How do I get access to Nielsen Radio Advisor?

You need to get your Nielsen Radio Advisor password via the Nielsen Answers portal.

First time users:
1.) Visit the web address: https://answers.nielsen.com/
2.) Click the Have your new password sent to you by email link
3.) Enter your e-mail address and click the Email password link to receive your password via e-mail sent by The Nielsen Company.

Email a new password
Enter your email address below. If it matches an existing account we will email a new password to your registered email address. As a security precaution, you will subsequently need to change your password whenever accessing this site. If an email match cannot be found you will be notified.

* Email

Email Password

Your new temporary password will shortly be sent to your email address.
4.) When you receive the email, log in at [https://answers.nielsen.com/](https://answers.nielsen.com/) with your email address and the temporary password you received via email.

5.) When prompted, change your password, adhering to the password restrictions.

![Password Change Form](image)

**You must change your password before entering this site.**

For security purposes, new users must change their passwords when they first enter the site. Subsequently, passwords must be changed either every 90 days, or after a password reset request to Support.

**Password Restrictions**

- Passwords must be six or more characters in length
- Passwords must contain mixed case or at least one numeric character
- The previous password cannot be used

**Enter existing password**

**New password**

**Confirm password**

OK

**Return Users:**

To access Nielsen Radio Advisor, once you have changed your password, visit: [https://answers.nielsen.com/](https://answers.nielsen.com/) and use your email address and password.

**Opening Nielsen Radio Advisor:**

On the Nielsen Answers portal, you'll see Nielsen Radio Advisor listed under the Radio Products section on the left. Click on the name to open the software.

![Nielsen Radio Advisor](image)

**To logout:**

When you are done using Nielsen Radio Advisor, click the X in the upper left corner to close. Be sure to return to the Nielsen Answers site and click 'logout'.
Nielsen Radio Advisor

Ranker Report

What is the Ranker Report?

- The Ranker report shows the overall performance of a station. You can use this report to analyze how a station did or compare one station to the competitors in the market.
- Specific demographics and dayparts are chosen in the Ranker report.

Part I: Creating a Ranker Report

I. Step 1: Selecting the Proper Report

A. Click on the Report Editor tab at the top of the page.

B. On the Report Editor: Create New Report page:
   1. In the Report Name box, type a name for the new report.
   2. In the Report Type drop-down list box, select Ranker Report.
C. Click Go. You will now be able to make your selections and build your report.

II. Step 2: Filling in the Data Selections

To make choices in all of the Specification windows, first single click to highlight the selection in the Available window.

Then, click on the single right arrow icon to send the highlighted row to the Selected window.

A. The first Specification selection will be to choose your Market. Single click to highlight your market and then click on the single arrow to send it to the Selected Market window.
To advance, either click on Survey below Market on the left side of the screen, or

Click Survey, or...

Click on the Next button in the lower right corner.

B. Click to highlight the Survey you want to use for your report. Then click the single arrow button to send it to the Selected Survey window.

**Tip:** Use Current Survey…this way it will show the most recent data in your report, and you can just ‘re-run’ the report when new data is issued without starting over.

Click to highlight

Click on either Demos/Geos on the left or Next on the bottom right to make your next selection.

C. There are many types of available Demos/Geos from which to choose. They are broken down into categories.

To open any of them, click on the + next to the category name, for example, Age/Gender. You can then click on the + next to Persons, Males or Females to see the available selections. Single click to highlight your selection. Then click the single arrow button near the top to send it to the Selected Demos/Geos window. Choose any additional Demos/Geos the same way.
Note: Custom Demographics must be created before they can be selected. See the “Creating Custom Demographics” handout.

If desired, you can also select Demos/Geos on which the report should be filtered. Select demos in the Available Demos/Geos list box and move them to the Selected Filter Demos/Geos window. Choose any additional Demos/Geos the same way.

Anything in Selected Demos/Geos will be broken out separately on the report.

For example, if you chose Persons 18+ and Cell Phone Only (CPO) as Selected Demos/Geos, each demo would be on separate reports – one Persons 18+ ranker and one Persons 12+ CPO ranker report. (If you use a custom demographic without adding a demo, it will pull all – thus Persons 12+.)

Anything in Selected Filter Demos/Geos will be individually combined with the Selected Demos/Geos in the report.

For example, if you chose Persons 18+ as a Selected Demographic and Cell Phone Only (CPO) as a Selected Filter Demographic, you would get one report of Persons 18+ who live in a CPO home.

Click on either Station on the left or Next on the bottom right to make your next selection.
D. Next you will select the **Stations** you want to see on your report. By default, all stations in your market are selected for you. If you want to delete any stations from the list, click to highlight each station and use the single arrow < to remove it from the Selected Station list.

To start with a clean slate, click on the << ALL arrow between the columns to remove all stations from the Selected Station list.

There are three Nielsen-defined station groups already created:
- **All Commercial Nielsen Metro Stations** (default) – Any commercial station that has listening in the defined Nielsen metro.
- **Commercial Home-to Metro Stations Only** - Only commercial stations that are licensed to a city in the metro.
- **All Nielsen Metro Stations** – Any station, commercial or noncommercial, that has listening in the defined metro.

Double click or click on the + next to the group and then single click to highlight the station you want. Then click on the single arrow > to send it to the **Selected Station** window. Continue selecting additional stations in the same way.

**Tip:** To select all of the stations in a group, highlight the name of the group in the Available Station window. Then click the single arrow and they will all appear on the **Selected Station** window.

**Note:** Custom Stations groups must be created before they can be selected. See the “Creating Custom Station groups” handout.

Click on either **Daypart** on the left or **Next** on the bottom right to make your next selection.

E. A number of standard **Dayparts** have been created for you to use in your reports. To choose a daypart, single click to highlight it, and then click on the single arrow to send it to the **Selected Dayparts** window. Continue selecting additional dayparts in the same way.
Note: Custom Dayparts must be created before they can be selected. See the “Creating Custom Dayparts” handout.

Click on either Place of Listening on the left or Next on the bottom right to make your next selection.

F. If you want to see the total number for all places of listening, do not make any selections on this screen. This way the default selection will be “all places of listening.”

Or, if you want to have your report broken out by a specific Place of Listening, click to highlight your selection, and then click the single arrow to send it to the Selected Place of Listening window. You can also create POL combos using the boxes below.

Click on either Audience Estimates on the left or Next on the bottom right to make your next selection.

G. Choose the Audience Estimates* you want to see on your report. Click to highlight the row and then use the single arrow to send it to the Selected Audience Estimates window. Be sure to choose the Audience Estimates in the order you want them to appear on your report.

*See Glossary for definitions if needed.
Tip: To select all of the Available Audience Estimates click the double arrow and they will all appear on the Selected Audience Estimates window.

If you want to make any changes at any time, you can click on the name of the Specification you want to revisit on the left side, or click Back in the bottom right corner.

III. Step 3: Running the Report

Click on Run to submit and generate the report. This will also save the report in Report Manager for future use. You can also click Save to save your report and return to run it later.
Part 2: Working with a Ranker Report

1. Report Filters

When you have made your selections and click **Run**, your completed report will process and pop up in a new window.

**Note:** If you are accessing your report from Report Manager, click to ***highlight the entire row*** of the report and click **Run**.

At the top of the screen, you will see the selections you have made for each Specification. If you've made multiple selections, you can click on the drop down arrow and then Refresh Selection to update the report based on filtered specifications. In-tab Size, Population and Persons Using Radio (PUR) are also listed here.

![Click drop downs to change filters. Then click Refresh Selection](image)

2. Table View

The report results appear in **Table View** by default in the lower half of the window. To rank by any of the columns, click on the name of the column and you will get an arrow that points up, showing that this column is now ranked in ascending order. Click again and the arrow will point down, indicating it is now in descending order.

**Tip:** Nielsen Radio Advisor will only show results if sufficient sample of 45 in-tab is achieved.
If you aren’t sure what each column represents, click the **Show Explanation** button below the table, then move your mouse to highlight the cell in question for more details.

To export the generated report to Excel or PDF, click Export. You can then select the format you would like, and then click Ok. Your report will automatically sort from highest to lowest, based on Average Audience (AQH Persons), then rating and finally call letter.

To return to the Report Editor page, click Exit.

**3. Chart View**

If you would like to view the report in chart format, click Chart View.
When you click on **Chart View** your report will be presented in a graphic format. As in Table View, in Chart View you can click on the Specification filters at the top of the window, and then Refresh Selections, to change your chart data.

![Chart View](image)

**Click on icons for options**

**Note:** When you go to Chart View, by default the chart will be based on the column to the far right. You can right click on any cell and select Add to Chart to include that data as well. Likewise, you can right click and select Remove from Chart to exclude that data.

Within the Chart View you can make a number of customizations. Click on the icons on the right hand side of the chart select options to print, change, and format the graphic.

