

# How Are XBNH-FM's Vital Signs Trending?

MANCHESTER; Metro

FA24; Persons 12+; M-Su 6a-12m; P1 Threshold: 0:00 (HH:MM)

	FA24	SP25	2-Book Average
<b>Estimates</b>			
AQH Share	0.0	0.5	0.5
AQH Share Rank	21t	23t	24t
AQH Persons	0	100	100
Weekly Cume Persons	1,600	3,500	2,500
Weekly Cume Rating	0.7	1.6	1.2
Weekly Time Spent Listening (HH:MM)	2:15	3:30	3:15
Weekly Tune-Ins	4.2	3.5	3.9
Weekly Time Spent per Tune-In (HH:MM)	:31	1:02	:47
<b>P1 Information</b>			
P1 AQH Persons	0	100	0
P1 % of AQH Persons	0%	100%	0%
P1 Weekly Cume Persons	300	800	500
P1 % of Weekly Cume Persons	19%	23%	20%
P1 Weekly Time Spent Listening (HH:MM)	1:45	12:30	9:45
P1 Weekly Tune-Ins	6.0	10.3	8.2
P1 Weekly Time Spent per Tune-In (HH:MM)	:18	1:13	:46
P1 Weekly Diaries	2	5	4
P1 % of Station Weekly Diaries	29%	29%	29%
When I'm P1, Who's the Top P2?	WFNQ-FM	WGIR-FM	
% of P1 Listeners	50%	60%	
When I'm P2, Who's the Top P1?	WGIR-FM	WGIR-FM	
% of P2 Listeners	50%	50%	
<b>In-Tab</b>			
In-Tab	928	1,064	
# of Station Diaries	7	17	12
% of Station Diaries with 100+ QHs (M-Su 6a-12m)	0.0%	5.9%	4.2%
<b>Detailed Daypart Trend (AQH Share)</b>			
M-F 6a-10a	0.0	0.7	0.4
M-F 10a-3p	0.4	0.3	0.3
M-F 3p-7p	0.0	0.8	0.4
M-F 7p-12m	0.0	0.0	0.0
M-F 6a-7p	0.0	0.4	0.4
Sa-Su 6a-12m	0.0	0.8	0.0
<b>Age Range (Quarter Hours)</b>			
10 Year Age Range	34-43	26-35	
% Quarter Hours	84%	62%	
<b>Listening Location Composition (AQH Persons)</b>			
Home	0%	7%	6%
Car	100%	53%	63%
Work	0%	36%	28%
Other	0%	3%	3%
<b>Age Cell Composition (AQH Persons)</b>			
12-17	0%	0%	0%
18-24	0%	8%	6%
25-34	2%	47%	38%
35-44	77%	22%	34%
45-54	0%	13%	10%
55-64	21%	10%	12%
65-74	0%	0%	0%
75+	0%	0%	0%
<b>Gender Composition (AQH Persons)</b>			
Male	42%	41%	41%
Female	58%	59%	59%

3,500 listeners each week, and they listen 3+ hours on average.

WBNH is the favorite station to 23% of those tuning in, and they listen for 12+ hours/wk!

Strongest listening is in AM & PM drive and weekends.

Almost 2/3rds of audience is 26-35