Jazz Nielsen Audio, PPM, 13 Stations/13 Markets, July 2017 thru June 2018, P6+, M-Su 6a-12a

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AQH Age Cell Composition of 13 Jazz Stations in 13 PPM Markets

Average Min Max
6-11 12-17 18-24 25-34 35-44 45-54 55-64 65-74 75+
3% 3% 4% 7% 9% 11% 28% 27% 58%
0% 0% 1% 2% 2% 2% 1% 17% 43%
4% 1% 1% 8% 9% 6% 12% 21% 21%
Jazz

Nielsen Audio, PPM, 13 Stations/13 Markets, July 2017 thru June 2018, P6+, M-Su 6a-12a

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AQH Share by Daypart of 13 Jazz Stations in 13 PPM Markets

- Average
- Min
- Max

M-F 6a-10a M-F 10a-3p M-F 3p-7p M-F 7p-12m Sa-Su 6a-12m

- 0.7 0.8 0.8 1.2 1.1
- 0.3 0.3 0.2 0.4 0.4
- 1.2 1.4 1.5 2.7 1.6
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AVG Weekly Cum Rating of 13 Jazz Stations in 13 PPM Markets

- Average: 3.1
- Min: 1.6
- Max: 4.9
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Weekly Time Spent Listening of 13 Jazz Stations in 13 PPM Markets

- Average: 2:25
- Min: 1:45
- Max: 3:45

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Weekly Occasions of 13 Jazz Stations in 13 PPM Markets

- Average: 9.4
- Min: 7.5
- Max: 13.6

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Daily Time Spent Listening of 13 Jazz Stations in 13 PPM Markets

- Average: 1:12
- Min: 0:56
- Max: 1:39
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P1 Composition of 13 Jazz Stations in 13 PPM Markets

- Average % P1 AQH: 51%
- Average % P1 Avg Daily Cume: 31%
- Average % P1 Avg Weekly Cume: 18%
- Min % P1 AQH: 29%
- Min % P1 Avg Daily Cume: 18%
- Min % P1 Avg Weekly Cume: 8%
- Max % P1 AQH: 68%
- Max % P1 Avg Daily Cume: 46%
- Max % P1 Avg Weekly Cume: 28%
Jazz Nielsen Audio, PPM, 13 Stations/13 Markets, July 2017 thru June 2018, P6+, M-Su 6a-12a

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