



## Radio PSA - Executive Summary

4/15/2021 - 11/30/2021

**Title:** "Help For Debtors" PSA  
**Client:** BDA Help for Debtors

**Release Date:** 04/15/2021  
**Report Date:** 12/10/2021  
**# of Stations:** 1,000

---

Help For Debtors - Music :30

Help For Debtors - No Music :30

---

## Station Results

Title	This Month				Total			
	Number of Stations	Number of Airings	Number of Impressions	Media Value	Number of Stations	Number of Airings	Number of Impressions	Media Value
Help For Debtors - Music :30	37	703	621,800	\$8,985	100	7,574	5,816,950	\$139,345
Help For Debtors - No Music :30	11	161	728,050	\$12,342	37	1,636	5,640,350	\$103,576
<b>Grand Totals =</b>	<b>48*</b>	<b>864</b>	<b>1,349,850</b>	<b>\$21,327</b>	<b>137*</b>	<b>9,210</b>	<b>11,457,300</b>	<b>\$242,921</b>

\* Total Unique Stations

## Campaign DMA Market Penetration

Rank	Number of Stations	% Total	Number of Airings	% Total	Audience Impressions	% Total	Media Value	% Total
National/Cable								
1 - 10	16	12%	458	5%	849,000	7%	\$22,888	9%
11 - 25	27	20%	1,541	17%	3,644,200	32%	\$97,819	40%
26 - 50	23	17%	1,055	11%	861,550	8%	\$23,156	10%
51 - 75	27	20%	2,009	22%	2,887,300	25%	\$45,428	19%
76 - 100	15	11%	1,859	20%	822,150	7%	\$18,771	8%
101 - 150	24	18%	1,652	18%	2,104,050	18%	\$28,232	12%
151 - 210	5	4%	636	7%	289,050	3%	\$6,627	3%
210 +								
<b>Grand Totals =</b>	<b>137</b>	<b>100%</b>	<b>9,210</b>	<b>100%</b>	<b>11,457,300</b>	<b>100%</b>	<b>\$242,921</b>	<b>100%</b>

## Campaign Demographic Results

	<b>Audience Impressions</b>	<b>% Total</b>
Persons 12+	11,457,300	100%
Teens 12-17	760,754	7%
Adults 18+	10,263,881	90%
Adults 18-34	2,702,354	24%
Adults 25-54	4,987,758	44%
Adults 35-64	5,116,634	45%
Men 18+	5,063,651	44%
Men 18-34	1,377,185	12%
Men 25-54	2,569,683	22%
Men 35-64	2,594,486	23%
Women 18+	5,200,230	45%
Women 18-34	1,325,169	12%
Women 25-54	2,418,075	21%
Women 35-64	2,522,148	22%