hour was up 20% in listening on November 8th over the hour's Fall 2016 average. November 9th was up 31%!

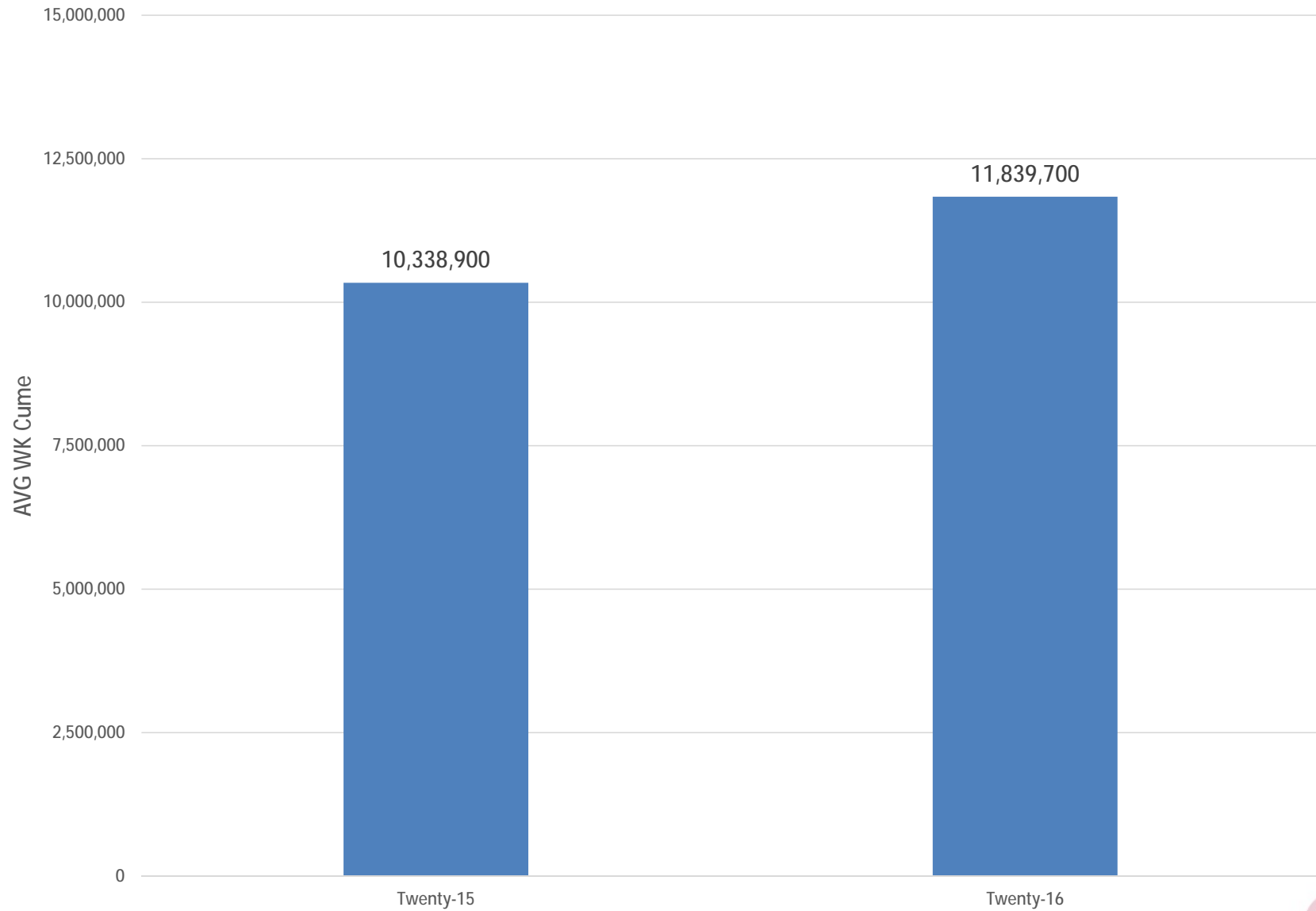
Additional Notes:

- Additional NPR News Stations peaked on Election Day for the same reasons.
- Non-Commercial Classical stations in these same markets were down in listening for the first three days of the week due to a drop in Daily TSL, not a loss of Daily Cume.

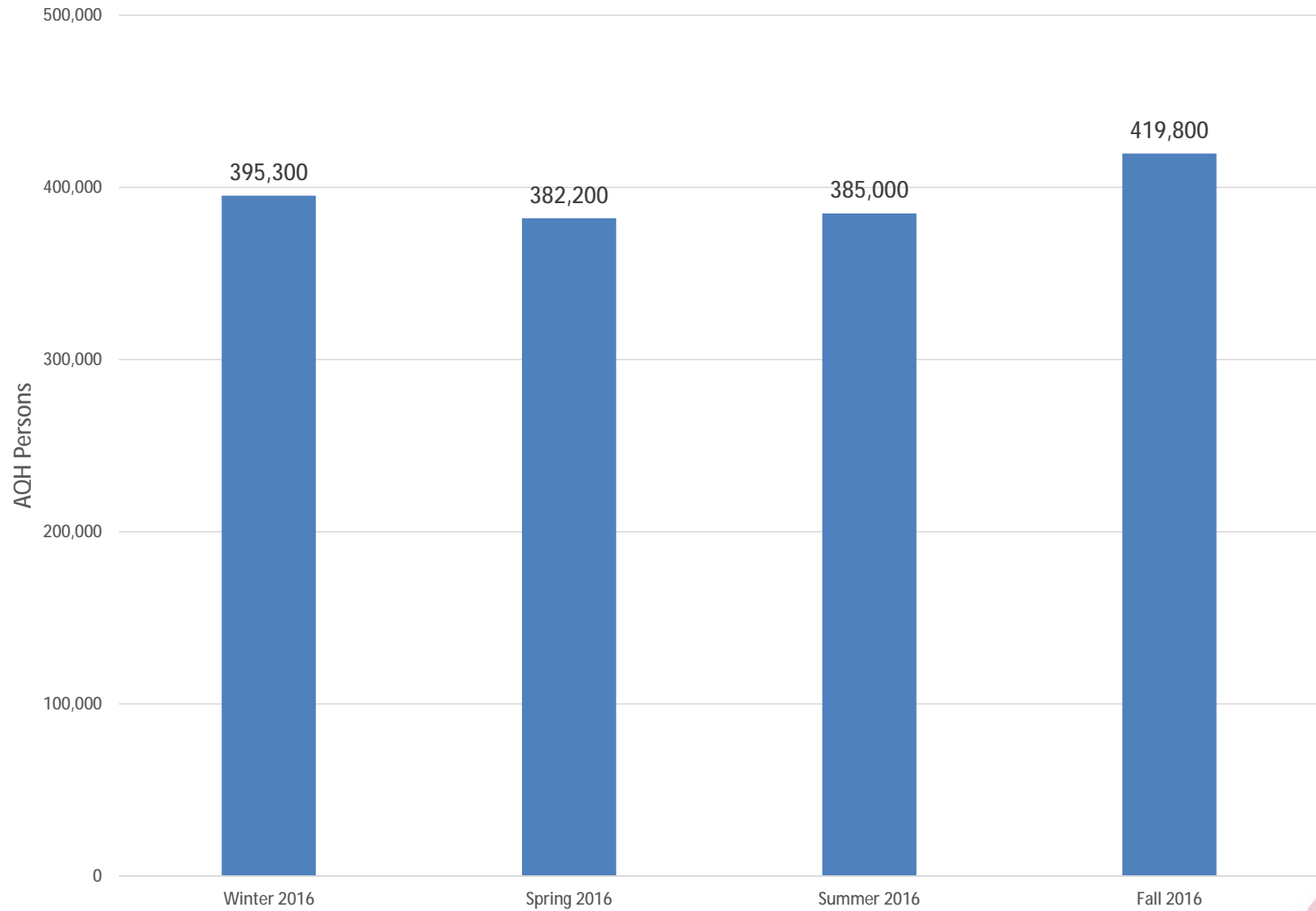
AQH Persons (Listening) Was Up For NPR News Stations in 2016



