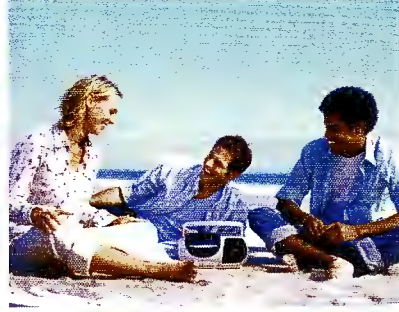




ARBITRON



# Understanding the Key Differences Between Daily and Weekly PPM™ Estimates





## Q: What is the importance of Daily Cume and Daily TSL?

A: These are the two building blocks of our AQH estimates.

On the other hand, Weekly Cume and Weekly TSL do not impact AQH Persons, AQH Ratings or AQH Share.

### Q: Why does Arbitron report Weekly Cume or Weekly TSL estimates?

A: First, to generate a reach figure in a radio schedule and, second, to provide an estimate that spans a week's worth of listening, similar to Diary Cume estimates. Weekly Cume represents the number of different people who tune into a station in a given week and can be used to characterize the popularity of a station for local direct businesses.

### Q: Why does the monthly survey show less fluctuation in the Weekly Cume and Weekly TSL estimates?

A: In order for listening to show up in the Weekly Cume, a panelist must have been "In-Tab" six out of seven days of the survey week. In order to be considered In-Tab for the day, a panelist aged 18+ must wear his or her meter for a minimum of eight hours; a panelist aged 6-17 must wear his or her meter for a minimum of five hours. If a panelist meets both the daily In-Tab and Weekly Cume prerequisites and is credited with at least one quarter-hour of exposure to a station, he or she will appear in the Weekly Cume and Weekly Time Spent Listening (TSL) estimates.

Because a panelist only needs one quarter-hour of listening (out of 504 possible quarter-hours) in the survey week to be included in the Weekly Cume, there may be fluctuations from week to week. Because PPM detects all exposure to encoded radio, even those that a panelist would not have thought to write down in a diary, PPM Cumes reflect more "incidental listening" than the Diary; as much as 25% of a station's Weekly Cume is from listeners with only one quarter-hour of exposure. Weekly Cumes may rise and fall with the behavior of these incidental listeners (but over the course of a month, these weekly fluctuations usually even out).

# Frequently Asked Questions About Daily vs. Weekly PPM Estimates



**Q: How do the PPM Weeklies<sup>SM</sup> software estimates compare to the data from PPM Analysis Tool<sup>SM</sup> or TAPSCAN<sup>SM</sup> Web?**

**A:** Our PPM Weeklies estimates report one week's worth of PPM data. These data report Daily Cume, Daily TSL and AQH estimates—as well as Weekly Cume and Weekly TSL.

**Q: So what data are the PPM Analysis Tool and TAPSCAN Web reporting?**

**A:** This is a monthly survey capturing 28 days of measurement; therefore, it is an average of our four PPM Weeklies estimates.

## WAAA-FM example:

	Days In-Tab	Days listened to	Will panelist appear in AQH and Share?	Will panelist be in Weekly Cume?
Week 1	6	4	<b>Yes</b>	<b>Yes</b>
Week 2	5	5	<b>Yes</b>	No
Week 3	4	4	<b>Yes</b>	No
Week 4	7	0	<b>Yes</b>	No
Total Month	22 days In-Tab	13 days listened to	<b>Yes</b> (listening will count in 13 of the possible 28 days)	<b>Yes</b> (will count 1/4 toward the Weekly Cume for the month)

**Q: If a panelist listens to WAAA-FM for two days in a survey week (Thurs-Wed), will that listening be credited to that station in the weekly survey?**

**A:** Yes, it will appear as listening for the Daily Cume and Daily TSL. If the panelist was considered In-Tab for at least six days during the week (even if he or she only listened on two days), the listening will be credited to Weekly Cume and Weekly TSL. If the panelist was In-Tab for less than six days, the listening will not appear in the Weekly Cume or Weekly TSL estimates.

**Q: If a panelist listens to WAAA-FM for three weeks and then listens to station WBBB-FM during week four, how will it impact WAAA-FM listening?**

**A:** The panelist's listening for the initial three weeks will be represented in all three weekly surveys—but its estimate in the monthly survey will be discounted due to a lack of listening in the fourth week.

# Common PPM Terms

## Average Daily Cume Persons

The estimated number of different persons who were exposed to a station for at least five minutes within a quarter-hour, in a given daypart on an average day.

## Average Daily or Weekly Time Spent Listening (TSL)

An estimate of how long the average panelist was exposed to a particular station or stations daily, weekly or for a specific time period. It is sometimes referred to as Average Time Exposed (ATE), Daily or Weekly. It is expressed in hours and minutes.

## Average Weekly Cume Persons

The average number of different persons exposed to an encoded station for at least five minutes in a quarter-hour, per week. Note that a panelist must have been In-Tab for at least six days of the survey week in order to have been included in a station's Weekly Cume.

**24/7 Customer Service & Support**  
(800) 543-7300

**24/7 PPM Support**  
(866) 776-8300

**For Additional Arbitron Information**  
[www.arbitron.com/ppm](http://www.arbitron.com/ppm)

**For Training**  
[www.arbitrontraining.com](http://www.arbitrontraining.com)

## Average Quarter-Hour (AQH) Persons, AQH Rating

AQH Persons is the number of persons exposed to a station in an average 15-minute period within a given daypart. AQH Persons helps to estimate the number of listeners to a station.

AQH Rating is the estimated number of persons exposed to the station as a percentage of all of the people in the survey area, within a given demographic and daypart. This estimate indicates the popularity of each quarter-hour of a station's broadcast among the entire population of a market. A rating of "1" represents 1% of that market's population. AQH ratings are used to determine Cost-per-Point and can be compared to TV ratings.

**PLEASE NOTE:** All of the important transactional estimates (AQH Persons, AQH Ratings and AQH Share) are calculated from DAILY Cume and DAILY TSL estimates.



**PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.**

PPM™, PPM Analysis Tool™ and PPM Weeklies™ are marks of Arbitron Inc. TAPSCAN™ Web is a registered mark of TAPSCAN Inc., used under license.

© 2009 Arbitron Inc. Printed in the USA. PPM-09 03921 5/09

[www.arbitron.com](http://www.arbitron.com)



**Headquarters**  
9705 Patuxent Woods Drive  
Columbia, MD 21046-1572  
(410) 312-8000

**Atlanta**  
9000 Central Parkway  
Suite 300  
Atlanta, GA 30328-1639  
(770) 668-5400

**Chicago**  
222 South Riverside Plaza  
Suite 630  
Chicago, IL 60606-6101  
(312) 542-1900

**Dallas**  
13355 Noel Road  
Suite 1120  
Dallas, TX 75240-6646  
(972) 385-5388

**Los Angeles**  
10877 Wilshire Boulevard  
Suite 1400  
Los Angeles, CA 90024-4341  
(310) 824-6600

**New York**  
142 West 57th Street  
New York, NY 10019-3300  
(212) 887-1300