




Turning the Numbers into Sales Solutions

A GUIDE TO SELLING

WITH ARBITRON RATINGS



T U R N I N G T H E
N U M B E R S
I N T O S A L E S
S O L U T I O N S

Arbitron is committed to providing the most reliable listening estimates for audience analysis available. We also offer assistance through a professional staff of account managers and trainers. A host of training manuals and informative selling tools are also available.

Sales Solutions is another Arbitron Radio guide packed with ways to help you generate greater billing for your station and find solutions to your sales and research needs.

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Some Basic Terms and Definitions

Metro Survey Area (MSA)

An MSA always includes a city or cities whose population is specified as that of the central city together with the county (or counties) in which it is located. The MSA also includes contiguous or additional counties when the economic and social relationships between the central and additional counties meet specified criteria. Metro Survey Areas generally correspond to the Metropolitan Statistical Areas (MSAs) defined by the U.S. Government's Office of Management and Budget. They are subject to exceptions dictated by historical industry usage and other marketing considerations.

Total Survey Area (TSA)

A geographic area that encompasses the Metro Survey Area and certain counties (or county equivalents) located outside the MSA. The TSA is defined by those counties which meet certain listening criteria of stations located in the Metro area.

Designated Market Area (DMA®)

Nielsen Media Research, Inc.'s geographic market design which defines each television market exclusive of others based on measurable viewing patterns. Every county (or county equivalent) in the United States is assigned exclusively to one DMA.

Average Quarter-Hour Persons (AQH Persons)

The estimated *average* number of persons listening to a particular station for at least five minutes within a reported daypart.

Average Quarter-Hour Rating (AQH Rating)

The Average Quarter-Hour Persons estimate expressed as a percentage of

the appropriate estimated population. This estimate is available in the MSA and DMA. It can also be computed for the TSA.

$$\frac{\text{AQH Persons}}{\text{Population}} \times 100 = \text{AQH Rating (\%)}$$

Cume Persons

The total number of *different* persons who listened to a radio station for at least five minutes during the course of a daypart.

Cume Rating

The Cume Persons audience expressed as a percentage of all persons estimated to be in the specified demographic group.

$$\frac{\text{Cume Persons}}{\text{Population}} \times 100 = \text{Cume Rating (\%)}$$

Rating (AQH or Cume)

The audience expressed as a percentage of the total population.

$$\frac{\text{Listeners}}{\text{Population}} \times 100 = \text{Rating (\%)}$$

Share

The percentage of those listening to radio in the Metro who are listening to a particular radio station.

$$\frac{\text{AQH Persons to a Station}}{\text{AQH Persons to All Stations}} \times 100 = \text{Share (\%)}$$

Gross Impressions (GIs)

The sum of the Average Quarter-Hour Persons audience for all spots in a given schedule.

$$\text{AQH Persons} \times \text{the number of spots in an advertising schedule} = \text{GIs}$$

Gross Rating Points (GRPs)

The sum of all rating points achieved for a particular spot schedule.

$$\text{AQH Rating} \times \text{the number of spots in an advertising schedule} = \text{GRPs}$$

Cost Per Rating Point

The cost of reaching an Average Quarter-Hour Persons audience that's equivalent to one percent of the population in a given demographic group.

$$\frac{\text{Cost of Schedule}}{\text{GRP}} = \text{Cost Per Rating Point}$$

Cost Per Thousand (CPM)

The cost of delivering 1,000 gross impressions.

$$\frac{\text{Cost of Schedule}}{\text{GI}} \times 1,000 = \text{CPM}$$

Exclusive Cume

The number of different persons who listen to only one station during the daypart reported.

Net Reach

The number of different persons reached in a given schedule. For single-station and multiple-station schedules.

Frequency

The average number of times a person is exposed to a radio spot schedule.

$$\frac{\text{GI}}{\text{Net Reach}} = \text{Frequency}$$

Time Spent Listening (TSL)

An estimate of the amount of time the average listener spent with a station (or total radio) during a particular daypart. This estimate, expressed in hours and minutes, is reported for the Metro only.

$$\frac{\text{AQH Persons} \times \text{Quarter-Hours in a time period}}{\text{Cume Audience}} = \text{TSL}$$

Turnover

The total number of different groups of persons that make up a station's audience.

$$\frac{\text{Cume Persons}}{\text{AQH Persons}} = \text{Turnover}$$

Equations

Here are some equations you can use for answers in most sales situations. They're helpful bits of information to aid you in developing your station's sales story. To illustrate these principles, we'll use the following stations, rates and audience estimates from the Local Market Report and rates reported in SRDS. Remember that radio estimates are reported in hundreds. Two zeros must be added to all AQH and Cume audience figures.

