

Terms & Definitions Used In The Reports

REACH (Average Weekday Yesterday Listenership)

- Reach is about PEOPLE.
- The size of audience “reached” by radio in general (Any Radio) or by a specific station. This question measures the number of people who have an “opportunity to hear” an ad on a radio station.
- Reach can also be described as = the number of people who listened/tuned into a station yesterday (average day). It doesn’t matter if they tuned in for 2 minutes or for 2 hours – everyone who listened is counted here.
- Remember: Yesterday = Average Day

WEEKLY REACH

- Weekly reach is the sum of “yesterday listening” plus “past week listening”. (It is not based on the sum of 7 days listening as our methodology is not diary based).

MARKET SHARE (Minutes Listened).

- Share is about MINUTES – it measures a station’s share of all minutes listened to Irish Commercial Radio.
- If, for example, a respondent listened to two ¼ hour periods, this is calculated as 30 minutes. Each respondent’s listening activity is calculated and added together in this manner, resulting in a TOTAL number of minutes listened per day.
- Station share is then calculated based on the number of minutes listened to Station A vs. Station B. The market share table therefore will always add up to 100%.
- The share analysis is broken out into 3 time periods – share of minutes listened 7am-7pm, 7pm-midnight, and 7am-midnight.
- Market share is a better measure of loyalty as it shows the depth of listening to a station.

PROGRAMME TIME-BLOCK LISTENING

- The programme time-block analysis is a reach figure for each individual programme. It shows the level of audience who tuned into the station at some time during the particular programme block.
- It doesn't matter if they listened to only 1 qtr hr of the block, or to 4 qtr hrs – everyone who listened to at least 8 minutes in that time block is included on an equal basis here.
- Average audience (av. ¼ hour audience) – this measures the size of the average ¼ hour audience for the time block.

TIME SEGMENT LISTENERSHIP / ¼ HOUR LISTENING

- This is a measure of the audience reach /number of people who tuned into a station for each individual quarter hour.

TABLES

Universe Estimates:	the sample represented by actual population estimates in 000's.
Sample Size:	please use caution where sample size is small.
Location of Listening:	analysis is based on cumulated instances of listening (each listening incident being a 15 minute block)

AUDIENCES

Housekeeper:	defined as a person (male or female) who does the main grocery shopping for a household.
Housekeeper with dependents:	as above, but residing in a household where there are dependent children or young adults (any age)
Married/Widowed:	includes those who are separated, divorced or living as married.
Social Class:	the social class of respondents is based on the occupation of the Head of Household/Chief Income Earner. Where that person is retired, unemployed or widowed, social class is based on former occupation.
Working Women:	defined as all women who are working 30 plus hours per week in a paid job.
Active Farmers:	defined as the person who has sole or joint responsibility for running the farm.

LISTENERSHIP TERMS

Any Radio	Any Radio includes RTE stations; BAI stations (regional, multi-city, local and community); foreign stations; and any pirate stations still operational.
Any National	Any National includes RTE stations, Today FM and Newstalk.
Any RTE Radio	Any RTE includes RTE Radio 1; RTE 2FM; RTE Lyric FM and RTE Raidio na Gaeltachta.
RTE 1/2FM/Lyric FM	RTE Commercial Stations
Any Regional / Local Radio / MC	Includes all Regional, Multi-city and Local Radio stations set up under the (BAI).
Home Local Stations	Listenership to the individual station(s) franchised for an area including FM 104, Dublin's 98, Dublin's Q102, Dublin's Country Mix 106.8FM, Spin 1038 and Phantom in Dublin and Corks 96FM/C103 and Cork's Red 104-106FM in Cork.
Other Regional / MC / Local Stations	Listenership to any regional/multi-city/local stations not franchised for a particular area but spilling over into it.
Mean Number of Minutes (Share Tables)	The average number of minutes to which radio was listened, among listeners – i.e. those who had listened to at least half of a time block on the listening grid (i.e. in general, at least 8 minutes).
IRS Combined	Listenership to the individual stations that are represented by IRS – Red FM, Phantom, Spin Sth West, I Radio and all Local stations excluding LMFM; Live 95; Galway Bay FM.
UTV Radio	Listenership to the individual stations that are represented by UTV – Beat; Q102; FM104; Cork's 96/103; LMFM; Live 95; Galway Bay FM.
Non-Annual Data	This term only appears on a Mediastar market share table. It represents any listening to a station(s) that has been on air for less than 12 months.

RADIO BROADCAST REGIONS

Region	Component Counties/Franchise Areas
South East	Carlow, Kilkenny, Wexford, Waterford & Tipperary South Riding
South West	Limerick, Clare, Kerry, Tipperary North Riding & South West Laois*
North West	Galway, Mayo, Roscommon, Longford, Leitrim, Sligo & Donegal
North East	Kildare, Louth, Meath, Laois*, Offaly, Westmeath, Cavan & Monaghan
Multi-City	Full counties Dublin, Cork; Limerick; Clare and Galway and part counties Kildare, Meath and Wicklow.

MEDIASTAR AUDIENCES

Frequent Internet User	User has high involvement – daily / almost daily – with the internet.										
Frequent Media Consumer	User has high involvement – daily / almost daily – with specific media.										
Home Improver	Substantial improvements refer to work such as a new kitchen or extension.										
Radio Typologies	Based on “yesterday listening” activity										
Weight of Listening	Heavy = 5.5+ hours of listening; Medium 1.5 to 5.5 hours; Light = up to 1.5 hours.										
Repertoire	Solus = listened to one station only yesterday; Dualists = listened to two stations yesterday; Flickers = listened to more than two stations yesterday										
Time of Day of Listening	More than half (51%+) of a person’s total listening occurs in the specified period. For example, 7% of All Adults are “early birds” – listening primarily in the early morning.										
	<table border="1"> <tr> <td>Early Bird</td> <td>7am – 9am</td> </tr> <tr> <td>Mid Morning</td> <td>9am – noon</td> </tr> <tr> <td>Lunchtime</td> <td>Noon – 2.30pm</td> </tr> <tr> <td>Early Evening</td> <td>4pm – 7pm</td> </tr> <tr> <td>Night time</td> <td>7pm – midnight</td> </tr> </table>	Early Bird	7am – 9am	Mid Morning	9am – noon	Lunchtime	Noon – 2.30pm	Early Evening	4pm – 7pm	Night time	7pm – midnight
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Location of Listening	Location of Listening 70%+ of a person’s total listening occurs in the specified location. For example, 16% of All Adults listen primarily in the car (i.e. 70%+ of their total listening occurs in the car).										
Market Share JNLR stations	Includes minutes listened to all Irish Commercial Radio										
Market Share Total stations	Includes minutes listened to all radio stations including BBC; pirates and community radio										