- **Personalize Charts** - Allows you to save or use a pre-saved format
- **Copy to Clipboard** - Copies the graphic so you can paste it into another application
- **Print** - Prints the graphic
- **Gallery** - Allows you to choose different graphic formats
- **Anti-Aliasing** - Smoothes your graphic report lines and text
- **Palette Selector** - Enables you to change the color scheme in your graphic
- **3D/2D view** - Toggles your graphic to either a three- or two-dimensional view

To return to **Report Editor**, click Exit.
### Station – WCCC FM

**Rating %** - 0.2% of people 18-34 tuned to WCCC M-Su 6AM-12AM.

**Share %** - WCCC has 1.2% share of all P18-34 listening to radio during M-F 6a-12a

**Average Audience** - 1,342 radio listeners tuned to WCCC M-Su 6AM-12AM

**Cume** – 57,398 different listeners P18-34 tune to WCCC within a quarter hour M-S 6a-12a

**Cume %** - 7.4% different listeners P18-34 tune to WCCC within a quarter hour M-S 6a-12a

**Time Spent Listening (TSL)** = 2:57 means each radio listener of WCCC listened an average of 2 hours and 57 minutes.

**Exclusive Aud** - 33,716 people 18-34 who listened exclusively to WCCC M-Su 6AM – 12AM.

**Exclusive Aud %** - 58.7% of people 18-34 listened exclusively to WCCC M-Su 6AM-12AM.

**Average Age** – 54 Years old (Average age data is based on the unweighted age of the sample respondents.)

**Owner** – Brooke Broadcasting

**Format** - Sports

---

### Nielsen Report Details

- **Station**: WCCC FM
- **Rating %**: 0.2%
- **Share %**: 1.2%
- **Average Audience**: 1,342
- **Cume**: 57,398
- **Cume %**: 7.4%
- **Time Spent Listening (TSL)**: 2:57
- **Exclusive Aud**: 33,716
- **Exclusive Aud %**: 58.7%
- **Average Age**: 54 Years
- **Owner**: Brooke Broadcasting
- **Format**: Sports
What is the Station Profile and Index Report?
- When a Ranker report is created in Nielsen Radio Advisor, Stations are the rows and Audience Estimates are the columns by default. By changing the format you can choose which data are in rows and which are in columns to create Station Profile and Index reports.

Choosing Available Demographics
- Using the Buyergraphic/PRIZM Tree makes it easy to create a station profile. Simply select the desired characteristics across different categories and add them to your report.
- You can move entire sub-groups over at one time. For example, you can highlight ‘Newspaper’ (one of the sub-groups of Media) in the tree and when you click the over arrow ALL sub questions under Newspaper will move over to primary demo box on the right.

Tip: Categories such as Personal Characteristics, Race/Language, or Household Characteristics can not be moved over as an entire group. For example if you wish to have all the questions from Personal Characteristics on your report then you must select each sub-category separately (Employment status, then Income, then Education, and continue on until all desired characteristics are selected).
Create a Profile Report based on Persons 12+
Choose your Market and Survey selections for a Ranker report as usual.

At the Demographics selections screen:
1) Set your demo as Persons 12+. This must be the FIRST demo moved over to the Selected Demographics box.
2) Select the characteristics you would like to have included on your report and move those to the Selected Demographics box.

Tip: Nielsen Radio Advisor cannot process all Buyergraphic questions in a single run. If you want to profile all questions you'd need to do these reports in sections; we recommend that no section contain more than 70 lines of data.

3) Select your Station(s) and Daypart(s) as usual
4) Skip the Place of Listening selection
5) For Audience Estimates, select Profile% and any other estimates you'd like to include
6) Run your report

Create a Profile Report with other target demographics
Choose your Market and Survey selections for a Ranker report as usual.

At the Demographics selections screen:
1) Set your target demo (i.e. P25-54). This must be the FIRST demo moved over to the Selected Demographics box.

If you are running your report off of any demo other than Persons 12+ you need to create a new custom demo of your target and name it something different (i.e. 'P25-54 Filter'). Then move this demo to the Selected Filter Demographics box. This will filter each Buyergraphic question off of your selected demo.

2) Select the characteristics you would like to have included on your report and move those to the Selected Demographics box.
Note: To profile the age cells within your report, it needs to be set up a little differently. Do a separate report where you again start with your target demo (i.e. P25-54) and make that the FIRST demo moved into the **Selected Demographics** box. Then create the smaller demo parts and move to **Selected Demographics** (i.e. 25-34, 35-44, 45-54). But DO NOT include anything in the **Selected Filter Demographics** box.

3) Select your Station(s) and Daypart(s) as usual
4) Skip the Place of Listening selection
5) For Audience Estimates, select Profile% and any other estimates you'd like to include
6) Run your report

**Report Filters**

Once you run the report you will see the selections you have made for each Specification the top of the screen. If you've made multiple selections, you can click on the drop down arrow and then **Refresh Selection** to update the report based on filtered specifications.

**Tip:** Nielsen Radio Advisor will only show results if sufficient sample of 45 in-tab is achieved.

**Formatting the Rows and Columns**

The Ranker Report starts out with Stations as the Rows and Audience Estimates as the Columns. It’s easy to change these to customize the format of your report in a variety of ways. On the right side of the screen you'll see two drop down boxes where you can choose which statistics you want as your Rows and Columns.
After you make your choices, click **Refresh Selection** and the report will generate in the new format.

**Individual Stations by Index and Profile Report**

To profile one station at a time choose **Primary Demo as Rows** and **Audience Estimate as Columns**. Change the Station filter at the top of the page to see each station.

<table>
<thead>
<tr>
<th>Primary Demo</th>
<th>Profile %</th>
<th>Index %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persons 12+</td>
<td>100.0</td>
<td>100.0</td>
</tr>
<tr>
<td>House - Own Occupied</td>
<td>92.3</td>
<td>125.6</td>
</tr>
<tr>
<td>Married Status - Married</td>
<td>79.2</td>
<td>133.5</td>
</tr>
<tr>
<td>District and Newspaper - past 7 days</td>
<td>16.0</td>
<td>20.1</td>
</tr>
<tr>
<td>Education - College Grad</td>
<td>43.3</td>
<td>105.6</td>
</tr>
<tr>
<td>Plan to buy can next 12 mos - Yes</td>
<td>12.5</td>
<td>113.5</td>
</tr>
</tbody>
</table>

**Station Profile and Index Report**

To profile stations and see how they compare to each other by different demos, choose **Primary Demo as Rows** and **Stations as Columns**.

Note: Both index and profile can be processed at the same time, but when you change the columns and rows – each estimate will show in a different table/page when output. You can copy/paste the two into one report as shown below using Excel.
You can then present the profile in Excel or prepare graphs to create a unique profile for an individual station or station cluster.

There are many other ways to change the Rows and Columns to create new views of your data. Try different combinations and see what works best for your needs.
What is the Reach and Frequency Report?

- The Reach and Frequency report shows how many different people heard the message, and how many times they heard it.
- Specific demographics and dayparts are chosen in the Reach and Frequency report.

Part I: Creating a Reach and Frequency Report

I. Step 1: Selecting the Proper Report

A. Click on the **Report Editor** tab at the top of the page.

B. On the **Report Editor: Create New Report** page:
   1. In the Report Type drop-down list box, select **Reach and Frequency**
   2. Click **Go**
3. In the Report Name box, type a name for the new report. **Tip:** Always click the Clear Station Mappings button to delete any previous data.

**Note:** If you want to import a schedule, see Appendix A on the last page of this document.

C. Click Go. You will now be able to make your selections and build your report.

II. **Step 2: Filling in the Data Selections**

To make choices in all of the Specification windows, first single click to highlight the selection in the Available window. Then, click on the single right arrow icon to send the highlighted row to the Selected window.

A. The first Specification selection will be to choose your Market. Single click to highlight your market and then click on the single arrow to send it to the **Selected Market** window.
B. Click to highlight the **Survey** you want to use for your report. Then click the single arrow button to send it to the **Selected Survey** window.

**Tip:** Use Current Survey...this way it will show the most recent data in your report, and you can just 're-run' the report when new data is issued without starting over.

Click on either **Demos/Geos** on the left or **Next** on the bottom right to make your next selection.

C. There are many types of available Demos/Geos from which to choose. They are broken down into categories.

To open any of them, click on the + next to the category name, for example, Age/Gender. You can then click on the + next to Persons, Males or Females to see the available selections. Single click to highlight your selection. Then click the single arrow button near the top to send it to the Selected Demos/Geos window. Choose any additional Demos/Geos the same way.

**Note:** Custom Demographics must be created before they can be selected. See the “Creating Custom Demographics” handout.
If desired, you can also select Demos/Geos on which the report should be filtered. Select demos in the Available Demos/Geos list box and move them to the **Selected Filter Demos/Geos** window. Choose any additional Demos/Geos the same way.

Anything in **Selected Demos/Geos** will be broken out separately on the report.

For example, if you chose Persons 18+ and Cell Phone Only (CPO) as Selected Demos/Geos, each demo would be on separate reports – one Persons 18+ ranker and one Persons 12+ CPO ranker report. (If you use a custom demographic without adding a demo, it will pull all -- thus Persons 12+.)

Anything in **Selected Filter Demos/Geos** will be individually combined with the Selected Demos/Geos in the report.

For example, if you chose Persons 18+ as a Selected Demographic and Cell Phone Only (CPO) as a Selected Filter Demographic, you would get one report of Persons 18+ who live in a CPO home.

Click on either **Station** on the left or **Next** on the bottom right to make your next selection.

D. Next you will select the **Stations** you want to see on your report. Double click, or click on the + next to the group of stations you want to choose from to expand the list.
Single click to highlight the station, and then click on the single arrow to send it to the **Selected Station** window. Continue selecting additional stations in the same way.