AQH Rating

Expressing your AQH Persons as a percentage of the population in the geographic/demographic area.

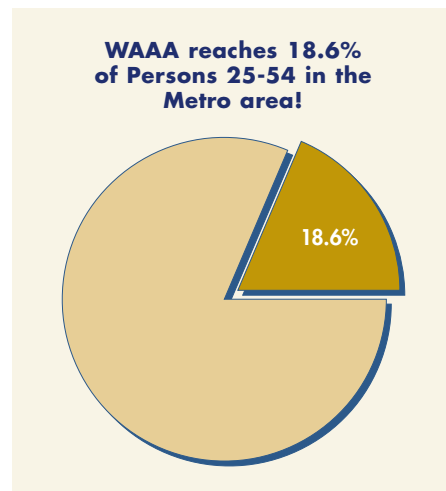
$$\frac{\text{AQH Audience}}{\text{Population of age/sex cell}} \times 100 = \text{AQH Rating (\%)}$$

WAAA's AQH Rating among Persons 25-54:

$$\frac{391}{9852} = 0.0397 \times 100 = 4.0 \text{ (rounded to nearest tenth)}$$

A spot in this daypart will reach four percent of the Persons 25-54 in "Your Town" Metro.

WAAA's AQH Rating is 4.0, or, on the average, four percent of Persons 25-54 listen to WAAA in an average quarter-hour.



Sample Data

M-F 6A-10A

Persons 12+/Persons 25-54

	<u>P12+ AQH</u>	<u>P25-54 AQH</u>	<u>P25-54 Cume</u>	<u>Cost Per Spot</u>
	(00)*	(00)	(00)	
WAAA	508	391	1836	\$195
WBBB	142	88	504	\$110

Metro Survey Area
Total Listening

2715 8612

Metro Survey Area Population
Persons 25-54 = 985,200

*Population data are shown in full in the population section of the Local Market Report. Be sure to drop the last two zeros in working the formulas unless otherwise indicated.

Cume Rating

Expressing the Cume Persons for a demographic group as a percentage of that population in a geographic area.

$$\frac{\text{Cume Audience}}{\text{Population of age/sex cell}} \times 100 = \text{Cume Rating (\%)}$$

WAAA's Cume Rating:

$$\frac{1836}{9852} = 0.1863 \times 100 = 18.6$$

AQH Share

A station's share of the Metro listening for a specific demographic during a daypart.

$$\frac{\text{Station's AQH Persons}}{\text{Metro Total Avg. Persons}} \times 100 = \text{Share (\%)}$$

(located at the bottom of the page in each Local Market Report)

WAAA's AQH Share (P25-54):

$$\frac{391}{2715} = 0.144 \times 100 = 14.4$$

WAAA's AQH Share is 14.4, or, on the average, 14.4 percent of Persons 25-54 who are listening to radio are listening to WAAA.

Time Spent Listening (TSL)

Discover how much time the average person spends listening to your station.

$$\frac{\text{AQH Persons} \times \text{Quarter-Hours in a time period}}{\text{Cume Audience}} = \text{TSL}$$

First find the number of quarter-hours in a daypart.

Daypart M-F, 6A-10A

$$6A-10A = 4 \text{ hours} \times \frac{4 \text{ quarter-hours}}{\text{in an hour}} = 16$$

$$16 \text{ quarter-hours} \times \frac{5 \text{ days}}{\text{(M-F)}} = 80 \text{ quarter-hours in this daypart}$$

$$\frac{391 \times 80}{1836} = 17 \text{ quarter-hours per week (M-F) (rounded to nearest whole number)}$$

To express TSL in hours and minutes, divide this result by four.

$$\frac{17}{4} = 4.25 \text{ hours (4 hours 15 minutes per week, M-F)}$$

Note that the digits following the decimal point *must* be multiplied by 60 in order to determine the minutes.