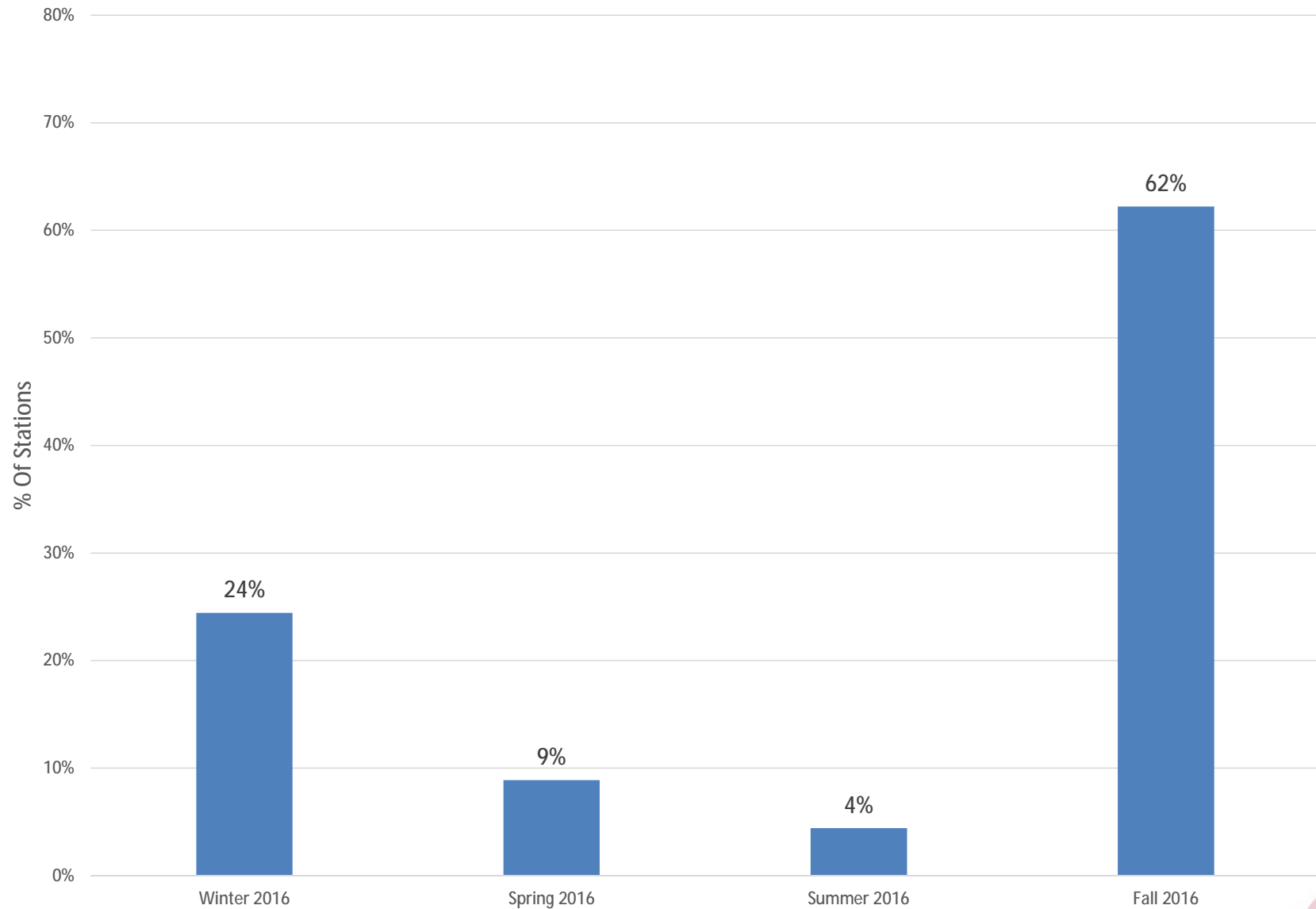
AVG WK Cume (Listeners) Was Up, Too.



