

Demystifying Nielsen Audio Ratings

Greater Public & The Radio Research Consortium

RADIO RESEARCH CONSORTIUM

Presented by:

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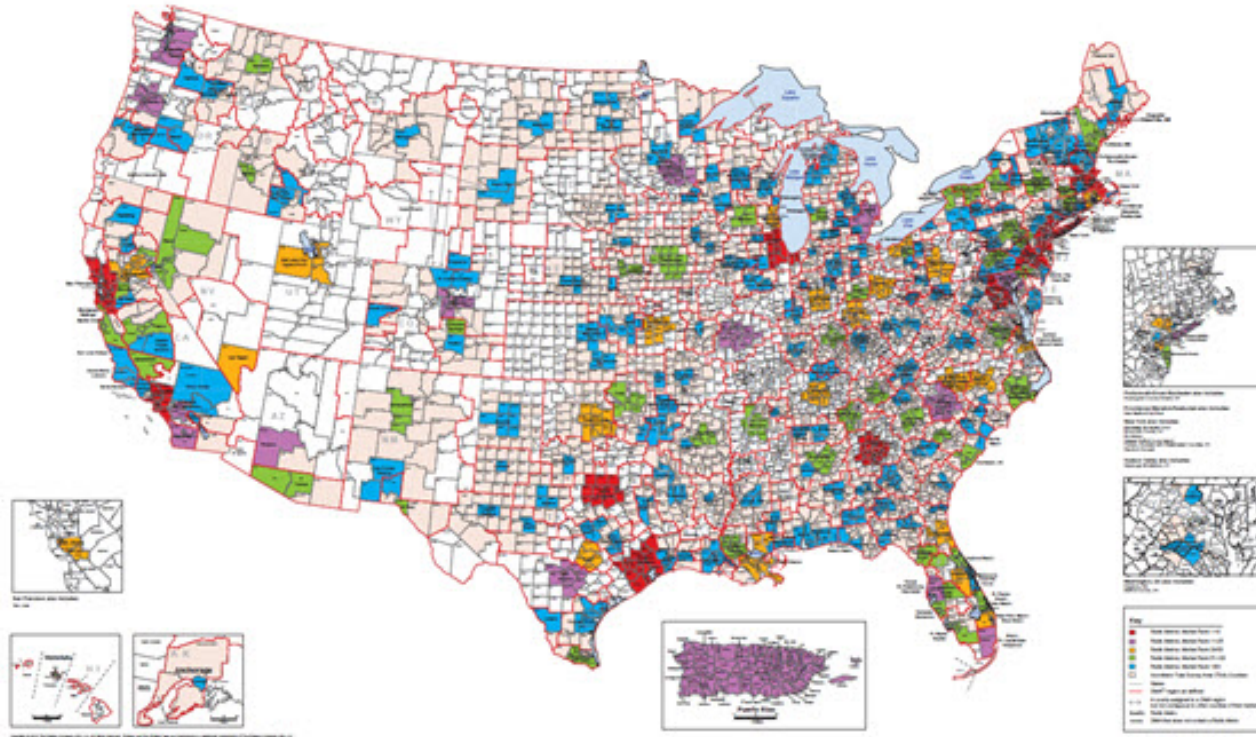
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About the RRC

The Radio Research Consortium, Inc. is an independent, not-for-profit research firm committed to providing audience data to non-commercial radio stations.

We are noncommercial radio's representative for Nielsen Audio & Scarborough research.



Six employees
v. 263 markets!

Ratings are an investment!

- Ratings are RESEARCH and...
 - allow stations to talk to the outside world in *their* language
 - are an INVESTMENT and not ‘a book and a bill’
 - help Development Professionals tell an accredited story
 - help Underwriters quantify the return on investment to sponsors
 - help Membership improve what’s working... and what’s not

Nielsen Audio Measures 'Metro' Populations

Nielsen Audio looks for large populations and measures those populations for listening behavior

Metros are Nielsen defined (radio markets are smaller than TV markets)

- TOTAL 1-25 METRO PERSONS 12+ POPULATION: 117,212,000
- TOTAL 1-50 METRO PERSONS 12+ POPULATION: 151,740,200
- TOTAL 1-100 METRO PERSONS 12+ POPULATION: 188,598,800
- TOTAL 1-263 METRO PERSONS 12+ POPULATION: 229,223,000

- 48 **PPM** markets v. 215 **Diary** markets.

- About 2/3 of population is in PPM markets
- About 2/3 of national ad spending is in PPM markets

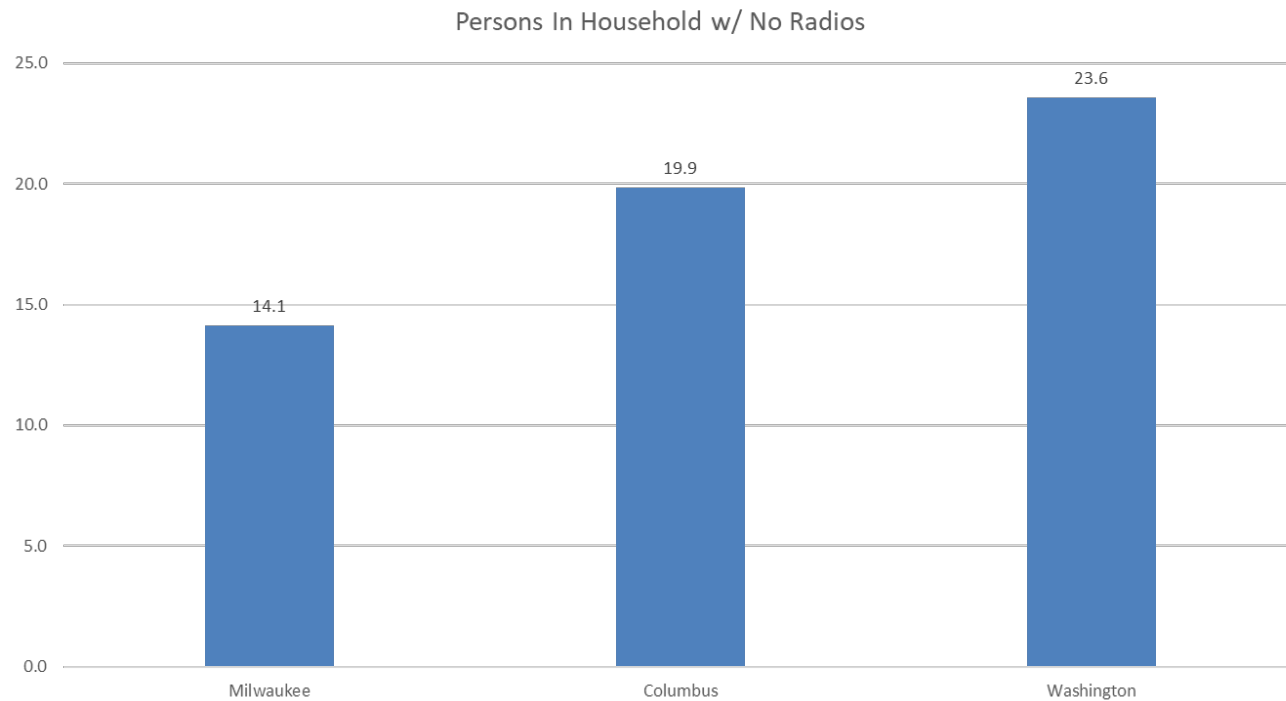
Four Classes of Markets

- **Portable People Meter** Markets
- Continuous **Diary** Measurement Markets
- Two-Book **Diary** Markets
- Two-Book Average **Diary** Markets

Who's In The Data And Who's Not?

