



Report Export from TAPSCAN Web

Market: NATIONAL REGIONAL DATABASE
 Survey: Average of Nielsen Radio Spring 2015/Fall 2014/Spring 2014
 Station: KHOL-FM

Geography: Custom Geo Used = Teton, ID; Teton, WY

	Average Weekly	
	Intab	Population
Persons 12+	112	27,800
Adults 25-54	33	12,300
Adults 35+	91	16,000

	Persons 12+				Adults 25-54				Adults 35+				
	Average Weekly				Average Weekly				Average Weekly				
	AQH	Cume		TSL	AQH	Cume		TSL	AQH	Cume		TSL	
	Persons	Persons	Rating	(Hr:Min)	Persons	Persons	Rating	(Hr:Min)	Persons	Persons	Rating	(Hr:Min)	
M-Su 6a-12m	400	4,800	17.3	9:15	300	4,500	36.6	9:45	300	2,300	14.4	17:30	M-Su 6a-12m
M-F 6a-12m	300	4,800	17.3	5:45	300	4,500	36.6	6:15	300	2,200	13.8	11:00	M-F 6a-12m
M-F 6a-10a	300	2,800	10.1	1:45	300	2,800	22.8	1:45	200	1,500	9.4	2:00	M-F 6a-10a
M-F 10a-3p	300	3,000	10.8	2:45	300	2,700	22.0	3:00	300	1,800	11.3	4:30	M-F 10a-3p
M-F 3p-7p	400	3,500	12.6	2:15	400	3,200	26.0	2:15	400	2,200	13.8	3:15	M-F 3p-7p
M-F 7p-12m	300	1,700	6.1	4:00	300	1,700	13.8	4:00	200	400	2.5	15:00	M-F 7p-12m
Sa-Su 6a-12m	500	2,800	10.1	6:00	500	2,800	22.8	6:00	400	1,500	9.4	10:30	Sa-Su 6a-12m

Additional Notices:

This service is not part of Nielsen Audio's regular syndicated service accredited by the Media Rating Council(MRC).

PPM estimates are derived from the PPM technology and methodology and are subject to the qualifications and limitations stated in that Report.

Encoded stations qualify to be reported if they have received credit for five or more minutes of listening within a quarter hour from at least one PPM Panelist during the Monday - Friday 6am - Midnight daypart for the survey.

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PPM ratings are based on audience estimates and are the opinion of Nielsen Audio and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.



NATIONAL REGIONAL DATABASE
Nielsen Audio Spring 2015/Fall 2014/Spring 2014
Persons 18+ M-Su 6a-Mid
Custom Geography Used = Teton County, WY
User Specified Station List

User Specified Station List	AQH Persons	AQH Rating	Weekly Cume Persons	Weekly Cume Rating	Weekly TSL (hh:mm)
KUWJ-FM	400	2.5	5,900	36.2	8:15
KHOL-FM	400	2.5	4,800	29.4	9:15
KIXM-FM	0	0	3,700	22.7	1:15
KMTN-FM	0	0	1,600	9.8	1:15
KUWR-FM	0	0	500	3.1	2:00
KZJH-FM	0	0	500	3	2:15

Population = 16,300 Intab Diaries = 51

Additional Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day.

Estimates for all other dayparts are based on the 12m-12m calendar day.

Stations qualify to be reported if they have received five or more minutes of listening in a single quarter-hour in at least 1 in-tab diary in the market, Monday-Sunday Midnight-Midnight (total week), during the survey period. Encoded stations qualify to be reported if they have received credit for five or more minutes of listening within a quarter hour from at least one PPM Panelist during the Monday - Friday 6am - Midnight daypart for the survey period.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. PPM estimates are derived from the PPM technology and methodology and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data.

For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here:

http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf

Audience estimates for digital audio reflect listening in PPM-measured areas only.

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