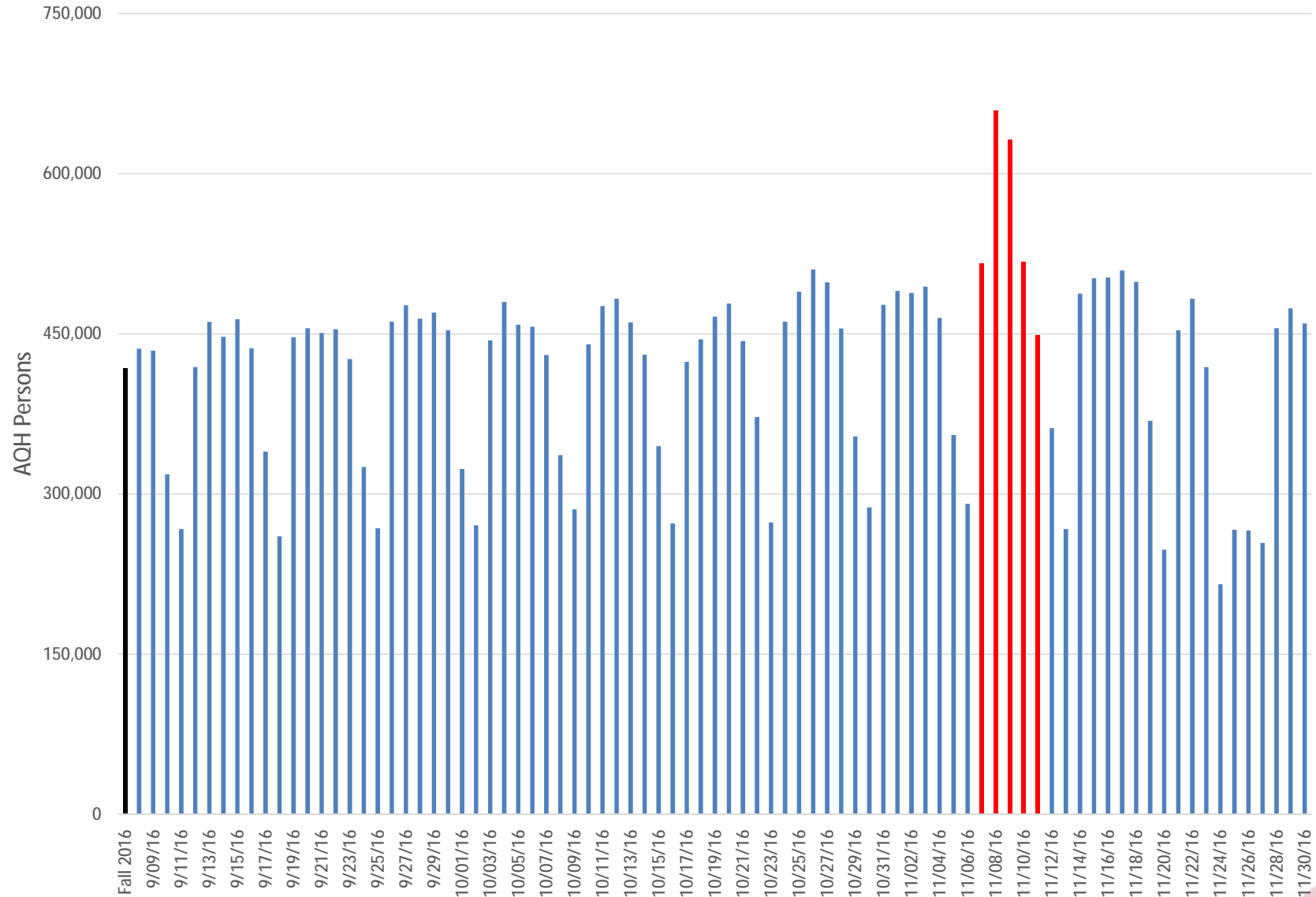
Fall Was The Best Quarter of 2016 In Total For These 45 Stations



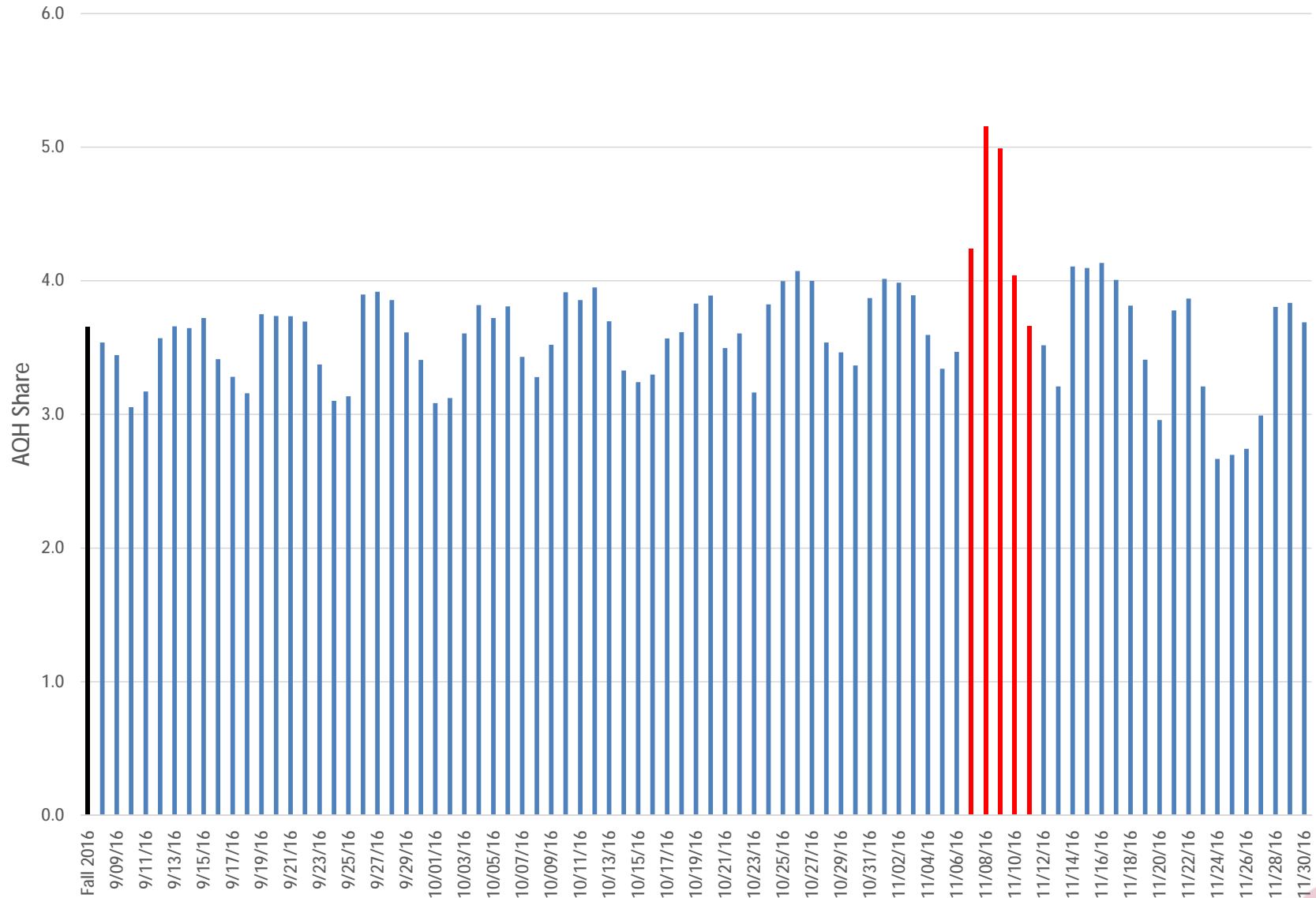
28 Of These 45 Stations Individually Had Their Best Quarter In Fall