**Note:** Custom Stations groups must be created before they can be selected. See the “Creating Custom Station groups” handout.

Click on either **Daypart** on the left or **Next** on the bottom right to make your next selection.

E. A number of standard **Dayparts** have been created for you to use in your reports. To choose a daypart, single click to highlight it, and then click on the single arrow to send it to the **Selected Dayparts** window.

**Tip:** Also, select Total Day as a daypart.

**Note:** Custom Dayparts must be created before they can be selected. See the “Creating Custom Dayparts” handout.

**Tip:** If you have imported a schedule (see Appendix A), your report will automatically run now.

Click on either **Place of Listening** on the left or **Next** on the bottom right to make your next selection.
F. If you want to see the total number for all places of listening, do not make any selections on this screen. This way the default selection will be “all places of listening.”

Or, if you want to have your report broken out by a specific Place of Listening, click to highlight your selection, and then click the single arrow to send it to the Selected Place of Listening window. You can also create POL combos using the boxes below.

Click on either Audience Estimates on the left or Next on the bottom right to make your next selection.

G. Choose the Audience Estimates* you want to see on your report. Click to highlight the row and then use the single arrow to send it to the Selected Audience Estimates window. Be sure to choose the Audience Estimates in the order you want them to appear on your report.

*See Glossary for definitions if needed.

Click on either Schedule Planner on the left or Next on the bottom right to make your next selection.
H. The **Schedule Planner** Specification is where you will build the schedule you wish to analyze.

- Click here to select Stations
- Click here to select Dayparts
- Click here to Save Schedules

**Note:** The Available Stations and Dayparts are populated by the selections you made in the Station and Daypart Specifications.

1) Click the first drop down box to choose the station you want on your schedule.
2) Click the second drop down box to choose the daypart you want on your schedule

Now you can input the number of spots in your schedule. Click in the boxes for each week and type in the number, then click or hit Tab to go to the next box. The number of spots will be spread out through the week. Alternately, you can click on the + next to the Session name to see each day of your Daypart as its own line. This way you can place different numbers of spots on different days of the week.

3) Click **Save Schedules** to save the schedule. Then you can go back to add in other stations or dayparts as desired.

If you want to make any changes at any time, you can click on the name of the **Specification** you want to revisit on the left side, or click **Back** in the bottom right corner.
III. Step 3: Running the Report

Click on Run to submit the report. This will also save the report in Report Manager for future use. You can click Save to save your report and return to run it later.
Part 2: Working with a Reach and Frequency Report

1. Report Filters

When you have made your selections and click Run, your completed report will process and pop up in a new window.

Note: If you are accessing your report from Report Manager, click to highlight the entire row of the report and click Run.

At the top of the screen, you will see the selections you have made for each Specification. If you’ve made multiple selections, you can click on the drop down arrow and then Refresh Selection to update the report based on filtered specifications. In-tab and Population are also listed here.

Tip: Nielsen Radio Advisor will only show results if sufficient sample of 45 in-tab is achieved.

2. Table View

The report results appear in Table View by default in the lower half of the window.

If you aren’t sure what each column represents, click the Show Explanation button below the table, then move your mouse to highlight the cell in question for more details.
To export the generated report to Excel or PDF, click Export. You can then select the format you would like, and then click Ok.

To return to the Report Editor page, click Exit.

3. Chart View

If you would like to view the report in chart format, click Chart View.

When you click on **Chart View** your report will be presented in a graphic format. As in Table View, in Chart View you can click on the Specification filters at the top of the window, and then Refresh Selections, to change your chart data.

**Note:** When you go to Chart View, by default the chart will be based on the column to the far right. You can right click on any cell and select Add to Chart to include that data as well. Likewise, you can right click and select Remove from Chart to exclude that data.
Within the Chart View you can make a number of customizations. Click on the icons on the right hand side of the chart to select options to print, copy, and format the graphic.

- **Personalize Charts** - Allows you to save or use a pre-saved format
- **Copy to Clipboard** - Copies the graphic so you can paste it into another application
- **Print** - Prints the graphic
- **Gallery** - Allows you to choose different graphic formats
- **Anti-Aliasing** - Smoothes your graphic report lines and text
- **Palette Selector** - Enables you to change the color scheme in your graphic
- **3D/2D view** - Toggles your graphic to either a three- or two-dimensional view

To return to **Report Editor**, click Exit.
Appendix A

Importing a CSV File

Nielsen Radio Advisor allows you to import a file into the Reach and Frequency report. Any file that you import needs to be formatted exactly like the sample below. Be sure there are no lines between the rows.

Columns:
- Column A: The first cell of each row should have the word “Data”. Each row is treated as a single spot.
- Column C: Station 1, Station 2, etc (call letters will be assigned after import)
- Column D: Date of Spot
- Column F: Time of Spot
- Column K: Rate of spot (Note: Spots can’t be assigned individual rates – they’re grouped by day)
- Column N: The word “Normal”

Notes: Only one market at a time can be imported. Spots should always be grouped together by stations, then sorted ascending by date and then spot time.

How to Upload the CSV file
1) Click on Browse to find the file that you want to use
2) Click OK to import the correctly formatted .csv file

Tip: If you import a schedule it will automatically forward you to the next screen, and will continue to do so once you make each required selection on the Specifications.

After you fill in your Daypart selection, the report will automatically run. You won’t be able to choose Place of Listening, Audience Estimate or Schedule Planner unless you go back after the report is generated, then Run the report again.
**Market:** Any Market  
**Survey:** Current Survey  
**Demographics:** Persons 18-34  
**Daypart:** Mon-Fri 6:00 AM-10:00 AM  
**Place of Listening:** ALL  
**Format:** ALL  
**Intab Size:** xxx  
**Population:** xxx,xxx

<table>
<thead>
<tr>
<th>Station</th>
<th>Total Spots</th>
<th>Reach01</th>
<th>Reach01 Percent</th>
<th>Average Frequency</th>
<th>Reach03</th>
<th>Reach03 Percent</th>
<th>CPP</th>
<th>CPM</th>
<th>Maximum Reach</th>
<th>Maximum Reach Percent</th>
<th>Gross Impacts</th>
<th>Total Cost $$$</th>
<th>GRP Percent</th>
<th>Owner</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAAA FM</td>
<td>50</td>
<td>58409</td>
<td>37.3</td>
<td>4.2</td>
<td>28630</td>
<td>18.3</td>
<td>$32.18</td>
<td>20.55</td>
<td>71122</td>
<td>45.4</td>
<td>243309</td>
<td>$5,000</td>
<td>155.4</td>
<td>REMO RADIO INC</td>
<td>CHR</td>
</tr>
<tr>
<td>Week 1</td>
<td>10</td>
<td>28908</td>
<td>18.5</td>
<td>1.4</td>
<td>2571</td>
<td>1.6</td>
<td>$38.17</td>
<td>24.4</td>
<td>40953</td>
<td>26.2</td>
<td>40953</td>
<td>1000</td>
<td>26.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 1 - 2</td>
<td>20</td>
<td>39380</td>
<td>25.2</td>
<td>2.1</td>
<td>10427</td>
<td>6.7</td>
<td>$37.17</td>
<td>23.7</td>
<td>53785</td>
<td>34.3</td>
<td>84315</td>
<td>2000</td>
<td>53.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 1 - 3</td>
<td>30</td>
<td>48460</td>
<td>30.9</td>
<td>2.9</td>
<td>18550</td>
<td>11.8</td>
<td>$33.04</td>
<td>21.1</td>
<td>61544</td>
<td>39.3</td>
<td>142131</td>
<td>3000</td>
<td>90.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 1 - 4</td>
<td>40</td>
<td>54052</td>
<td>34.5</td>
<td>3.5</td>
<td>23893</td>
<td>15.3</td>
<td>$32.92</td>
<td>21.0</td>
<td>66986</td>
<td>42.8</td>
<td>190311</td>
<td>4000</td>
<td>121.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 1 - 5</td>
<td>50</td>
<td>58409</td>
<td>37.3</td>
<td>4.2</td>
<td>28630</td>
<td>18.3</td>
<td>$32.18</td>
<td>20.6</td>
<td>71122</td>
<td>45.4</td>
<td>243309</td>
<td>5000</td>
<td>155.4</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Station – WAAA FM  
- Total Spots – A total of 50 spots ran for this schedule  
- Reach 01 - 58,409 people were reached at least once during this schedule  
- Reach 01 - Percent - 37.3% were reached at least once during this schedule  
- Average Frequency – On average people heard the spot 4.2 times  
- Reach 03 - 28,630 people heard the spot at least 3 times  
- Reach 03 - Percent - 18.3% heard the spot at least 3 times  
- CPP - $32.18 cost to reach 1% GRP  
- CPM - $20.55 per 1,000 exposures  
- Maximum Reach – 71,122 people 18-34 could have been reached on WAAA by placing an ad in each quarter hour of M-F 6-10AM  
- Maximum Reach Percent – WAAA reached 45.4% of people 18-34 that could have been reached on WAAA by placing an ad in each quarter hour of M-F 6-10AM  
- Gross Impacts – 243,309 listeners heard the 50-spot ad campaign on WAAA M-F 6am-10am  
- GRP % - a gross of 155.4% of persons 18-34 heard the ad  
- Total Cost $$$ - $5,000 was the total cost for this ad campaign  
- Owner – Remo Radio Inc.  
- Format – Contemporary Hits Radio
What is the Station Loyalty Report?