WAAA's audience spends approximately 4 hours 15 minutes a week during the daypart M-F, 6A-10A with the station.

Gross Impressions

The total number of impressions or impacts that have been sold or purchased. Remember, this figure represents the number of impressions, not people.

$$\text{AQH Audience} \times \text{Number of Commercials} = \text{Gross Impressions}$$

WAAA's Gross Impressions:

$$391 \times 18 \text{ commercials} = 7,038 \times 100 = 703,800$$

An 18-spot schedule on WAAA will deliver 703,800 advertising impressions.

Reverse Gross Impressions

A term often used when assessing the number of spots needed on a competing station to match your station's GIs.

$$\frac{\text{Your Gross Impressions}}{\text{Competitor's AQH Persons}} = \text{Spots}$$

$$\frac{\text{WAAA } 7038(00)}{\text{WBBB } 88(00)} = 80$$

Cost Per Thousand Gross Impressions (same as Cost Per Thousand, CPM)

The cost of each 1,000 impressions delivered by the schedule.

$$\frac{\$ \text{ Cost of Schedule} \times 1,000}{\text{Gross Impressions}} = \text{CPM/GI}$$

WAAA's CPM/GI:

$$\begin{aligned} \text{Cost of Schedule} &= \\ 18 \text{ commercials} \times \$195 \text{ each} &= \$3,510 \\ \text{Gross Impressions taken from example above.} & \end{aligned}$$

$$\frac{\$3,510 \times 1,000}{703,800} = \$4.99$$

The advertiser needs to invest just \$4.99 to deliver 1,000 impressions on WAAA.

Listeners Per Dollar

The number of people who can be reached (or number of impacts) with a single advertising dollar.

$$\frac{\text{AQH Audience}}{\text{Spot Cost}} = \text{Listeners Per Dollar}$$

$$\text{WBBB P12+} = \frac{142}{\$110} \times 100 = \frac{129 \text{ Listeners}}{\text{Per Advertising Dollar Invested}}$$

This estimate may be used to effectively demonstrate radio's advantage over direct mail.

Gross Rating Points (GRPs)

The number of rating points a schedule will deliver.

$$\text{AQH Rating} \times \text{number of commercials} = \text{GRPs}$$

WAAA's Gross Rating Points:

$$4.0 \times 18 = 72$$

WAAA's contribution to the Gross Rating Point goal is 72 Gross Rating Points.

Cost Per Gross Rating Point

The cost of each GRP:

$$\frac{\text{Cost of Schedule}}{\text{Gross Rating Points}} = \text{Cost Per Gross Rating Point}$$

WAAA's Cost Per GRP:

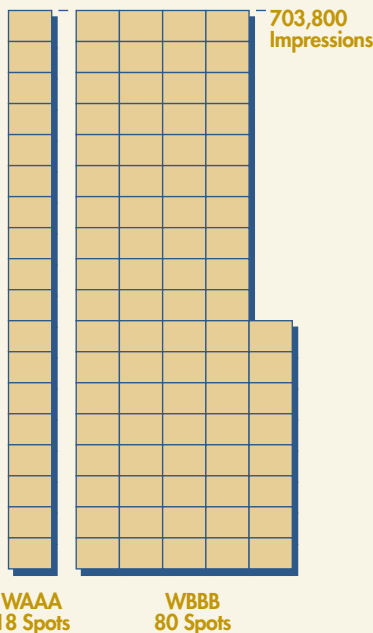
$$\frac{18 \times \$195}{18 \times 4.0} = \frac{\$3,510}{72} = \$48.75$$

Each Gross Rating Point will cost \$48.75 by running the above schedule on WAAA during M-F, 6A-10A.

Cost Per Point is based on Rating Points which are derived from a station's AQH Rating x the number of spots.

Reach and frequency takes into account both AQH and Cume to show how many *different* people will be reached and the number of times they will hear the spot.

WAAA delivers 703,800 impressions with 18 commercials. WBBB must broadcast 80 commercials to deliver the same number of impressions.



