

## 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

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

## AUDIENCES

<b>Housekeeper:</b>	defined as a person (male or female) who does the main grocery shopping for a household.
<b>Housekeeper with dependents:</b>	as above, but residing in a household where there are dependent children or young adults (any age)
<b>Married/Widowed:</b>	includes those who are separated, divorced or living as married.
<b>Social Class:</b>	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.
<b>Working Women:</b>	defined as all women who are working 30 plus hours per week in a paid job.
<b>Active Farmers:</b>	defined as the person who has sole or joint responsibility for running the farm.

## LISTENERSHIP TERMS

<b>Any Radio</b>	Any Radio includes RTE stations; BAI stations (regional, multi-city, local and community); foreign stations; and any pirate stations still operational.
<b>Any National</b>	Any National includes RTE stations, Today FM and Newstalk.
<b>Any RTE Radio</b>	Any RTE includes RTE Radio 1; RTE 2FM; RTE Lyric FM and RTE Raidio na Gaeltachta.
<b>RTE 1/2FM/Lyric FM</b>	RTE Commercial Stations
<b>Any Regional / Local Radio / MC</b>	Includes all Regional, Multi-city and Local Radio stations set up under the (BAI).
<b>Home Local Stations</b>	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.
<b>Other Regional / MC / Local Stations</b>	Listenership to any regional/multi-city/local stations not franchised for a particular area but spilling over into it.
<b>Mean Number of Minutes (Share Tables)</b>	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).
<b>IRS Combined</b>	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.
<b>UTV Radio</b>	Listenership to the individual stations that are represented by UTV – Beat; Q102; FM104; Cork's 96/103; LMFM; Live 95; Galway Bay FM.
<b>Non-Annual Data</b>	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

<b>Frequent Internet User</b>	User has high involvement – daily / almost daily – with the internet.										
<b>Frequent Media Consumer</b>	User has high involvement – daily / almost daily – with specific media.										
<b>Home Improver</b>	Substantial improvements refer to work such as a new kitchen or extension.										
<b>Radio Typologies</b>	Based on “yesterday listening” activity										
<b>Weight of Listening</b>	Heavy = 5.5+ hours of listening; Medium 1.5 to 5.5 hours; Light = up to 1.5 hours.										
<b>Repertoire</b>	Solus = listened to one station only yesterday; Dualists = listened to two stations yesterday; Flickers = listened to more than two stations yesterday										
<b>Time of Day of Listening</b>	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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<b>Location of Listening</b>	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).										
<b>Market Share JNLR stations</b>	Includes minutes listened to all Irish Commercial Radio										
<b>Market Share Total stations</b>	Includes minutes listened to all radio stations including BBC; pirates and community radio										