- The Station Loyalty report shows what percentage of listeners total time listening is spent with each station throughout the day. For example, how often does a station's audience turnover?

- Specific demographics and dayparts are chosen in the Station Loyalty report.

Part I: Creating a Station Loyalty Report

I. Step 1: Selecting the Proper Report

A. Click on the Report Editor tab at the top of the page.

B. On the Report Editor: Create New Report page:
   1. In the Report Name box, type a name for the new report.
   2. In the Report Type drop-down list box, select Station Loyalty.
C. Click **Go**. You will now be able to make your selections and build your report.

II. **Step 2: Filling in the Data Selections**

To make choices in all of the Specification windows, first single click to highlight the selection in the Available window. Then, click on the single right arrow icon to send the highlighted row to the Selected window.

A. The first Specification selection will be to choose your **Market**. Single click to highlight your market and then click on the single arrow to send it to the **Selected Market** window.

To advance, click on **Survey** below Market on the left side of the screen, or
Click Survey, or…

Click on the Next button in the lower right corner.

B. Click to highlight the Survey you want to use for your report. Then click the single arrow button to send it to the Selected Survey window.

**Tip:** Use Current Survey…this way it will show the most recent data in your report, and you can just ‘re-run’ the report when new data is issued without starting over.

Click on either Demos/Geos on the left or Next on the bottom right to make your next selection.

C. There are many types of available Demos/Geos from which to choose. They are broken down into categories.

To open any of them, click on the + next to the category name, for example, Age/Gender. You can then click on the + next to Persons, Males or Females to see the available selections. Single click to highlight your selection. Then click the single arrow button near the top to send it to the Selected Demos/Geos window. Choose any additional Demos/Geos the same way.

**Note:** Custom Demographics must be created before they can be selected. See the “Creating Custom Demographics” handout.
If desired, you can also select Demos/Geos on which the report should be filtered. Select demos in the Available Demos/Geos list box and move them to the Selected Filter Demos/Geos window. Choose any additional Demos/Geos the same way.

Anything in **Selected Demos/Geos** will be broken out separately on the report.

For example, if you chose Persons 18+ and Cell Phone Only (CPO) as Selected Demos/Geos, each demo would be on separate reports – one Persons 18+ ranker and one Persons 12+ CPO ranker report. (If you use a custom demographic without adding a demo, it will pull all -- thus Persons 12+.)

Anything in **Selected Filter Demos/Geos** will be individually combined with the Selected Demos/Geos in the report.

For example, if you chose Persons 18+ as a Selected Demographic and Cell Phone Only (CPO) as a Selected Filter Demographic, you would get one report of Persons 18+ who live in a CPO home.

Click on either **Station** on the left or **Next** on the bottom right to make your next selection.

D. Next you will select the **Stations** you want to see on your report. By default, all stations in your market are selected for you.

If you want to delete any stations from the list, click to highlight each station and use the single arrow < to remove it from the Selected Station list.
To start with a clean slate, click on the << ALL arrow between the columns to remove all stations from the Selected Station list. Then you can double click or click on the + next to the group of stations you want to choose from to expand that list.

There are three Nielsen-defined station groups already created:

- All Commercial Nielsen Metro Stations (default) – Any commercial station that has listening in the defined Nielsen metro.
- Commercial Home-to Metro Stations Only - Only commercial stations that are licensed to a city in the metro.
- All Nielsen Metro Stations – Any station, commercial or noncommercial, that has listening in the defined metro.

Double click or click on the + next to the group and then single click to highlight the station you want. Then click on the single arrow > to send it to the Selected Station window. Continue selecting additional stations in the same way.

**Tip:** On the Station Loyalty Report you will want to include all stations.

Note: Custom Stations groups must be created before they can be selected. See the “Creating Custom Station groups” handout.

Click on either Daypart on the left or Next on the bottom right to make your next selection.

E. A number of standard Dayparts have been created for you to use in your reports. To choose a daypart, single click to highlight it, and then click on the single arrow to send it to the Selected Dayparts window. Continue selecting additional dayparts in the same way.
Note: Custom Dayparts must be created before they can be selected. See the “Creating Custom Dayparts” handout.

Click on either Place of Listening on the left or Next on the bottom right to make your next selection.

F. If you want to see the total number for all places of listening, do not make any selections on this screen. This way the default selection will be “all places of listening.”

Or, if you want to have your report broken out by a specific Place of Listening, click to highlight your selection, and then click the single arrow to send it to the Selected Place of Listening window. You can also create POL combos using the boxes below.

Click on either Audience Estimates on the left or Next on the bottom right to make your next selection.

G. Choose the Audience Estimates* you want to see on your report. Click to highlight the row and then use the single arrow to send it to the Selected Audience Estimates window. Be sure to choose the Audience Estimates in the order you want them to appear on your report.

*See Glossary for definitions if needed.
Tip: To select all of the Available Audience Estimates click the double arrow and they will all appear on the Selected Audience Estimates window.

If you want to make any changes at any time, you can click on the name of the Specification you want to revisit on the left side, or click Back in the bottom right corner.

III. Step 3: Running the Report

Click on Run to submit and generate the report. This will also save the report in Report Manager for future use. You can click Save to save your report and return to run it later.
Part 2: Working with the Station Loyalty Report

Report Filters

When you have made your selections and click **Run**, your completed report will process and pop up in a new window.

*Note:* If you are accessing your report from Report Manager, click to highlight the entire row of the report and click **Run**.

At the top of the screen, you will see the selections you have made for each Specification. If you’ve made multiple selections, you can click on the drop down arrow and then **Refresh Selection** to update the report based on filtered specifications. In-tabs and Population are also listed here.

**Click drop downs to change filters. Then click Refresh Selection**

![Station Loyalty Report Interface]

**Tip:** Nielsen Radio Advisor will only show results if sufficient sample of 45 in-tab is achieved.

1. **Table View**

   The report results appear in **Table View** by default in the lower half of the window. To sort by any of the columns, click on the name of the column and you will get an arrow that points up, showing that this column is now sorted in ascending order. Click again and the arrow will point down, indicating it is now in descending order.
If you are not sure what each column represents, click the Show Explanation button below the table, then move your mouse to highlight the cell in question for more details.

To export the generated report to Excel or PDF, click Export. You can select the format you would like, and then click Ok.

To return to the Report Editor page, click Exit.

2. Chart View
If you would like to view the report in chart format, click Chart View.

When you click on Chart View your report will be presented in a graphic format. As in Table View, in Chart View you can click on the Specification filters at the top of the window, and then Refresh Selections, to change your chart data.
**Note:** When you go to Chart View, by default the chart will be based on the column to the far right. You can right click on any cell and select Add to Chart to include that data as well. Likewise, you can right click and select Remove from Chart to exclude that data.

Within the Chart View you can make a number of customizations. Click on the icons on the right hand side of the chart select options to print, change, and format the graphic.

- **Personalize Charts** - Allows you to save or use a pre-saved format
- **Copy to Clipboard** - Copies the graphic so you can paste it into another application
- **Print** - Prints the graphic
- **Gallery** - Allows you to choose different graphic formats
- **Anti-Aliasing** - Smoothes your graphic report lines and text
- **Palette Selector** - Enables you to change the color scheme in your graphic
- **3D/2D view** - Toggles your graphic to either a three- or two-dimensional view

To return to Report Editor, click Exit.
**Market:** Any Market  
**Survey:** Current Survey  
**Demographics:** Persons 18-34  
**Daypart:** Mon-Fri 6:00 AM-10:00 AM  
**Place of Listening:** ALL  
**Format:** ALL  
**Intab Size:** 67  
**Potential:** 156,581

<table>
<thead>
<tr>
<th>Station</th>
<th>Stn Ave</th>
<th>Stn Loyalty %</th>
<th>Stn Cume</th>
<th>Total Ave</th>
<th>Owner</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAAA FM</td>
<td>3523</td>
<td>74.5</td>
<td>40953</td>
<td>4728</td>
<td>REMO RADIO INC</td>
<td>CHR</td>
</tr>
<tr>
<td>WBBB FM</td>
<td>2740</td>
<td>95.8</td>
<td>7227</td>
<td>2861</td>
<td>VALENCIA HOLDINGS, LLC</td>
<td>Spanish</td>
</tr>
<tr>
<td>WCRC FM</td>
<td>1716</td>
<td>60.6</td>
<td>21681</td>
<td>2831</td>
<td>BROOKE BROADCASTING</td>
<td>Hot AC</td>
</tr>
<tr>
<td>WDDD FM</td>
<td>843</td>
<td>87.5</td>
<td>7227</td>
<td>964</td>
<td>REESE RADIO, INC.</td>
<td>News Talk</td>
</tr>
</tbody>
</table>

- Station – WBBB FM  
- Station Ave – At any given time during M-F 6-10AM WBBB had a average audience of 2,740 P18-34.  
- Station Loyalty % – WBBB’s M-F 6-10AM radio listeners P18-34 spent 95.8% of their time listening to WBBB and the remainder of the time with other stations.  
- Station Cume – 7,227 different listeners P 18-34 tune to WBBB M-F 6-10AM.  
- Total Ave – At any given time during M-F 6-10AM 2,861 radio listeners (derived from WBBB station cume listeners) P18-34 tuned to any radio amongst the listed stations.  
- Owner – Valencia Holdings LLC  
- Format - Spanish
What is the Ebb and Flow Report?

