Radio Ratings Glossary

The most commonly referred to statistics are outlined in the tables below. Your software system may have additional statistics, please refer to your software provider or contact GfK for further information.

Share %	Indicates a station's relative strength within a market. It shows the percentage of total radio listening audience during a given time period tuning to a particular station. Share is a station's average audience expressed as a percentage of the total radio audience for the same period. *For example, 8.4% of all radio listening is to Station G, Mon-Sun, 5:30am to midnight.*
Average audience (000's) (Average quarter hour audience)	The average number of listeners tuned to a radio station per quarter hour in any given time period. Usually expressed in thousands (000's). *For example, in any given quarter hour between Mon-Fri 5:30am to 9am, on average 55,000 listeners were listening to Station F.*
Cumulative audience / Cume / Reach (000's or %)	The total number of different people who listen to a station for at least eight minutes (one quarter-hour) during any time period. Cume illustrates audience size, as they estimate the unduplicated number of people reached by a station at least once during a particular time period. Cumulative audience can be expressed in thousands (000's) or as a percentage of the total population or total available audience. *For example, Station K has 575,000 unique listeners between 5.30am-12mn, Mon- Fri. 54% of People 10+ tuned in at least once to Station K in this time period.* **Note:** Cumes from two stations cannot be added together, nor can you add daypart cumes together, because listeners may be listening in both sessions and duplication will occur. Station cumes may be added across discrete demographics within a time period, e.g. Men 18-24 + Men 25-34 = Men 18-34
Time spent listening (TSL) hours:mins	An estimate of the amount of time a station's cumulative audience spends listening during a specified time period, expressed in hours and minutes. Note that TSL does not denote audience size. *For example, between 5:30am – 12mn, Mon-Fri, Station C listeners tune in for 8 hours and 15 minutes (8:15).*
Exclusive audience (000's or %)	The number of people who listen exclusively to one station during any particular session. This can be expressed as a number or a proportion of the station's total audience. *For example, 90,000 people listened only to Station R 5.30-12mn Mon-Fri or 35% of Station R's audience only listen to Station R during this time period.*

Radio Ratings Glossary (continued)

Below are statistics that are more commonly found when using reach and frequency analysis:

Reach	The total number of different people who are reached at least once by an advertising schedule, displayed as numbers of people and/or as a percentage of the population group being targeted. Reach is similar to cumulative audience but is usually quoted in the context of an advertising campaign. Reach can be expressed in thousands (000's) or as a percentage of the population. *For example, 15 x 30 second commercials placed in Breakfast by Brand A, Mon-Fri, for one week on Station X will reach 312,000 people 25-54, or 30% of 25-54 year olds.*
Average frequency	The average number of times that a station's listeners hear an advertisement. Also known as opportunity to hear. *For example, Station A's audience heard an advertising campaign on average 3.1 times.* Frequency can either be: • **Effective**: the number of times the audience has heard the advertising campaign at least once, at least twice etc. Displayed as 1+, 2+, 3+ etc. • **Exclusive**: the number of times the audience has heard the advertising campaign exactly once, exactly twice, exactly three times. Displayed as 1, 2, 3 etc.
Gross impacts	The total number of times the advertisement was heard, it measures the weight of a campaign. Each quarter-hour audience figure is added together to create gross impacts, it is a duplicated figure as the listener is likely to hear the spot more than once. Can also be calculated as reach (000's) x frequency. *For example, Station X plays a spot at 6.05 a.m., 7.05 a.m., 10.05 a.m., 1.05 p.m. and 4.05 p.m. If each spot attracts an average audience of 10,000 then the Gross Impacts would be 50,000.*
Cost per thousand (CPM)	The cost of an advertising campaign or spot, based on the number of times an audience is reached (gross impacts) i.e. how much it costs to achieve 1000 impacts. It does <u>not</u> measure how much it costs to reach 1000 different individuals. CPM is calculated by dividing the cost by the number of gross impacts in thousands. *For example, a five-spot advertising campaign run on Station X is estimated to achieve 853,000 gross impacts. Each spot cost $500.* *CPM = $2,500/853 = $2.93*