

How Are XBNH-FM's Vital Signs Trending?

MANCHESTER; Metro

FA24, SP25, FA25; Persons 12+; M-Su 6a-12m; P1 Threshold: 0:00 (HH:MM)

	FA24	SP25	FA25	3-Book Average
Estimates				
AQH Share	0.0	0.5	0.6	0.5
AQH Share Rank	21t	23t	17t	23t
AQH Persons	0	100	100	100
Weekly Cume Persons	1,600	3,500	4,200	3,100
Weekly Cume Rating	0.7	1.6	1.9	1.4
Weekly Time Spent Listening (HH:MM)	2:15	3:30	1:45	2:30
Weekly Tune-Ins	4.2	3.5	3.1	3.6
Weekly Time Spent per Tune-In (HH:MM)	:31	1:02	:33	:42
P1 Information				
P1 AQH Persons	0	100	0	0
P1 % of AQH Persons	0%	100%	0%	0%
P1 Weekly Cume Persons	300	800	1,400	800
P1 % of Weekly Cume Persons	19%	23%	33%	26%
P1 Weekly Time Spent Listening (HH:MM)	1:45	12:30	2:15	5:30
P1 Weekly Tune-Ins	6.0	10.3	4.5	6.9
P1 Weekly Time Spent per Tune-In (HH:MM)	:18	1:13	:30	:40
P1 Weekly Diaries	2	5	4	4
P1 % of Station Weekly Diaries	29%	29%	25%	28%
When I'm P1, Who's the Top P2?	WFNQ-FM	WGIR-FM	WXRV-FM	
% of P1 Listeners	50%	60%	50%	
When I'm P2, Who's the Top P1?	WGIR-FM	WGIR-FM	WXRV-FM	
% of P2 Listeners	50%	50%	33%	
In-Tab				
In-Tab	928	1,064	900	
# of Station Diaries	7	17	16	13
% of Station Diaries with 100+ QHs (M-Su 6a-12m)	0.0%	5.9%	0.0%	2.5%
Detailed Daypart Trend (AQH Share)				
M-F 6a-10a	0.0	0.7	0.0	0.4
M-F 10a-3p	0.4	0.3	0.4	0.4
M-F 3p-7p	0.0	0.8	0.5	0.4
M-F 7p-12m	0.0	0.0	0.0	0.0
M-F 6a-7p	0.0	0.4	0.4	0.4
Sa-Su 6a-12m	0.0	0.8	0.0	0.0
Age Range (Quarter Hours)				
10 Year Age Range	34-43	26-35	51-60	
% Quarter Hours	84%	62%	31%	
Listening Location Composition (AQH Persons)				
Home	0%	7%	16%	9%
Car	100%	53%	84%	70%
Work	0%	36%	0%	20%
Other	0%	3%	0%	2%
Age Cell Composition (AQH Persons)				
12-17	0%	0%	32%	10%
18-24	0%	8%	8%	7%
25-34	2%	47%	1%	26%
35-44	77%	22%	13%	27%
45-54	0%	13%	9%	10%
55-64	21%	10%	26%	17%
65-74	0%	0%	10%	3%
75+	0%	0%	0%	0%
Gender Composition (AQH Persons)				
Male	42%	41%	80%	53%
Female	58%	59%	20%	47%