- **MINIMUM REPORTING STANDARD**

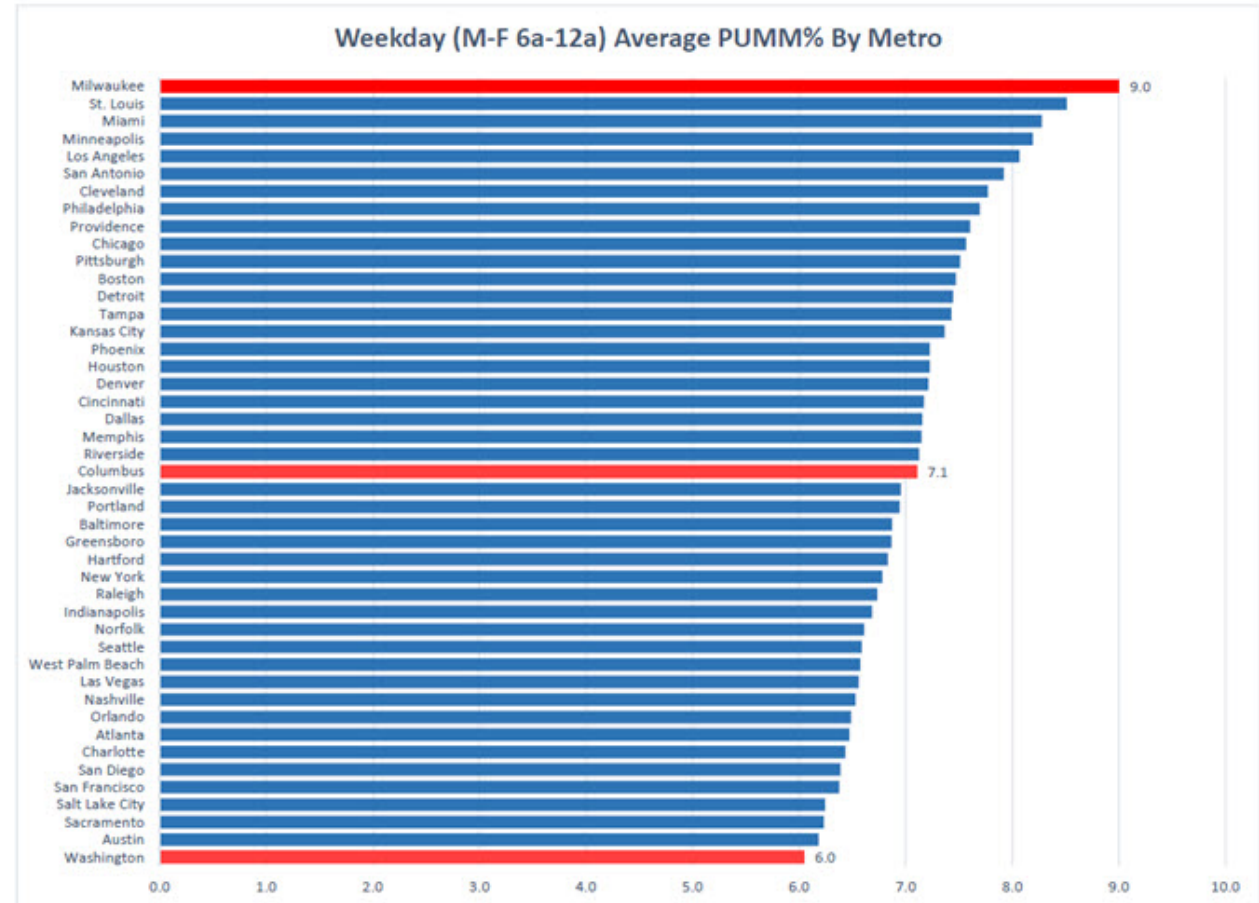
- In any Nielsen Audio Radio Ratings Data and/or Nielsen Audio Measurement Service or eBook, we will report estimates for any eligible station, outlet, or combo whose unrounded AQH rating is .1 or greater in the Metro.
- As a benefit to subscribers, Nielsen Audio will also report estimates for any subscribing station that has listening but did not meet MRS



Not all markets are created equal!

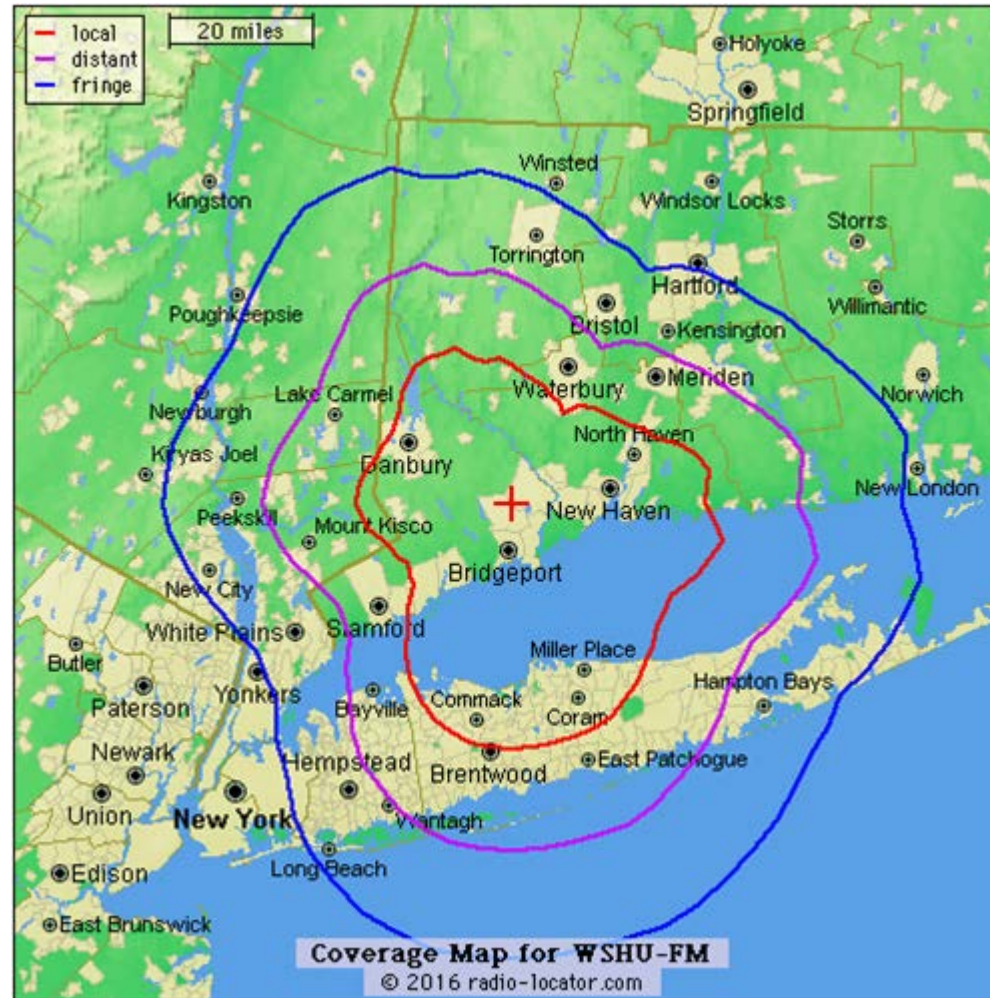
Not all markets are created equal

Nielsen Audio, PPM, 45 Non-Embedded Metros, P6+, Jan 2018 thru Hol 2018, PUMM%



Prepared by RRC from Data © Nielsen Audio

One station, eight metros... #Confusing!



Nielsen Audio Basics



Numbers don't lie

(but they can mislead and be misunderstood)

THE
NEW YORKER

JALEN ROSE HAS A PROBLEM WITH BASKETBALL ANALYTICS



By Isaac Chotiner June 6, 2019

Jalen Rose, who became famous as a member of the University of Michigan's Fab Five basketball team, in the nineteen-nineties, is now one of the most recognizable figures in sports media. At Michigan, Rose was part of a team that included Chris Webber and Juwan Howard and came infamously close to winning the N.C.A.A. championship. He went on to have a successful career in the N.B.A., playing most notably with the Indiana Pacers, the Chicago Bulls, and the Toronto Raptors. Since retiring, in 2007, he has been a regular presence at ESPN and ABC, appearing on ESPN's morning show, a radio show, and the pregame and halftime show ("NBA Countdown") for this year's N.B.A. Finals, in which the Raptors are playing against the Golden State Warriors. Outside of sports, Rose is known for co-founding a charter school, the Jalen Rose Leadership Academy, in his home town of Detroit.

I spoke to Rose on Wednesday, before Game 3 of the Finals, which he was covering from Oakland. I had been interested in talking about his basketball and media career, but I started by asking him about the analytics movement, which has revolutionized most major sports, and Rose and I spent most of our conversation discussing it. During the interview, which has been edited for length and clarity, we also discussed the racial dynamics that he sees underling

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Expand

Report Specifications

- Market
- Geography
- Station
- Survey Period
- Daypart
- Demographic
- Estimates

What to present?