Reverse Cost Per Thousand

This tells you the maximum rate per commercial your competition can charge to be as cost efficient as your station.

$$\frac{\text{Your CPM} \times \text{Their AQH}}{1,000} = \text{Reverse CPM}$$

$$\frac{(\text{WAAA's CPM}) \times (\text{WBBB's AQH})}{\frac{4.99}{1,000} \times 88(00)} = \$43.91$$

WBBB could charge no more than \$43.91 per spot to be as efficient as WAAA at \$195 per spot.

A second application with the Reverse CPM formula lets you determine what your station should be charging to achieve the same efficiency as your competition.

$$\frac{\text{Competition's CPM} \times \text{Your AQH}}{1,000} = \text{Reverse CPM for your station}$$

First assess competition's CPM:

$$\text{WBBB's schedule cost} = 18 \times \$110 = \$1,980$$

$$\text{WBBB's GIs} = 88(00) \times 18 = 1584$$

$$\frac{\$1,980 \times 1,000}{158,400} = \$12.50 \text{ WBBB's CPM}$$

Next, apply the competition's CPM to your AQH audience:

$$\frac{\$12.50 \times 391(00) \text{ (WAAA's AQH)}}{1,000} = \$488.75$$

WAAA could charge \$488.75 per commercial to achieve the same efficiency in audience delivery as WBBB does when charging \$110 per spot.

Audience Composition (Target Audience Efficiency)

This demonstrates your coverage of the target audience. Sales points that might be made: Target coverage wastes no advertising dollars; target coverage may support a higher CPM; or, when deciding between two alternatives, the more precisely targeted

station is more efficient. This formula also applies to TSL and Cumes.

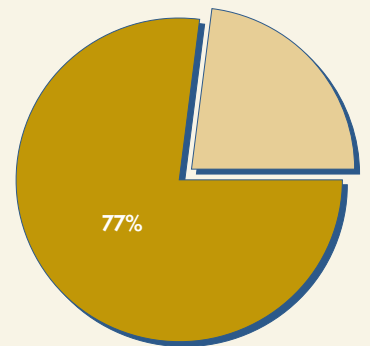
$$\frac{\text{Your Target AQH Audience} \times 100}{\text{Your Total Persons 12+ AQH Audience}} = \text{TAE}$$

WAAA's Target AQH audience is Persons 25-54. Its M-F, 6A-10A AQH Metro delivery of that audience is 39,100. Its AQH Metro delivery of all Persons 12+ during M-F, 6A-10A is 508(00).

$$\frac{391}{508} \times 100 = 77\%$$

In other words, 77 cents of every dollar spent on WAAA will be directed at the target audience of Persons 25-54.

77% of WAAA's morning drive audience lies within the target demographic!



Percent Exclusive Cume

The percent of a station's total Cume audience which listens only to that station. "Mr. Advertiser, X percent of your target customers can be reached only on WAAA."

$$\frac{\text{Your Exclusive Cume Audience} \times 100}{\text{Total Cume Audience}} = \% \text{ Exclusive}$$

Both Exclusive Cume figures and Exclusive Cume Audience percent appear in every local Radio Market Report.

Solutions to Sales Situations

The following techniques offer possible solutions to typical sales problems.

Newspapers

PROBLEM: A daily newspaper has obtained a larger portion of one of your advertiser's ad dollars because the advertiser is unsure of radio's value.

SOLUTION 1: Demonstrate how much time a typical Metro listener spends with radio in your market and what percent of that Metro population radio reaches in a week.

Formula A: Use the P12+ Metro AQH (00) totals found at the bottom of the page (M-S, 6A-12M) in your Local Market Report to determine time spent listening to radio in your market. The time spent listening (TSL) equation is on page 3 of this guide.

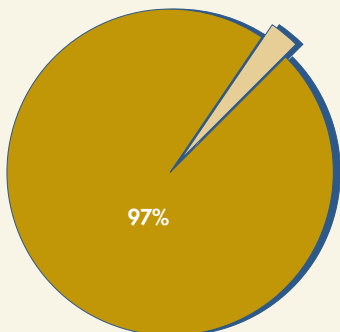
Formula B:

$$\frac{\text{Metro Total Cume}}{\text{Metro Population}} \times 100 = \% \text{ reached by radio}$$

SOLUTION 2: Compare radio's reach by demographic with other media.