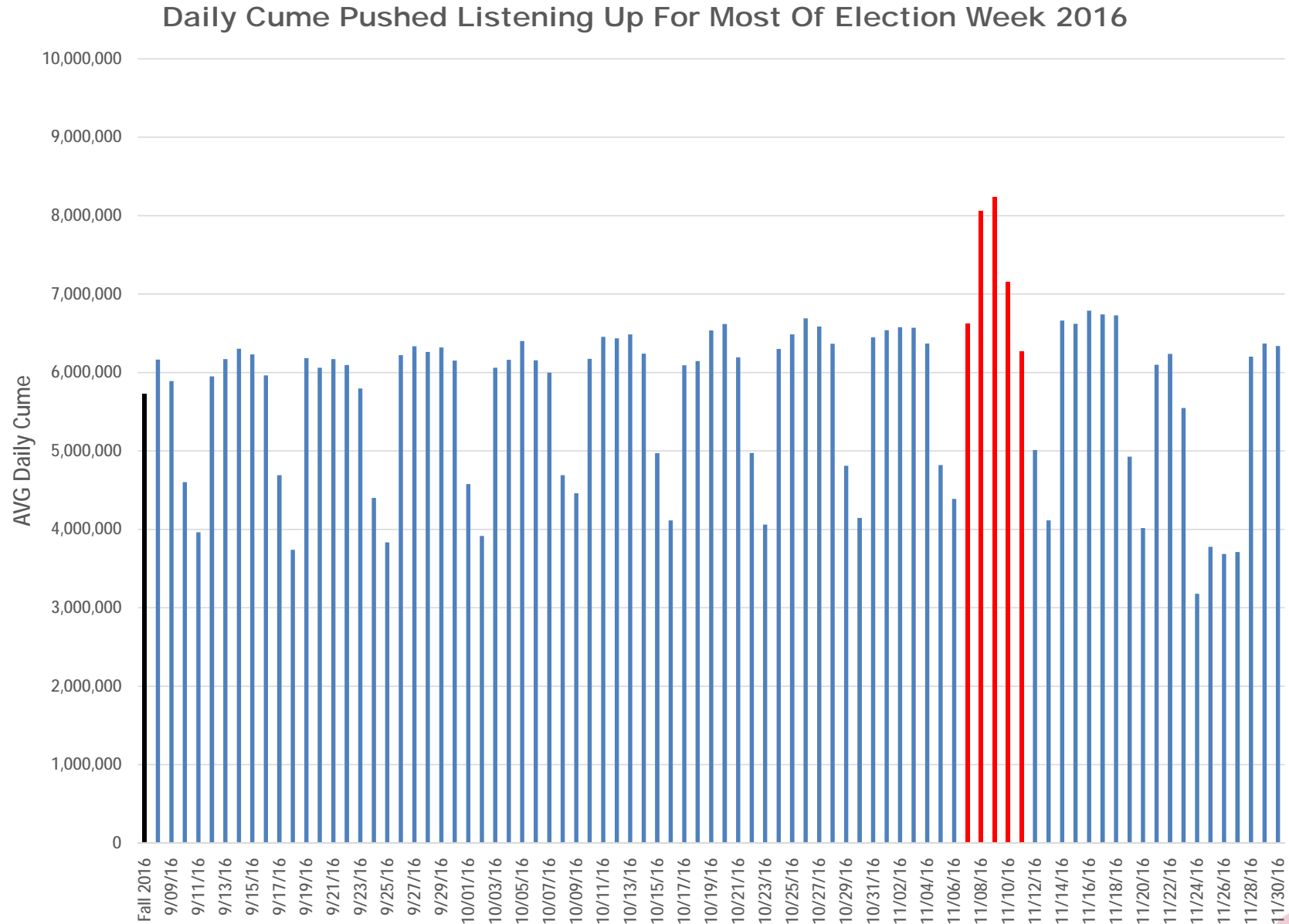


Election Day 2016 Had The Most Listening For These Stations In Fall

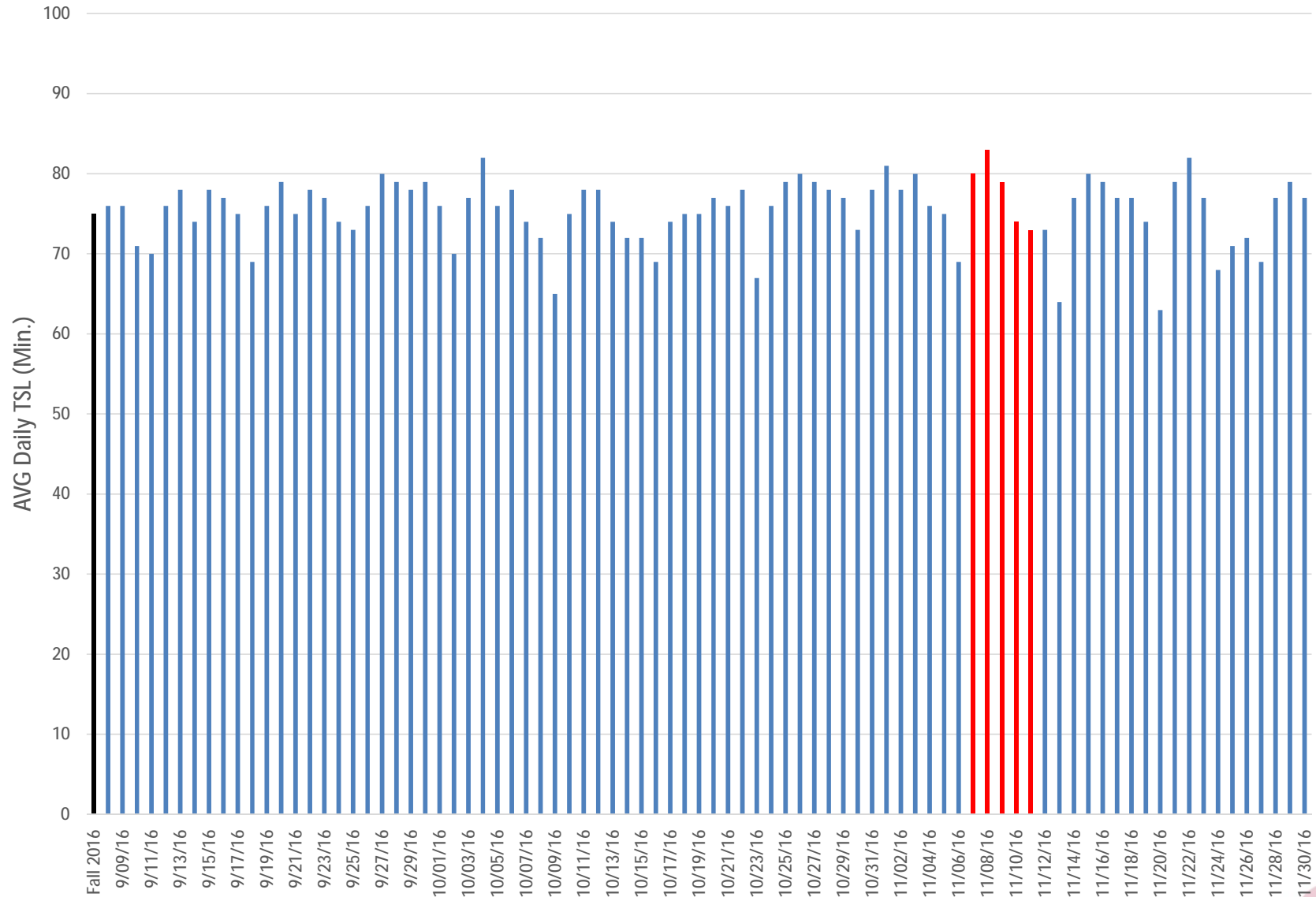


Share Of Listening Was Up On Election Day 2016, As Well.