- Communication is #1
 - Persons?
 - Percentage?
 - Index?
- Credibility is essential!
- Customer Focused Selling
- How do WE stand out in the crowded marketplace
- What is the listener/sponsor/donor interested in

Average Weekly Cume Persons

- The BIG number
- A station's 'student body'
- Total number of unique, unduplicated listeners
- Anyone who has listened for at least five minutes within one quarter hour is counted
- The potential audience a station can reach in an average week
- Most impacted by everything a station does EXTERNALLY (marketing and promotions)
- Can be expressed as a percentage of the population being reported (AVG Weekly Cume Rating)

Average Weekly Time Spent Listening

- Total number of hours and minutes the average listener spends listening to the station
- Most impacted by everything a station does OVER THE AIR (format; content; presentation; etc.)
- Can be expressed as a percentage of the population being reported (AVG Weekly Cume Rating)

Average Quarter Hour Persons

- The bottom line
 - How many different people are listening ON AVERAGE within the report specs
 - When a host speaks or an announcement airs, the AVERAGE number of listeners tuned in
 - Can be expressed as a percentage of the population being reported (AQH Rating)
 - Can be expressed as a percentage of the total listeners being reported (AQH Share)
-
- Metro Population = 1,000,000
 - Metro Total AQH Persons = 100,000
 - MY AQH Persons = 1,000
 - MY AQH Rating = 0.1
 - MY AQH Share = 1.0

High v. Low / Cume v. Time Spent Listening

- Formats and stations usually favor one over the other
- Many commercial radio stations are “High Cume / Low TSL”
- Public radio formats tend to be “Low Cume / High TSL”

	Station	Average Persons ▼	Average Share	Weekly Cume Persons	Weekly TSL (Hr:Min)
Persons 12+					
M-Su 6a-12m					
1	WAMU-FM	20,700	7.7	616,300	4:00
2	WTOP-FM	20,400	7.6	972,800	2:30
	Market Total	268,400	100.0	4,253,000	7:45

A Ranker

	Station	Average Persons ▼	Average Share	Weekly Cume Persons	Weekly TSL (Hr:Min)
Persons 12+					
M-Su 6a-12m					
1	KQMV-FM	13,800	6.3	798,000	2:15
2	KIRO-FM	13,400	6.2	385,600	4:00
3	KUOW-FM	12,700	5.8	433,400	3:30
4	KRWM-FM	11,300	5.2	628,600	2:15
5	KISW-FM	10,600	4.9	483,400	2:45
6	KZOK-FM	10,100	4.6	565,700	2:15
7	KJR-FM	10,000	4.6	624,000	2:00
8t	KJAQ-FM	8,700	4.0	512,600	2:00
8t	KKWF-FM	8,700	4.0	437,400	2:30
10t	KHTP-FM	7,900	3.6	454,700	2:15
10t	KIRO-AM	7,900	3.6	347,000	3:00
12t	KING-FM	7,400	3.4	243,000	4:00

Market = Seattle

Geography = Metro

Survey = January 2020

Persons = 12+

Daypart = M-Su 6a-12a

A Schedule

Schedule Name: <u>Riverwalk</u>			Description: <u>Add Description</u>								
Move Row	Delete/Reset	On/Off		Daypart	Spots	Unit Rate	Net Reach	Frequency	CPM	CPP	
	<input type="checkbox"/>	<input checked="" type="star"/>	Radio Total		80	\$137.50	195,400	2.4	\$23.31	\$500.00	
	<input type="checkbox"/>	<input checked="" type="star"/>	<input type="checkbox"/> KSTX-FM		40	\$175.00	127,600	2.5	\$22.15	\$500.00	
<input type="radio"/>	<input type="checkbox"/>	<input checked="" type="star"/>	<input type="checkbox"/> Flight A - 4 wks (03/30)		40	\$175.00	127,600	2.5	\$22.15	\$500.00	
	<input type="checkbox"/>	<input checked="" type="star"/>	<input type="checkbox"/> One Week Total		10	\$175.00	49,100	1.6	\$22.15	\$500.00	
<input type="radio"/>	<input type="checkbox"/>	<input checked="" type="star"/>		M-F 5A-9A	5	\$150.00	27,700	1.3	\$20.27	\$500.00	
<input type="radio"/>	<input type="checkbox"/>	<input checked="" type="star"/>		M-F 4P-7P	5	\$200.00	30,600	1.4	\$24.10	\$500.00	
		<input checked="" type="star"/>		<i>Add a Row</i>							
	<input type="checkbox"/>	<input checked="" type="star"/>	<input type="checkbox"/> KPAC-FM		40	\$100.00	73,600	2.1	\$25.64	\$500.00	
<input type="radio"/>	<input type="checkbox"/>	<input checked="" type="star"/>	<input type="checkbox"/> Flight A - 4 wks (03/30)		40	\$100.00	73,600	2.1	\$25.64	\$500.00	
	<input type="checkbox"/>	<input checked="" type="star"/>	<input type="checkbox"/> One Week Total		10	\$100.00	26,600	1.5	\$25.64	\$500.00	
<input type="radio"/>	<input type="checkbox"/>	<input checked="" type="star"/>		M-F 5A-9A	5	\$150.00	20,100	1.5	\$25.42	\$500.00	
<input type="radio"/>	<input type="checkbox"/>	<input checked="" type="star"/>		M-F 4P-7P	5	\$50.00	7,800	1.2	\$26.32	\$500.00	
		<input checked="" type="star"/>		<i>Add a Row</i>							

