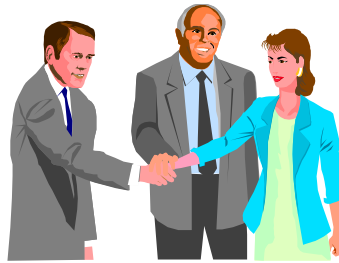


Ratings Terms You Need To Know Or “Audience Estimates 101”

Cume is short for “cumulative audience.” It is the number of different persons who listen to a station for at least five minutes during any time period.



Some members of your cume
(They agree to listen to your station.)

Cumes may **not** be added across Dayparts or Stations.

Station cumes **may** be added across discrete demographic cells within a time period. For example:

$$\text{Cume Men 18-24} + \text{Cume Men 25-34} = \text{Cume Men 18-34}$$

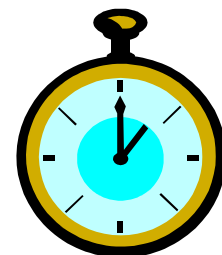
Time Spent Listening, or TSL, is an estimate of the number of quarter-hours the average person spends listening during a specified time period.

To Arbitron, a “quarter-hour” is at least five minutes in a quarter-hour on the clock. For example, 1:00-1:05, 1:00-1:10 or 1:00-1:15 each equal one quarter-hour of listening. But, 1:11-1:19 is **not** a quarter-hour of listening (there is not five minutes in either clock quarter-hour, 1:00-1:15 or 1:15-1:30).

TSL is derived from two components:

Occasions, or how often listeners listen.

Duration, or how long they listen each time they listen.



On the next page is an example:

Ratings Terms You Need To Know

Or "Audience Estimates 101"

Bob listens to *Morning Edition* on his local public radio station every weekday morning while he's getting ready for work. Here are the times he listens:

Day	Tune-in	Tune-out	Duration
Monday	6:45 am	8:00 am	1:15
Tuesday	7:00 am	8:00 am	1:00
Wednesday	6:30 am	8:00 am	1:30
Thursday	6:30 am	8:30 am	2:00
Friday	6:30 am	8:15 am	<u>1:45</u>
TOTAL			7:30
AVERAGE DURATION			1:30



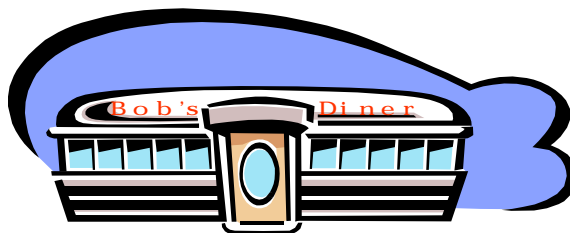
Bob

Bob's Time Spent Listening to *Morning Edition* is calculated as the Average Number of Listening Occasions, (5 per week) multiplied by his Average Duration of each listening occasion (1 hour, 30 minutes). Therefore, $TSL = 5 * 1:30 = 7 \text{ hours, } 30 \text{ minutes per week}$.

Arbitron defines **Average Quarter-Hour Persons, or AQH**, as the average number of persons listening to a particular station for at least five minutes during a 15-minute period.



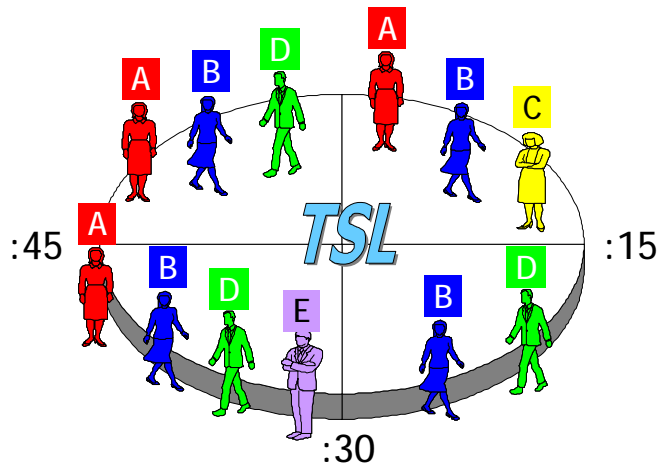
Let's compare **Cume** and **AQH** by using Bob's business as a metaphor for radio listening. During a typical week, Bob's Diner serves 5,000 different people – that's his **CUME**. However, in any typical 15-minute period, 100 people are enjoying fine cuisine at Bob's Diner – that's his **AQH**.