- The Ebb and Flow report shows how the audience changes throughout dayparts. You can use this report to analyze a stations retention and if listeners move, to which station. For example, what percentage of morning show listeners stay for midday?

- Specific demographics and daypart combinations are chosen in the Ebb and Flow report.

Part I: Creating an Ebb and Flow Report

I. Step 1: Selecting the Proper Report

A. Click on the Report Editor tab at the top of the page.

B. On the Report Editor: Create New Report page:
   1. In the Report Name box, type a name for the new report.
   2. In the Report Type drop-down list box, select Ebb and Flow Report.
C. Click Go. You will now be able to make your selections and build your report.

II. Step 2: Filling in the Data Selections

To make choices in all of the Specification windows, first single click to highlight the selection in the Available window.

Then, click on the single right arrow icon to send the highlighted row to the Selected window.

A. The first Specification selection will be to choose your Market. Single click to highlight your market and then click on the single arrow to send it to the Selected Market window.

To advance, click on Survey below Market on the left side of the screen, or
Click on the Next button in the lower right corner.

B. Click to highlight the Survey you want to use for your report. Then click the single arrow button to send it to the Selected Survey window.

**Tip:** Use Current Survey…this way it will show the most recent data in your report, and you can just ‘re-run’ the report when new data is issued with out starting over.

C. There are many types of available Demos/Geos from which to choose. They are broken down into categories.

To open any of them, click on the + next to the category name, for example, Age/Gender. You can then click on the + next to Persons, Males or Females to see the available selections. Single click to highlight your selection. Then click the single arrow button near the top to send it to the Selected Demos/Geos window. Choose any additional Demos/Geos the same way.

**Note:** Custom Demographics must be created before they can be selected. See the “Creating Custom Demographics” handout.
If desired, you can also select Demos/Geos on which the report should be filtered. Select demos in the Available Demos/Geos list box and move them to the Selected Filter Demos/Geos window. Choose any additional Demos/Geos the same way.

Anything in Selected Demos/Geos will be broken out separately on the report.

For example, if you chose Persons 18+ and Cell Phone Only (CPO) as Selected Demos/Geos, each demo would be on separate reports – one Persons 18+ ranker and one Persons 12+ CPO ranker report. (If you use a custom demographic without adding a demo, it will pull all -- thus Persons 12+.)

Anything in Selected Filter Demos/Geos will be individually combined with the Selected Demos/Geos in the report.

For example, if you chose Persons 18+ as a Selected Demographic and Cell Phone Only (CPO) as a Selected Filter Demographic, you would get one report of Persons 18+ who live in a CPO home.

Click on either Station on the left or Next on the bottom right to make your next selection.

D. Next you will select the Stations you want to see on your report. Click on the + next to the group of stations you want to choose from to expand the list.
Double click or click on the + next to the group and then single click to highlight the station you want. Single click to highlight the station, and then click on the single arrow to send it to the Selected Station window. Continue selecting additional stations in the same way.

**Tip:** On the Ebb and Flow Report you will want to choose all stations.

Click on either **Daypart** on the left or **Next** on the bottom right to make your next selection.

E. In the Ebb and Flow report the **Daypart Combos** must be created and saved before they can be used.

1. At the top of the Custom Daypart Group Window, type in the name of your Custom Daypart Group.
2. The list of Standard Dayparts along with any you have already created will be in the Selection Criteria window. Click to highlight the desired daypart then click the single arrow in the middle to send it to the Selected Daypart window.
3. Highlight the daypart that you want to combine and click the single arrow in the middle.
4. Click Save at the bottom of the page.
Custom Daypart Group

Type Daypart Group
Name

Selection Criteria:

Mon-Fri 10:00 AM-3:00 PM
Mon-Fri 3:00 PM-7:00 PM
Mon-Fri 6:00 AM-10:00 AM
Mon-Fri 6:00 AM-12:00 AM
Mon-Fri 7:00 PM-12:00 AM
Mon-Sun 6:00 AM-12:00 AM
Sat 10:00 AM-3:00 PM
Sat 3:00 PM-7:00 PM
Sat 6:00 AM-10:00 AM
Sat 6:00 AM-12:00 AM
Sat 7:00 PM-12:00 AM
Sat 2:00 AM-5:00 AM
Sat-Sun 1:00 AM-5:00 AM
Sat-Sun 3:00 PM-7:00 PM
Sat-Sun 6:00 AM-10:00 AM
Sat-Sun 6:00 AM-12:00 AM

Selected Dayparts:

Mon-Fri 5:00 AM-10:00 AM
Mon-Fri 10:00 AM-3:00 PM

Select Dayparts to combine one at a time

Create Daypart

Click Save

Note: Custom Dayparts must be created before they can be selected. You can create Custom Dayparts from this screen by clicking Create Daypart. See the “Creating Custom Dayparts” handout.

To choose a created Daypart Combo, single click to highlight it, and then click on the single arrow to send it to the Selected Dayparts window.

At this point you can click Run to submit your report. If you want to make further modifications, click on either Place of Listening on the left or Next on the bottom right to make your next selection.

F. If you want to see the total number for all places of listening, do not make any selections on this screen. This way the default selection will be “all places of listening.”

Or, if you want to have your report broken out by a specific Place of Listening, click to highlight your selection, and then click the single arrow to send it to the Selected Place of Listening window. You can also create POL combos using the boxes below.
Click on either **Audience Estimates** on the left or **Next** on the bottom right to make your next selection.

G. On the Ebb and Flow report all **Audience Estimates** are chosen for you by default. If you don't want both Cume and Cume% on your report, or want to change the order, click to highlight the row you don’t want on your report and then use the single arrow to send it to the **Available Audience Estimates** window.

*See Glossary for definitions if needed.

If you want to make any changes at any time, you can click on the name of the **Specification** you want to revisit on the left side, or click **Back** in the bottom right corner.
III. Step 3: Running the Report

Click on Run to submit and generate the report. This will also save the report in Report Manager for future use. You can click Save to save your report and return to run it later.
Part 2: Working with an Ebb and Flow Report

1. Report Filters

When you have made your selections and click Run, your completed report will process and pop up in a new window.

**Note:** If you are accessing your report from Report Manager, click to highlight the entire row of the report and click Run.

At the top of the screen, you will see the selections you have made for each Specification. If you’ve made multiple selections, you can click on the drop down arrow and then Refresh Selection to update the report based on filtered specifications. In-tabs and Population are also listed here.

2. Understanding and Exporting the Report

If you are not sure what each column represents, click the **Show Explanation** button below the table, then move your mouse to highlight the cell in question for more details.

**Tip:** Nielsen Radio Advisor will only show results if sufficient sample of 45 in-tab is achieved.
To export the generated report to Excel or PDF, click Export. You can then select the format you would like, and then click Ok.

To return to the Report Editor page, click Exit.
### Market: Any Market  
**Survey:** Current Survey  
**Demographics:** Persons 12+  
**Daypart:** Mon-Fri 7-9AM to Mon-Fri 9-10AM  
**Place of Listening:** Any Location  
**Format:** ALL

<table>
<thead>
<tr>
<th>Station</th>
<th>Total</th>
<th>Not Listening</th>
<th>WCCC</th>
<th>WBBB</th>
<th>WNNN</th>
<th>WKKK</th>
<th>WRRR</th>
<th>Others</th>
<th>Owner</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCCC</td>
<td>7227</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>Owner</td>
<td>Format</td>
</tr>
<tr>
<td>WBBB</td>
<td>174495</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>Owner</td>
<td>Format</td>
</tr>
<tr>
<td>WNNN</td>
<td>2409</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>Owner</td>
<td>Format</td>
</tr>
<tr>
<td>WKKK</td>
<td>4818</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>Owner</td>
<td>Format</td>
</tr>
<tr>
<td>WRRR</td>
<td>7227</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>Owner</td>
<td>Format</td>
</tr>
<tr>
<td>Others</td>
<td>18866</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>Owner</td>
<td>Format</td>
</tr>
<tr>
<td>Total</td>
<td>287174</td>
<td>16859</td>
<td>16863</td>
<td>19268</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>Format</td>
</tr>
</tbody>
</table>

Read Across
- **Station – WBBB**
  - Total – 25,067 different listeners P12+ tune to WBBB Mon-Fri 7-9AM
  - Not Listening - 11,019 of WBBB’s 7-9AM different listeners P12+ didn’t listen to radio from 9-10AM or 44% of WBBB’s 7-9AM listeners P12+ didn’t tune into any radio from 9-10AM
- **WBBB – 2,409 of WBBB’s 7-9AM listeners P12+ tuned to WCCC during 9-10AM or 9.6% of WBBB’s 7-9AM listeners P12+ tuned into WCCC during 9-10AM.**
- **WBBB – WBBB retained 11,639 of their 7-9AM listeners P12+ at 9-10AM or 46.4% of their 7-9AM listeners P12+.**

Read Down
- **WCCC-There were 7227 listeners P12+ that were not listening to radio 7-9AM that tuned into WCCC 9-10AM or 3.1%.
- **WCCC-28,904 different listeners P12+ tune to WCCC Mon-Fri 9-10AM or 3.7%.
- **WCCC – 2,409 of WCCC’s 9a-10AM listeners P12+ came from WBBB 7-9AM listeners or 9.6% of WCCC’s 9-10AM listeners P12+ came from WBBB.
- **WCCC – retained 19,268 of their listeners P12+ 7-9AM at 9-10AM or 38.1% of their 7-9AM listeners P12+.**
You can create Custom Markets to select a number of markets at once and have them averaged together. Once they are created you can use them in any report.

