

Did you know...?

You may call ACT 1 Systems at (818) 347-6400 for unlimited free **phone training** during our regular business hours from 7:30am – 5:00pm Pacific Time. Call us as often as you need to get answers to your questions, no matter how complex or trivial. You may also send an **e-mail** to ACT 1 Systems any time for regular assistance.

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Application Tips

Ever wonder how ACT 1 calculates the AQH Share Average in a Trend Report? Since we can't just average each book's AQH Share (because they're percentages), we have to [i] take the AQH for each book and add them together, then [ii] take the total market listening audience per book and add that together, then [iii] divide the total AQH by the total market listening.

To get the total market listening, open Affiliate System and choose the Trend report, then instead of entering a lineup use /PUR (persons using radio) and enter the daypart and demo from your Research report (for example, MSu6a12m and Persons 18+).

As an example, to verify how the AQH Share is calculated for WLTW-FM in New York from FAL10 - SUM11, do the following:

In the Research Trend report, select 'Metro' and 'New York' under the Markets tab, then WLTW-FM under the Stations tab, then Persons 18+ under the Demo tab, then MSu6a12m under the Dayparts tab, then choose FAL10 - WIN11 - SPR11 - SUM11 from the Books tab, and 'AQH' & 'AQH Share' from the Trend Options tab.

The AQH for that report, summed for the four books, equals a total of 476,200. By using /PUR in an Audience Trend report for Metro as described above, we determine that the total market listening, summed for those four books, equals a total of 6,856,100.

Dividing 476,200 by 6,856,100 = 6.94%, which is what's shown in the Average column of the Research Trend report for WLTW-FM (6.9%).