Market = San Antonio

Geography = Metro

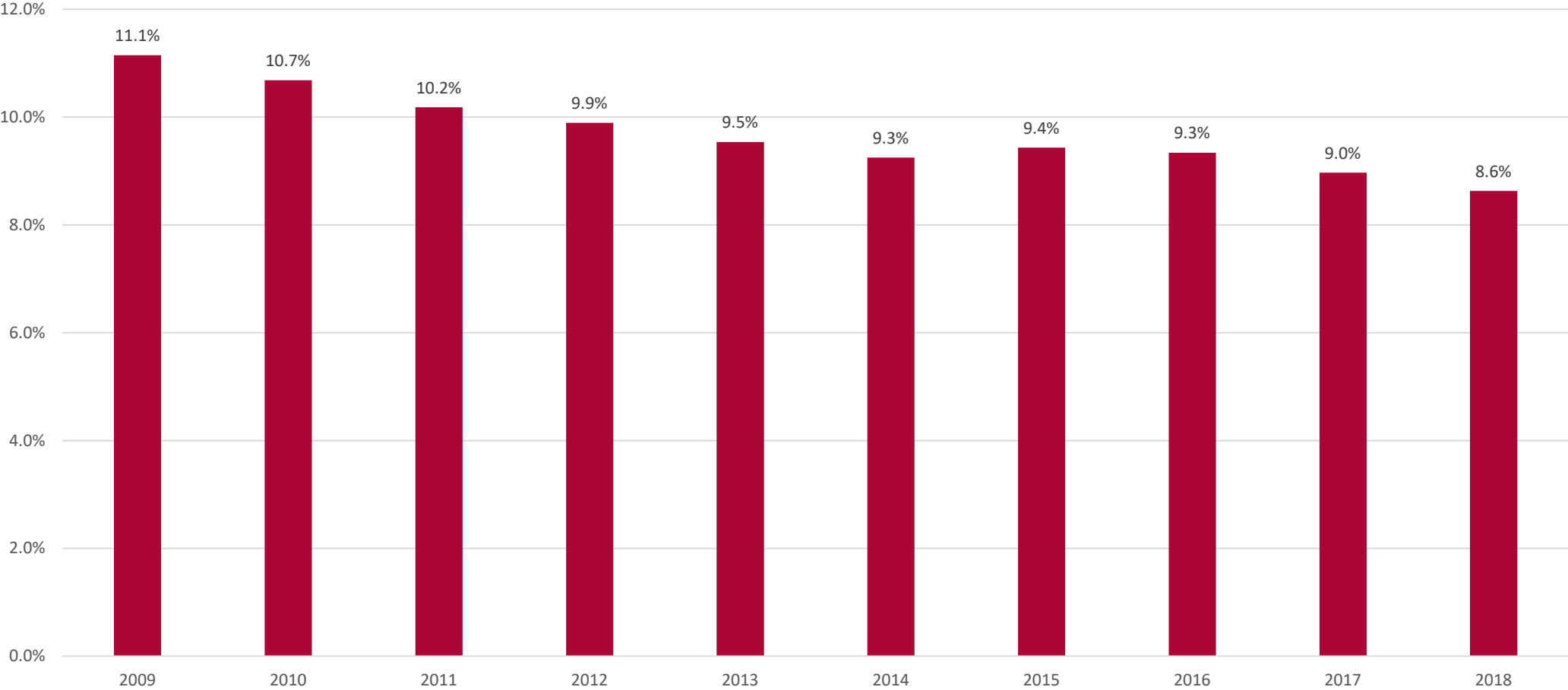
Survey = Dec/Hol/Jan 2020

Persons = 12+

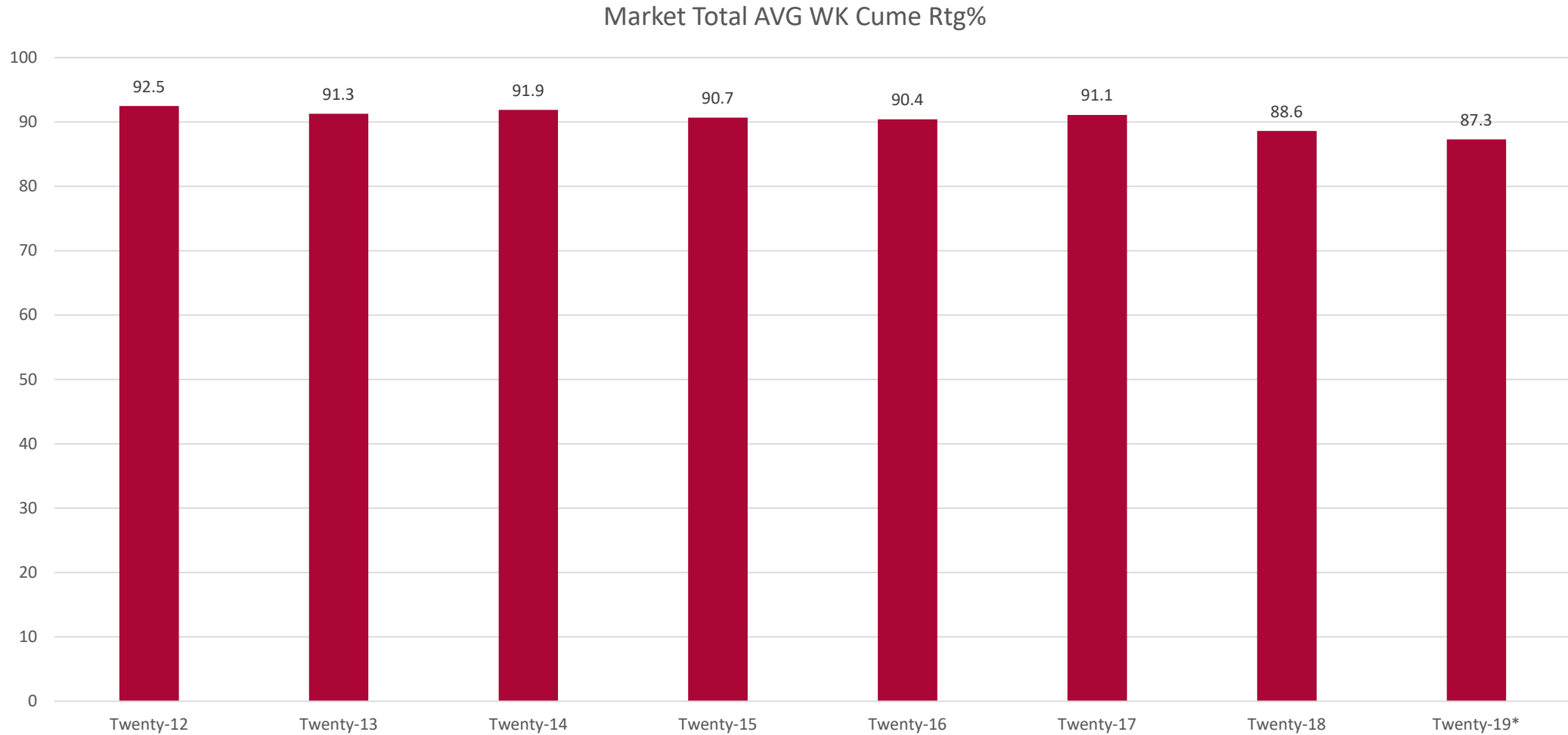
Daypart = M-F 5a-9a; M-F 4p-7p

Persons Using Radio thru Fall 2018

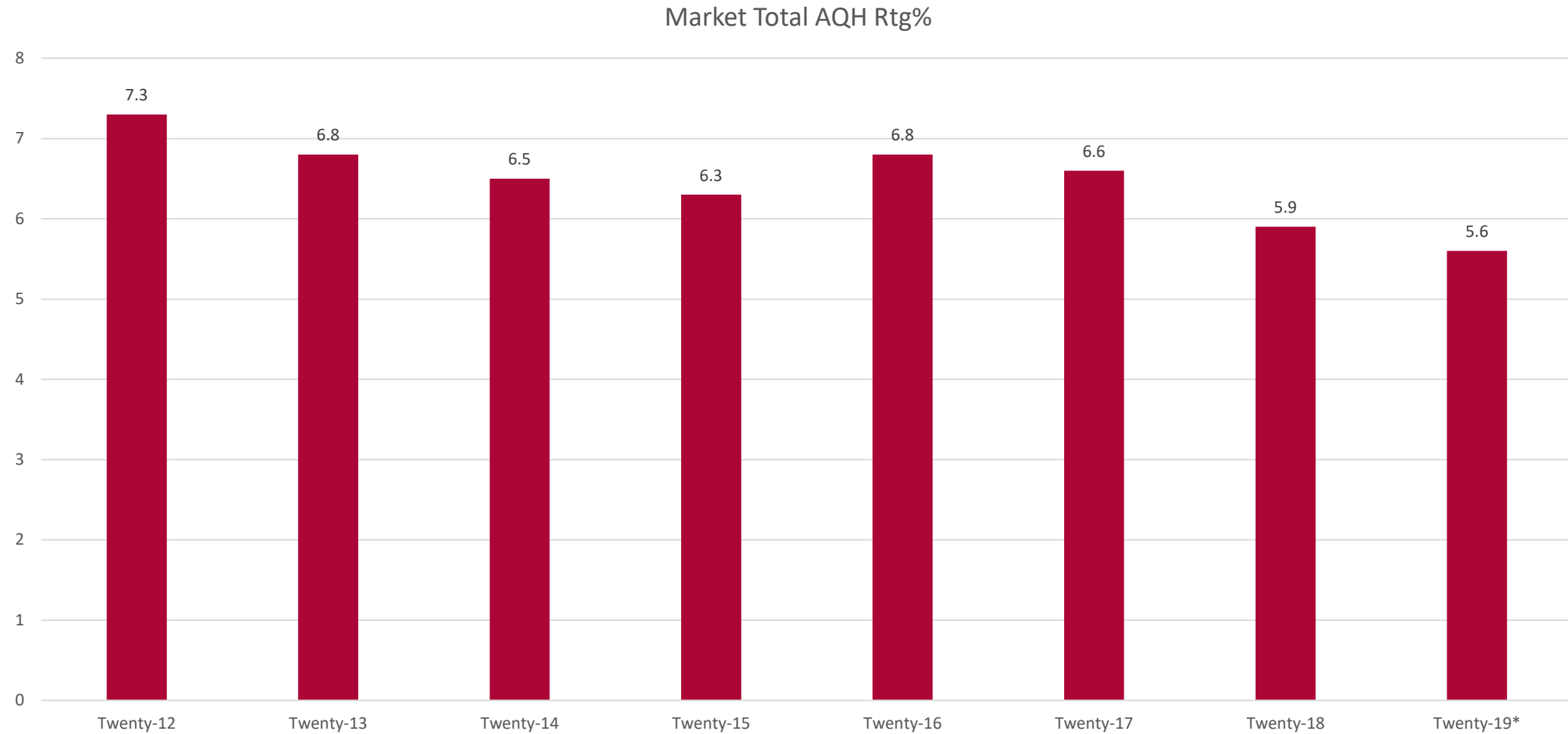
Persons Using Radio, US Total, P12+, M-Su 6a-12a, Fall 2018