For example: Using Persons 25-54 in the Metro, radio delivers 955,600 (Metro total) of them over the course of a week. The Persons 25-54 population of one Metro is 985,200. By

Radio delivers 97% of the target demographic over the course of a week!



dividing these two figures we learn that radio delivers better than 97 percent of this vital market segment.

Radio reaches nearly everyone in the target demographic during the course of the week!

SOLUTION 3: Compare the print media's circulation to radio's reach.

How?

The Local Market Report offers vital information about newspapers. The Metro Market Profile section shows newspaper circulation and what percent of the households in the Metro are reached by print.

Sell Beyond Drive Time (Tap the Potential of the Total Weekend Audience)

PROBLEM: Your advertisers only want drive time.

SOLUTION: Even out your inventory by selling other time periods, especially weekends.

1) Use Cume subtractions to show weekend-only listeners. Show an advertiser the value of using these audiences to build reach by hitting new and different potential customers.

Remember, retail stores are open on Saturday, and many on Sunday.

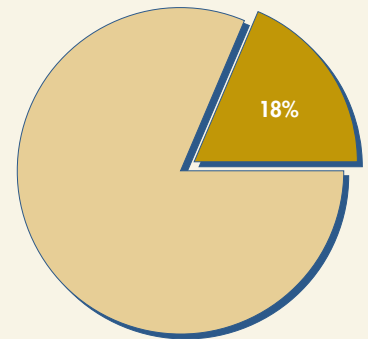
Formula: Subtract M-F, 6A-12M from M-Su, 6A-12M to isolate weekend-only listeners.

KAAA's 12+ Metro Cume	
M-Su, 6A-12M	734,300
M-F, 6A-12M	-598,900
Sa-Su, 6A-12M only	135,400

There are 135,400 KAAA listeners who can be reached only on the weekend. Take analysis one step further by showing Percent Composition.

$$\frac{\text{KAAA's Weekend Audience}}{\text{KAAA's Total Audience}} = 18\%$$

18% of KAAA's total audience can be reached only on the weekend!



2) Show evening-only listeners.

Formula: Subtract M-F, 6A-7P Cume from M-F, 6A-12M to isolate evening-only audience.

KAAA's 12+ Metro Cume	
M-Su, 6A-12M	598,900
M-F, 6A-7P	-506,100
Evening Only (7P-12M)	92,800

So, 92,800 people listen to KAAA only in the evening, and in NO other daypart. Again, take analysis one step further by showing Percent Composition.

$$\frac{\text{Evening Only}}{\text{M-F, 7P-12M}} \times 100 = \frac{92,800}{427,600} \times 100 = 21.7\%$$

"As you can see, Ms. Advertiser, I have a substantial number of listeners who tune in only in the evening or on weekends. To reach them, you should allocate spots to these dayparts to provide maximum reach for your schedule."

Numbers Dropping? Maybe Not! Average Share Trends—Metro Survey Area

Here is an answer to the age-old question "If my rating is up, how can my share be down?" In this example, WBBB has lost audience share from Spring 2000 (2.7) to Summer 2000 (2.6). Yet, listenership to the station has actually increased during the same time period from 6,200 AQH Persons in Spring 2000 to 6,500 AQH Persons in Summer 2000.

	Monday-Friday		10AM-3PM	
	AQH (00)	Cume (00)	AQH Rtg	AQH Share
WAAA				
SU '00	156	2128	1.3	6.3
SP '00	119	2014	1.0	5.1
WI '00	116	2010	1.0	4.7
FA '99	174	2211	1.4	6.9
4-Book	141	2091	1.2	5.7
SU '99	73	1989	0.6	3.2
WBBB				
SU '00	65	968	0.6	2.6
SP '00	62	990	0.5	2.7
WI '00	110	1109	0.9	4.4
FA '99	57	910	0.5	2.3
4-Book	74	994	0.6	3.0
SU '99	64	905	0.5	2.8
WCCC				
SU '00	81	1435	0.7	3.3
SP '00	121	1637	1.0	5.2
WI '00	112	1570	1.0	4.5
FA '99	78	1399	0.7	3.1
4-Book	98	1510	0.9	4.0
SU '99	69	1302	0.6	3.0
TOTALS				
SU '00	2477	11364	21.2	
SP '00	2329	11309	20.0	
WI '00	2486	11369	21.3	
FA '99	2519	11410	21.6	
4-Book	2453	11363	21.0	
SU '99	2273	11287	19.5	

The secret lies in the Metro Totals at the bottom of the Target Listener Trends pages in the Local Market Reports.

