

AUDIENCE RESEARCH TERMS

AVERAGE QUARTER-HOUR AUDIENCE (AQH PERSONS)

An average of the number of people listening for at least five minutes in each quarter-hour over a specified period of time. In modern Radio average quarter-hour measurement should be considered a measure of Total Time Spent Listening (see below).

AVERAGE QUARTER-HOUR RATING (AQH RATING)

Average Quarter-Hour Audience expressed as a percentage of the population being measured. *

$$\text{AQH PERSONS} \div \text{POPULATION} = \text{AQH RATING}$$

SHARE OF AUDIENCE (SHARE)

The percentage of those listening to Radio in the AQH that are listening to a particular station.

$$\text{AQH PERSONS} / \text{ONE STATION} \div \text{AQH PERSONS} / \text{RADIO} = \text{SHARE}$$

Because the AQH actually reflects Total Time Spent Listening, Share Of Audience is the share of Total Time Spent Listening to Radio.

CUMULATIVE AUDIENCE (CUME PERSONS)

Also called Unduplicated Audience, it is the number of different people listening for at least five minutes during a specified period of time. Cume Audience is the potential group that can be exposed to advertising on a radio station, just as readership is the potential exposure group for a magazine or newspaper.

CUMULATIVE RATING (CUME RATING)

Cumulative Audience expressed as a percentage of the population being measured. *

$$\text{CUME PERSONS} \div \text{POPULATION} = \text{CUME RATING}$$

TOTAL TIME SPENT LISTENING (TTSL)

The number of quarter-hours of listening to Radio or to a station by the population group being measured. *

$$\text{AQH PERSONS} \times \text{QUARTER-HOURS IN TIME PERIOD} = \text{TTSL (IN QUARTER HOURS)}$$

AVERAGE TIME SPENT LISTENING (TSL)

The time spent listening by the average person who listens to Radio or to a station.

$$\text{TTSL} \div \text{CUME PERSONS} = \text{TSL}$$

Average Time Spent Listening is an indicator of audience availability to advertising messages. The more time spent listening, the greater opportunity for exposure and ability to develop frequency.

AUDIENCE TURNOVER (T/O)

The number of times the Average Quarter-Hour Audience is replaced by new listeners in a specified period of time. Audience Turnover is also the number of announcements required to reach approximately 50% of the station's Cumulative Audience in the time period.

$$\text{CUME PERSONS} \div \text{AQH PERSONS} = \text{T/O}$$

The population being measured can be all people or any demographic group.

SCHEDULE MEASUREMENT TERMS

REACH

The number of different people who are exposed to a schedule of announcements, i.e., those listening during a quarter-hour when announcements are aired.

Reach can also be expressed as a Rating (percentage of the population being measured):

$$\text{PERSONS REACHED} \div \text{POPULATION} = \text{REACH RATING}$$

GROSS IMPRESSIONS

The total number of exposures to a schedule of announcements. Not a measure of the number of different people exposed to a commercial.

$$\text{AQH PERSONS} \times \text{NUMBER OF ANNOUNCEMENTS} = \text{GROSS IMPRESSIONS}$$

FREQUENCY

The average number of times the audience reached by an advertising schedule (those listening during a quarter-hour when an announcement is aired) is exposed to a commercial.

$$\text{GROSS IMPRESSIONS} \div \text{REACH} = \text{FREQUENCY}$$

GROSS RATING POINTS (GRPs)

Gross Impressions expressed as a percentage of the population being measured. * One Rating Point equals one percent of the population.

$$\text{GROSS IMPRESSIONS} \div \text{POPULATION} = \text{GRPs}$$

It can also be derived by combining AQH Ratings:

$$\text{AQH RATING} \times \text{NUMBER OF ANNOUNCEMENTS} = \text{GRPs}$$

COST PER THOUSAND (CPM)

The basic term to express Radio's unit cost. It establishes 1000 as the basic unit for comparing Radio values. Most frequently used to compare the cost of 1000 Gross Impressions on different stations, it can also be used to compare the cost of reaching 1000 people.

$$\frac{\text{SCHEDULE COST}}{\text{GROSS IMPRESSIONS (IN THOUSANDS)}} = \text{CPM}$$

COST PER RATING POINT (CPP)

An expression of Radio's unit cost using a Rating Point, which is one percent of the population being measured*. Cost Per Rating Point is often used for planning Radio in conjunction with GRPs.

$$\frac{\text{SCHEDULE COST}}{\text{GROSS RATING POINTS}} = \text{CPP}$$

* The population being measured can be all people or any demographic group.

REACH / FREQUENCY EVALUATIONS

REACH / FREQUENCY FORMULAS

There are three factors in any Reach/Frequency formula: 1) Reach, 2) Frequency and 3) GRPs. Their relationship is expressed in these formulas, with any two factors predicting the third:

$$\text{REACH} \times \text{FREQUENCY} = \text{GRPs}$$

$$\text{GRPs} \div \text{FREQUENCY} = \text{REACH}$$

$$\text{GRPs} \div \text{REACH} = \text{FREQUENCY}$$

For example, if 100 GRPs are purchased and the advertiser has determined a 4 Frequency is necessary, the Reach will be 25. These formulas make Radio planning extremely flexible.

EFFECTIVE FREQUENCY

The minimum level of frequency—number of exposures—determined to be effective in achieving the goals of an advertising campaign (e.g., awareness, recall, sales, etc.). This level will vary with individual products or services and the marketing objectives of the campaign.

FREQUENCY DISTRIBUTION

A tabulation separating those reached by a schedule, according to their minimum levels of exposure: 2 or more times, 3 or more times, 4 or more times, etc.

EFFECTIVE REACH

The number of people reached by a schedule at the pre-determined level of Effective Frequency.

EFFECTIVE RATING POINTS (ERPs)

Effective Reach expressed as a percentage of the population being measured.*

$$\text{EFFECTIVE REACH} \div \text{POPULATION} = \text{ERPs}$$

* The population being measured can be all people or any demographic group.

For further information please contact RAB Research.

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