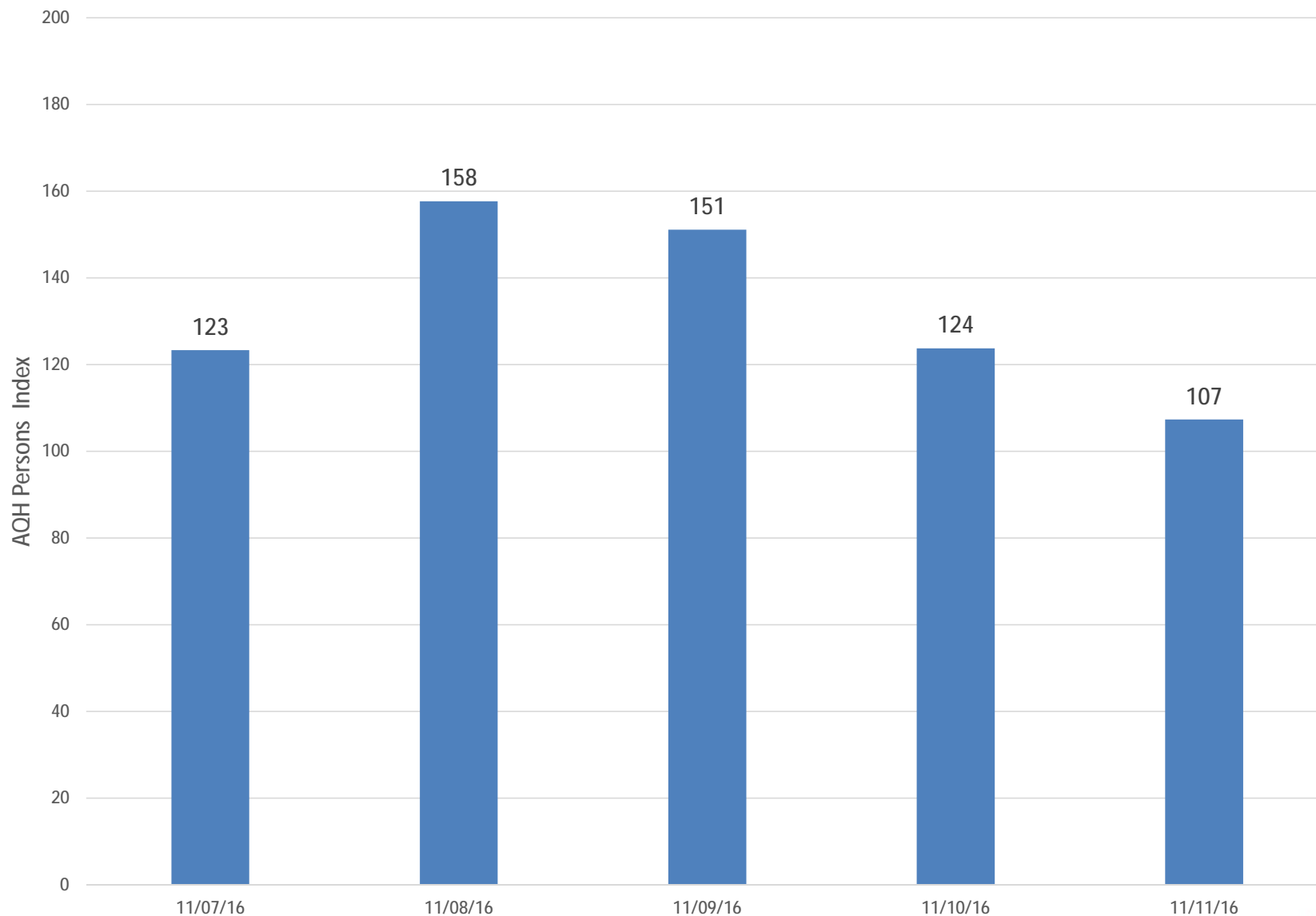




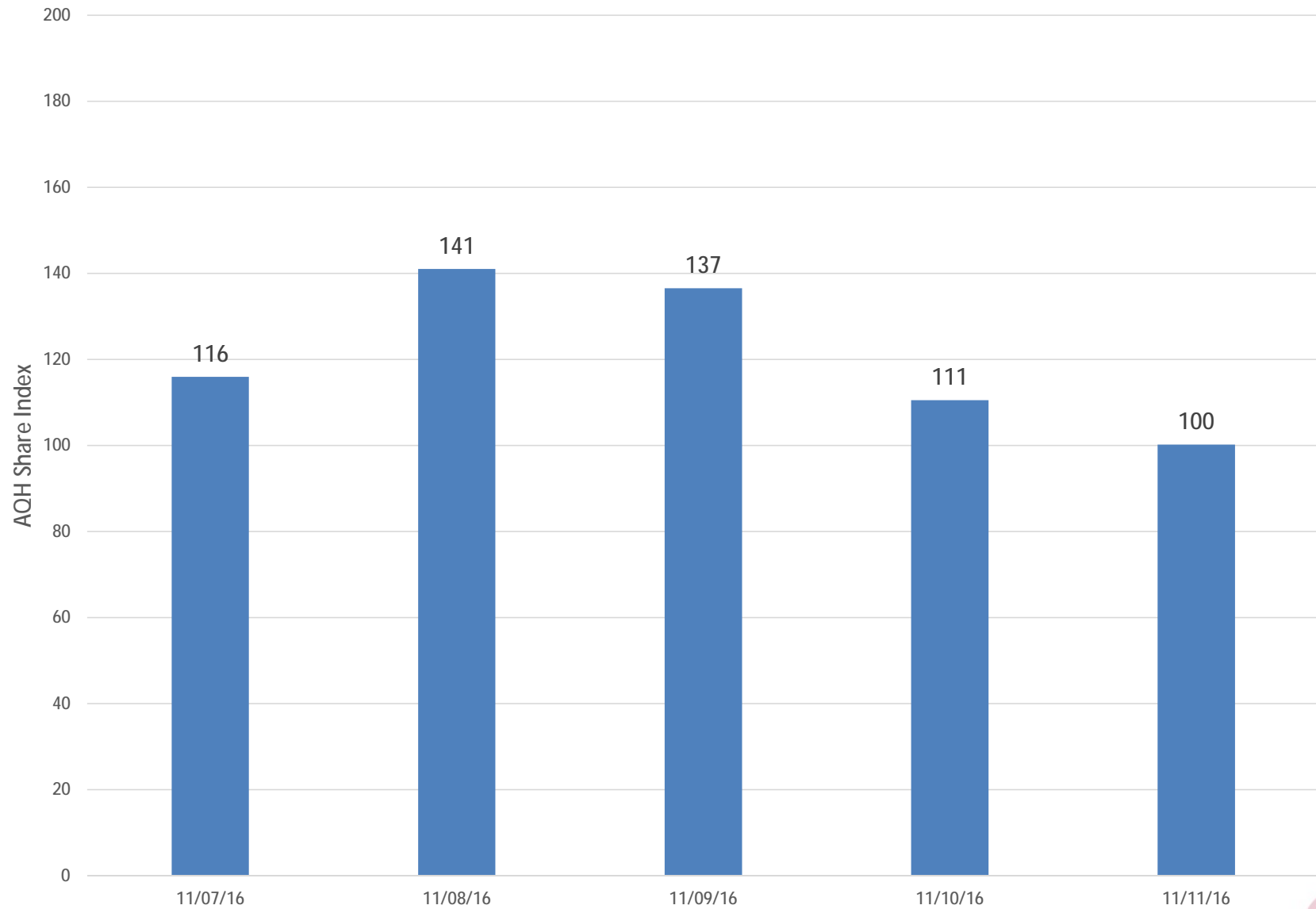
Higher Daily TSL (Min.) Made Election Day Number One That Week