How can share be down, but overall station audience up? Note the increase in total market radio listenership from Spring 2000 to Summer 2000, from 232,900 AQH Persons in Spring to 247,700 AQH Persons in Summer. While WBBB actually grew its audience from Spring to Summer, that growth was proportionally not as large as the overall audience growth for the market as a whole. Thus, WBBB's actual share of total audience

dropped slightly, despite its larger audience overall.

As for WCCC, its AQH audience from Winter 2000 to Spring 2000 increased from 11,200 to 12,100, a boost of 900 AQH Persons, or eight percent. Yet, because overall listening in the market was down from Winter to Spring (248,600 AQH Persons to 232,900 AQH Persons), WCCC's audience gain resulted in a 16 percent increase in AQH Share!

So, avoid the trap of analyzing trends in share only. Look at AQH trends as well, to be sure that you are getting the total picture of listening in your market.

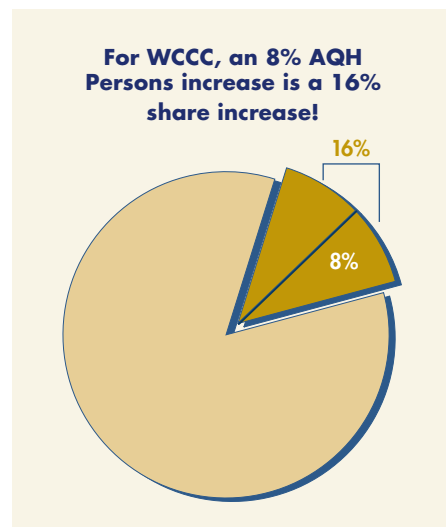
Improve Your Station's Rank with Workplace Zips

PROBLEM: An agency is looking to advertise on the top five stations in a given zip code group and your station is not included on the buy.

SOLUTION: Utilize the power of workplace zip code data to improve your station's rank. Produce a ranker that demonstrates your station falls well within the top stations. In addition to pulling a standard ranker that includes only listeners who live inside the advertiser's targeted zip codes, also incorporate those listeners who work within the zip codes.

By pinpointing where listeners work, workplace zip codes help you target advertising, write effective copy, and point to which station appearances and promotions have the best shot at success.

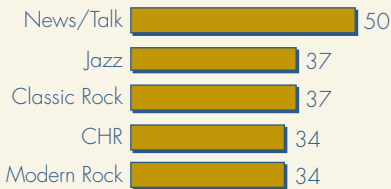
For example: The following chart shows how the CHR station goes from fourth to first place when workplace zips are factored in along with resi-



dential zips. In fact, every one of the top five stations changes rank order when workplace zips are added.

Every one of the top five stations changes rank order when workplace zips are added.

Residential Zips



Combined Residential/Workplace Zips



Sell Beyond Your Rating Point with Socioeconomic Demos

Arbitron's socioeconomic demos are the first single-source data to go beyond your listeners' age/sex to the key descriptors that advertisers want most: Income, Education, Household Size and Presence of Children. Now you can get a better understanding of what your station's rating point means by taking a closer look at the consumers who make up that number. Use socioeconomic demo data to enhance your station's sales story. Deliver more precisely what the agency or advertiser is looking for. Instead of selling Women 25-54, sell your Women 25-54 with Household Incomes of \$50K+. Or, talk to the local minivan dealer about your Persons 25-54 with Children.

PROBLEM: An advertiser is advertising more heavily on another station in your market with a rating identical to your station's.

SOLUTION: Using socioeconomic demo data drawn directly from the Arbitron diary, demonstrate that consumers making up your station's ratings have the Education Level, Presence of Children, Income Level and Household Size that more closely match the profile of their advertiser's customer.

For example: A toy store franchise has just established a new local outlet. Use the power of socioeconomic demos to show how your station reaches listeners with an above-average Presence of Children in their homes. By using these demos, you can demonstrate the strength of your station's ability to better deliver consumers the toy store is looking to reach.