Ratings Terms You Need To Know

Or "Audience Estimates 101"

Here is another way to show **Cume** and **AQH**:



The clock represents one hour of listening at our radio station, WRRC. During the entire hour, five different *listeners* tuned to WRRC (A, B, C, D & E), so the **Cume** audience is a total of *five* people. The gross amount of quarter-hours of *listening* to WRRC by these five listeners is twelve. Divide the twelve quarter-hours of listening by the four quarter-hours available in the hour and you get an **AQH** audience for WRRC of three.

A **Rating** is an audience estimate expressed as a percentage of the population. It can either be a **Cume Rating** or an **AQH Rating**.

Let's return to our radio station WRRC, which has a Monday-Sunday, 6 am-Midnight **Cume** audience among metro persons 12+ of 106,700. The population of persons 12 and older in WRRC's home metro is 953,000. WRRC's total week 12+ **Cume Rating** is 11.2%, which is 106,700 as a percentage of 953,000.

Cume Rating shows your reach into the market: "Each week, WRRC reaches 11.2% of the metro area Persons 12+ population."

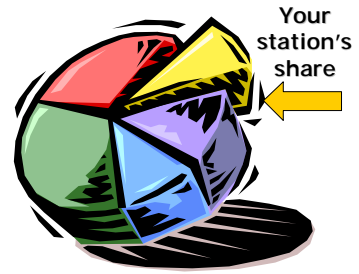
WRRC's Monday-Sunday, 6 am-12 Midnight **AQH** metro persons 12+ audience is 6,600. WRRC's total week 12+ **AQH Rating** is 0.7%, which is 6,600 as a percentage of the metro population of 953,000.

AQH Rating is often used to indicate the delivery of an underwriting campaign: WRRC's AQH rating is 0.7; there are 10 announcements per week. $0.7 * 10 = 7$. Thus, the weekly delivery of the campaign is 7 gross rating points.

Ratings Terms You Need To Know

Or "Audience Estimates 101"

Share is defined as a station's **AQH** audience expressed as a percentage of all Persons Using Radio (or "PUR") in the time period. In the illustration to the right, the total pie represents Persons Using Radio (PUR) – the listening to all radio. The yellow slice is your station's share, while the other slices represent the shares for other stations. **Share** is the audience estimate used most often to describe a station's position in a market.



The pie = listening to all radio

Let's go back to our station WRRC for another example. WRRC's Mon-Sun, 6 am-Midnight **AQH** metro persons 12+ is 6,600. At the same time, the listening to all radio, or Persons Using Radio (PUR) is 135,000. Therefore, WRRC's **AQH Share** is 4.9%, or 6,600 as a percentage of 135,000. Listening to WRRC represents 4.9% of the radio listening pie.

Listener Choice is a way to segment a station's listeners by how much they listen to a station in relation to other stations.

Exclusive Cume persons mention only your station in their diaries.

First Preference Cume listen to your station as much as or more than they listen to any other station. This also includes Exclusive Cume.

Second Preference Cume – You receive the second-greatest amount of listening in these persons' diaries.

And so on . . . (**Third, Fourth+**).

Here is an example from the RRC's *ListenerPC* software:

