

## ANNUAL UPDATE

## PRESENCE OF CHILDREN ESTIMATES

Nielsen Audio will update Presence of Children universe estimates for the October 2018 PPM Survey. Presence of Children is defined as a percentage of P6+ persons living in households with children aged between 0-17 years. These estimates utilize Census 2010 data applied to the current population estimates. Presence of Children estimates are generally applied with annually updated population estimates for the October PPM survey. The next update is scheduled for the October 2019 survey. Presence of Children estimates are used in weighting the In-Tab sample in PPM markets only.

The Presence of Children estimates reflected in the October 2018 refresh are minimal as the average difference across all markets is approximately +0.01 of a percentage point compared to the most recent refresh that occurred in October 2017. Further, the differences in local markets range from a 0.07 percentage point increase to a 0.03 percentage point decrease.

The final impact of the Presence of Children estimates refresh on ratings is not possible to reliably predict since other factors may also impact listening levels. Other factors to consider when analyzing audience estimate changes include:

- Programming changes in the market.
- Events such as weather or major news stories which can influence radio listening behavior.
- Typical survey to survey variance in estimates that is characteristic of survey samples.
- Panel changes that may occur from month-to-month
- Other changes and improvements in the PPM service.

## CONTACT

For further information on Presence of Children Universe Estimates, contact:

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## PRESENCE OF CHILDREN UNIVERSE ESTIMATES - ANNUAL UPDATE

### Presence of Children Percentages in PPM Metros

Nielsen Audio uses population estimates from Claritas, LLC

October 2018 Update based on Census 2010 and projected to January 1, 2019

October 2017 Update based on Census 2010 and projected to January 1, 2018

Metro	October 2017 Update	October 2018 Update	Difference
Atlanta	52.54%	52.54%	0.00%
Austin	49.15%	49.17%	0.02%
Baltimore	46.74%	46.77%	0.03%
Boston	44.21%	44.18%	-0.02%
Charlotte-Gastonia-Rock Hill	49.74%	49.75%	0.02%
Chicago	50.49%	50.49%	0.01%
Cincinnati	47.50%	47.51%	0.01%
Cleveland	44.22%	44.24%	0.01%
Columbus, OH	47.55%	47.55%	0.00%
Dallas-Ft. Worth	55.11%	55.11%	0.00%
Denver-Boulder	47.96%	47.97%	0.01%
Detroit	47.83%	47.83%	0.00%
Greensboro-Winston-Salem-High Point	46.35%	46.36%	0.01%
Hartford-New Britain-Middletown	44.85%	44.88%	0.03%
Houston-Galveston	55.60%	55.61%	0.01%
Indianapolis	50.39%	50.41%	0.01%
Jacksonville	46.64%	46.65%	0.00%
Kansas City	48.87%	48.86%	-0.01%
Las Vegas	50.40%	50.40%	0.00%
Los Angeles	52.75%	52.75%	0.00%
Memphis	50.77%	50.76%	0.00%
Miami-Ft. Lauderdale-Hollywood	47.37%	47.36%	0.00%
Middlesex-Somerset-Union	50.96%	50.93%	-0.03%
Milwaukee-Racine	46.49%	46.49%	0.01%
Minneapolis-St. Paul	48.19%	48.20%	0.01%

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Metro	October 2017 Update	October 2018 Update	Difference
Nashville	47.76%	47.82%	0.06%
Nassau-Suffolk (Long Island)	51.23%	51.23%	0.00%
New York	47.07%	47.05%	-0.02%
Norfolk-Virginia Beach-Newport News	46.92%	47.00%	0.07%
Orlando	47.81%	47.85%	0.03%
Philadelphia	46.08%	46.07%	-0.01%
Phoenix	50.60%	50.60%	0.00%
Pittsburgh, PA	39.22%	39.22%	0.00%
Portland, OR	47.09%	47.09%	0.01%
Providence-Warwick-Pawtucket	43.53%	43.51%	-0.02%
Raleigh-Durham	48.86%	48.88%	0.02%
Riverside-San Bernardino	59.14%	59.14%	0.00%
Sacramento	49.49%	49.49%	0.00%
Salt Lake City-Ogden-Provo	58.64%	58.66%	0.02%
San Antonio	53.16%	53.16%	0.00%
San Diego	48.30%	48.30%	0.00%
San Francisco	45.77%	45.75%	-0.02%
San Jose	52.40%	52.40%	0.00%
Seattle-Tacoma	45.43%	45.42%	-0.01%
St. Louis	46.40%	46.42%	0.02%
Tampa-St. Petersburg-Clearwater	41.74%	41.78%	0.03%
Washington, DC	49.07%	49.05%	-0.02%
West Palm Beach-Boca Raton	41.10%	41.11%	0.01%

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