

Did you know...?

The Audience (Composition) report and Market Summary report offer “index” metrics, to quickly see if audience figures are average (an index score of 100), above average (an index score higher than 100) or below average (an index score lower than 100). You can see index scores at the station level, market level and national level (on Summary pages). Here’s an example, which is discussed below.

| DMA Market Ranks | Population Index | | | | | | Audience Index | | | | | | | |
|------------------|-----------------------------|----------|---------------------------|----------|-----------|----------------------------|----------------|-----------|---------------------------|---------|-------|----------------------------|----------|-----------|
| | Base Demo Women 18+ | | Sub-Demo Women 18-34 | | | Sub-Demo Women 35+ | | | Sub-Demo Women 18-34 | | | Sub-Demo Women 35+ | | |
| | AQH | Comp Pct | AQH | Comp Pct | Pop Index | AQH | Comp Pct | Pop Index | AQH | Aud Pct | Index | AQH | Comp Pct | Aud Index |
| Top 10 | Pop: 39,261,200 13,300 | 100.0 | Pop: 11,576,400 3,200 | 24.1 | 82 | Pop: 27,684,800 10,400 | 78.2 | 111 | Pop: 11,576,400 3,200 | 24.1 | 126 | Pop: 27,684,800 10,400 | 78.2 | 97 |
| Top 50 | Pop: 86,071,400 94,500 | 100.0 | Pop: 24,866,200 18,000 | 19.0 | 66 | Pop: 61,205,200 76,700 | 81.2 | 114 | Pop: 24,866,200 18,000 | 19.0 | 99 | Pop: 61,205,200 76,700 | 81.2 | 100 |
| Total U.S. | Pop: 125,972,200 277,300 | 100.0 | Pop: 36,325,300 53,100 | 19.1 | 66 | Pop: 89,646,900 224,400 | 80.9 | 114 | Pop: 36,325,300 53,100 | 19.1 | 100 | Pop: 89,646,900 224,400 | 80.9 | 100 |

Population Index (Audience Composition Report)

The AQH and Populations of the “base demo” and a “sub-demo” (which falls within the base demo) are used to compute Population Index. This creates a ratio between the sub-demo AQH Rating and the base demo AQH Rating. In this example, W18-34 in Top 10 markets has a 82 index (below average, relative to W18+), meaning that W18-34 in the Top 10 markets reflects a lower listening to population ratio (3,200 AQH/11,576,400 POP = 0.027) when compared to W18+ in the Top 10 markets listening to population ratio (13,300 AQH/39,261,200 POP = 0.033). Said another way, W18-34’s AQH Rating is 82% of W18+’s AQH Rating in the Top 10 markets.

Audience Index (Audience Composition Report)

The Audience Index compares one station against its market total, or compares one group of markets (like Top 10) against all included markets (like Total U.S.), by creating a ratio between Composition Percentages (“Comp Pct”). The Composition Percentage is how much AQH a sub-demo contributes to the base demo’s AQH. In this example, W18-34 in the Top 50 markets contributes 18,000 AQH to W18+’s 94,500 AQH (or 19.0%), which is roughly the same percentage of AQH that W18-34 in all markets contributes to W18+ (19.1%). This is reflected as an Audience Index of 99 (very close to average). Said another way, W18-34 contributes roughly the same percentage of audience to W18+ in the Top 50 markets as it does in all markets.

Market Index (Market Summary Report)

The Market Summary Index creates a ratio between the AQH Rating of one market against the AQH Rating of all included markets (like Total U.S.). This lets you see which markets are above or below average. In this example, for W18+, you can see a Los Angeles market index of 86, meaning this market reflects a lower listening to population ratio, when compared to the Total U.S. listening to population ratio.

| Market | Demo: Women 18+ | | MSu 6a-12m | |
|----------------------------|-----------------|---------|------------|------------|
| | Population | AQH | AQH | Rtg. Index |
| TOTAL (U.S. POP) | n 125,972,200 | 337,200 | 0.3 | 100 |
| New York [PPM+D] | 8,739,100 | 70,200 | 0.8 | 300 |
| Chicago [PPM+D] | 3,817,900 | 18,800 | 0.5 | 184 |
| Washington, DC..[PPM+D] × | 2,720,400 | 18,100 | 0.7 | 249 |
| Los Ange..[PPM+D, Rev. 1] | 7,054,500 | 16,300 | 0.2 | 86 |
| San Francisco-O..[PPM+D] × | 2,960,400 | 13,700 | 0.5 | 173 |

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