Low Ranking in Your Target Demo?

PROBLEM: "Help! I'm KBBB, targeted for Persons 25-54, but I'm sixth place in that demographic!"

SOLUTION 1: Document efficient delivery of the target audience through Percent Composition.

Formula: Divide the target audience by Persons 12+ or Persons 18+.

Example: KAAA is a dominant #1 with Persons 25-54. KBBB shows its strength through use of *Percent Composition*.

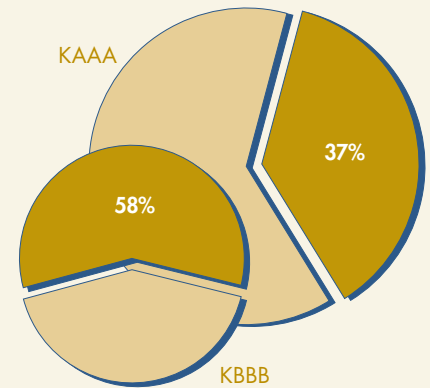
KAAA's Persons 25-54 Percent Composition:

$$\frac{\text{Persons 25-54}}{\text{Persons 12+}} = \frac{26,200}{70,400} = 37\%$$

KBBB's Persons 25-54 Percent Composition:

$$\frac{\text{Persons 25-54}}{\text{Persons 12+}} = \frac{12,500}{21,600} = 58\%$$

While KAAA has a much larger audience, only 37% of that audience is composed of Persons 25-54; 58% of KBBB's audience is within the target demographic!



The one-dollar analogy: For KAAA, 37 cents on the dollar will reach the target; for KBBB, 58 cents on the dollar will reach the target.

Who's more target efficient?

SOLUTION 2: Estimate your reach of a demographic. Sell the value of Cume. By dividing KAAA's Persons 25-54 Cume audience of 349,200 into the population of the demographic group (931,600), we can demonstrate this single station's ability to deliver nearly 40 percent of the market. This is the Cume Rating.

If you use persons instead of ratings, you might want to relate your audience size to the capacity of the largest stadium/arena in the marketplace. Show the number of times you can fill up that stadium/arena with your cume audience. This analogy is also appropriate to use in conjunction with your exclusive cume.

Also: Determine the demographic's TSL. High TSL means greater frequency for hearing the advertiser's message.

Non-Metro Area = "Bonus" Audience

Formula: Total Survey Area – Metro Survey Area = Non-Metro Area. Divide Non-Metro Area by Metro Area to get percent of Bonus Audience.

Example: KAAA/Persons 25-54/Total Broadcast Week:

Average Quarter-Hour:

$$\frac{30,500}{\text{(TSA)}} - \frac{26,200}{\text{(MSA)}} = \frac{4,300}{\text{(Non-Metro)}}$$

$$\frac{4,300}{\text{Metro}} \times 100 = 16\% \text{ Bonus Audience}$$

Cume Persons:

$$\frac{413,800}{\text{(TSA)}} - \frac{349,200}{\text{(MSA)}} = \frac{64,600}{\text{(Non-Metro)}}$$

$$\frac{64,600}{\text{Metro}} \times 100 = 19\% \text{ Bonus Audience}$$

Now that you have an Average Quarter-Hour and Cume estimate, you can perform all the standard estimates on this unique geography.

This represents an ideal positioning statement to advertisers who:

- have locations outside the Metro;
- use a retail trading zone (even larger than the Metro);
- are interested in marketing their products to a more rural area;
- want to penetrate adjacent markets.

The DMA may be considered a bonus audience or a primary audience depending on your sales competition. It

allows you to compete with television/print in a larger geography. DMA estimates are printed in Radio Market Reports for the top 50 DMAs.

What You Can/Can't Do with the Numbers

Reasons Why You Can't Perform Particular Combinations

Some estimates can be added together and others cannot. Since it's often difficult to remember which estimates are compatible, we've developed the following chart.