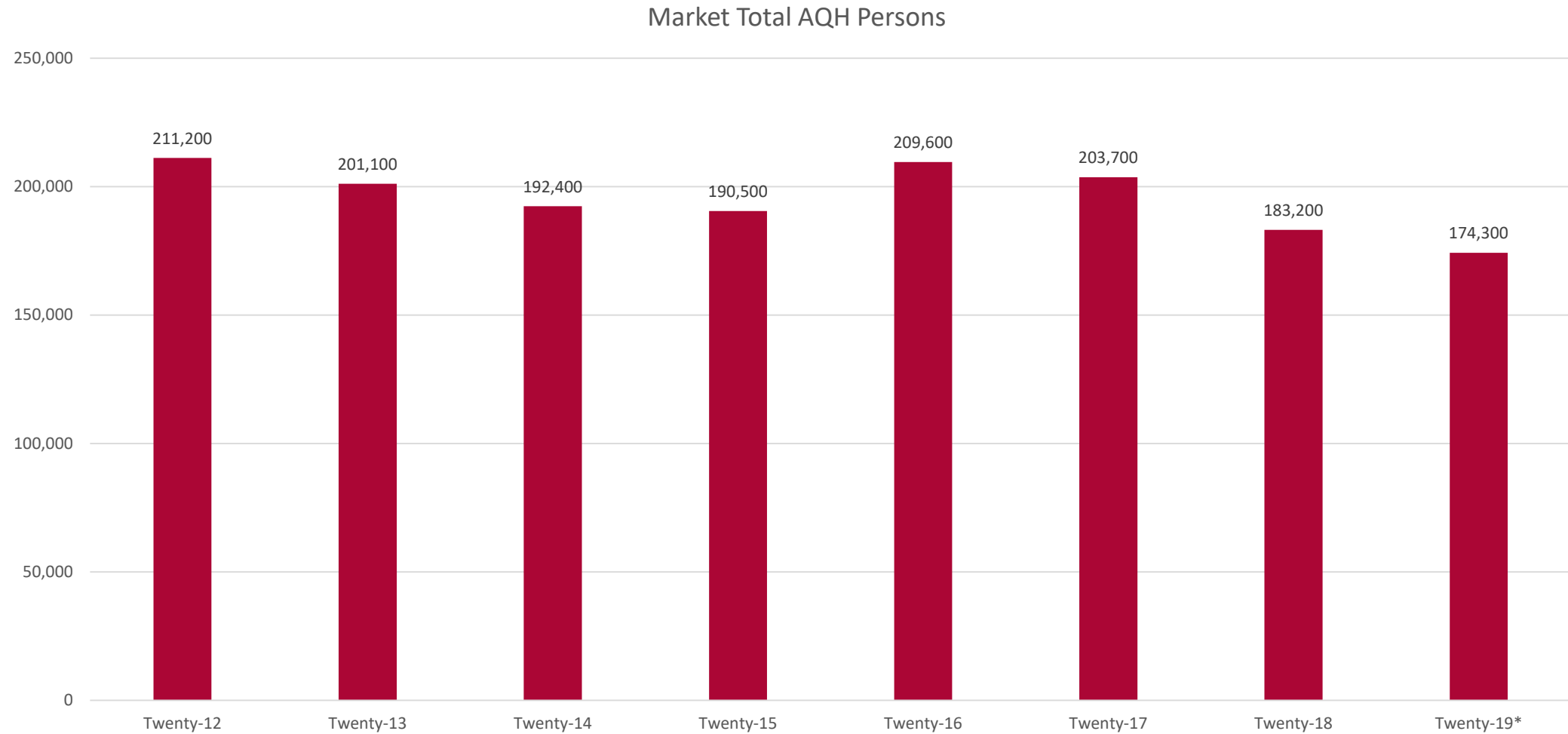
San Diego, Weekly Cume Rating



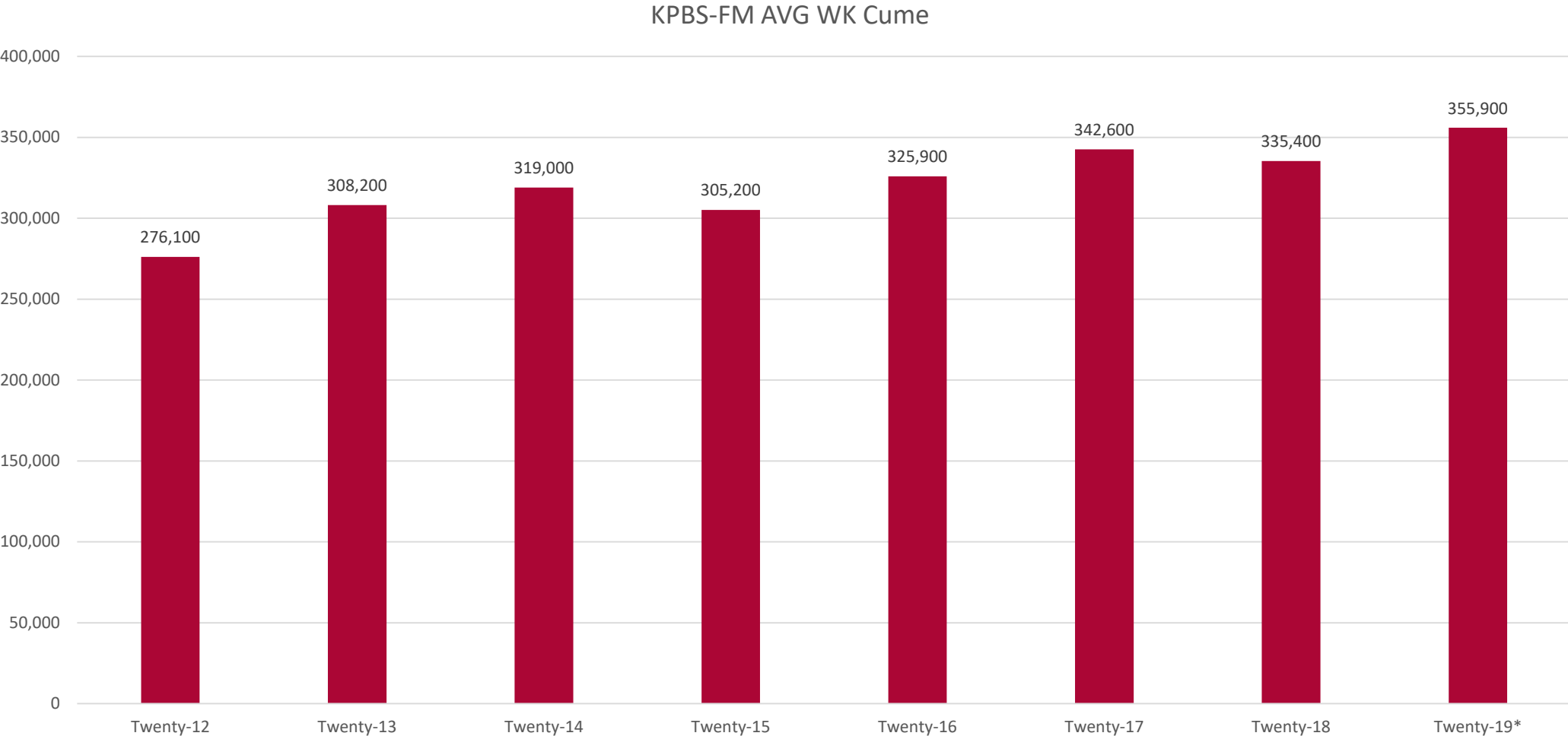
San Diego, AQH Rating