Part I: Creating Custom Markets


2. Creating Market Combos
On this screen you will see the list of markets that you can access.
   a) Type a descriptive name of the Custom market combo group you are going to create.
   b) Click to highlight the market you want for your group.
   c) Click the single arrow in the middle to send to the Selected window.
d) When your group is created, click **Save** at the bottom of the page. This will take you back to the Report Editor screen.

**Tip:** Your market combo will appear at the bottom of the list and will have (c) in front of it to indicate it is a custom market group.

To alter a Custom Market Group, highlight the group and click Edit Market Combo. To remove a Custom Market Group, highlight the group and click Delete Market Combo.
Part 2: Using Custom Markets

1) To select Custom Markets to your report, click on the + next to **Custom Markets**. You’ll see a list of Custom Market combos that you have built and saved.

2) Single click to highlight the Custom Market combo you want on your report.

3) Then click the single arrow button in the middle to send the combo to the **Selected Market** window.

*Tip: You can only use one Custom Market combo per report.*

4) Continue creating the report specification by making your Survey and Demographic selections as desired.

5) For Station specification you’ll only be able to use Custom Station groups so you can see how a station combination performs in your custom market. Click **Add Station Combo**.

6) You’ll see all of the stations from the Custom Market combo you’ve chosen for this report. Select the stations you want to be combined and save the group.
Note: You must select the same station from both markets.

Example: If you are combining Market A and Market B and you want to see WAAA, you need to choose WAAA-Market A and WAAA-Market B in your Station Combo.

7) The Station Combo will now be under Custom Stations and can be added to the Selected Station window.

You can create and add as many Custom Station combos to your report as you like. Each combo will be reported as a separate line on your report.
Nielsen Radio Advisor
Using Qualitative Data

What is Qualitative Data?

- Qualitative data goes beyond the numbers…helping you to further analyze your audience and find the best place for spots.

- There are two types of Qualitative data in Nielsen Radio Advisor – Buyergraphics and PRIZM Lifestage groups

Buyergraphics

I. Where does the data come from?

Nielsen, in addition to capturing radio listening habits, also asks 21 top line lifestyle and Buyergraphic questions. This single source data is unique in providing information on purchase intent directly from diary keepers.

In Nielsen Radio Advisor, users have the ability to view Buyergraphic data for specific stations or groups of stations in a market. You can also use the data to tell a story about the market as a whole.

For example, you may wish to show what percent of a metro does not read the newspaper but listens to radio, or, which stations have the most listeners who plan to purchase a car.

II. What Buyergraphics are available?

Within each category are a number of detailed questions and responses, including:

- Cell phones - features
- Coupon usage
- Directories – types
- Financial Products – insurance, credit cards, mortgage, etc
- Home – own/rent
- Internet – frequency, activities, etc
- Personal transportation – lease/own
- Marital status
- Newspaper readership
- Pet ownership
- Leisure activity plans
- Purchases – both plan to buy and already bought (cars, services, and specific items)
- Restaurant – types and frequency
- Television and DVR usage
Nielsen Radio Advisor  
Custom Demographics

- You have many ways to use and build demographics in Nielsen Radio Advisor.

- Standard Characteristics, Buyerographics, PRIZM Lifestage Groups and ZipCodes* have been pre-created in the software for you to use. You can also build a variety of Custom Demographics and can combine different types.

  *You can now select a county or zip code under Geographies in the Available Demos/Geos filter.

  For details on how to combine zip codes together refer to page 4.

- Once created you can use Custom Demographics in any report and they will be ready for you to use every time you log in (you don’t have to build them each session).

---

Part I: Creating Custom Demographics

On the Demos/Geos Specification selection screen, click on Add Custom Demo in the bottom left corner of the screen.

![Image of Demos/Geos Specification selection screen with Add Custom Demo highlighted]
You can select a number of Available Characteristics into one group.

- If they are in the same category they will have an OR between them.
  For example: Age = 18-34 OR 35-54 OR 55-64
- If they are in different categories, they will have an AND between them in the logic statement.
  For example: Age = 18-34 OR 35-54 OR 55-64 AND College Graduate = Yes

Types of Custom Demographics
There are four types of Custom Demographics you can create: Characteristics, Buyergraphics, PRIZM Lifestage Groups and ZipCodes. Click on the name to create that type. You can make selections from any or all four types (Characteristics, Buyergraphics, PRIZM and ZipCodes) when creating your Custom Demographics.

**Note:** When creating Custom Demographics remember that Nielsen Radio Advisor will only show results if sufficient sample of 45 in-tab is achieved.

Creating Custom Characteristics

On this screen you will see a list of available Characteristics from which you can select.
1. Type a descriptive name of the Custom Characteristic group you are going to create.
2. Scroll down the list of Available Characteristics to make your selections. In each category, the responses will show in the Selected Characteristics window.
3. Click the box next to the selection you want for your group. As you make selections in each category, they will appear in the Selected Custom area toward the bottom of the screen.
Note: In this example, the Categories are different (Household CellPhone and Household Landline) so these characteristics have AND between them.

4. When your group is created, click Save at the bottom of the page, which will save the group and take you back to Report Editor.

Creating Custom Buyergraphics

When you click on Buyergraphics you will see a list of available Buyergraphics from which you can select.

1. Type a descriptive name of the Custom Buyergraphic group you are going to create.
2. Scroll down the list of Available Buyergraphics to make your selections. In each category, the responses will show in the Selected Buyergraphics window.
3. Click the box next to the selection you want. As you make selections in each category, they will appear in the Selected Custom area toward the bottom of the screen.

Note: In this example, the Categories are different (Age and Purchased Item – Discount Retailer) so these characteristics have AND between them.

4. When your group is created, click Save at the bottom of the page, which will save the group and take you back to Report Editor.
Adding in PRIZM Lifestage Groups

When you click on **PRIZM Lifestage Groups** you will see a list of the 11 available PRIZM Lifestage Groups from which you can select. Since they have already been created you can use these to combine with other Characteristics or Buyergraphics.

**Note:** You can only use one PRIZM Lifestage Group per Custom demo.

Creating Custom ZipCodes Groups

Click on the **ZipCodes** tab and you will see a list of available zip codes for the market you’ve selected.

1. Type a descriptive name of the ZipCode combination you are going to create.
2. Scroll down the list of Available ZipCodes to make your selections.
3. Single click on the ZipCodes to highlight them. Hold down the Control key to select multiple ZipCodes. As you make your selections, they will appear in the Selected Custom area toward the bottom of the screen.

A group of ZipCodes will always have OR between them. If you make selections from any of the other tabs, those will have AND between the selections from other categories and any selected ZipCodes.

**Tip:** The number of In-tabs listed with the zip code is for all persons 12+. Be sure to keep this in mind when you want to combine with other attributes as it may be below the minimum for reporting.

**Note:** When creating custom ZipCode groups in Nielsen Radio Advisor, do not combine a county and zip codes because some zips could fall into two or more counties which would create incorrect reports.

4. When your group is created, click **Save** at the bottom of the page, which will save the group and take you back to Report Editor.

**Note:** If you include more than one survey in your report, the zip codes and related in-tabs will be reported as a separate line for each survey.
Part 2: Selecting Custom Demos/Buyergraphics

To select Custom Demos for your report, either double click on Custom Demos/Buyergraphics, or single click on the + next to Custom Demos/Buyergraphics. You'll see a list of Custom Demos that you’ve built and saved.

1) Single click to highlight the Custom Demographic that you want on your report.
2) Then click the single arrow button near the top to send it to the Selected Demographics window. Choose additional Custom Demographics the same way if desired.

If desired, you can also select demographics on which the report should be filtered. Select demos in the Available Demographics list box and move them to the Selected Filter Demographics window. Choose any additional Demographics the same way.

Anything in Selected Demographics (upper window) will be broken out separately on the report.

For example, if you chose Persons 18+ and Cell Phone Only (CPO) as Selected Demographics, each demo would be on separate reports – one Persons 18+ ranker and one Persons 12+ CPO ranker report. (If you use a custom demographic without adding a demo, it will pull all -- thus Persons 12+.)

Anything in Selected Filter Demographics (lower window) will be individually combined with the Selected Demographics in the report.

