

## Did you know...?

- Turnover is the average number of times that a station's audience changes from one group of listeners to a different group of listeners within the daypart, per week. The lowest possible turnover is 1.0.

Normally, turnover is only calculated for individual stations; however, it can make sense to have a multi-station Turnover if all the stations use dayparts that are of the same length. For a multi-station Turnover, the station cume should be the combined cume across all stations, and the AQH should be the combined AQH across all stations. In the case of repeated stations, the cume should be the combined unduplicated cume across all dayparts, while the AQH should be the average (mean) AQH across all dayparts.

Turnover tends to increase as the daypart gets longer because the cume always increases with the size of the daypart, while the AQH may increase or decrease. For this reason, it only makes sense to compare one Turnover to another if they are based on dayparts of the same size.

Turnover typically serves as a measure of listener loyalty, which may depend on the station's format. Typically, an AM news station will have a high Turnover because many people tune in for short periods to catch the headlines or traffic information, while an FM music station will typically have a low Turnover because many people tune into their favorite music station for long periods of time. The basic calculation for Turnover is **'station cume for demo & daypart' ÷ 'station AQH for demo & daypart'**.

Reports that show Turnover are the Affiliate System Audience report (selecting "Turnover" on the Audience Options tab under 'Report Type'), the Research Ranker report (selecting "Turnover" on the Ranker Options tab under 'Stats Available'), and the Research Trend report (selecting "Turnover" on the Trend Options tab under 'Stats Available').

- If you need to compare lineups to determine which stations are different and which ones are the same in each lineup, you have two ways to do that in ACT 1.

The easiest way is to use Affiliate System to run an MSL report with your multiple lineups entered. That report will show you each lineup in a different column for easy comparison. The number of lineups you can compare is only limited by the width of your screen or page.

Lineup Manager also has a Lineup Compare & Update report in the Reports menu that can analyze two lineups to determine the differences. Choose a primary and secondary lineup, then view the report. It will tell you the number of total stations, the number of unique stations for each lineup, and the number of unique stations each lineup has in common with each other. Below that summary, the report lists the unique stations that appear in the primary lineup but not in the secondary lineup, and then vice versa. If a station line is matched between the two lineups, but the schedule information does not match exactly, the report will show the schedule information for each line with the differences formatted bold and colored red.

Note that you can also use the Lineup Compare & Update report to update the primary lineup from the secondary lineup. By clicking on the "Update" radio button instead of "Compare," the left column will describe how the primary lineup will be changed on a station by station basis.