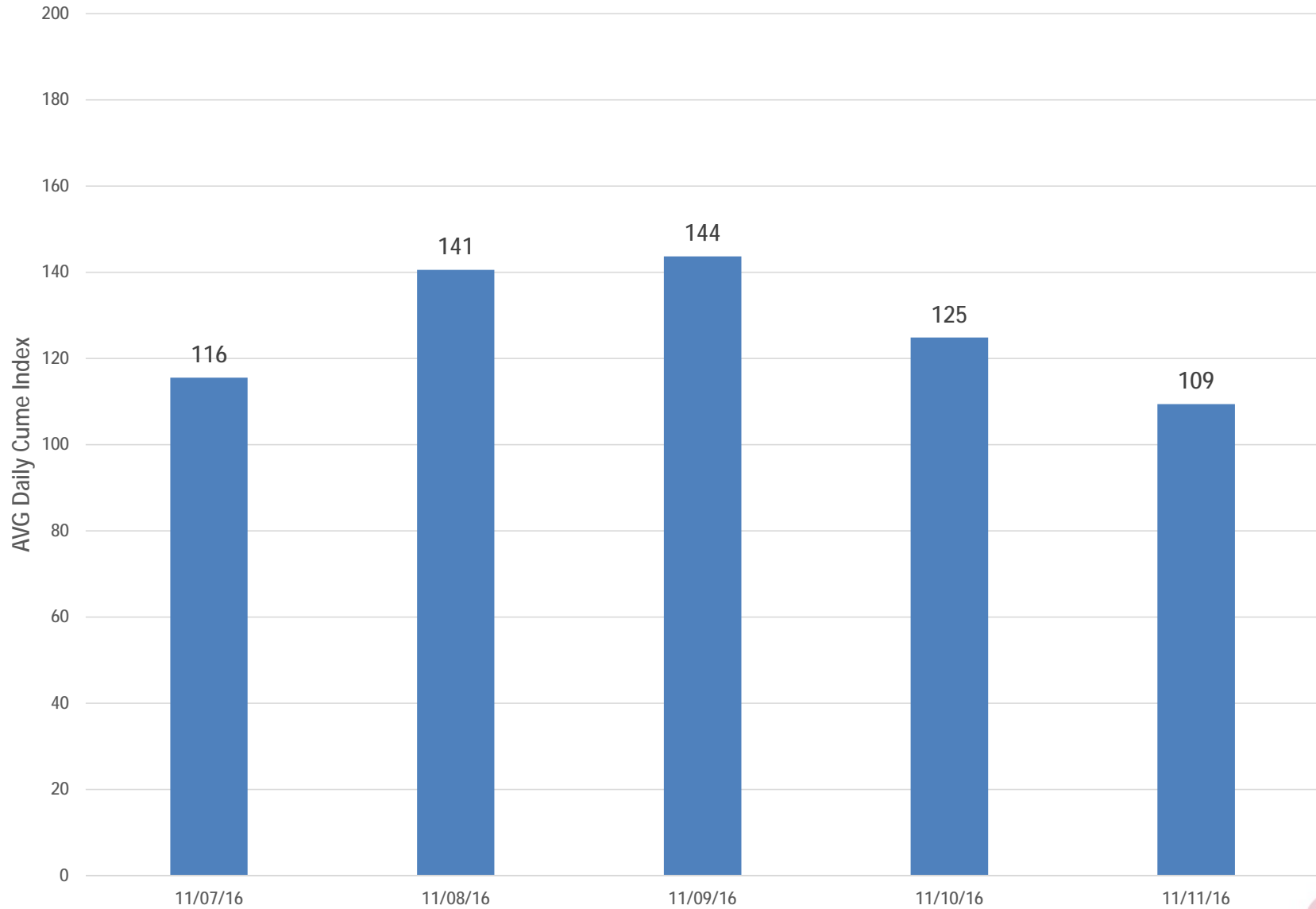
AQH Listening Was 50% Higher On November 8th & 9th Versus Fall



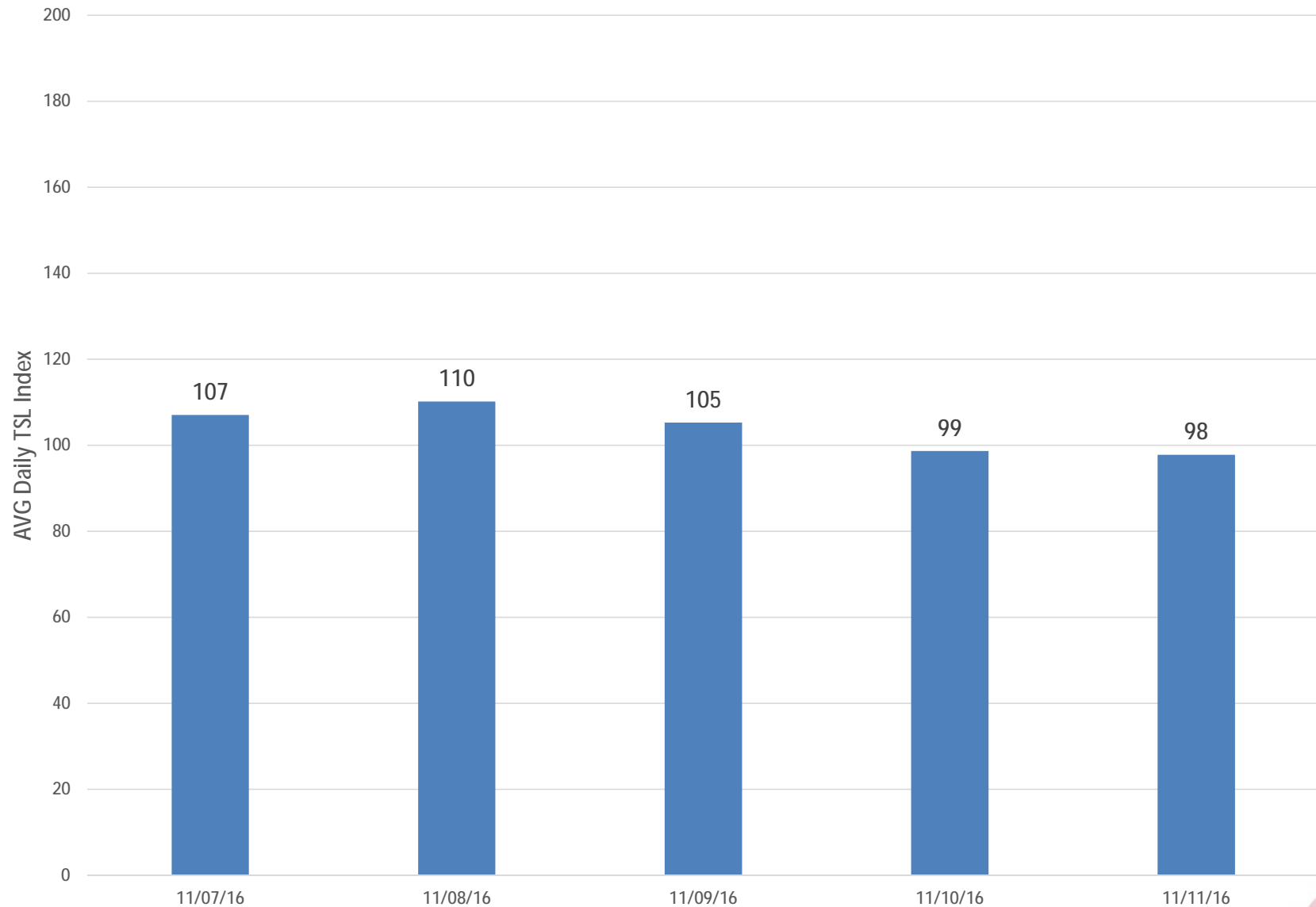
Share Indexed Higher Most Of Election Week, As Well