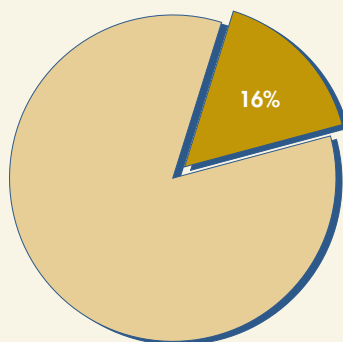
	Do's and Don'ts		
	+ Stations	+ Demographics	+ Daypart
	+ Stations	+ Demographics	+ Daypart
AQH Persons	Yes	Yes	No
AQH Ratings	Yes	No	No
AQH Shares	Yes	No	No
Cume Persons	No	Yes	No
Cume Ratings	No	No	No

This chart assumes a constant geography and nonoverlapping demographics/dayparts (Metro compared to Metro).

AQH Persons, Ratings, Shares

DAYPARTS: Daypart AQHs (Persons and Shares) *cannot* be added together because adding one average to another average does not give you a larger average; it merely totals two averages. Also, the number of quarter-hours in each daypart may be different, meaning that each AQH was figured using

Bonus Audience: KAAA delivers 16% more AQH audience outside the Metro Survey Area!



a different base. To add two or more AQH estimates for different dayparts would be meaningless.

DEMOGRAPHIC: Demographic AQH Ratings and Shares *cannot* be added together because the base figure for each demo is different. To get a *Rating*, divide the AQH Persons estimate by the *population*. Since the population is different for each demographic, each AQH Rating is determined from a different base. To add a Teens AQH Rating to a Persons 18-34 AQH Rating would give you a meaningless Rating for Persons 12-34.

To get a Persons 12-34 AQH Rating, *add* the AQH Persons estimate for Teens to the AQH Persons estimate for Persons 18-34. Then divide the AQH Persons 12-34 estimate by the population of Persons 12-34.

$$\frac{\text{AQH Persons 12-34}}{\text{Population 12-34}} \times 100 = \text{AQH Rating for Persons 12-34}$$

To get a *share*, divide the AQH Persons estimate for a single station by the AQH Persons estimate for all stations, or the *Metro Total* of AQH listeners. Since the total AQH listeners is different for each demographic group, each respective share is estimated using a different base. To add a Teens share to a Persons 18-34 share would give you a meaningless share for Persons 12-34.

Combining Demographic Shares

To get a Persons 12-34 share, *add* a station's AQH Persons estimate for Teens to the AQH Persons for Persons 18-34. Do the same with the Metro Total AQH listeners. Then divide the station's AQH by the Metro's AQH.

$$\frac{\text{WAAA AQH Persons 12-34}}{\text{Metro Total Persons 12-34}} \times 100 = \text{WAAA Metro Share among AQH Persons 12-34}$$

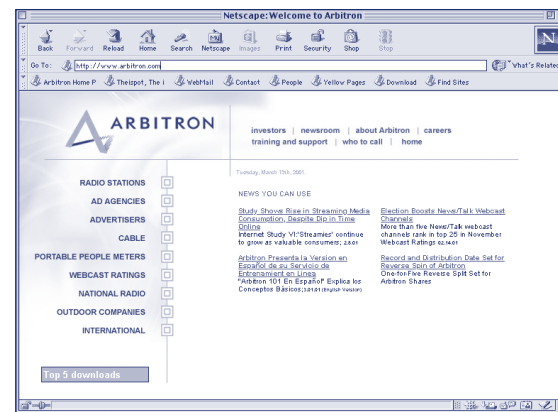
Cume Persons, Ratings

STATIONS AND DAYPARTS: Cume estimates for persons and ratings *cannot* be added together for stations and for dayparts because of *duplication*. The definition of a Cume is the number of *different* persons listening in a daypart. Most people listen to more than one radio station and in more than one daypart. If you add Cumes for two or more stations or dayparts, you might be counting some listeners more than once. In both cases, the result would *not* give you a Cume, but an inflated projection.

DEMOGRAPHIC: You cannot add Cume ratings for different demographics together for the same reason you *cannot* add AQH Demographic Ratings. Each rating is assessed using a different population base.

What's on the Web

The Arbitron Web site (www.arbitron.com) gives you quick and complete access to market information and delivery schedules. It's also the only place you can gain access to free studies that give you added insight into how con-



sumers use media. Whether you're eager to get delivery dates for your radio ratings or your local market consumer information, our Web site lets you pull the information you need from our database to your desktop without delay.

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