ListenerPC

Produced by RRC LPC Version 1.0 from Arbitron Diary Data

Anytown - Spring 2001

Persons 12+ in Metro

Loyalty and Choice

WRRC-FM Mon-Sun 6A-12M

Cume

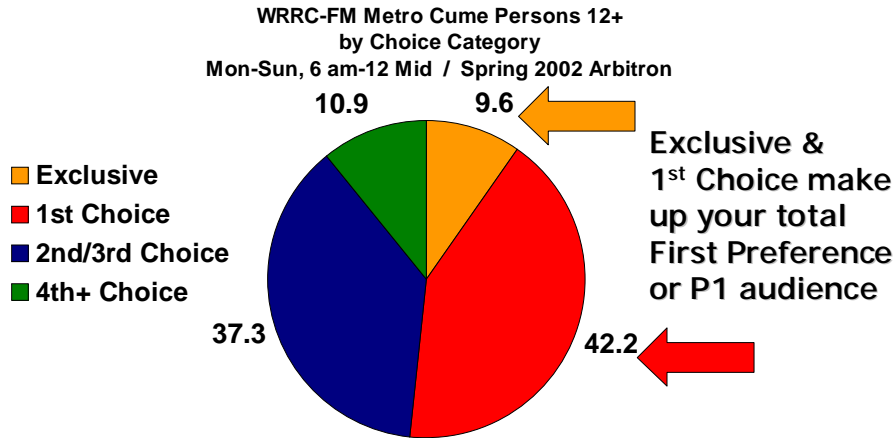
106700

-----Choice Percents-----					Percent
Exclv	First	2/3rd	4th+		Loyalty
9.6	42.2	37.3	10.9		37.1

Ratings Terms You Need To Know

Or "Audience Estimates 101"

You can also choose to graph the Listener Choice data:



Listener Choice is important because you probably have several constituencies within your audience: News/Information listeners, Music listeners, "A Prairie Home Companion" listeners and/or "Whatever is on, we listen" listeners. In addition, Choice categories are more precise indicators than simple Cume or AQH data of how well (or how poorly) you are serving your audience.

If the bulk of your listeners are Exclusive and/or, First Choice, they like what you're doing on the air. But if your cume is small, and the bulk of your audience is Exclusive/First Choice, you may be too narrowly targeted. If the bulk of your listeners are 2nd, 3rd and/or, 4th-choice, you're probably trying to serve too many different constituencies.

Loyalty is the total QHs of listening to your station expressed as a percentage of all QHs of listening to radio in your listeners' diaries. It is a measure of how well (or how poorly) your programming elicits listening by your cume.

Let's look at our *ListenerPC* example again:

ListenerPC

Produced by RRC LPC Version 1.0 from Arbitron Diary Data

Anytown - Spring 2001

Persons 12+ in Metro

Loyalty and Choice

	Cume	*-----Choice Percents-----*				Percent Loyalty
		Exclv	First	2/3rd	4th+	
WRRC-FM Mon-Sun 6A-12M	106700	9.6	42.2	37.3	10.9	37.1

Ratings Terms You Need To Know

Or "Audience Estimates 101"

Here is how to interpret this **Loyalty** rate:

Of all the quarter-hours of listening to radio over the entire survey week by your 106,700 metro area cume persons, 37.1% of those QHs were spent with WRRC-FM. The audience is 37.1% loyal to the station.

What does the level of loyalty indicate? Low loyalty suggests you may be trying to serve too many constituencies. High loyalty, but low cume says you are super-serving too small a target audience. High loyalty and high cume means you are doing a good job of bringing people in and keeping them involved with the station.

Expressing Arbitron estimates. Arbitron data are expressed with the following conditions: By Geography, Demographic and Daypart. There are three definitions of geography: Metro, Designated Market Area (DMA, a television definition) and Total Survey Area (TSA, which includes the Metro survey area). Demographics are expressed as Persons 12+, Men 25-54, etc. Dayparts are expressed as Monday-Friday 6 am-10 am, Saturday 10 am-2 pm, etc.

For example, in Spring 2003, WRRC-FM in Phoenix has a 6.4% AQH Share in the Metro (**GEOGRAPHY**), among Persons 12+ (**DEMOGRAPHIC**), Monday through Sunday, 6A-Mid (**DAYPART**).

Let's review...

Here are the Terms You Need To Know:

Cume

TSL (Time Spent Listening)

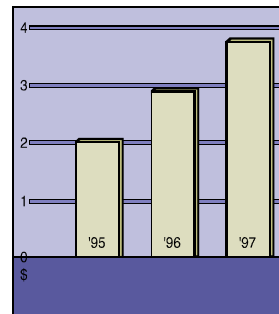
AQH (Average Quarter-Hour Persons)

Rating

Share (AQH Share)

Listener Choice Categories

Loyalty



Arbitron data are expressed as **Persons**, **Ratings** or **Shares**.

Cume Persons are the number of *different* listeners who tune in a station for at least five minutes in an average week.

AQH Persons are the *average* number of listeners per quarter-hour.

Rating expresses either Cume or AQH as a *percentage* of the population.

Share is a station's *percentage* of all radio use in the market.

Do you have questions? Contact the **RRC** for more information:

Phone: 301-774-6686

Website: www.RRConline.org

email: RRC@RRConline.org

RRC