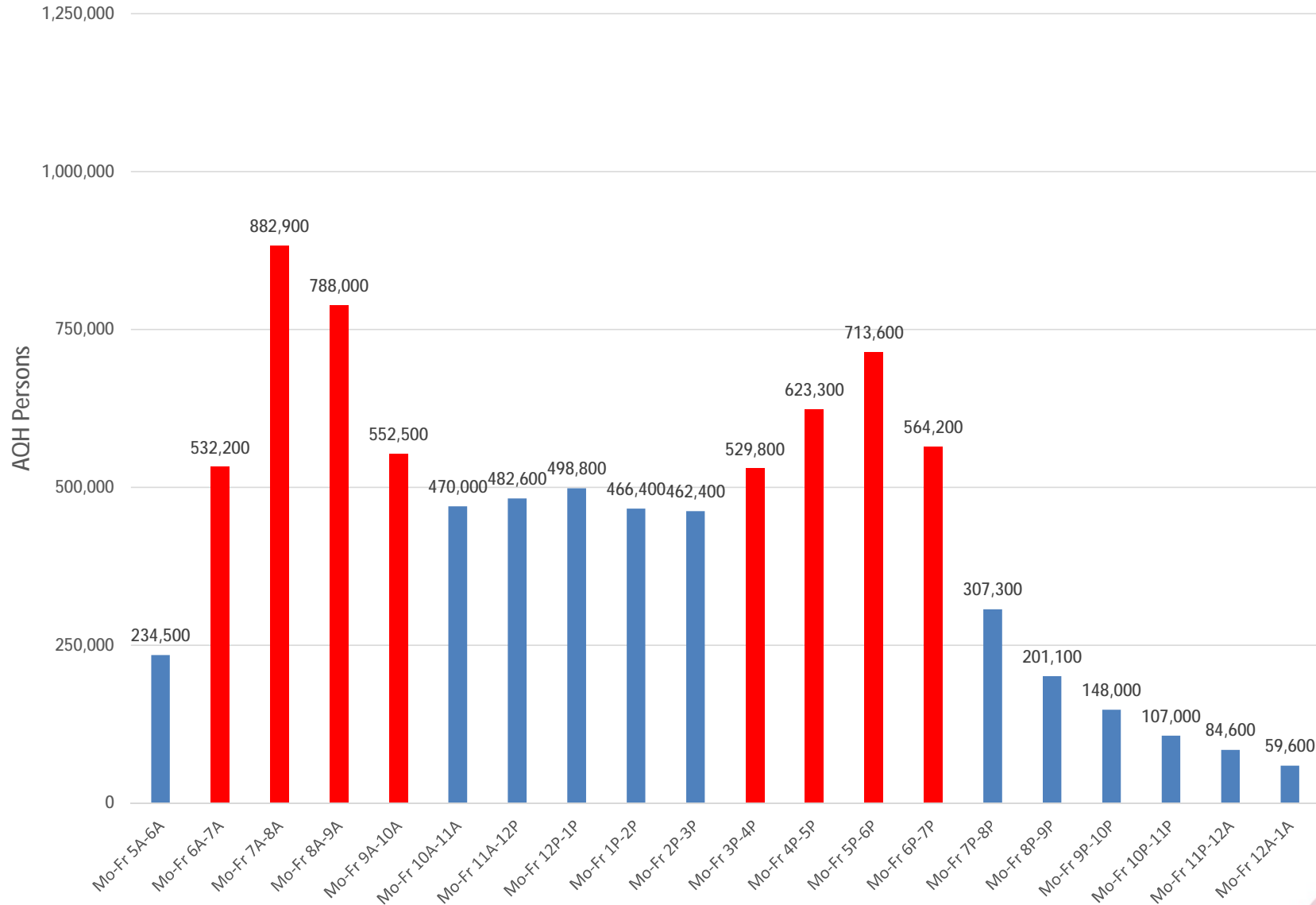
AVG Daily Cume Indexed Higher Every Day Of Election Week