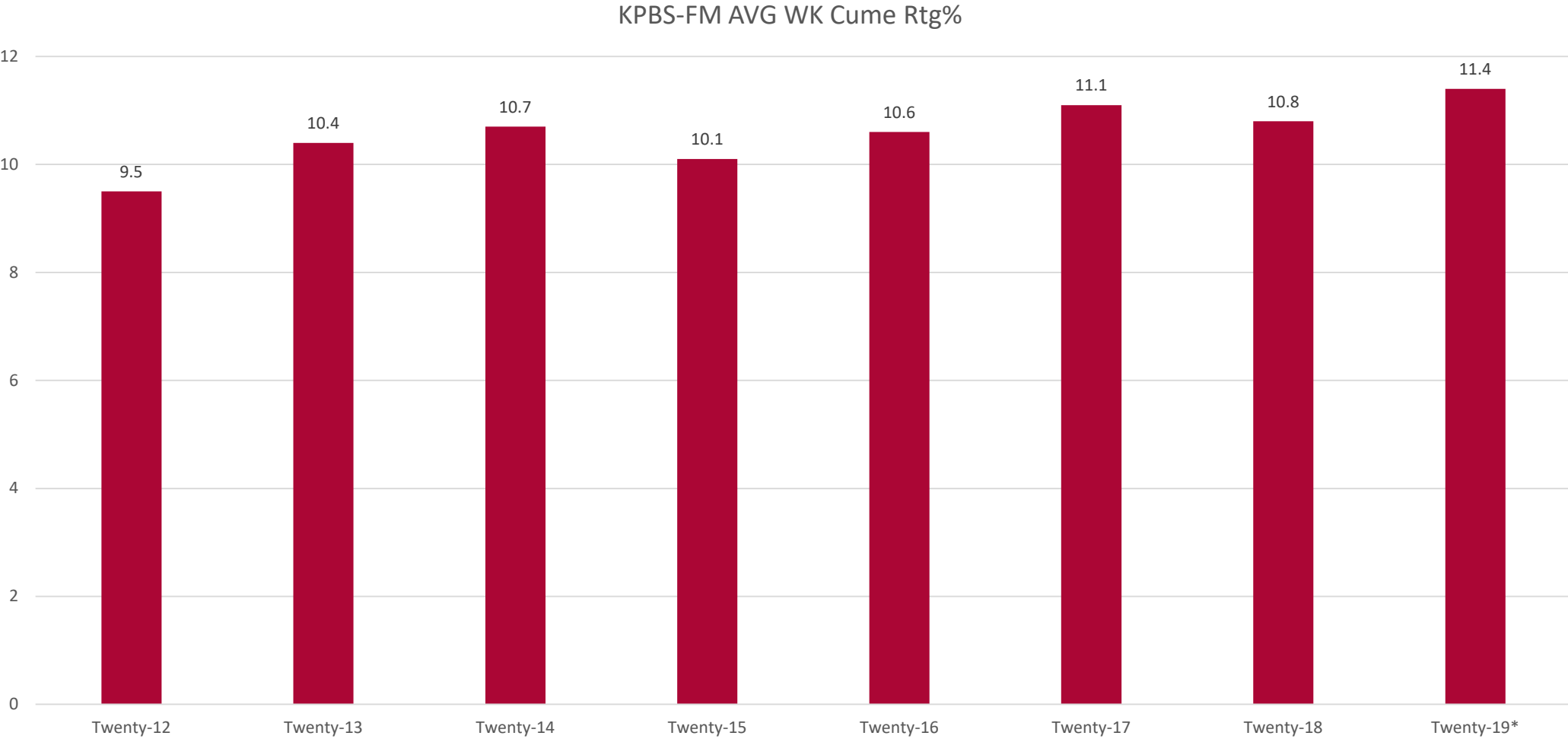
San Diego, AQH Persons



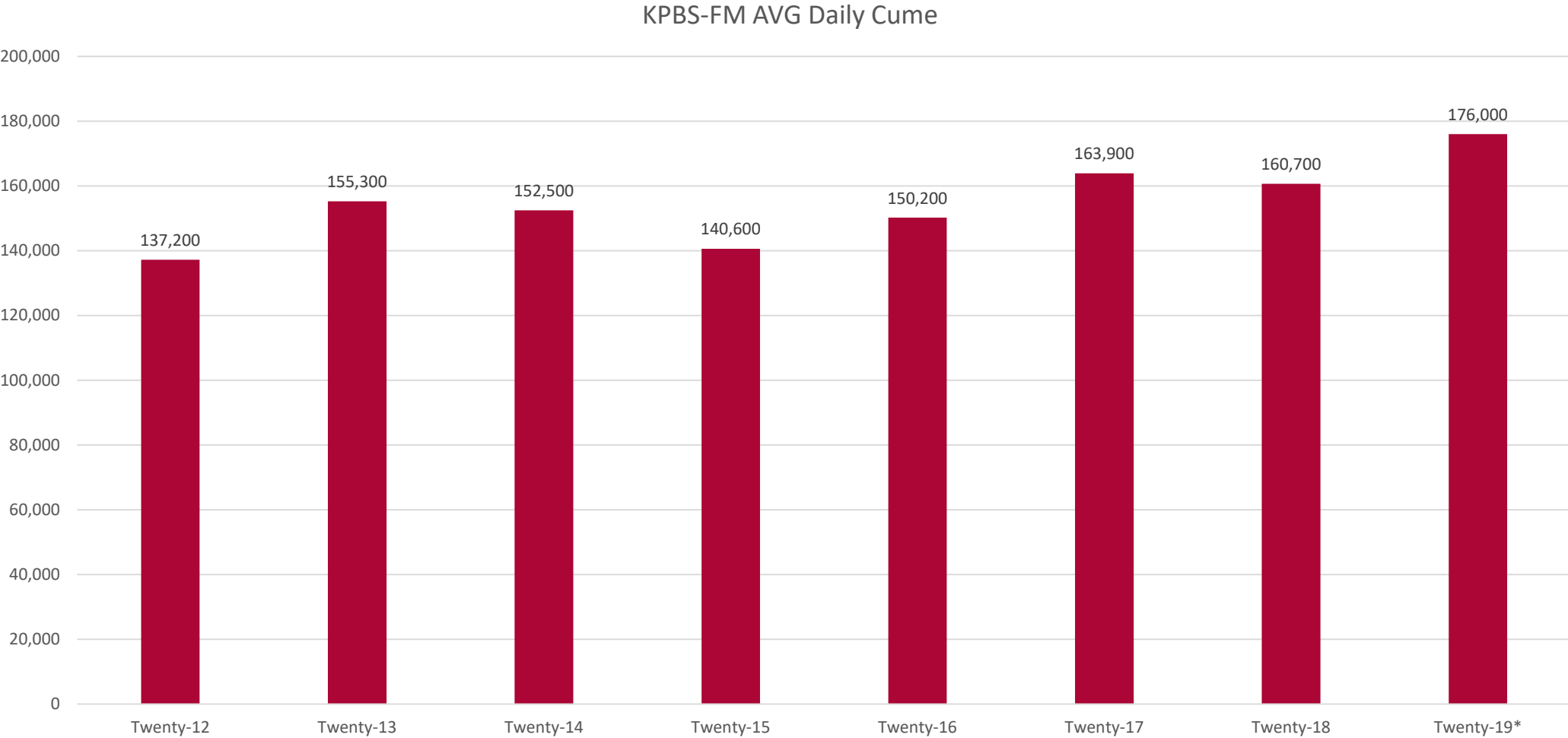
KPBS Continues To Reach More Consumers



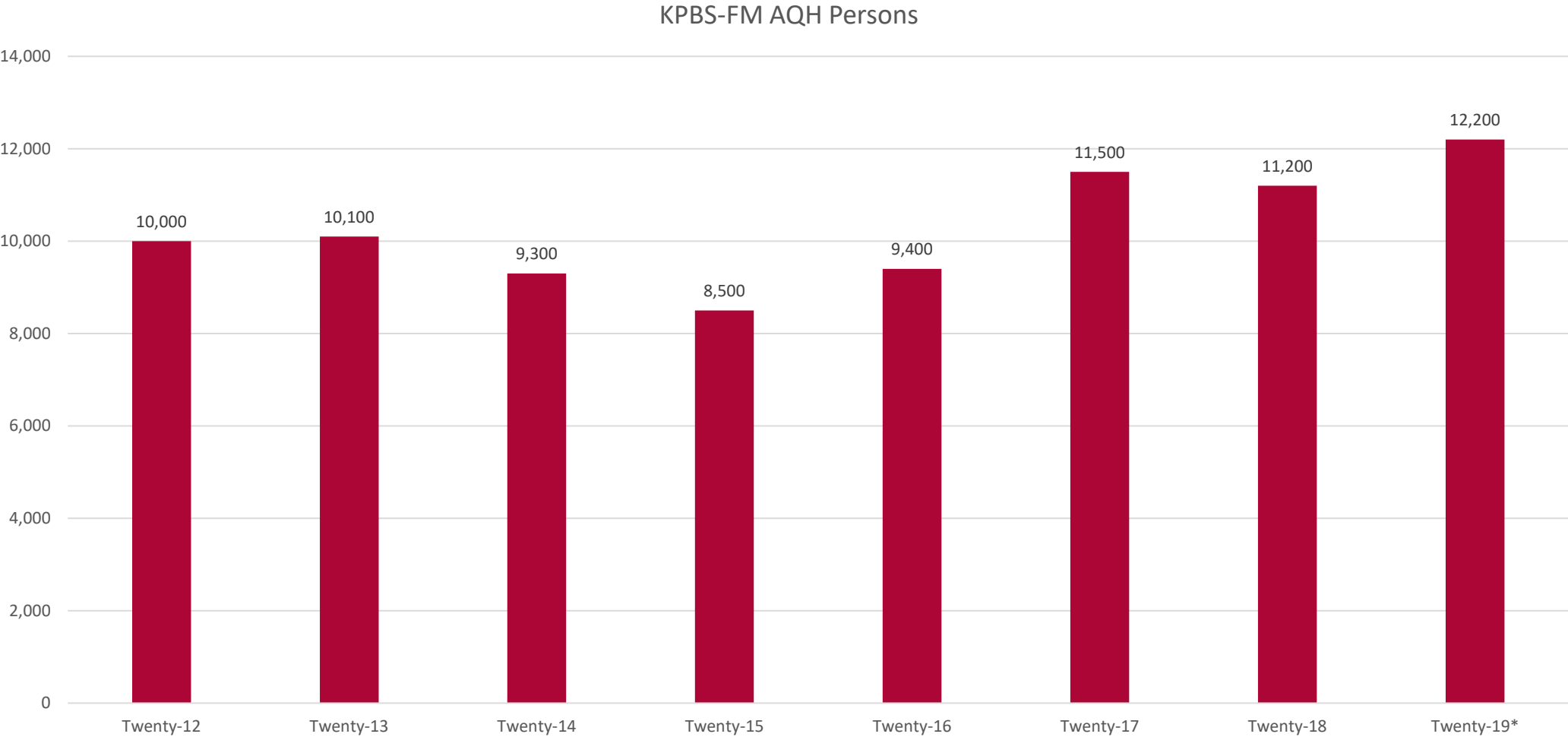
