## Math in the Media: Activity 1



Math In The Media


The following activities are reprinted from "Media Math-Basic
Techniques of Media Evaluation" Second Edition, author: Robert W. Hall

Determine the rating, given the audience and population. Round to the nearest tenth.

| Demographic | Audience | Population | Rating |
| :---: | :---: | :---: | :---: |
| A. Women <br> $18+$ | $12,427,000$ | $87,480,000$ | - |
| B. Men <br> $18-34$ | $3,885,000$ | $33,200,000$ | - |
| C. Children <br> $2-11$ | $5,216,000$ | $32,600,000$ |  |
| D. | $16,006,000$ | $83,800,000$ | - |
| Households |  |  |  |

Find the missing value (rating, share, or HUT) assuming there is no multi-set viewing or unreported viewing. Round to the nearest whole number.

| Rating | Share | HUT |
| :--- | :--- | :--- |


| A. 16 | 32 |  |
| :--- | :---: | :---: |
| B. | 20 | 60 |
| C. $\quad 9$ | - | 30 |
| D. 18 | 33 |  |
| E. | 40 | 75 |
| F. $\quad 5$ | - | 19 |