For example, if you chose Persons 18+ as a Selected Demographic and Cell Phone Only (CPO) as a Selected Filter Demographic, you would get one report of Persons 18+ who live in a CPO home.
PRIZM Lifestage Groups

I. Where does the data come from?
In developing PRIZM, Claritas assembled a database that included more than 890,000 household records from sources that include the proprietary Claritas Market Audit, Insurance Audit and Convergence Audit surveys, the Mediamark Research Inc. Survey of the American Consumer, R.L. Polk’s vehicle registration database and the Nielsen Homescan consumer packaged goods panel. Each of these records included demographic and behavioral measures, and the behavioral data included measures of both penetration and volume. For example, data is available not only about whether a household owns a mutual fund (penetration) but also about the value of the mutual fund (volume). Most important, every record in the file had demographic data reported by the survey respondents themselves. This database was regarded as an unprecedented benchmark for other data sources, including the compiled list data that would ultimately be used to append PRIZM to customer records.

With PRIZM®, Claritas has created a seamless transition between household-level segmentation and traditional geodemographics by providing the same segments at all levels. Having the ability to downshift from geodemographic to household-level targeting makes it possible for marketers to move seamlessly from market planning and media strategy to customer acquisition, cross-selling, and retention.

PRIZM classifies every U.S. household into one of 11 Lifestage groups based on the household’s purchasing preferences. PRIZM offers a complete set of ancillary databases and links to partner data, allowing marketers to use data outside of their own customer files to pinpoint products and services that their best customers are most likely to use as well as locate their best customers on the ground. PRIZM enables marketers to create a complete portrait of their customers by answering these important questions:

- Who are my targets?
- What are they like?
- Where can I find them?
- How can I reach them?
II. Lifestage Classes and Groups

Lifestage Classes
There are three basic Lifestage Classes -- Younger Years, Family Life, and Mature Years. Each Lifestage Class is a combination of the three variables -- affluence, householder age, and presence of children at home — which help paint a more vivid picture of the likely lifestyle of the segments in that group.

For example, the three Lifestage Groups that comprise the class Younger Years share the characteristic that the majority of households are young and childless.

What differentiates Midlife Success, from Young Achievers is the age at which residents have achieved this level of affluence. Similarly, the groups that make up Family Life have children in common, while segments categorized as Mature Years are mostly empty nesters.

Eleven Lifestage Groups
Lifestage Groups account for affluence and a combination of householder age and kids still living at home. The Lifestage Groups available in Nielsen Radio Advisor are:

Younger Years
- Midlife Success
- Young Achievers
- Striving Singles

Family Life
- Accumulated Wealth
- Young Accumulators
- Mainstream Families
- Sustaining Families

Mature Years
- Affluent Empty Nests
- Conservative Classics
- Cautious Couples
- Sustaining Seniors
Younger Years

The first class, Younger Years, consists of singles and couples typically under 45 years old and child-free: they may be too young to have kids or are approaching middle age and have chosen not to have them. Only those explicit in their definition for lack of children or with low indices for presence of children tend to be included in Younger Years.

- **Midlife Success**
  
  *Midlife Success* is typically filled with childless singles and couples in their thirties and forties. The wealthiest of the Younger Years class, this group is home to many white, college-educated residents who make six-figure incomes at executive and professional jobs but also extends to more middle-class segments. Most of these segments are found in suburban and exurban communities, and consumers here are big fans of the latest technology, financial products, aerobic exercise, and travel.

- **Young Achievers**
  
  Young, hip singles are the prime residents of Young Achievers, a Lifestage Group of twenty-somethings who’ve recently settled in metro neighborhoods. Their incomes range from working-class to well-to-do, but most residents are still renting apartments in cities or close-in suburbs. These seven segments contain a high percentage of Asian singles, and there’s a decidedly progressive sensibility in their tastes as reflected in the group’s liberal politics, alternative music, and lively nightlife. Young Achiever segments are twice as likely as the general population to include college students living in group quarters.

- **Striving Singles**
  
  *Striving Singles* makes up the most downscale of the Younger Years class. Centered in exurban towns and satellite cities, these twenty-something singles typically have low incomes -- often under $30,000 a year -- from service jobs or part-time work they take on while going to college. Housing for this group consists of a mix of cheap apartment complexes, dormitories, and mobile homes. As consumers, the residents in these segments score high for outdoor sports, movies and music, fast food, and inexpensive cars.
Family Life

The presence of children is the defining characteristic of the segments in the Family Life class. Family Life is comprised of residents that have high indexes for middle-aged adults and children living at home. They may be married couples or single parents. At the household level, presence of children is the primary driver for this class.

- **Accumulated Wealth**

  Accumulated Wealth contains the wealthiest families, mostly college-educated, white-collar Baby Boomers living in sprawling homes beyond the nation's beltways. These large family segments are filled with upscale professionals -- the group's median income is nearly six figures -- who have the disposable cash and sophisticated tastes to indulge their children with electronic toys, computer games, and top-of-the-line sporting equipment. The adults in these households are also a prime audience for print media, expensive cars and frequent vacations -- often to theme parks as well as European destinations.

- **Young Accumulators**

  Compared to the Accumulated Wealth group, Young Accumulators are slightly younger and less affluent than their upscale peers. Ethnically diverse, these households include an above-average number of Hispanic and Asian Americans. Adults typically have college educations and work a mix of white-collar managerial and professional jobs. Found mostly in suburban and exurban areas, the large families in Young Accumulators have fashioned comfortable, upscale lifestyles in their mid-sized homes. They favor outdoor sports, kid-friendly technology and adult toys like campers, powerboats, and motorcycles. Their media tastes lean towards cable networks targeted to children and teenagers.

- **Mainstream Families**

  Mainstream Families refers are middle- and working-class child-filled households. While the age range of adults is broad -- from 25 to 54 -- these are households with at least one child under 18 still at home. And residents in this exurban group share similar consumption patterns, living in modestly priced homes -- including mobile homes -- and ranking high for owning three or more cars. As consumers, Mainstream Families maintain lifestyles befitting large families in the nation’s small towns: lots of sports, electronic toys, groceries in bulk, and televised media.

- **Sustaining Families**

  Sustaining Families is the least affluent of the Family Life groups, ranging from working-class to decidedly downscale. Ethnically mixed, with a high percentage of African American, Asian, and Hispanic families, these segments also display geographic diversity -- from inner cities to some of the most isolated communities in the nation. Most adults hold blue-collar and service jobs, earning wages that relegate their families to small, older apartments and mobile homes. And the lifestyles are similarly modest: households here are into playing games and sports, shopping at discount chains and convenience stores, and tuning into nearly everything that airs on TV and radio.
The final class, *Mature Years*, comprises residents who tend to be over 45 years old and childless. Mature Years includes residents who are primarily empty nesters or those with children in their late teens, away at college, or rebounding back to mom and dad’s home. At the household level, the primary driver is age, not necessarily the absence of children.

- **Affluent Empty Nests**
  While those on the “MTV side” of fifty may debate their inclusion in this group, Americans in the *Mature Years* tend to be over 45 years old and living in houses that have empty-nested. They feature upscale couples who are college educated, hold executive and professional positions and are over 45. While their neighborhoods are found across a variety of landscapes -- from urban to small-town areas -- they all share a propensity for living in large, older homes. With their children out of the house, these consumers have plenty of disposable cash to finance active lifestyles rich in travel, cultural events, exercise equipment, and business media. These folks are also community activists who write politicians, volunteer for environmental groups, and vote regularly in elections.

- **Conservative Classics**
  College educated, over 55 years old and upper-middle-class offer a portrait of quiet comfort. These childless singles and couples live in older suburban homes with two cars in the driveway and a wooden deck out back. For leisure at home, they enjoy gardening, reading books, watching public television, and entertaining neighbors over barbecues. When they go out, it’s often to a local museum, the theater, or a casual-dining restaurant like the Olive Garden or Lone Star Steakhouse.

- **Cautious Couples**
  Another large group of *Mature Years* segments is *Cautious Couples*, featuring an over-55-year-old mix of singles, couples, and widows. Widely scattered throughout the nation, the residents typically are working-class and white, with some college education and a high rate of homeownership. Given their blue-collar roots, *Cautious Couples* today pursue sedate lifestyles. They have high rates for reading, travel, eating out at family restaurants, and pursuing home-based hobbies like coin collecting and gardening.

- **Sustaining Seniors**
  *Sustaining Seniors* consists of older, economically challenged Americans. Ethnically diverse and dispersed throughout the country, they all score high for having residents who are over 65 years old and household incomes under $30,000. Many are single or widowed, have modest educational achievement, and live in older apartments or small homes. On their fixed incomes, they lead low-key, home-centered lifestyles. They’re big on watching TV, gardening, sewing, and woodworking. Their social life often revolves around activities at veterans clubs and fraternal organizations.
Nielsen Radio Advisor
Creating a Custom PRIZM Chart

Once you’ve created and exported a Ranker Report it is easy to create an Excel chart to illustrate a Lifestage Profile for your station similar to this:

Creating the PRIZM Chart

1. Create a Ranker Report with Persons 12+ as your first demo and each of the eleven of PRIZM groups as separate demos. It’s best if you select the PRIZM groups in alphabetical order.

Note: If you want to base your index on any other demo you’d have to create Custom Demos. For example, Persons 18+ and Prizm Lifestage – Accumulated Wealth.
2. Choose just the station(s) you want to profile.

