











PPM Analysis Tool One-Sheet

Ranker		Radio	Standard Ranker Report, even allowing Dayparts to be broken-down by the quarter-hour.
		Multi-Daypart / Multi-Demo	Each Daypart has its own column; each Demo is on a separate worksheet.
Trend		Radio	Trend multiple survey periods by column, or break them down to the day or the week.
Composition		Audience	Breakout any station's audience by gender and/or age cell.
		County	Breakout any station's audience by county of residence.
		Ethnic	Breakout any station's audience by ethnicity.
		In/Out of Home	Breakout any station's audience by listening location.
		Language Preference	Breakout any station's audience by language preference.
Duplication		Duplication Analysis	Determine the crossover of listeners between groups of stations and or Dayparts.
		Duplication Grid	Determine the crossover of listeners between stations.
Audience Analysis		Audience Flow	This is unweighted data; therefore, it has limited use. See the number of meters exposed to a station for a particular date and time.
		Source & Destination	This is unweighted data; therefore, it has limited use. Determine where listeners to one station and Daypart are listening during another Daypart.
		Vital Signs	Create a comprehensive report trending all primary estimates.
		Sample Distribution	Review the distribution of meters by survey week across all demos.
Multi-Market		Multi-Market Rankers	For stations subscribing to multiple markets, determine station ranks in multiple markets at the same time.
		Multi-Market Summaries	For stations subscribing to multiple markets, determine station ranks for multiple markets, surveys and target demos at the same time.
Scheduler		Scheduler	Create reach and frequency schedules for underwriters and advertising agencies to estimate the return on investment of a campaign.
Tools		User Management	For stations that have made a network installation of PPM Analysis Tool, this is where you manage staff logins
		Create Combos	Add together any group of stations of any affiliation (format; owner; etc.) for one single, unduplicated estimate.
		Install Audience Files	Install and/or delete monthly and weekly PPM data files.
		PPM Backup Tool	Back up your PPM data.