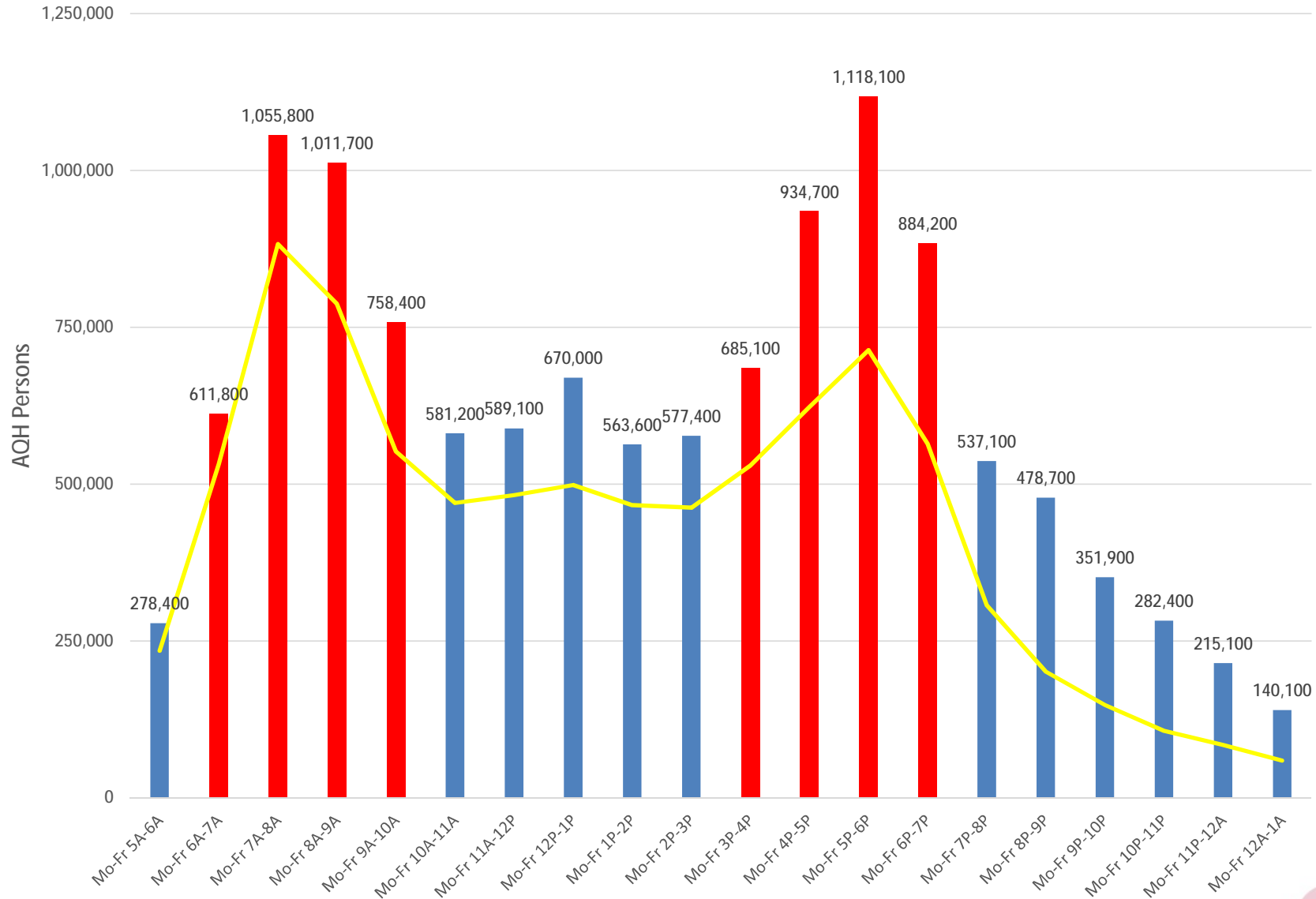
AVG Daily TSL Helped Put Early Days Of Election Week Over The Top



AM & PM Drives Were Most Listened To Hours For Fall 2016

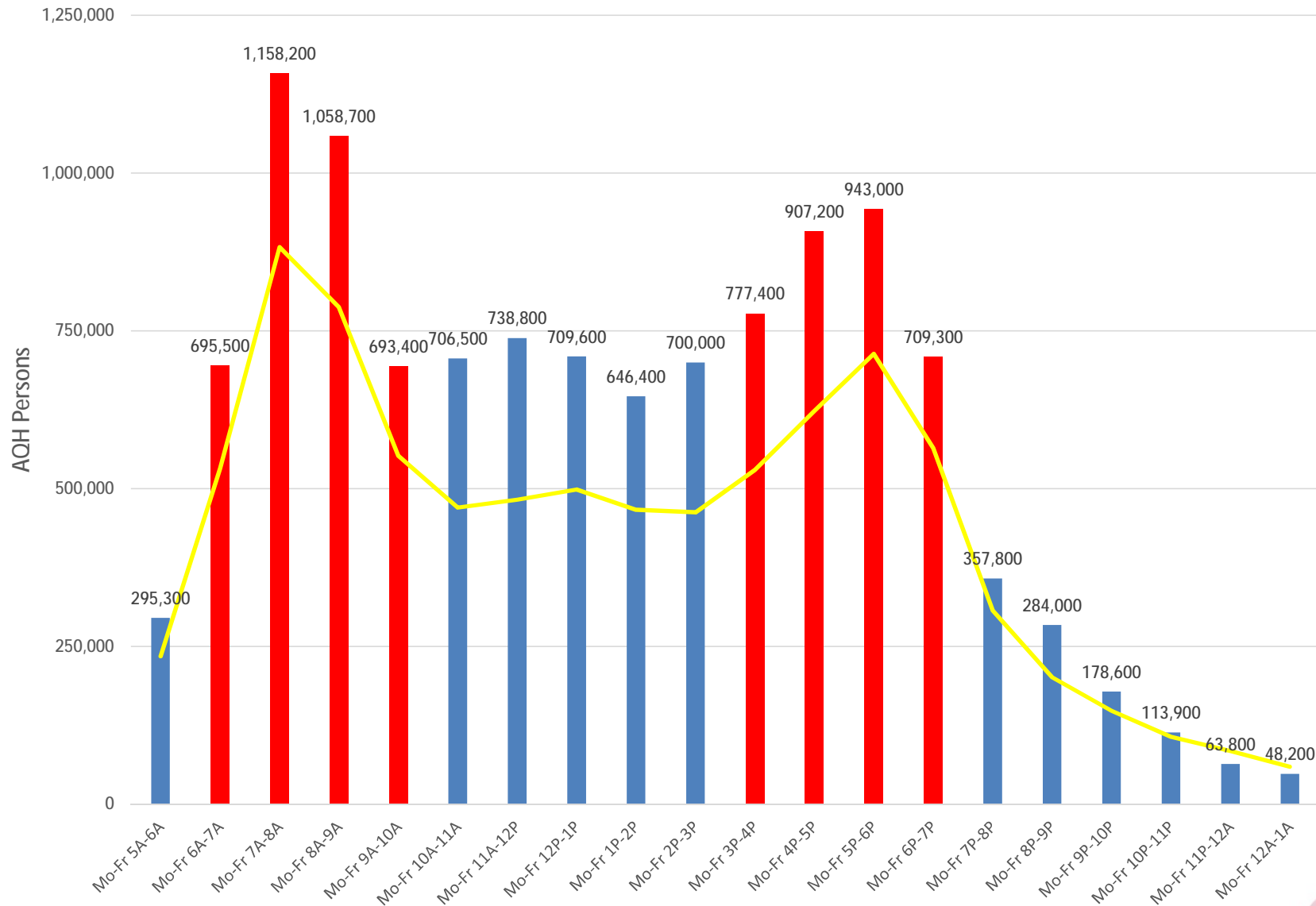


Every Hour On Election Day Was Up Over Fall 2016 Average



Nielsen Audio, PPM, 45 Top-Ranked NPR News Stations, 45 Markets, Metro, 11/8/2016, Persons 6+, M-F 5a-1a, Total AQH Persons

7AM The Day After The Election Had The Most Listening Of All



Your Listeners And The RRC Thank You For Great Programming!



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