KPBS Continues Increasing Its Market Penetration



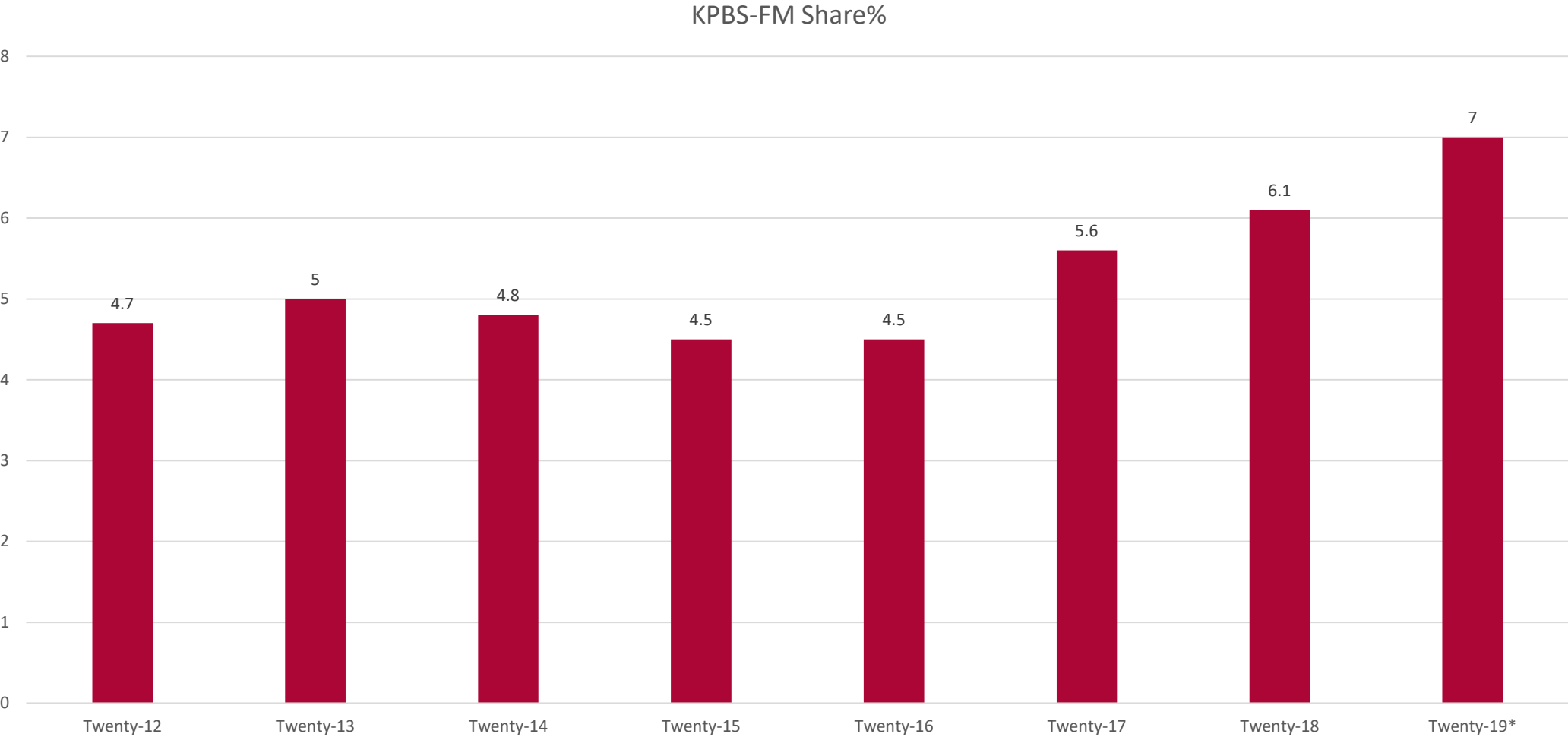
KPBS Continues To Attract More Consumers Each Day