3. Run the report. When the report opens, change your Rows filter to Primary Demo and click Refresh Selection.

Rows: Primary Demo
Columns: Audience Estimate

Your report will show your Prizm Lifestages as your rows:

4. Export the report to Excel. It will look like this:

![Radio Advisor]

- **Market:** Your Market
- **Station:** WAAA-FM
- **Filter Demographic:** None
- **Survey:** Current Survey
- **Daypart:** Mon-Fri 6:00 AM-10:00 AM
- **Place of Listening:** ALL

5. Highlight the Index% cells. You'll see a box appear and each cell you've selected will be shaded.

**Note:** Don't highlight the index cell for the first demo on which the index is calculated.

6. Click the Chart Wizard button in Excel

7. You'll use the Column chart type and all defaults so click Finish. Your chart will appear in your Excel spreadsheet.

8. Right click on the vertical axis and select Format Axis
9. Go to the Scale tab. In the Category (X) axis Crosses at: box, type in 100. Then click OK.

**Tip:** You can also change your Minimum number to ‘zoom in’ on your chart.
Your chart will now look something like this:

At this point you can continue to customize the chart using Excel, or copy and paste it in PowerPoint and make cosmetic changes as needed.
Nielsen Radio Advisor
Custom Station Groups

You can create Custom Station Groups to select a number of stations that will be averaged together. Once they are created you can use them in any report.

Part I: Creating Custom Station Groups

1. On the Station Groups Specification selection screen, click on Add Station Combo in the bottom left corner of the screen.

2. Creating Station Combos
On this screen you will see the pre-built groups of stations from which you can choose.
   a) Type a descriptive name of the Custom station combo group you are going to create.
   b) Click on the + next to the station groups in the Available Station window
   c) Click to highlight the station you want for your group.
   d) Click the single arrow in the middle to send to the Selected Stations window.
e) When your group is created, click **Save** at the bottom of the page. This will take you back to the Report Editor screen.

To alter a Custom Station Group, highlight the group and click **Edit Station Combo**. To remove a Custom Station Group, highlight the group and click **Delete Station Combo**.
Part 2: Selecting Custom Station Groups

1) To select Custom Station Groups to your report, double click or click on the + next to Custom Stations. You’ll see a list of Custom Station combos that you have built and saved.
2) Single click to highlight the Custom Station combo you want on your report.
3) Then click the single arrow button in the middle to send the combo to the Selected Station window. Add more Custom Stations the same way if desired.
Nielsen Radio Advisor

Custom Dayparts

Standard radio Dayparts have been pre-created in the software for you to use. You can also build and save custom Dayparts. Once they are created you can use them in any report.

Part I: Creating Custom Dayparts

On the Dayparts Specification selection screen, click on Add Daypart Combo in the bottom left corner of the screen.

Creating Daypart Combos

On this screen you will see the building blocks you use to create Custom Dayparts.

1. You can choose to build your Daypart using Standard or Custom options. Click Standard to use industry dayparts, or click Custom for more flexibility.
2. Use the drop down boxes to choose the days of the week and the start and end times for your daypart.
   a. When using the Custom option, select your start and end day of the week.
   b. For the start and end times, highlight the hour/quarter hour then type your selection or click the up and down arrows. For AM or PM, highlight and click the up/down arrows.
3. Type a descriptive name of the Daypart you have created.

Tip: To create specific days of the week and start/end times, choose Custom instead of Standard in the Custom Daypart Combo window.
4. When your Daypart is created, click **Save** at the bottom of the page. This will take you back to the Report Editor screen.

Note: If you want to build a 24-hour daypart in Nielsen Radio Advisor it must be built as M-Su 12a-12a. You can not use M-Su 6a-6a as the system will not allow you to create it.

To alter a Daypart you’ve created, highlight the Daypart and click **Edit Daypart Combo**. To remove a Daypart, highlight the Daypart and click **Delete Daypart Combo**.
Once created, Custom Daypart Combos will be listed alphabetically in the Available Daypart list.

1) To select Custom Daypart Combos to your report, scroll through the list of Available Dayparts until you find the one(s) that you want.
2) Single click to highlight the Daypart you want on your report.
3) Then click the single arrow button in the middle to send the combo to the Selected Daypart window. Add more Dayparts the same way if desired.
Nielsen Radio Advisor
Basic Navigation

When you first open Nielsen Radio Advisor you’ll be at the Report Editor tab. This is where you can create new reports. However, there are other options available at the top of the screen.

Report Manager
Report Manager is where you will find all of your completed reports as well as where you can copy and modify an existing report. Highlight the report and then click the buttons at the bottom of the window to:

- **Create New** – to start building a new report (same as clicking on Report Editor)
- **View Report** – opens the Report Summary
- **Edit** – open and make changes to the existing report
- **Copy** – opens the report with all of the selections you made. Allows you to rename the template as a new version – basically a ‘save as’ option
- **Run** – generate the highlighted report
- **Delete** – erase the selected report from Report Manager
- **Export** – export the report template to Excel

Report Editor
This is where you can create all of your reports in Nielsen Radio Advisor.
**Batch Mode**

Nielsen Radio Advisor allows you to run more than one report at the same time by creating batches. Executing a set of different reports grouped under a batch name, rather than running individual reports, saves time.

To create a batch of reports:

1. Click Create New

2. In the Batch Name box, type a name for the new batch.
3. In the Available Jobs window, select the reports you want to group. **Note:** they must already be created/saved in Report Manager.
4. Click Save.
To run a batch of reports:

1. Click to select the batch you want to run.
   
   Click Run

   Note: The status of the batch must be Saved.

2. Click Run.
3. The reports will run and pop up in separate windows. The results appear in Table View by default.

Reference Statistics

The Reference Statistics tab contains variability statistics for the sample in each market. This includes: intab and effective sample sizes and standard and relative error for each market / measurement period.

Computations are shown for average quarter hour for an individual day.

To create a Reference Statistics report:

1. Use the Market drop down to select the market.
2. Click the Survey drop down to select the survey.
3. Click View Report. A new window will open with your information.
You can click the double arrows at the bottom of the report to get more information on how to estimate the Standard and Relative errors for statistics in the report as well.

**Help**

Nielsen Radio Advisor help is always available. Just click Help to access information on what’s available, building reports, and a glossary of terms. You can also use the Index and Search functions to find what you’re looking for quickly and easily.
Some of the more frequently used radio survey terms are outlined below. Nielsen Radio Advisor also includes a more comprehensive list -- just select “Help”, then look under “Terms and Definitions”.

If you have any further questions regarding radio terms and definitions, please contact your Nielsen representative.

**Average Audience**  
*used in: Ranker, Station Loyalty*  
The average number of people listening per quarter-hour in any given time-period or session.  
Example: At any given time Mon-Sun 5:30am-12m there are, on average, 61,000 listeners tuned into Station A.

**Average Frequency**  
*used in Reach & Frequency*  
The average number of times that radio listeners “reached” by an advertising campaign are exposed to an advertisement. Or, how many times they have “heard” the advertisement.  
Example: The average frequency for Stations A, B & C is 4.2 times.

**Cost Per Thousand (CPM)**  
*used in Reach & Frequency*  
The cost of each 1000 impacts delivered by an advertising schedule (that is, the cost of the schedule divided by the gross impacts gives you a cost per thousand).

**Cumulative Audience (or Cumes)**  
*used in Ranker, Ebb & Flow, Station Loyalty*  
The total number of different people who listen for at least one quarter-hour during the course of a chosen time-period.  
Example: 600,000 different people tuned into Station B at some stage during Mon-Sun 5:30am-12m.

**Exclusive Audience**  
*used in Ranker, Station Loyalty*  
The number (000’s) or proportion (%) of listeners who tune in to only one station during a specified time period. Or, the number of people who listen exclusively to that station.  
Example: Station B has 115,000 listeners who listen exclusively Mon-Sun 5:30am-12m.

**Gross Impacts**  
*used in Reach & Frequency*  
The sum of the quarter-hour audience for all spots in a given advertising schedule. This figure will most likely include duplication of listeners. It is the total number of times a listening audience has the opportunity to “hear” an advertisement.

**Maximum Reach**  
*used in Reach & Frequency*  
Refers to the total number of people it is possible to reach on the station(s) and daypart(s) selected within a schedule. Or, the total station cume or multiple station cume for the daypart chosen.
Example: If Station B has a total cume 669,000 it is not possible to reach any more listeners as the station only has 669,000 listeners. To achieve the maximum reach an advertiser would have to put an advertisement on every ¼ hour.

Net Reach (1+ Reach)  
*used in Reach & Frequency*

Refers to the number (000’s) or proportion (%) of different people reached at least once by specified number of advertisements. Net reach can be expressed in terms of numbers of people and/or as a percentage of the population group being targeted. Net Reach is similar to Cumulative Audience but is usually quoted in association with the effectiveness of an advertising campaign, whereas Cumulative Audience is used when analyzing time-periods or sessions.

Share  
*used in Ranker, Station Loyalty*

Share of audience is the percentage of the total radio listening audience in a given time period tuned to a particular station. Share is a station’s average audience expressed as a percentage of the total radio audience for the same period of time.

Example: Between Mon-Sun 5:30am-12m, 9.4% of all radio listening is tuned into Station C.

Time Spent Listening  
*used in Ranker*

The average amount of time that those people who listen to radio or a specific station (cumulative audience), spend listening during a specified time-period. Shown in hours and minutes (not decimal time) Example: 1:30 is one hour, thirty minutes.

Example: Station A has 799,000 listeners (cumes) each of these people listen on average for 7 hours & 6 minutes (7:06).