

Math in the Media: One Week's Ratings



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 18+	12,427,000	87,480,000	_____
B. Men 18-34	3,885,000	33,200,000	_____
C. Children 2-11	5,216,000	32,600,000	_____
D. Households	16,006,000	83,800,000	_____

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. 9	_____	30
D. 18	33	_____
E. _____	40	75

F.	5	—	19
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