More Listeners Are Listening More To KPBS On Average

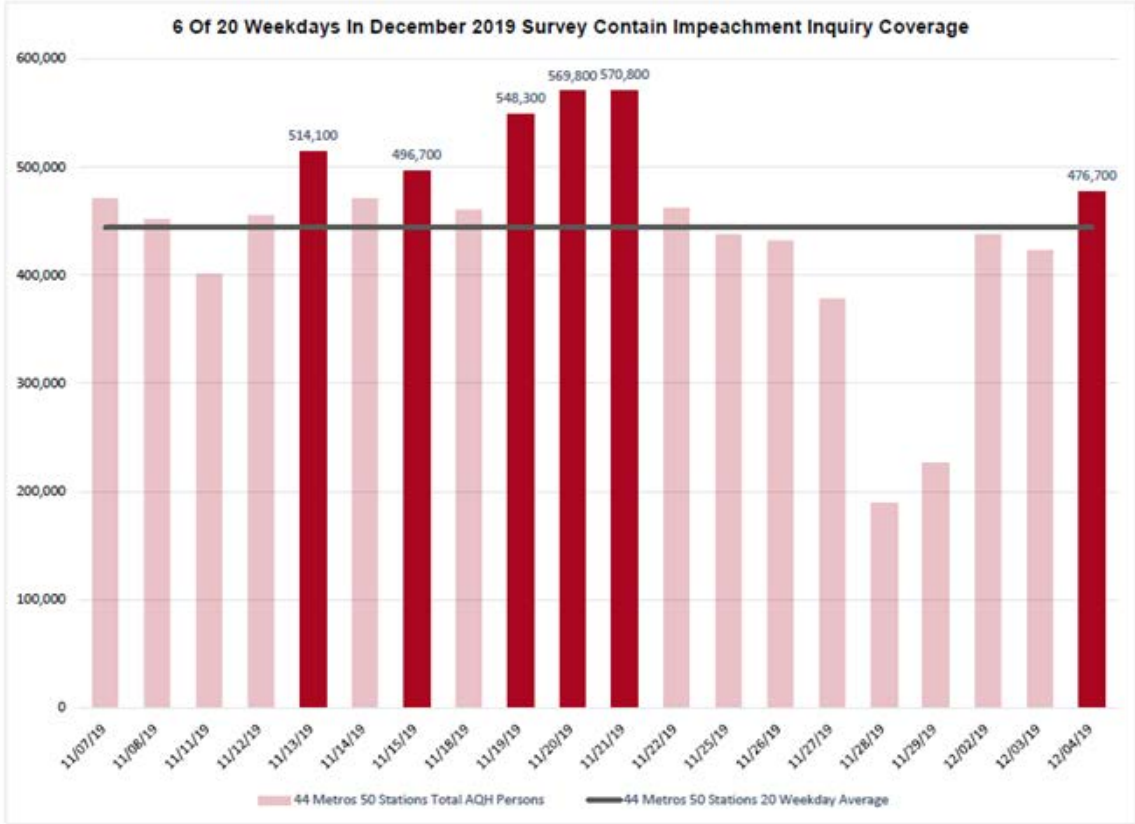


Market Down / Station Up Means Share Up!



Not All Days Are Created Equal

Nielsen Audio, 44 PPM Metros, 50 Full-Time Non-Commercial News Stations, December 2019, Persons 6+, AQH Persons

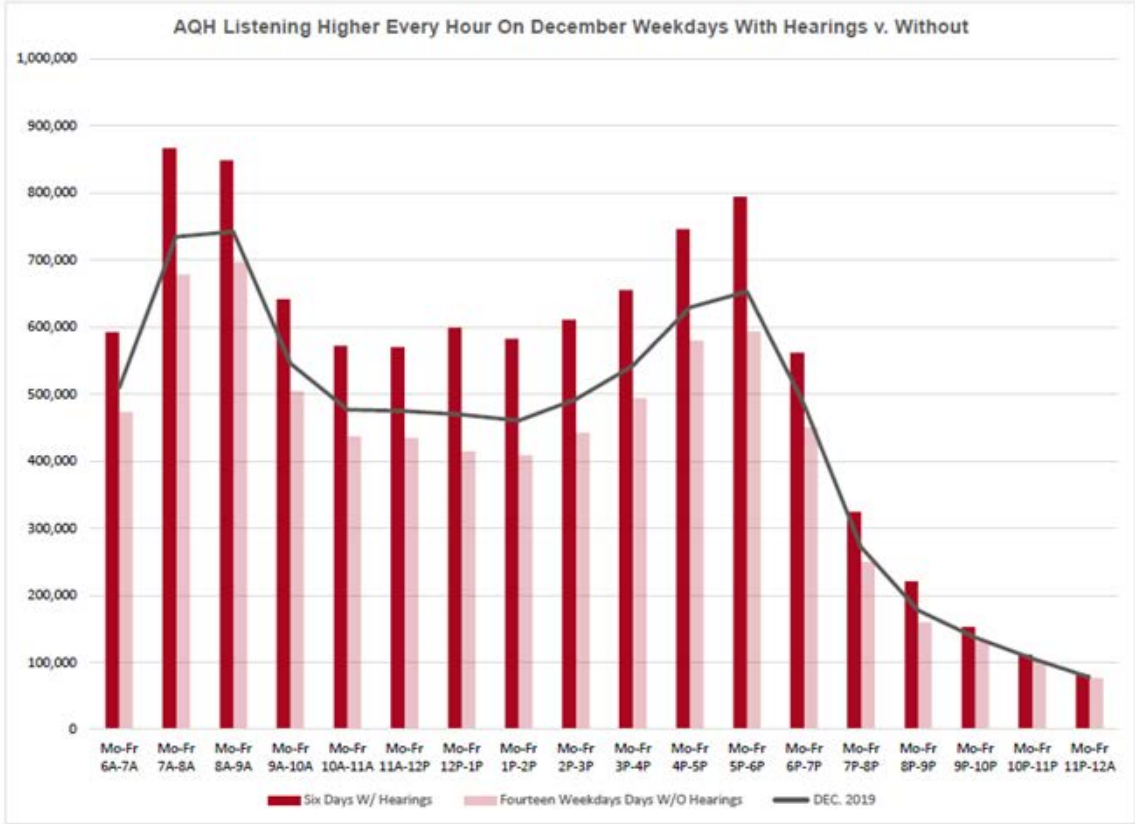


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Not All Hours Are Created Equal

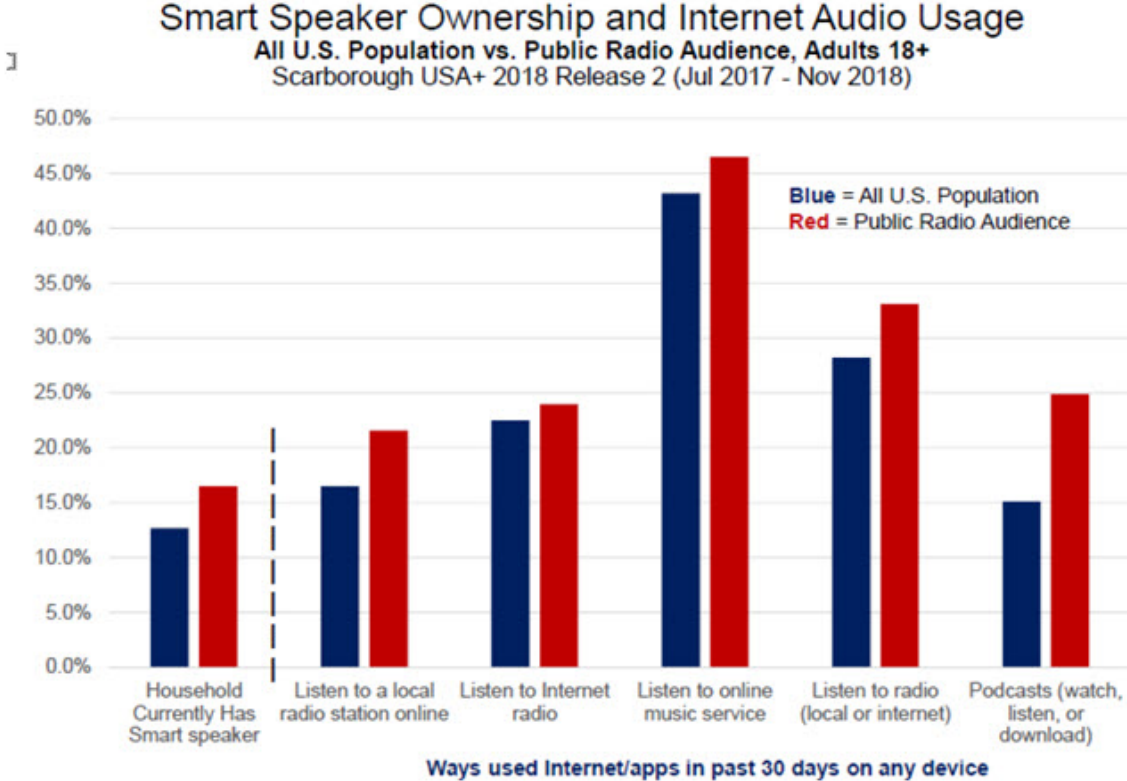
Nielsen Audio, 44 PPM Metros, 50 Full-Time Non-Commercial News Stations, December 2019, Persons 6+, AQH Persons



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Listening Is Changing



More Competition Every Day



The Future: Cross Platform Measurement

- Stations have multiple vendors for the first time
- DON'T ADD VARIOUS VENDORS TOGETHER
- The industry needs data that's...
 - collected from a more complete set of outlets and sources
 - samples need to be collected comparably
 - metrics must be common
 - the research must be de-duplicated

QUESTIONS?

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THANKS!

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