AQH Age Cell Composition for 23 Classical Stations in 23 PPM Markets

Average
- 25% 18-24
- 16% 12-17
- 5% 6-11

Min
- 1% 75+
- 2% 45-54
- 4% 25-34

Max
- 46% 75+
- 28% 65-74
- 16% 55-64

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AQH Gender Composition for 23 Classical Stations in 23 PPM Markets

- Average: 53% Male, 47% Female
- Min: 36% Male, 28% Female
- Max: 73% Male, 65% Female
AQH Share for 23 Classical Stations in 23 PPM Markets

- Average: 1.7
- Min: 0.4
- Max: 3.1
Classical

AQH Share by Daypart for 23 Classical Stations in 23 PPM Markets

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Classical

Nielsen Audio, PPM, 23 Stations/23 Markets, July 2017 thru June 2018, P6+, M-Su 6a-12a

AVG Weekly Cume Rating for 23 Classical Stations in 23 PPM Markets

Average: 4.5
Min: 1.8
Max: 7.5

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Classical

Nielsen Audio, PPM, 23 Stations/23 Markets, July 2017 thru June 2018, P6+, M-Su 6a-12a

Weekly Occasions for 23 Classical Stations in 23 PPM Markets

- Average: 12.1
- Min: 6.3
- Max: 21.2

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Classical

Duration (Time Spent Per Occasion) for 23 Classical Stations in 23 PPM Markets

- Average: 0:12
- Min: 0:11
- Max: 0:16

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Daily Time Spent Listening for 23 Classical Stations in 23 PPM Markets

**Average:** 1:20

**Min:** 0:54

**Max:** 1:55
Classical Nielsen Audio, PPM, 23 Stations/23 Markets, July 2017 thru June 2018, P6+, M-Su 6a-12a

P1 Composition for 23 Classical Stations in 23 PPM Markets

- **Average Min Max**
  - % P1 AQH: 70% 56% 84%
  - % P1 Avg Daily Cume: 48% 30% 37%
  - % P1 Avg Weekly Cume: 30% 22% 40%

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Classical Nielsen Audio, PPM, 23 Stations/23 Markets, July 2017 thru June 2018, P6+, M-Su 6a-12a

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P1 Occasions for 23 Classical Stations in 23 PPM Markets

- Avg Daily Occasions: 4.9
- Avg Weekly Occasions: 12.1
- P1 Avg Daily Occasions: 6.8
- P1 Avg Weekly Occasions: 26.9